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## Northshore Hamilton



The Government of Queensland's Urban Land Development Authority (ULDA) is responsible for the development of the Northshore Hamilton Urban Development area (UDA). The Northshore Hamilton UDA is a strategically important land asset with the potential to become a showcase mixed use, waterfront redevelopment area incorporating transit orientated development principles.

The ULDA's statement of intent for the study area is clear and unambiguous and reflects the desire for the Northshore Hamilton Urban Development Area to become a functional, vibrant mixed use environment with strong linkages between residential, retail and commercial development and the major economic infrastructure of the area. This statement of intent effectively provides the visioning context and purpose for the area upon which the integrated development plan can build.

### Outcomes

The purpose of the economic analysis component of the study is to consider the precinct design plans from an economic activation perspective, develop a precinct user segmentation analysis model, undertake micro-economic analysis incorporating demand and supply modelling, prepare dynamic scenario modelling, and develop key strategies to benefit the project.

**Client:** Urban Land Development Authority (ULDA)

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