

# CASE STUDY



## Woolloongabba

Repurposed an poorly managed site for event parking and storage

- Illegal dumping
- Unauthorised use
- Management challenges



- Opportunity to support local demand
- Flexibility to owners needs



- Event parking
- Storage solutions
- Authorised uses
- Flexibility
- Revenue
- Communal value

### Site Condition

This government-owned asset was previously an under-utilised and poorly managed car park, attracting unauthorised activity and presenting ongoing management challenges. Recognising the opportunity to unlock value from the site, we transformed the asset into a productive, flexible space that leverages its prime location near The Brisbane Cricket Ground (The Gabba). The activation supports both storage solutions and event-based parking demand, while maintaining flexibility for the government's future operational and logistical requirements.

### The Brief

The site was not achieving its full potential, and required a more effective interim use strategy. With its proximity to major event infrastructure, the site presented an opportunity to support local demand, including event-related parking and storage for larger vehicles and trailers that were otherwise occupying surrounding streets. The challenge was to activate the space in a way that delivered immediate community and operational benefits while maintaining the flexibility required by the government for future logistical needs.

### The Solution and Outcome

Spaces x Get Parked transformed the site, delivering extensive site cleanup, redesigned layout and ongoing maintenance, to improve space utilisation. We implemented our smart access and booking platform to provide a seamless customer experience, whilst ensuring authorised site use. During activation, the site operates as a secure caravan and vehicle storage facility, while also providing event parking for The Gabba nearby. The flexible model maximises utilisation throughout the year, generating ongoing revenue for the owner, while maintaining a well-managed site that delivers value to both the owner and the surrounding community. We maintain a flexible arrangement with the owner, ensuring the site doesn't constrain their logistical needs.



Pre-development | During Development