



A WORLD CLASS URBAN PLACE GEORGE ST 2020 RE-IMAGINE SYDNEY'S MAIN STREET

AT A GLANCE

WHAT GEORGE ST 2020, RE-IMAGINE SYDNEY'S MAIN STREET IS AN INTERNATIONAL IDEAS COMPETITION TO ADD VALUE TO SYDNEY'S MAIN STREET BY ENHANCING PUBLIC SPACE OPPORTUNITIES ALONG THE NEW LIGHT RAIL CORRIDOR

WHO SEEKING YOUNG PROFESSIONALS UNDER THE AGE OF 35 YEARS TO ENTER

WHY TO STIMULATE IDEAS ABOUT HOW CITIES CAN ADD SOCIAL, CULTURAL, ECOLOGICAL AND ECONOMIC VALUE THROUGH INVESTMENT IN PUBLIC SPACE

HOW 1. ARTICULATE A VISION AND IDENTITY FOR GEORGE ST

2. PROPOSE AN URBAN INNOVATION THAT UNLOCKS VALUE ALONG GEORGE ST AND TRANSFORMS IT INTO A GREAT URBAN PLACE

SITE GEORGE ST, SYDNEY, AUSTRALIA

WHEN AUGUST - NOVEMBER 2015

ENTRY ULI MEMBERS: AUD\$50 FEE IS PAYABLE UPON REGISTRATION NON ULI MEMBERS: AUD\$100 FEE IS PAYABLE UPON REGISTRATION

WIN STAGE 1: AUD\$2,500 + MENTORSHIP FOR STAGE 2

STAGE 2: AUD\$5,000 + A TRIP TO A 2016 ULI CONFERENCE (VALUE UP TO AUD\$5,000)



GEORGE ST LIGHT RAIL CORRIDOR



2015 URBAN INNOVATION INITIATIVE

THE INITIATIVE

The Urban Land Institute Urban Innovations Initiative champions urban innovation, collaboration and youth leadership in the property industry.

The Initiative is a bi-annual competition that explores solutions to a topical and timely issue or project relevant to successful urbanisation of our Cities.

The initiative couples creative thinking by young professionals with mentoring from industry leaders and sector specialists to develop leading initiatives that connect capital and real estate to create and add value.

The Urban Innovation Prize will result in young peoples teams being selected to present their initiative internationally at the 2016 ULI Asia Pacific Conference (subject to quality of submissions).

This initiative has been founded by ULI's Young Leaders Group - Sydney.

2015 COMPETITION CHALLENGE

The goal of this years competition is to present a set of Urban Innovations to industry stakeholders that could transform George Street into a World-Class 24 hour Urban Place that reinvigorates and re-frames Sydney's CBD.

Urban Innovations can be **physical**, **operational** or **digital** interventions with entrants focusing on the **social**, **cultural** and/or **ecological** benefits of their proposal.

All Urban Innovations should be contextual and demonstrate potential for economic benefit.

The competition is split into 2 stages:

Stage 1: Idea's Competition **Stage 2:** Idea Development

A minimum of 3 teams will be selected to develop their scheme in Stage 2.

2015 CREATIVE DIRECTORS



Jessica is a Development Manager at Lend Lease working on Darling Square, Sydney CBD's new residential neighbourhood at the current location of the Sydney Entertainment Centre.

Jessica is experienced working on large scale, complex urban regeneration projects having recently worked on the redevelopment of Harold Park Paceway with Mirvac including the planning and delivery of approximately 500 apartments and the redevelopment of the heritage Rozelle Tramsheds.

With a background in architecture and design, having worked in China and at two of Sydney's top architectural firms Jessica has a key interest in the relationship between top down and bottom up approaches to city making. It is this interest that informed a piece of research undertaken as part of a Byera Hadley Traveling Scholarship which she was awarded in 2011 and which has gone on to inform her involvement with ULI and with the competition brief for the Inaugural ULI Urban Innovations Initiative.



Thomas is a Senior Architect & Urban Lead at Tzannes Associates, Architecture and Urban Design who has consulted to the NSW government in preparing design guidelines, priority projects and integration options for government lands within and adjacent to Darling Harbour, Sydney.

He was a key team member in the development of the Sydney International Convention

Entertainment & Exhibition Precinct at Woods

Bagot producing the Urban Design & Public

Bagon Guidelines Ashibetural requirements

Bagot producing the Urban Design & Public Realm Guidelines, Architectural requirements and as expert advisor to the Design and Delivery sub-committee in assessing the submitted tenders. Thomas has a keen interest in city design and the provision of high quality urban environments, an interest that began in his work on award winning projects at Candalepas Associates & Zaha Hadid Architects and is being furthered through the Byera Hadley Travelling Scholarship which he was awarded in 2014.



2015 THEME

The theme for this year's competition is 'transforming spaces into great urban places' with George Street, Sydney as its site.

Great urban places are distinct, unique and desirable offering an experience whilst leaving an impression and an identity of the place in people's minds. A great urban place provides a platform for city life to thrive.

Importantly great urban places add social, economic, cultural and ecological value.

George St is Sydney's premier street linking the north of the CBD to the south of the CBD. The NSW Government and the City of Sydney Council are undertaking a significant investment to reduce congestion on George Street and improve access and mobility through the construction of the CBD and South East Light Rail.

"Light rail will transform Sydney by offering fast, reliable journeys from Circular Quay through the CBD"

"A major element of the CBD and South East Light Rail project is the creation of a new Pedestrian Zone on George Street."

The Pedestrian Zone will consist of a one kilometer pedestrianised area shared with light rail along George Street (between Bathurst and Hunter Streets) covering around 40 per cent of the 2.4 km street between Circular Quay and Town Hall.

This landmark infrastructure project will provide a method of moving people more efficiently through the city, however there is also an opportunity for a great urban place to be cultivated that can raise Sydney's international profile.

This ideas competition seeks innovative urban ideas that:

- Add value (economic, social, cultural and/or ecological) to the public spaces surrounding the new light rail.
- Articulate a vision for George St
- Create a great urban place or series of places.
- Add to the transformation from space to place.



Artist Impression, George St Light Rail . Image courtesy of City of Sydney



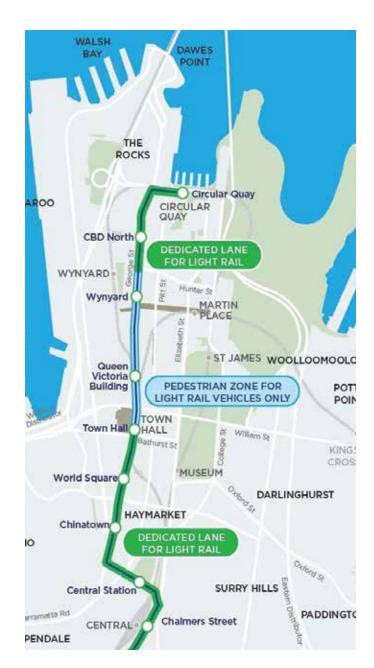
SITE

George St is a 2.4km major vehicular and pedestrian corridor connecting the south of Sydney's CBD to the north. This corridor will be transformed by futute light rail.

The future light rail corridor will extend the length of George St with a 1km pedestrian zone (including light rail carriages only) between Bathurst St and Hunter St. The section of Alfred St between Pitt and George St at Circular Quay will also be fully pedestrianised.

The City of Sydney's vision is for this linear street to be transformed into a pedestrian focused and pedestrian friendly corridor.

Impactful Urban Innovations will unify this presently disjointed street, establishing legibility while activating the street with multiple experiences that deliver social, economic, ecological and economic benefit The Urban Innovation submitted by entrants should focus on the core of the spine - the pedestrian zone from Town Hall (Bathurst St) to Hunter Street. The option exists to extend the innovation across the whole corridor and into the key public spaces and laneways directly off George St. Ideas may be physical, operational or digital.





CONTEXT

Sydney, Australia is undergoing unprecedented development and growth as the city shifts from a suburban city to an increasingly urban city.

In Sydney's CBD developers, investors, Councils and State and Local Governments are investing billions in flagship redevelopment projects from Sydney's tallest residential tower (505 George St) to the development of entire city blocks (Barangaroo, Darling Square and Quay Quarter) to the creation of new suburbs (Central to Eveleigh and The Bays Precinct).

A record \$2.8 billion worth of residential, commercial and hotel developments were approved by City of Sydney in 2014.

In the midst of booming property development is New South Wales Government's \$1.6 billion CBD and South East Light Rail project of which 2.4km extends along Sydney CBD's high street - George Street.

This new light rail corridor will extend from the Harbour in the North to Central Station in the South and Randwick in the East.

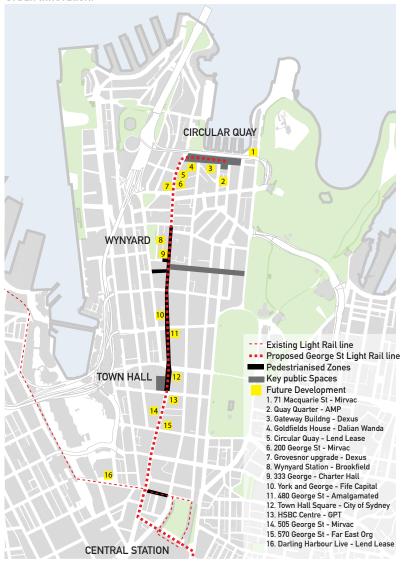
George Street is to be transformed from an overcrowded transportation corridor into a pedestrian friendly, car free spine connecting the Harbour to the City.

The extensive investment by both the private and public sector in the City presents Sydney with a unique opportunity to improve it's place capital and transform George St into the most vibrant, image-defining street of this Global City.

The efficiency and safety the light rail infrastructure will bring to George St is one piece of the puzzle, the other is the question of the potential of the new and existing public spaces that sit in and around this new piece of infrastructure.

KEY SPACES

A diagram of key spaces along the future George St has been mapped below. This map is to be used as a guide for your Urban Innovation. Key development projects along George St have also been mapped, which may influence your Urban Innovation.





COMPETITION OBJECTIVES

Urban Innovations will be assessed based on the Competition Objectives as outlined below.

o Social Benefit:

- What is the social benefit created by your innovation and how does your proposal provide this benefit?
- How does your proposal reinforce or, alter the social makeup of George Street and affect/effect interactions between people?
- How does your proposal improve social integration along George St to facilitate shared ownership of the public realm?

o Cultural Benefit:

- What is the cultural benefit created by your innovation and how does your proposal provide this benefit?
- How does your proposal address the civic aspirations of Global Sydney?
- How does your proposal respond to the variety of cultures that form Sydney's identity?
- How does your proposal improve the cultural experience of George St to facilitate shared owner ship of the public realm?

o Ecological Benefit:

- What is the ecological benefit created by your innovation and how does your proposal provide this benefit?
- How does your proposal reinforce, alter or re-instate the ecological environment of George Street?
 - Does your proposal address water management and consumption?
 - Does your proposal address energy management, consumption or generation?
- How does your proposal positively address habitation by humans, plants or animals / birdlife?
- How does your proposal improve the ecological experience of George St to facilitate shared ownership of the public realm?

All projects are to address the economic benefits of their Urban Innovation. Entrants are to address the following questions.

o Economic Benefit:

- What is the economic benefit created by your innovation and how does your proposal provide this benefit?
- How much will it cost to implement and maintain your proposal?
- Who bears the costs of installation and maintenance?
- What is the economic benefit to Government, the Public or Landowner from your proposal?



Movable street furniture, Times Square, NYC



Smorgasburg Market, Brooklyn, NYC



Cyclists, Copenhagen, Denmark



TKTS Booth, Times Square, NYC



COMPETITION PROCESS

STAGE 1

CHALLENGE

Your challenge for Stage 1 is to address the competition challenge, the competition theme and the competition objectives to:

- Articulate a Vision for George St.
- Propose an Urban Innovation to unlock George St as a great urban place to support your vision.
- Chose a location along George St to explore your urban innovation.
- Demonstrate how your innovation has the potential to add social, cultural and / or ecological value.
- Demonstrate how your innovation has the potential to add economic value.

JUDGING CRITERIA

The jury will shortlist submissions that best address the competition challenge and demonstrate strategic response to the following criteria:

- Clarity of vision and strength of idea to meet competition challenge
- Potential impact of your innovation to achieve a great place outcome
- Addresses the competition objectives (refer previous page)
- The ability for your innovation to integrate and complement the proposed light rail objectives.

YOUR PITCH

Pitch your idea via:

1 x Graphic(s) at A3 Landscape

1 x max 30 second video

500 words of text

Refer to website for submission details and the submission process.

Competition Terms and Conditions can be found on the competition website. All entrants are required to read the Competition Terms and Conditions prior to registering.



COMPETITION PROCESS

STAGE 2

CHALLENGE

Your challenge for Stage 2 is to address the competition challenge, the competition theme and the competition objectives to:

- Develop and further resolve your Urban Innovation and Vision from Stage 1 into a realisable project.
- Imbed your Urban Innovation in your selected location along George St.
- Demonstrate a deep understanding of how your innovation has the potential to add social, cultural and / or ecological value (refer competition objectives)
- Demonstrate aunderstanding of the economic benefits of your proposal including how your Innovation could be realised (refer competition objectives)

JUDGING CRITERIA

The jury will shortlist submissions that best address the competition challenge and demonstrate strategic response to the following criteria:

- Clarity of resolution and development of your Urban Innovation from Stage 1
- The ability for your innovation to integrate and complement the proposed light rail objectives
- Potential impact of your urban innovation to achieve a great place outcome
- Demonstrate an understanding of project risks by identifying the key risks of your proposal and how have you mitigated these risks
- Addresses the competitionobjectives (refer previous page)

YOUR PITCH

Pitch your idea via:

- 10 Slide Presentation at A3 landscape
- 1 x Graphic(s) at A3 Landscape to express your vision
- 4 x Graphic(s) at A3 Landscape to express your urban innovation.
- 1 x max 30 second video
- 1,000 words of text

Refer to website for submission details and the submission process.

Competition Terms and Conditions can be found on the competition website. All entrants are required to read the Competition Terms and Conditions prior to registering.



RESOURCES

CITY OF SYDNEY

City Transformation - George St

George St: http://www.cityofsydney.nsw.gov.au/vision/city-transformation/george-street Light Rail: http://www.cityofsydney.nsw.gov.au/vision/city-transformation/light-rail Public Art: http://www.cityofsydney.nsw.gov.au/vision/city-transformation/city-centre-public-art

George St 2020: A Public Domain Activation Strategy

http://sydneyyoursay.com.au/george-street-2020

George St Concept Design:

Part 1: http://www.cityofsydney.nsw.gov.au/__data/assets/pdf_file/0020/154154/George-Street-Concept-Design-Part-1.pdf Part 2: http://www.cityofsydney.nsw.gov.au/__data/assets/pdf_file/0003/154155/George-Street-Concept-Design-Part-2.pdf Part 3: http://www.cityofsydney.nsw.gov.au/ data/assets/pdf_file/0004/154156/George-Street-Concept-Design-Part-3.pdf

Public Spaces Public Life, Gehl Architects 2007 part 1 and part 2:

http://www.cityofsydney.nsw.gov.au/__data/assets/pdf_file/0008/143963/PublicSpacesPublicLifeSydney2007_final_Part1.PDF http://www.cityofsydney.nsw.gov.au/ data/assets/pdf file/0009/143964/PublicSpacesPublicLifeSydney2007 final Part2.PDF

TRANSPORT NSW

Light Rail Website:

http://www.sydneylightrail.transport.nsw.gov.au

Transport for NSW Website:

http://www.transport.nsw.gov.au/transforming-sydney-cbd/light-rail





About the Urban Land Institute

The Urban Land Institute (www.uli.org) is a nonprofit education and research institute supported by its members. Its mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Established in 1936, the Institute has nearly 35,000 members worldwide representing all aspects of land use and development disciplines, including more than 1,850 in Asia.

About the ULI Young Leaders Group (YLG)

The ULI Young Leaders Group (YLG) is an affinity group for members under 35 years old who are dedicated to the responsible use of land and real estate in enhancing our future. The YLG strives to provide a unique setting for the leaders of tomorrow to interact and network both professionally and socially, with the leaders of today. It offers younger ULI members the opportunity to network with their peers, gain exposure to senior industry professionals, and to continue their professional education.

SPONSOR & SUPPORTERS

ULI and the YLG would like to extend a big thank you to the following sponsor and supporters:

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