

# BRISBANE

Australia's New World City

Urban Land Institute

Urban Innovations Initiative  
Innovation Ideas Competition  
Brisbane, 2016

City Centre - Fortitude Valley Interface  
Connecting Urban Precincts

*Deliver urban innovations to transform the  
interface between the Brisbane City Centre and  
Fortitude Valley neighbourhood*

 Urban Land  
Institute



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# AT A GLANCE

The Urban Land Institute Young Leaders Group Brisbane is delighted to invite you to participate in the 2016 Innovation Ideas Competition.

- WHAT** “Connecting Urban Precincts” An urban innovation ideas competition, seeking urban innovation that transforms the public interface between the Brisbane City Centre and Fortitude Valley.
- WHO** We are inviting everyone under the age of 35 to enter. Entrants may be individuals or teams of up to 4.
- WHY** To stimulate innovative ideas that will assist with the transformation of the important interface between the Brisbane City Centre and Fortitude Valley, to create a connected, urban, active and sub-tropical place.
- WHERE** The interface between the Brisbane CBD and Fortitude Valley (refer to ‘Focus Area’ in brief)
- WHEN** August to November 2016
- ENTRY** ULI Members: \$US40 is payable upon registration  
Non-ULI Members: \$US80 is payable upon registration
- PRIZES** STAGE 1: AUD\$2,000 per team (awarded to finalist teams selected by the Jury)  
STAGE 2: Flights, accommodation and entry to 2017 ULI Asia Pacific Conference + AUD\$2,000 per team (awarded to the winning team selected by the Jury)  
POPULAR VOTE: \$500 per team (awarded to the winning team of the popular vote)

By entering this competition your idea may contribute to the future transformation and redevelopment of this key area.

This competition will allow all public and private stakeholders to explore the revitalisation opportunities for the area.

Submissions from the Innovation Ideas Competition will generate visionary concepts which could lead Brisbane’s ongoing growth.





# 2016 URBAN INNOVATION IDEAS 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 regular competition that explores solutions to a topical and timely issue or project relevant to successful urbanisation of Australia's 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 may result in a young person or team being selected to present their initiative internationally at the 2017 ULI Asia Pacific Conference (subject to quality of submissions).

The 2016 competition is managed by ULI's Young Leaders Group Brisbane.

## 2016 COMPETITION CHALLENGE

The goal of this year's competition is to present a set of Urban Innovations to industry stakeholders that could transform the interface between the Brisbane City Centre and Fortitude Valley neighbourhoods into a connected, urban, active and sub-tropical place befitting a 'New World City'.

Urban Innovations can be physical, social, operational, digital or other interventions. Entrants are encouraged to focus on the economic, social, cultural and/or ecological benefits of their proposal.

The competition is split into 2 stages:

Stage 1: Ideas Competition

Stage 2: Ideas Development

A maximum of 3 entrants/teams will be selected to develop their scheme in Stage 2.

## 2016 JURORS

### 1. **Cr Julian Simmonds**

Chairman of City Planning, Brisbane City Council

### 2. **David McCracken**

Executive Director, Urban Land Institute

### 3. **Elizabeth Watson-Brown**

Design Director, Architectus

Adjunct Professor, School of Architecture, University of Queensland

### 4. **Jock Fairweather**

Founder and Director, Little Tokyo Two

### 5. **Steve Wilson**

Chairman, Racing Queensland

Director, Pinnacle Investment Management

Former Chair of Southbank Corporation

### 6. **Liz Pidgeon**

Co-Founder & Director, Cornerstone Properties

Board, Queensland Art Gallery

### 7. **James Tuma**

National Director of Design, Urbis



# CONTEXT

## BRISBANE IS EMERGING AS AUSTRALIA'S "NEW WORLD CITY".

As Australia's New World City, Brisbane has a growing reputation as an influential leader in the Asia Pacific region. The city is recognised as a desirable place to do business, attractive to investment and innovation, provides a high quality cultural experience, and is an enviable place to live.

As a result of strong economic and population growth over recent decades, Brisbane's urban landscape changed, and continues to evolve. The inner city, in particular, has seen extensive urban regeneration and gentrification of numerous distinctive neighbourhoods.

Inner City Renewal Areas such as the Brisbane City Centre, Fortitude Valley, Spring Hill, Newstead, Teneriffe, South Brisbane, West End, Kangaroo Point, Woollongabba, Milton and beyond have seen strong urban growth.

As Brisbane continues to grow and to change, these neighbourhoods are evolving. Their original character and identity is adapted and reinterpreted through new development. The boundaries between neighbourhoods have become blurred.

Whilst the character of each neighbourhood is in itself important, the changing nature of the interface between neighbourhoods is of critical importance to delivering a functional, dynamic and interesting urban form.

Brisbane is also a unique city. A sub-tropical climate enables residents, workers and visitors to enjoy the outdoor environment in public, communal and private spaces. It drives a built-form and landscape response comprising articulated, vegetated and welcoming spaces and places.

It is within this context that this year's ULI Innovation Ideas Competition theme has been selected – "connecting urban neighbourhoods".








# FOCUS AREA: CONTEXT



## MACRO CONTEXT

-  FOCUS AREA
-  SUBURB BOUNDARIES
-  REGENERATION NODES

The interface between the Brisbane City Centre and Fortitude Valley neighbourhoods is the competition's focus area.

The Brisbane City Centre is located on a peninsula surrounded by the Brisbane River. Traditionally the commercial and retail focus for Brisbane, the City Centre continues to attract major commercial and retail investment together with an expanding residential population. However, Brisbane's growth has resulted in traditional City Centre activities expanding into the surrounding inner city neighbourhoods.

Fortitude Valley is renowned for its vibrant entertainment district. Fortitude Valley is undergoing substantial regeneration providing a greater mix of uses to embellish the daytime economy in addition to furthering the established night time economy. Indeed, Fortitude Valley is attracting commercial, retail and residential investment that has traditionally been located in the City Centre.

The interface between the expanding Brisbane City Centre and the regenerating Fortitude Valley area is important to enabling both neighbourhoods to positively interact and connect, whilst retaining their distinct identity and character. This interface is the focus for the innovation competition, to effectively connect the two urban neighbourhoods.



# FOCUS AREA: CHARACTERISTICS



There are elements within and adjoining the City Centre and Fortitude Valley neighbourhoods that have a more particular character, and that provide opportunities and challenges that influence the focus area.





- Valley Malls precinct, providing the 'heart' of Fortitude Valley and the focal point for the entertainment district.
- James Street precinct, a high end retail and dining destination.
- Public parkland and heritage provided by 'Centenary Place'.
- RNA mixed-use regeneration area and heritage showgrounds.
- Proximity to the Brisbane River, via the Petrie Bight area.
- The Howard Smith Wharves revitalisation project, which will create an new public space and facilities along the Brisbane River.
- Extensive transport infrastructure (roads and rail), which create potential barriers to movement and cohesion.
- Spring Hill, intended for redevelopment and character protection.
- Newstead River Park and Gasworks, retail and regeneration area.



# FOCUS AREA



FOCUS AREA MAP

-  FOCUS AREA
-  SUBURB BOUNDARIES
-  MAIN ROAD CORRIDORS
-  ACTIVITY NODES

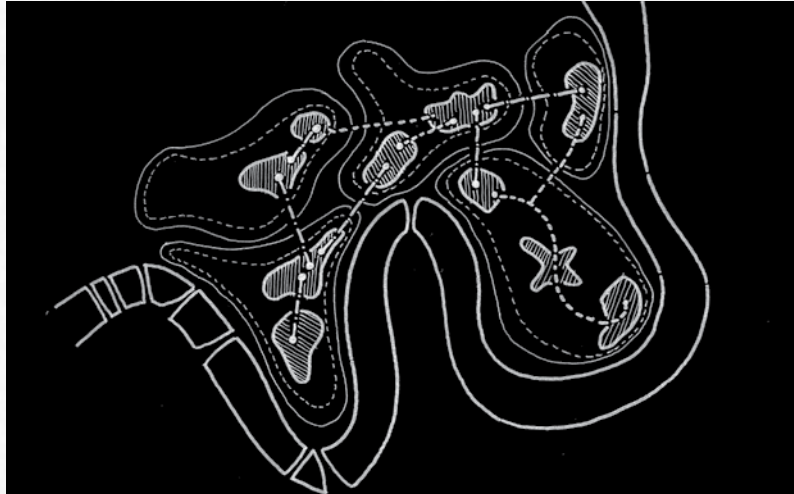
OUTBOUND SOUTHERN SUBURBS



# FOCUS AREA OUTCOMES

The ULI Innovation Ideas Competition seeks innovative urban ideas that provide the following urban outcomes.

1. **Connected** - Improving connections between Brisbane's urban precincts.



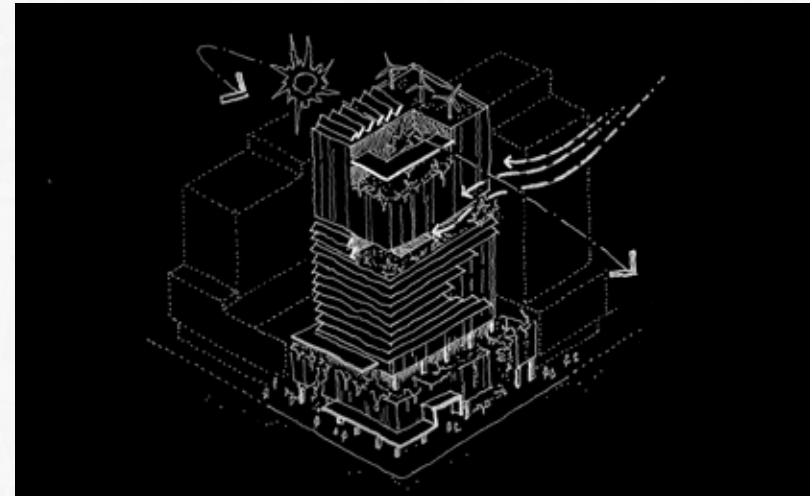
3. **Active** – Supporting economic activity through mix of uses and activities.



2. **Urban** – Enhancing and developing further urban spaces and places.



4. **Sub-tropical** – Contribute to Brisbane's sub-tropical character.



- What innovations do you propose to better connect and activate the Brisbane City Centre and Fortitude Valley interface?
- How will you create a distinctly urban and sub-tropical area of global appeal, befitting Australia's New World City?
- How does your connected, urban, active and sub-tropical 'focus area' function and present?



# COMPETITION OBJECTIVES

The ULI Innovation Ideas Competition seeks proposals that provide an intervention that addresses the focus area outcomes. The proposal must have regard to the focus area context, opportunities and challenges. The proposal may be for the whole of the focus area or a precise part of the focus area. It may be a physical, economic, social, cultural, ecological or other type of intervention.

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

Each proposal must address the primary objectives and may address one or all aspects of the secondary objectives.

## PRIMARY OBJECTIVES

### FOCUS AREA OUTCOMES

- Connected – how does your innovation improve connections between the urban precincts of the City Centre and Fortitude Valley?
- Urban – how does your innovation enhance and develop further urban spaces or places?
- Active – how does your innovation support the development of economic activity by promoting mixed uses?
- Sub-tropical – how does your innovation contribute to Brisbane's sub-tropical character?

### IMPLEMENTATION OUTCOMES

- How much do you estimate it will cost to implement and maintain your proposal?
- Who is responsible for implementation and maintenance?
- What is a realistic time-frame for implementation of your proposal?

## SECONDARY OBJECTIVES

### SOCIAL BENEFIT

- What is the social benefit created by your innovation and how does your proposal provide this benefit?  
(For example, how does your proposal improve social integration of the focus area to facilitate a shared, safe and vibrant public realm?)

### CULTURAL BENEFIT

- What is the cultural benefit created by your innovation and how does your proposal provide this benefit?  
(For example, how does your proposal reflect the traditional and/or modern cultural heritage of the focus area?)

### ECOLOGICAL BENEFIT

- What is the ecological benefit created by your innovation and how does your proposal provide this benefit?  
(For example, how does your proposal improve the ecological environment of the focus area, through effective management of resources?)

### ECONOMIC BENEFIT

- What is the economic benefit created by your innovation and how does your proposal provide this benefit?  
(For example, what does your proposal contribute that generates new and innovative investment in the focus area?)



# COMPETITION PROCESS: STAGE 1

## STAGE 1

### CHALLENGE

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

- Articulate a vision for the focus area.
- Propose an Urban Innovation to enable a connected, urban, active and sub-tropical outcome for the focus area.
- Choose a location in the focus area to explore your Urban Innovation (whole of the focus area or a precise part of the focus area).
- Demonstrate how your innovation addresses the competition objectives.

### JUDGING CRITERIA

The Jury will shortlist submissions that best address the competition objectives and demonstrate a strategic response to the following criteria.

- Clarity of vision and strength of idea to meet competition objectives.
- Potential for your innovation to achieve an excellent outcome for the focus area.
- Response to the competition objectives.
- The ability for your innovation to be implemented, and to integrate and complement other public and private sector interventions and investments.

### YOUR PITCH

Pitch your Urban Innovation idea via:

- 1 x graphic(s) at A3 landscape
- 500 words of text
- 1 x max 30 second video

Refer to website for submission details and submission process.

Competition Terms and Conditions can be found on the competition website:

**[www.urbaninnovations.com.au](http://www.urbaninnovations.com.au)**

All entrants are required to read the Competition Terms and Conditions prior to registering.



# COMPETITION PROCESS: STAGE 2

## STAGE 2 –

*Only finalist teams announced following Stage 1 are required to participate in Stage 2*

### CHALLENGE

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

- Develop and further resolve your Urban Innovation from Stage 1 into a realisable and implementable project.
- Demonstrate how your Urban Innovation would be imbedded in the focus area.
- Demonstrate a strong understanding of how your Urban Innovation has the potential to add social, cultural, ecological and/or economic value (refer to competition objectives)
- Demonstrate a strong understanding of how your Urban Innovation will contribute to a connected, urban, active and subtropical focus area (refer competition objectives)

### JUDGING CRITERIA

The Jury will determine the overall winner based on the proposal that best addresses the competition objectives and demonstrates a strategic response to the following criteria.

- Clarity of resolution and development of your Urban Innovation from Stage 1
- The ability for your Urban Innovation to integrate and transform the focus area.
- 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 Urban Innovation and how you would mitigate these risks.
- Address the competition objectives.

### YOUR PITCH

Pitch your Urban Innovation idea via:

- 10 slide presentations at A3 landscape
- 1 x graphic at A3 landscape to express your vision
- Up to 4 x graphics at A3 landscape to detail your Urban Innovation
- 1,000 words of text
- 1 x max 30 second video

Refer to website for submission details and submission process.

Competition Terms and Conditions can be found on the competition website:

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## PROJECT PARTNERS



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## SUPPORTERS





