



URBAN LAND INSTITUTE URBAN INNOVATION IDEAS COMPETITION COMPETITION BRIEF

Melbourne 2018

Propose an innovation that contributes to the revitalisation of the
CBD's north-west corner

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Competition Site: Melbourne CBD's north-west corner

AT A GLANCE

The Urban Land Institute Young Leaders Group Melbourne invites you to participate in the 2018 Urban Innovation Ideas Competition

WHAT	Propose an innovative idea that contributes to the revitalisation of the CBD's north-west corner.
WHO	Young professionals and students aged 35-years and under. Entrants may be individuals, or teams of up to four people.
WHERE	Melbourne CBD's north-west corner – bound by La Trobe, Bourke William, and Spencer Streets.
WHEN	Stage 1 registrations open on the 24th of August and close on the 14th of September 2018. Stage 1 submissions close on the 23rd of September @ 11:59 AEST. Stage 2 commences on the 8th of October, with submissions due by the 22nd of October 2018. Winner for Stage 2 announced on the 25th of October 2018.
REGISTRATION	Refer to the website for information regarding the submission details and process. www.urbaninnovations.com.au

PRIZES

Stage 1 - Ideas Competition:

AUD\$2,000 per team selected by the competition Jury to progress to Stage 2 (up to 3 teams)

Popular Vote: AUD\$500 per team (awarded to the winning team of the popular vote)

Student prize: AUD\$500 per team (only available for teams made up entirely of students)

Stage 2 - Concept Development:

The winning team shall receive the following:

Return flights from Australia to the 2019 ULI Asia Pacific Conference held in Shanghai (for up to four team members)

Accommodation for up to 5 nights during the 2019 Asia Pacific Conference held in Shanghai (for up to four team members)

Entry to the 2019 ULI Asia Pacific Conference in Shanghai at which the winning team will present their entry (for up to four team members)

Total team cash prize of \$2,000

The winning team will have the opportunity to register for the YLG Study Tour at early bird rates (if committed to the tour by 1 March 2019)

ENTRY

ULI Members: \$50
Non ULI Members: \$100
Students: \$25

Entry fees will be payable upon registration

2018 URBAN INNOVATION IDEAS COMPETITION INITIATIVE

THE INITIATIVE

The Urban Innovation Ideas Competition is an initiative of ULI Australia which champions youth leadership, urban innovation and collaboration in the property industry.

The Initiative provides a platform for young professionals and students to explore innovative solutions to topical and timely issues relevant to successful urbanisation of Australia's cities. The Competition combines leading-edge thinking by young professionals with mentoring from industry leaders and sector specialists.

Urban Innovations can relate to any aspect of urban development – physical, operational, cultural, social, environmental, technological or otherwise. In particular, the competition seeks new approaches or ways of thinking.

THE 2018 COMPETITION CHALLENGE

The goal for this year's competition is to generate innovative ideas that contribute to the CBD's north-west corner emerging as a vibrant, safe and highly liveable, 24-hour neighbourhood.

Entries should propose ideas which contribute to the CBD's north-west corner emerging as a locality with a strong sense of identity, community and place. In particular, specific uses, interventions or initiatives are sought which knit together the focus area's diverse land uses, activities and stakeholders. Entries may target specific parts of the focus area, or the entire focus area.



2018 COMPETITION JURORS

1. David McCracken – Executive Director, Urban Land Institute.
2. Professor Donald Bates – Chair of Architectural Design, Melbourne School of Design, (University of Melbourne); co-founder and Director of LAB Architectural Studio.
3. Kate Brennan – Deputy Chair of Gold Coast Cultural Precinct and Arts Centre Board (former CEO Fed Square Pty Ltd).
4. Peter Holland – Director, Urbis (Cistri) and Trustee of the Urban Land Institute.
5. Bec McHenry - Founder & Director of The Space Agency



Champion Sponsor of the Urban Innovation Ideas Initiative

2018 COMPETITION THEME & FOCUS OUTCOMES

NURTURING THE INNER-CITY'S DIVERSITY AND LIVEABILITY

Urban growth pressures combined with economic, social and cultural imperatives have attracted an increasing mix of land uses and stakeholders in prominent inner-city localities of Australia's larger cities, including Melbourne's Central Business District (or CBD).

Today, Melbourne's CBD is Victoria's pre-eminent white-collar employment location and knowledge-sector hub of international significance, a prominent tertiary education node, residential suburb, and one of the State's most visited tourist locations. A far cry from the 'empty, useless city centre' famously described by architect Norman Day in 1978*.

Recent years have seen developers look beyond the CBD's key commercial, civic, or retail nodes to rebuild and re-purpose land, buildings and public space in the CBD's less prominent 'out-of-the-way' areas. The recent dramatic transformation of the CBD's skyline is evidence to this development activity.

Once undervalued, the north-west corner of the CBD is one such precinct undergoing significant transformation.

This year's competition provides young urban professionals and students an opportunity to apply innovative thinking and solutions to this emerging and highly strategic locality.

FOCUS OUTCOMES

The 2018 ULI Innovation Ideas Competition seeks innovative urban ideas that will drive the following urban outcomes.

1

DIVERSE & LIVEABLE

Knits together the diversity of land uses and stakeholders to generate a locality with a strong sense of identity, community and place.

2

VIBRANT & ACTIVATED

Contributes to the north-west corner of Melbourne's CBD emerging as a safe, activated, 24-hour neighbourhood.

3

RESILIENT CITIES

Builds a level of resilience into the north-west corner of Melbourne's CBD, elevating the capacity residents, workers, visitors etc. to adapt and thrive in an uncertain future – shaped by climate change, digital technologies and an increasingly integrated global economy amongst other factors.

* An Empty Useless City Centre, Professor Norman Day, The Age, 1978.

2018 COMPETITION FOCUS AREA

THE CBD'S NORTH-WEST CORNER

The CBD's north-west corner – bound by La Trobe, William, Bourke and Spencer Streets is the focus area of the 2018 Urban Innovation Ideas Competition.

This area of the CBD has been chosen because it:

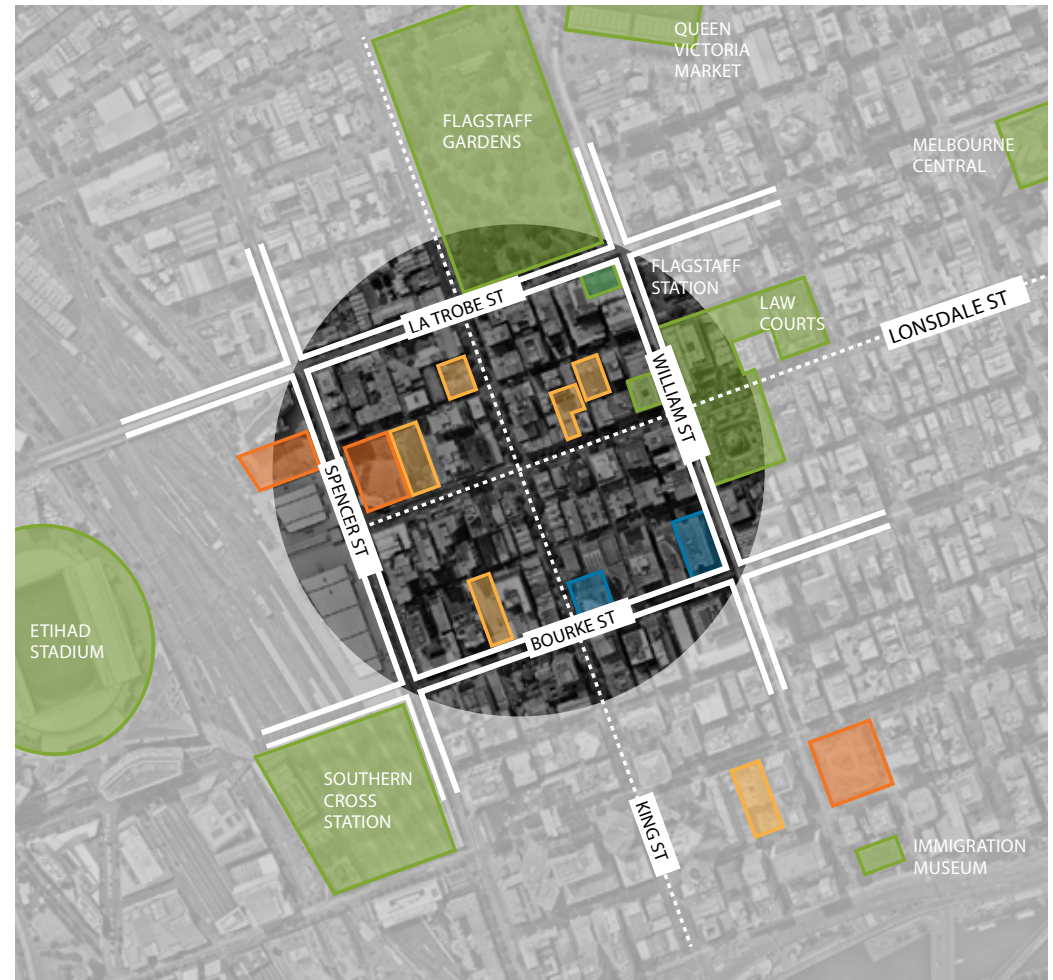
- Accommodates a diverse mix of land uses and people including institutional (legal and educational), residential, commercial office, entertainment (King Street), and some ground-floor retail. Flagstaff Station is also located in the precinct, as well as a number of multi-level commercial car parks.
- Has a residential function which is increasing in significance.
- Contains a diverse range of building typologies including high-rise towers, medium rise, detached and some heritage buildings.
- Interfaces with prominent neighbouring precincts/nodes (Law Courts precinct, Southern Cross, Western Core, Flagstaff Gardens, Queen Victoria Market etc.)

The prevailing issues impacting the vitality and appeal of this area include:

- Lacks a defined role or identity as a neighbourhood within the wider Melbourne CBD.
- Limited on-street activity after working hours and weekends (noting, that some vibrant pockets do exist during working hours and peak commute times).
- Very little public open space, excluding footpaths and carriageways.
- Poor on-street amenity in parts and a harsh street-level environment – in particular, relating to wind tunnels and overshadowing.

KEY:

- Significant buildings within the site
- Major development approved
- Major development under construction
- Significant Landmarks





CENTRAL MELBOURNE — A LOCALITY SHAPED BY INNOVATION

Over the last 20-25 years, a process of urban transformation has been guided by a suite of targeted innovative approaches:

- The Postcode 3000 policy was initiated in 1992 and incentivised residents to move back into the CBD, including the conversion to residential of surplus office space generated by the economic recession of the early 1990's.
- Streetscape treatment and reductions in car traffic applied to Swanston Street, transforming the Street into one of Melbourne's key civic boulevards.
- The renewal of CBD laneways as pedestrian spaces and public assets in a planning and design context. Today the CBD has a feted laneway culture predominantly related to the heritage, public art, and café culture aspects of these spaces.
- Re-aligning Central Melbourne's focus to the Yarra River from a design perspective, generating new development and commercial opportunities and elevating civic outcomes.



COMPETITION OBJECTIVES

Competition entrants must address the Primary Objectives, and one or all aspects of the Secondary Objectives. Entrants should have regard for the focus area's context, opportunities and challenges.

PRIMARY OBJECTIVES:

COMPETITION FOCUS OUTCOMES:

- Diverse & Liveable – How does your innovation (or suite of innovations) knit together the diversity of land uses and stakeholders accommodated by the focus area and contribute to the emergence of CBD's north-west corner as a locality with a strong sense of identity, community and place?
- Vibrant & Activated – How will the innovation(s) transform the focus area into a safe, activated, 24-hour neighbourhood?
- Resilient Cities – How does the innovation(s) build a level of resilience into the focus area, elevating the capacity of the area's residents, workers, visitors etc. to adapt and thrive in an uncertain future?

IMPLEMENTATION OUTCOMES:

- Project Cost – How much do you estimate it will cost to implement and maintain your proposal?
- Key Stakeholders – Who is responsible for implementation and maintenance?
- Program – What is the realistic time-frame for implementing your proposal?

SECONDARY OBJECTIVES:

Describe the social, cultural, ecological or economic value of your innovation and how this value is generated.

Example points of discussion include:

- Social Value – How will the innovation(s) improve social integration in the focus area to facilitate a shared, safe and vibrant public realm?
- Cultural Value – How can the innovation(s) elevate the traditional and/or modern cultural heritage of the focus area?
- Ecological Value – How will your innovation(s) improve ecological footprint of the focus area?
- Economic Value – How do the innovation(s) elevate community net-wealth outcomes, and/or generate new and innovative investment in the focus area?

The innovations may target specific parts of the focus area, or the entire focus area.

COMPETITION PROCESS

COMPETITION PROCESS: STAGE 1

- Propose an Urban Innovation to revitalise and transform the CBD's north-west corner into a vibrant, connected, safe and highly liveable, 24-hour neighbourhood, with regard to the competition theme: 'Nurturing the inner city's diversity and liveability'.
- Choose a location in the focus area to explore your Urban Innovation (this could be the entire focus area or a specific part).
- Demonstrate how your Urban Innovation addresses the competition objectives.

Judging Criteria

The Jury will shortlist submissions that best respond to the following criteria:

- The clarity of vision, strength of ideas, creativity and use of innovative approaches to meet competition objectives.
- The potential for the innovation to generate significant value across multiple channels.
- The ability of the innovation to be implemented, and to integrate with and/or complement other public and private sector interventions or investments.
- The degree to which the innovation represents a new approach or way of thinking and synthesises urban practice from a number of different areas.

Your Pitch

Submission should comprise the following:

- A maximum of 2 x A3 Panels (landscape)
- Up to 500 words of text to describe your innovation
- A 30 second video message

Refer to the website for information regarding the submission details and process. Competition Terms and Conditions can be found on the competition website: www.urbaninnovations.com.au

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

COMPETITION PROCESS

COMPETITION PROCESS: STAGE 2

Only three teams announced following Stage 1 will participate in Stage 2.

Stage 2 offers finalists the opportunity to develop and refine their ideas to a professional standard by addressing the following:

- Further develop the Urban Innovation from Stage 1 into a realisable and implementable project.
- Demonstrate a strong understanding of how your Urban Innovation will contribute to the CBD's north-west corner emerging as a vibrant, connected, safe and highly liveable 24-hour neighbourhood, noting the competition theme.
- Demonstrate a strong understanding of how your Urban Innovation has potential to generate significant value across multiple channels.

Judging Criteria

The Jury will determine the overall winner based on the proposal that best responds to the following criteria:

- The clarity of resolution and development of the Urban Innovation to a professional standard.
- The ability of your innovation to contribute to the focus area's revitalisation, consistent with the competition challenge, theme and focus outcomes.
- The nature in which your innovation generates significant value across multiple channels.

Your Pitch

Submissions should comprise the following:

- 10 slide A3 landscape presentation
- 1 x graphic at A3 landscape to express your vision
- Up to 4 x A3 landscape panels to detail your Urban Innovation
- 1,000 words of text

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