

BRING FORWARD THE EVENING

ENTRANT NO. ULIC1604
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The Idea

In creating a ‘New World City’ Brisbane’s entertainment offering must align with the progressive nature of the initiative. Being synonymous with Brisbane entertainment, Fortitude Valley is a key part of the city’s transformation. Currently 5pm marks the close of the business day, there is a disjointed relationship between the city and valley which only begins to come to life from 9pm. These crucial 4 hours mark an opportunity to bridge this relationship.

Fortitude Valley’s success as an afterhours destination operating primarily from 9pm through till the early hours of the morning creates an opportunity to utilize and extend the range of the Valley’s offering. By bringing forward the Valley’s hours to include the evening (3-9pm) and promoting the use of underutilized spaces the precinct will attract a wider range of users and recalibrate its hours to suit recent Brisbane initiatives (‘City of Lights’ initiative and revised lock-out laws).

By utilizing Centenary Place as a bookend for the Valley, a connection can be made between the business district and the city. A trail of illuminated markers will draw people into and through the site – indicating the Valley as Open for business’. These trails of light act to lead people towards focus areas which will be used to create a connection between the day and night as a live outdoor music venue marking the start of an evening. The illumination of the globes will mark the start of the night.

In re-activating an outdoor space the proposal draws on Queensland’s backyard culture and temperate evening climate. Acting as a group meeting space the initiative creates a new precinct for social interaction and gathering with the intention of offering both free and bookable live music from local emerging and established artists. The proposal will offer Brisbane’s music industry an outdoor setting to develop artists with exposure to a wide and dynamic range of listeners in the public realm. Utilizing this area for the music industry draws on historical cues for the area including local radio, Barry Parade’s long standing guitar stores and Fortitude Valley’s record labels.

The deliberate decision to reduce the extent of new built-form within the proposal ensures there is minimal

impact on the historical ecological landmarks. Using the established trees to provide shade and natural cooling for the venue, the initiative provides an opportunity integrate the existing ongoing maintenance of the area with a higher public use and renovation. Wireless embedded and innovative technologies are to be used in the area to create a platform for the booking of the spaces, event schedule and overall connectivity.

The Built Form

Over the next 5 years (2016-2021) elevated platforms or Lillypads will be erected around the perimeter of Centenary Park creating a pedestrian canopy to both the Wickham and Ann Street sides of the space. These stages nestled around the existing Moreton Bay Figs aim to create viewing platforms for up to 150 people with a central orientation, establishing an internal amphitheatre effect. Serving a dual purpose, the elevated platforms double as a base for the large illuminated markers.

The markers represent not only a visual cue but also act as a social enabler for Brisbane drawing different groups to free and paid events in this new city- valley connection.

Alternative uses are proposed for hours outside of the evening where the park space is to be used as an active zone through the weekday mornings, utilizing the elevated platforms for community initiatives such as yoga, tai chi and fitness training. Through the week the area will facilitate private and commercial functions as an open air evening venue.

Urban and Active

Stage 1 includes the construction of three elevated platforms and a series of 15 illuminated markers. The capital cost of the platforms is estimated at 1.2 million dollars per structure. The cost of the illuminated markers is intended to be offset by corporate partnerships with the illuminated markers being designed to include signage opportunities on each globe. The total cost of the initiative is estimated at 3.6 million dollars of initial capital. This capital cost is expected to be quickly returned

through event revenue, corporate partnerships and local uplift in economic activity.

The increased hours of use in the area and additional pedestrian traffic aims to encourage further economic activity and community up lift. Other economic benefits include the revitalization of the adjoining commercial area, the creation of a gateway statement for Brisbane and an opportunity to create a city wide initiative in which Brisbane will become an exemplary for the ‘New World City’ model.

At a city scale Brisbane’s urban precincts will be linked by illuminated markers that are connected by a series of elevated Lillypads which promote Queensland’s sub-tropical culture. These elevated spaces allow for the reimagining of native landscaping and flower gardens to the city, allowing for the collection of rain water, pedestrian amenity and the promotion of pedestrian movement and interaction.

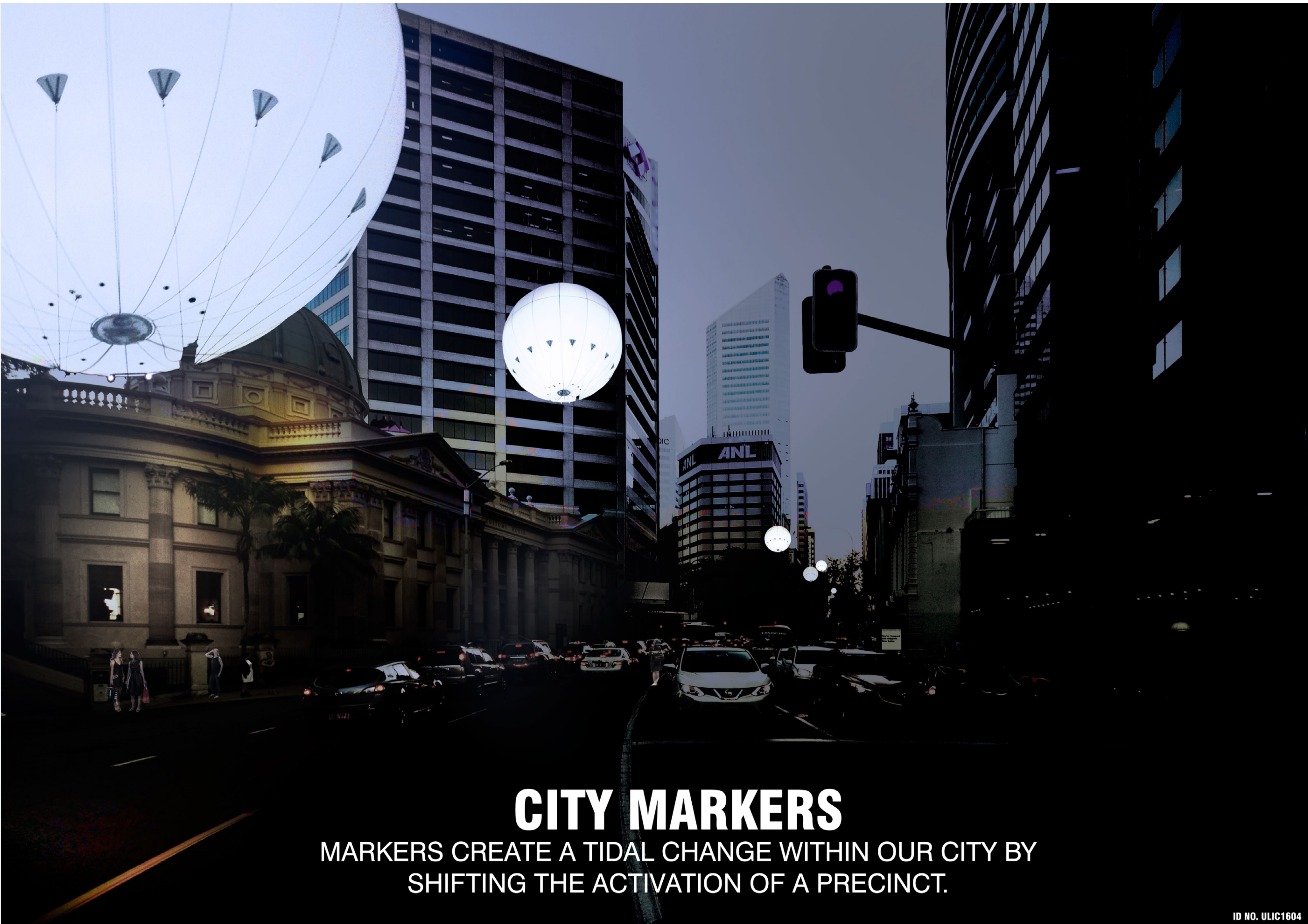
Project Risk and Mitigation

There are several project risks involved in a long-term city vision including cost, time, quality and delivery risks, these risks must be managed to achieve a transformative outcome. By creating a detailed project brief highlighting the original project outcomes, performance criteria can be tied to the contract of works to ensure the cost, time and overall quality of the initiative is maintained. The marketing of the project and integration of technology through the partnering of local tech start-ups will mitigate the risk of slow public engagement.

The Future

As our local and global networks expand, the interconnection of both local precincts and our cities will become critical. The future vision for the project is a progression of the original concept at a larger scale. Just as our current precincts require strong connections, the need for interconnected cities on a global level will be paramount.

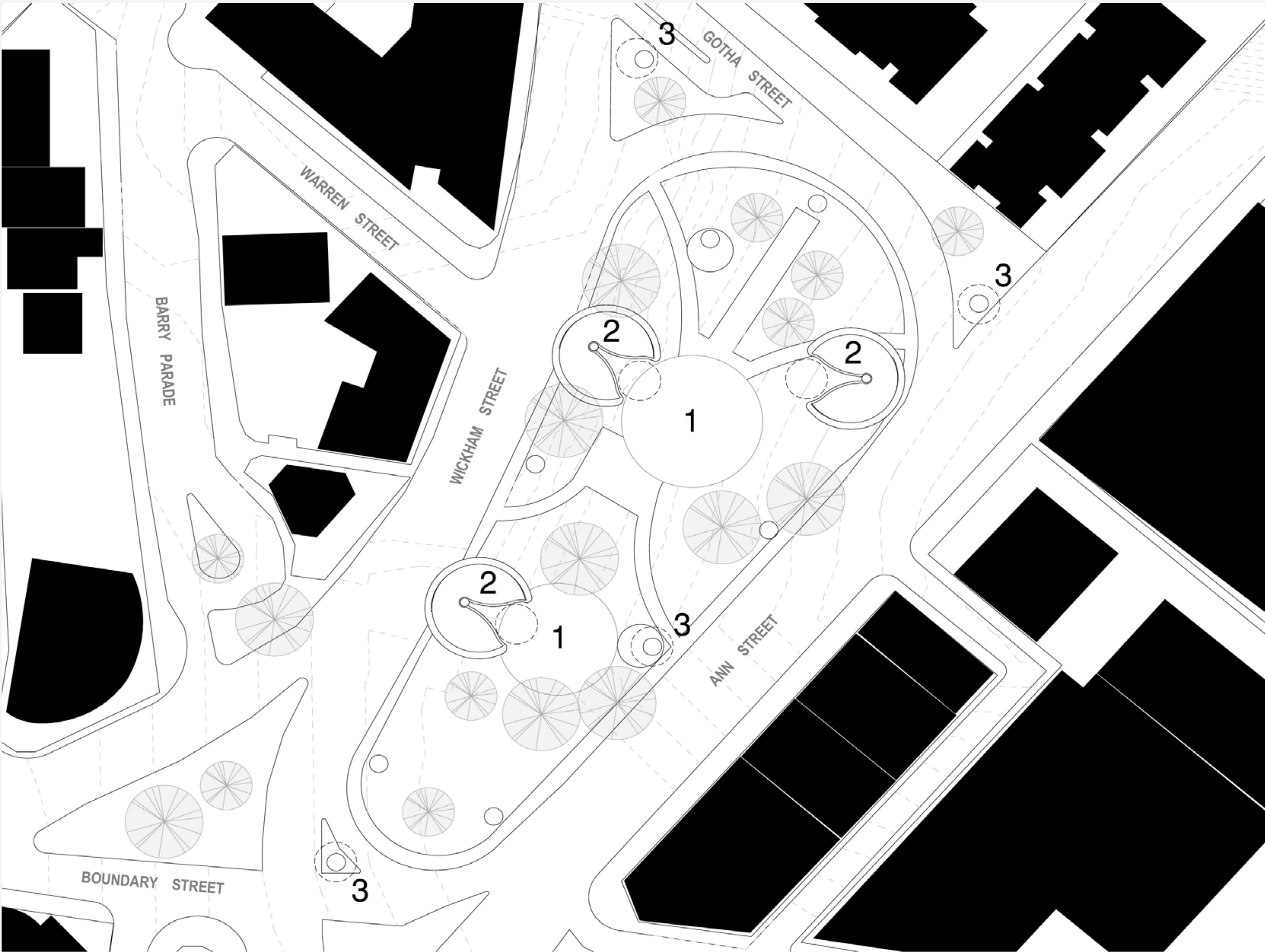




CITY MARKERS

MARKERS CREATE A TIDAL CHANGE WITHIN OUR CITY BY SHIFTING THE ACTIVATION OF A PRECINCT.

ID NO. ULIC1604



THE PLAN

- 1 - CENTRAL PERFORMANCE STAGES
- 2 - ELEVATED PLATFORMS WITH INTEGRATED MARKERS
- 3 - SMALL ILLUMINATED MARKERS

	M	T	W	T	F	S	S
AM	PUBLIC ACTIVE SPACE				PUBLIC EVENTS		
PM	PRIVATE & CORPORATE OPEN AIR EVENTS				CONCERT VENUE		

WEEKLY CALENDAR

THE SPACE IS TO BE FLEXIBLE IN USE BEING UTILISED AS AN ACTIVE SPACE ON WEEK DAYS FOR PUBLIC YOGA, TAI CHI AND OTHER COMMUNITY INTERACTIONS. THROUGH THE WEEKEND AND IN THE EVENINGS THE AREA IS TRANSFORMED INTO A PUBLIC AND PRIVATE EVENT VENUE. ANNUAL TAILORED EVENTS OF UP TO 5000 PEOPLE WILL BE

INCLUDED IN THE SCHEDULE BRINGING WEEKEND ACTIVITY INTO THE PARK.

EVENTS ARE TO BE BOOKED VIA AN ONLINE SYSTEM IN WHICH INDIVIDUALS AND COMPANIES CAN UTILISE THE SPACE. LOCAL HIRE COMPANIES AND RESTAURANTS WILL OFFER EVENT CATERING TO THE SPACE.

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THE FOCUS AREA
"A PUBLIC INTERFACE BETWEEN
BRISBANE CITY AND
FORTITUDE VALLEY"

VALLEY

THE SITE

CITY

BRISBANE CURRENTLY CELEBRATES SEVERAL DEFINED ENTERTAINMENT, COMMERCIAL AND CULTURAL PRECINCTS. ALTHOUGH EACH OF THESE PLACES ARE WELL ESTABLISHED THERE IS OPPORTUNITY FOR IMPROVED CONNECTIVITY BETWEEN THESE ZONES IN TERMS OF PHYSICAL, DIGITAL AND TIME LINKAGES.

THE FOCUS AREA CURRENTLY OPERATES AS A KEY LINK BETWEEN THE CITY'S COMMERCIAL AND ENTERTAINMENT PRECINCTS. DUE TO THE MISALIGNMENT OF THE OPERATIONAL HOURS OF THE CITY AND VALLEY THIS AREA CURRENTLY OFFERS LITTLE OPPORTUNITY FOR POSITIVE INTERACTIONS, LACKING CONTEMPORARY AND COMMUNITY SIGNIFICANCE.

CENTENARY PLACE

1

10pm

THE VALLEY COMES ALIVE

3am

THE VALLEY CLOSES

5-6pm

PEOPLE LEAVE THE CITY AS THE BUSINESS DAY ENDS

THE SOLUTION
BRING FORWARD THE EVENING

A DISCONNECT IN THE BETWEEN CAUSES PHYSICAL ISOLATION OF EACH PRECINCT

2

THE SOLUTION
MARKERS REPROGRAM TIME & USE ACROSS BRISBANE.

3

ILLUMINATED MARKER LOCATIONS

VALLEY STATION MARKER
CENTENARY PLACE MARKER
ANN ST MARKER
ANN ST MARKER
CITY LINK MARKER
CITY LINK MARKER
QUAY WEST MARKER
STAGE 1
STAGE 2
HOWARD SMITH WHARVES MARKER
CUSTOMS HOUSE MARKER
RIVERSIDE MARKER
PORT OFFICE MARKER
OUT MARKER

URBAN & ACTIVE

DOE TO THE INCREASED ACTIVITY IN THE AREA THERE WILL BE OPPORTUNITIES FOR ECONOMIC & COMMUNITY UPLIFT INCLUDING:

- INCREASED TIMES OF USE CREATING ADDITIONAL TRADING HOURS AND FOOT TRAFFIC FOR LOCAL RETAIL AND HOSPITALITY.
- THE REVITALIZATION OF ADJOINING COMMERCIAL ZONES.
- CREATING A TRULY TRANSFORMATIVE GATEWAY AND ENTRY TO BRISBANE.
- A UNIQUE SPACE FOR PUBLIC AND CORPORATE EVENTS. CORPORATE EVENT HIRE WILL CONTRIBUTE TO FUNDING THE PROJECT'S INITIAL CAPITAL AND UPKEEP
- SIGNAGE OPPORTUNITIES AND CORPORATE PARTNERSHIPS FOR EACH OF THE CITY MARKERS THAT WILL ASSIST IN THE FUNDING OF THE BALLOONS AND ONGOING PROJECT COSTS.

AN OPPORTUNITY TO CREATE A CITY WIDE INITIATIVE IN WHICH BRISBANE WILL BECOME AN EXEMPLARY FOR THE NEW WORLD CITY MODEL.

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STAGE 1 COSTING

ILLUMINATED MARKERS
\$20,000 (PER MARKER)
(SUPPORTED BY CORPORATE PARTNERS)

LILYPAD PLATFORMS
\$1,200,000 (PER PLATFORM)

APPROXIMATE STAGE 1 COST
\$3,400,000

2017 STAGE 1
LILYPAD PLATFORMS INSTALLED IN CENTENARY PLACE

CREATING ELEVATED TRANSFORMATIVE SPACES THAT COMPLIMENT THE PARK & PERFORMANCES CREATING A UNIQUE OUTDOOR VENUE FOR A VARIETY OF USES SUCH AS CONCERTS AND LOCAL PERFORMING ARTISTS.

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RISK SOLUTION

COST

- MANAGING PROJECT COSTS
- SECURING CORPORATE PARTNERSHIPS
- DELIVERY OF A SOPHISTICATED BUILT FORM

TIME

- DELIVERY OF A LONG TERM VISION
- MAINTAINING A HIGH QUALITY URBAN & BUILT FORM OUTCOME

QUALITY

- EARLY CONTRACTOR INVOLVEMENT & COORDINATION IS REQUIRED TO DELIVER A HIGH QUALITY BUILT FORM WITH A STRINGENT CONTRACTOR SELECTION CRITERIA.

DELIVERY

- INITIAL PUBLIC ENGAGEMENT
- MARKETING OF VISION REQUIRED TO PROMOTE COMMUNITY ENGAGEMENT
- TECHNOLOGY PARTNERSHIPS WITH BRISBANE'S START-UP COMMUNITY TO DELIVER DIGITAL INTEGRATION WITH PROJECT CALENDAR & EVENTS.

PROJECT RISKS AND MITIGATION

2017 STAGE 1
LILYPAD PLATFORMS

- PLATFORM LIFT ACCESS
- NATIVE GRASSES TO PLATFORM EDGES
- THERMOFORMED GLASS TO THE UNDERSIDE OF PLATFORMS
- PLATFORM LOCATION & DESIGN TO PROVIDE MINIMAL IMPACT TO EXISTING VEGETATION.

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2066 STAGE 2
A RECONNECTED CITY

CONNECTING URBAN PRECINCTS BY SHIFTING TIME ACROSS BRISBANE, TRANSFORMING OUR EVENINGS TO CREATE AUSTRALIA'S MOST CONNECTED CITY.

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2066 STAGE 2
BRISBANE'S URBAN PRECINCTS WILL BE LINKED BY ILLUMINATED MARKERS THAT ARE CONNECTED BY A SERIES OF ELEVATED BOULEVARDS.

SUB-TROPICAL BOULEVARDS

THE CREATION OF ELEVATED GREENERY BETWEEN BRISBANE'S PRECINCTS ALLOWS FOR:

- THE REIMAGINING OF NATIVE LANDSCAPING & FLOWER GARDENS TO THE CITY.
- THE COLLECTION & NATURAL TREATMENT OF RAINWATER IN URBAN SPACES.
- GREATER PEDESTRIAN AMENITY, THERMAL COMFORT & NATURAL PROTECTION BETWEEN CITY PRECINCTS.
- PROMOTING PEDESTRIAN MOVEMENT AND INTERACTION.
- THE CREATION OF AN INTERCONNECTED CITY.

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2166 STAGE 3

TRANSFORMING & CONNECTING SOUTH EAST QUEENSLAND THROUGH LARGE SCALE LINKED NETWORKS.

ROCKHAMPTON
HARVEY BAY
SUNSHINE COAST
TOOWOOMBA
BRISBANE
GOLD COAST
COLLARATIATA
BYRON BAY

9

2116 STAGE 3
BRISBANE'S GATEWAY
A CONNECTED FUTURE CITY

OUR FUTURE
CONNECTING OUR CITIES

AS OUR GLOBAL NETWORKS EXPAND, THE INTERCONNECTION OF OUR CITIES WILL BECOME CRITICAL. JUST AS OUR CURRENT PRECINCTS REQUIRE STRONG CONNECTIONS, THE NEED FOR INTERCONNECTED CITIES AT GLOBAL SCALE WILL BE PARAMOUNT.

AN ENVISIONED FUTURE COULD SEE THE FOCUS AREA HOST AN AIR SHIP PORT UNLOCKING THE HEART OF OUR BUSINESS AND ENTERTAINMENT PRECINCTS.

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