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 after-hours destination operating primarily from 5pm through to 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 re-imagine 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 district and the city. A trail of illuminated markers will create a connection between the business and the city. A trail of illuminated markers will create a connection between the city and valley.

The Built Form
Over the next 5 years (2016-2021) elevated platforms or Lillipads 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 uplift. 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 exemplar 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 Lillipads 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 rainwater, 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.

THE PLAN

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

WEEKLY CALENDAR

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<tbody>
<tr>
<td>PUBLIC ACTIVE SPACE</td>
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<td>PRIVATE &amp; CORPORATE OPEN AIR EVENTS</td>
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<td>CONCERT VENUE</td>
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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.
LILLYPAD PLATFORMS
CREATING ELEVATED TRANSFORMATIVE SPACES
THAT COMPLIMENT THE PARK & PERFORMANCES.

LILLYPAD PLATFORMS
A PHYSICAL EXPRESSION OF A NEW WORLD IDEA.