



VALLEY VISION

TAKE **5** FOR A MORE AMBITIOUS FUTURE...

VCC | **AECOM**



PART ONE INTRODUCTION

THE VALLEY – AN ECONOMIC, CULTURAL AND SOCIAL HUB

Fortitude Valley is a distinctive and valuable Brisbane precinct borne from decades of urban renewal by all levels of government working together with agencies, landowners and developers. It may for some have a slightly shady past, but it has a dynamic present and the potential for a very bright future – at the heart of Brisbane's emergence as a New World City within the Asia Pacific. The Valley is arguably the key to Brisbane's future as a prosperous and lifestyle destination for the twenty-first century – but the potential needs to be clearly identified and collaboratively unlocked.

The rapid pace of recent change – combined with a focus on other city-building projects in the city – can mask the fact that fundamentally challenging aspects of the Valley are firmly stuck in the past. Recent changes have delivered the foundations for strategic change that could transform the role and function of the Valley as a vibrant, distinctive and complementary northern extension to Brisbane's city centre.

This presents a unique opportunity to re-position the Valley as a place where day and night are woven together as part of an exceptional new social economy, fostered by the transformation of streets and the creation of new public spaces. This is a vision for the Valley as a great place for people, with an expanded heart, new connections and a more balanced approach to liveability.

TAKE **5** FOR A MORE AMBITIOUS FUTURE

This document presents a high-level vision and primer for change. We need to draw breath and take stock of where the Valley has come from and where it is going. Taking five to consider the future is then supported by a simple structure to manage the process.

PART ONE INTRODUCTION & BACKGROUND

PART TWO VALLEY FUTURE

5 GUIDING PRINCIPLES *What do we need to achieve?*

5 FOUNDATIONS *Where can valuable change be delivered?*

5 PRIORITIES *How do we begin?*



"THE CLOCK IS TICKING AND THE PACE OF CHANGE MEANS THAT THE WINDOW OF OPPORTUNITY TO DELIVER TRANSFORMATIONAL CHANGE IS BEGINNING TO CLOSE."

THE ELEVENTH HOUR

New projects still have the potential to reinforce the Valley as a must-see Australian destination with a diverse offer that meets the needs of the residents, workers and visitors. The very real risk is that the opportunity may not be realised, because a business-as-usual approach to development is always a much easier option.

The window of opportunity for real and transformational change is severely time-limited. A circuit-breaker is required now to unlock the full potential of the Valley as a dynamic and connected city hub within Brisbane's future.

INTEGRATION & COORDINATION

The Valley's renewal to date has been led by a focus on specific areas and individual sites, informed by planning and catalyst infrastructure projects. This process has successfully delivered waves of new investment and individual destinations like Chinatown, James Street and Gasworks – but it will not deliver transformation in the face of well-defined challenges and deficiencies.

Delivery of the Vision now requires a more integrated and coordinated approach to precincts, buildings, public realm, movement, infrastructure, economy, environment and culture. This approach has the potential to establish strategic synergies and critical mass to deliver valuable change. An integrated and coordinated approach is required with collaboration between government, agencies, landowners and stakeholders – to define **legacy** solutions for the future.

LEADERSHIP & COLLABORATIVE PARTNERSHIPS

The Valley Chamber of Commerce (VCC) has taken a bold first step to re-energise the creation of an ambitious vision for the Valley and articulate what the legacy can deliver for Brisbane. AECOM has developed this vision as a primer on behalf of the VCC to provide advocacy, establish clear leadership and define a bold and collaborative process that can positively manage the complexity of changes that are required.

If an ambitious and compelling vision for the future of the Valley is to be defined, then we need to take time now to collaboratively consider the opportunities. We need to take five for the future of the Valley. We need permission to think big and establish the vision that the growing Valley demands.

Explore the Valley Vision today and become an advocate for valuable change!



PURPOSE

WHY VISION? WHY NOW?

This document seeks to refocus our collective attention on Fortitude Valley at the heart of an economic and cultural precinct on the northern edge of the city centre. It provides an opportunity for strategic advocacy to respond to the current drivers, opportunities and challenges in the context of significant city building projects and infrastructure investment occurring at its edges. It proposes a structured and collaborative process that can create and deliver change through the establishment of the following components that are common to all successful precincts:

Legislative enabler and administrative guidance – Government's role focussed on establishing a framework for delivery through articulating a strong vision and objectives.

Building the implementation vehicle – partnership between Government and Private Sector / Stakeholders achieved by establishing an autonomous body or government facilitated vehicle that is underpinned by strong buy-in from local stakeholders, investment partners or key anchor uses.

Creating a framework for capturing value and revenue – partnership between Government and Private Sector / Stakeholders providing a mechanism to generate ongoing funding for catalyst projects and on-going precinct management.

Securing the next wave of foundation projects and uses – partnership between Government and Private Sector / Stakeholders to define and secure projects and uses that catalyse activation and underpin the vision.

The VCC is seeking to achieve this as an inclusive process on behalf of the Valley for the benefit of Brisbane and the region.

CONTEXT AND PROCESS

The Vision is to be supported by a strategic framework with the following structure:

- **Valley Vision**
- **Leadership and Governance Arrangements**
- **Stakeholder Engagement**
- **Technical Studies**
- **Prioritisation and Delivery Framework**



THE COMPLEX CITY ORGANISM

Cities are inherently complex organisms. We embrace that complexity when it is balanced to deliver opportunity, mobility, character and diversity. When they are combined and balanced, these features support a distinctive culture and identity that is compelling and dynamic – resulting in a great and liveable place.

When urban environments become too complicated that balance can be lost, and dominant functions can overpower the liveability that we all seek. This is true of the Valley, where the functional demands of traffic movement dominate the character of the environment. We end up with a complex mechanism that can be too rigid and inflexible in the face of changing demands from a growing population. This has a direct impact on the liveability of the growing Valley.

Balance requires clear direction to manage different demands. As the Valley has developed, a number of significant elements have not. Those elements are related to different functions that are the responsibility of different agencies. Changes to different functions as disconnected layers of the mechanism can have challenging impacts on other aspects of the Valley as a complex and dynamic organism.

THE VALLEY NEEDS A CLEAR AND AMBITIOUS VISION FOR AN INTEGRATED AND PLACE-FOCUSSED FUTURE; AND IT NEEDS IT NOW.

Many public and private agencies have a role in directing aspects of the Valley, but no single agency has demonstrated the appetite or authority to establish a compelling vision to direct change and balance a range of competing functions.

“HOW SHOULD THE VALLEY OF TOMORROW DIFFER FROM THE VALLEY OF TODAY?”

“IF IT SHOULD BE DIFFERENT, HOW IS THAT CHANGE TO BE DIRECTED AND DELIVERED?”

INTEGRATED
URBAN
SYSTEMS

+

CULTURE

=

LIVING
PLACES



Evolution of FORTITUDE VALLEY

Fortitude Valley was originally settled by immigrants from the ship SS Fortitude, following their arrival in 1849. For a number of years the Valley has drifted; with a clear sense that it is on a journey – but with very little shared understanding of the intended destination.

Over the years the Valley has experienced multiple waves of growth, decline and renewal. A positive and steady wind of investment over the last decade has accelerated its progress, but there is confusion about the intended destination – and this is a risk that needs to be addressed.

This document follows in the footsteps of other activity that has considered the future of the Valley; notably the Urban Renewal Program of the early 90's, the 2007 Valley Vision and BCC-led engagement with the community in 2012, that resulted in investment in the Brunswick Street Mall.

The VCC process acknowledges and will build upon these foundations and the established vision, strategies and economic goals for Brisbane.

This document follows three years of engagement led by the VCC in the form of the Valley Transit Forum, Valley Safety Group advocacy, Vision Workshop process (2016) and a range of discussions with BCC and others over an extended period.

1920-50s

Fortitude Valley largest shopping precinct outside CBD



1970-80s

Urban decay with night clubs and darker side of the Valley

1991

Urban Renewal Task Force established (BCC)

Brunswick Street Pedestrian Mall opened

Building Better Cities program

1960s

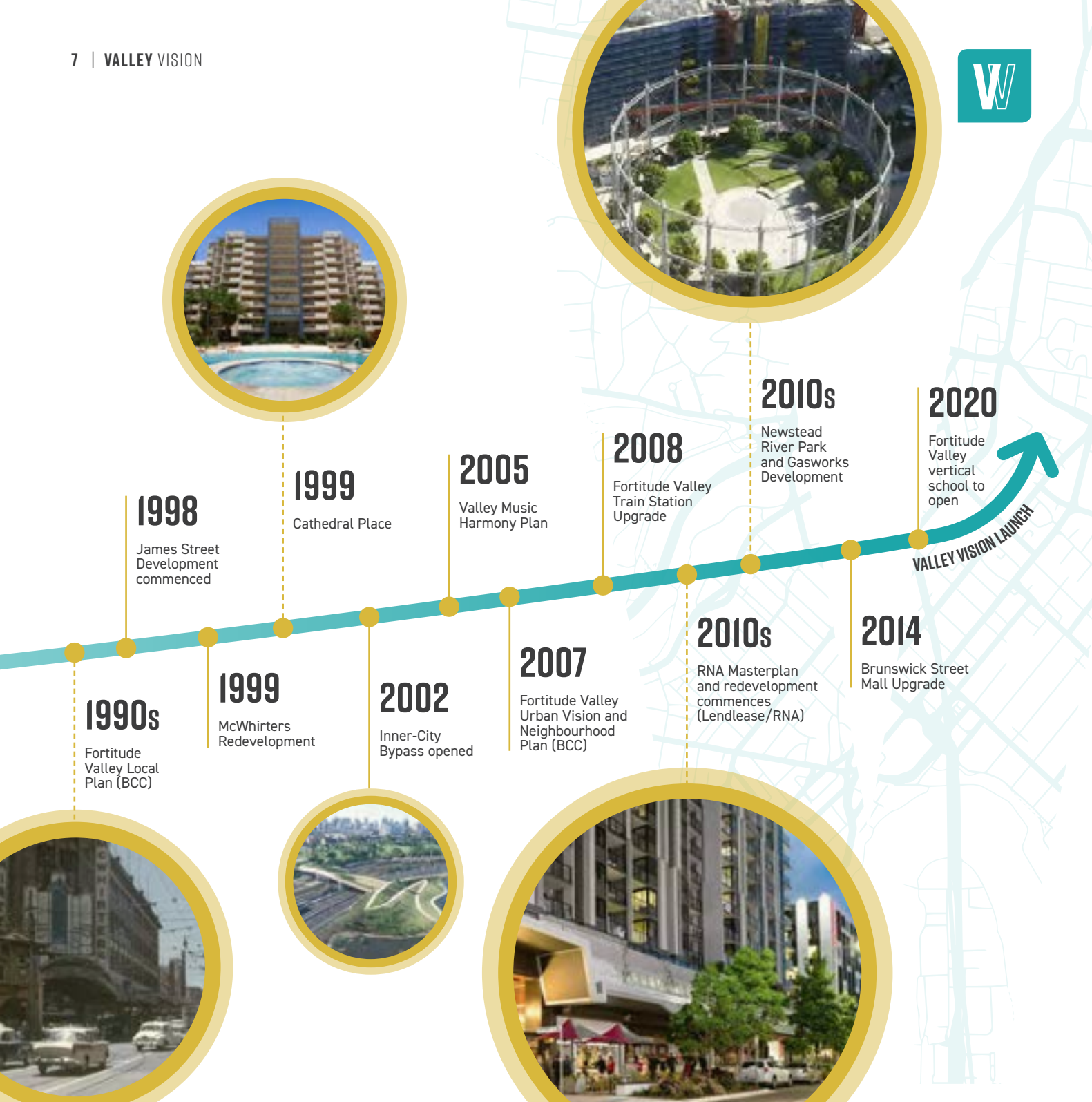
Fortitude Valley decline as shopping hub



1989

Chinatown Mall opened







CHALLENGE & OPPORTUNITY

The Valley is a place in transition and significant growth and development presents opportunities to enhance the quality of the built environment, movement networks and public space in a coordinated and strategic way to deliver legacy benefits.

Many of the challenges within the Valley are well-known and loom large within the general understanding of the place. Too often we look at these issues in isolation. This summary highlights the challenges and presents future thinking on opportunities, derived from a review of the components and as an integrated city environment.

CREATIVE & KNOWLEDGE ECONOMY

The Valley has evolved to become a cluster for culture, entertainment, knowledge and creative industries that has boosted our reputation as an innovative and entrepreneurial city that incubates talent and ideas. From the vibrant music scene and industry startup programs to design studios and fashion houses the Valley is home to a wide range of emerging and established businesses that attract the best and brightest minds to the area.

While the planning framework supports mixed use development and employment growth to complement the city centre there is a need to amplify and diversify the commercial offer and balance the daytime and night-time economy across the precinct.

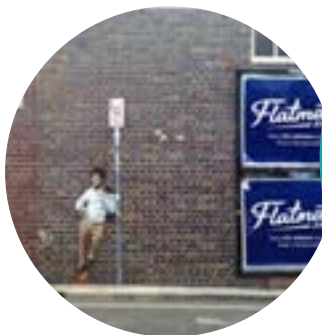
The Valley Vision supports the redevelopment of key sites for employment based uses to maximise the agglomeration benefits and improve the identity of the area through enhancements to the public realm, safety, connectivity and accessibility.



**BRISBANE 59TH
RANKED CITY IN
INNOVATION**

[2THINKNOW]





17TH YEAR BIGSOUND HOSTED IN FORTITUDE VALLEY

IN 2017, IT HAD:
\$2.79M ECONOMIC IMPACT
13.8K FESTIVAL ATTENDEES



The ability of the area to attract and retain businesses, talented professionals and visitors while accommodating the growing residential population will rely on the transition to a more liveable neighbourhood with high quality spaces for people and seamless connections with Brisbane's other global precincts. Overall, the intrinsic qualities of the Valley will be critical to elevating the city's reputation and standing on all global benchmarks and indicies.

MOVEMENTS AND CONNECTIONS

The impact of the primary arterial routes of Wickham and Ann Streets during peak times is a dominant focus. These routes carry significant traffic to and from the north, into and beyond the CBD and Valley. Total space within corridors can be reconsidered, but generally not extended.

How do we balance the way space is utilised and defined for movements with the resulting character and identity that the Valley needs as part of an exceptional New World City? What do current movement patterns and key functions demand in terms of space for walking and space for other modes of transport?

The Valley is congested with the existing traffic lanes at peak times. There is no space for additional lanes. At other times the streets are dominated by poorly utilised traffic lanes that exclude pedestrians and present a challenging environment for cycling.

How could we define a more user-friendly environmental and functional balance for the Valley? How could this add most value to the Brisbane brand?

CITIES ARE RECOGNISED FOR THE QUALITY OF PUBLIC SPACES AND THE EXPERIENCE OF MOVING AROUND.

"IF YOUR ONLY EXPERIENCE OF BRISBANE WAS FORTITUDE VALLEY, WHAT IS THE LASTING IMPRESSION YOU WOULD TAKE AWAY?"



The Valley presents a great opportunity to deliver an exceptional wellbeing environment. Upgrades to City Glider routes to achieve additional capacity could be combined with a more flexible approach to traffic movements at different times of the day.

The benefit of changes to the one-way system could be considered to enhance the flexibility of the whole network, particularly in response to how the Valley works as a destination at night. Traffic should be redirected away from high intensity pedestrian areas when the Valley comes alive at night.

The Valley is poorly defined in terms of gateways and an identifiable heart; a recognisable place that is readily distinguishable from the character of surrounding streets. The Valley presents a poor sense of arrival for visitors. This includes the lack of legibility associated with the station that is hidden within the Valley Metro development.

Orientation within the Valley is also poor, when measured through the legibility of the environment and routes to the station.

PUBLIC SPACE & ENVIRONMENT

The available space between buildings in the Valley is a fixed constraint. The separate spaces defined for vehicles and people to move around in has changed little since the 1950s, yet the volumes of people in the Valley – whether in a car or not – have increased significantly. The way we balance the use of this space into the future will define the character and liveability of the Valley as a critical city hub for the future. Space for trees and other functions can also transform the character and climate responsiveness of the Valley environment.

How should the Valley's streets and spaces showcase the personality of Queensland's most significant nightlife destination?



The existing streets are often empty highways, not places of welcome and positive social exchange. The dark side streets have the potential to be transformed into an exceptional, activated and sparkling sub-tropical destination, that benefit from the climate, the creative culture and the lifestyle – all combined as the distinctive Valley DNA.

By day there is limited space to rest in the shade, meet for lunch outside or enjoy pedestrian or cycle-friendly journeys within the well-connected network of Valley places. The environment gets steady and modest upgrades in the form of laneways and streetscape enhancements outside new developments, but significant changes to space, function and value will not be achieved without strategic ambition and clear direction. There are other parks in Brisbane, but the Valley needs more space for people to serve the needs of a rapidly growing population.

The easy bits have been developed. The hard parts remain a challenge. The Vision has a clear and ambitious focus on the establishment of a valuable, flexible and functional open space network for the Valley.

CULTURE AND LIFESTYLE

The Valley has a vibrant nightlife. It has an emerging business community by day. A tangible measure of future success is the emergence of a new evening economy, to serve as the bridge between these two characteristics.

Culture and lifestyle can thrive given space and permission. The Valley Vision seeks a balance between the delivery of physical changes and an enabling process for cultural overlays that can activate streets and spaces in the short term. Streets are public spaces and there are spaces that are ready to host events with minimal change.

The Vision has a clear mandate to establish a supporting process that can deliver change. It will do this through advocacy, ambition and collaboration. The future is never certain – but the fundamentals need to be right.



VALLEY DESTINATION

The Valley is evolving and has been transformed from a 1950s shopping destination and industrial fringe into a focal point for nightlife, business and culture. It has a diverse economic base that includes offices, services, creative industries, digital innovation, clubs and music venues.

It has a rapidly growing residential population and the edges of the Valley are now almost indistinguishable from surrounding areas. The old heart has a focus around Brunswick Street, but development means that for many this is no longer the geographic heart of the expanded Valley.

The Valley is exceptionally located at the heart of a network of vibrant and leading New World City destinations. James Street, the RNA, Newstead, Gasworks, New Farm, Spring Hill and the emerging Howard Smith Wharves all lie within easy reach on foot. The quality of the Valley as a whole suffers by comparison with these surrounding destinations.

The Valley Metro is the focal point for journeys by train and the Valley can be expressed as a unifying hub for surrounding destinations. An understanding of the Valley as an enhanced destination presents a compelling opportunity for the future of the city.

THE VALLEY IS AN
ESTABLISHED &
GROWING INNOVATION
& TECHNOLOGY
ECOSYSTEM



*"WHAT IS THE
VALLEY AS
A BRISBANE
DESTINATION?"*

*"WHAT IS FORTITUDE
VALLEY IN THIS SETTING?"*

**RNA
SHOWGROUNDS**

**NEWSTEAD &
GAS WORKS**

**VALLEY
METRO**

**JAMES
STREET**

800m

400m

SPRING HILL

**HOWARD
SMITH
WHARVES**

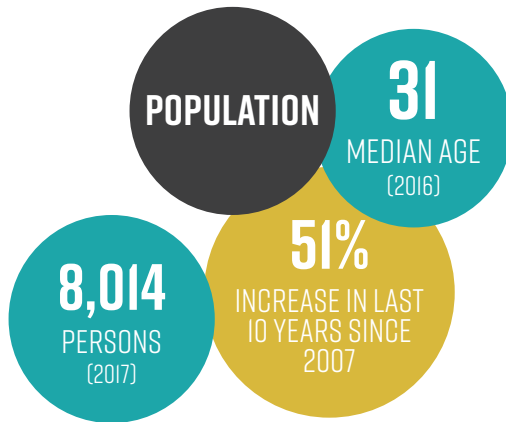
**CITY
REACH**

**STORY
BRIDGE &
KANGAROO
POINT**

**NEW
FARM**

**DESTINATION
BRISBANE**





“WHAT IS FORTITUDE VALLEY IN THIS REGION, THIS STATE, THIS INTERNATIONAL TOURISM DESTINATION?”

WHAT IS FORTITUDE VALLEY IN THIS CITY?

It is striking that the Valley is as large as the footprint of Brisbane CBD and located within easy reach of the city centre.

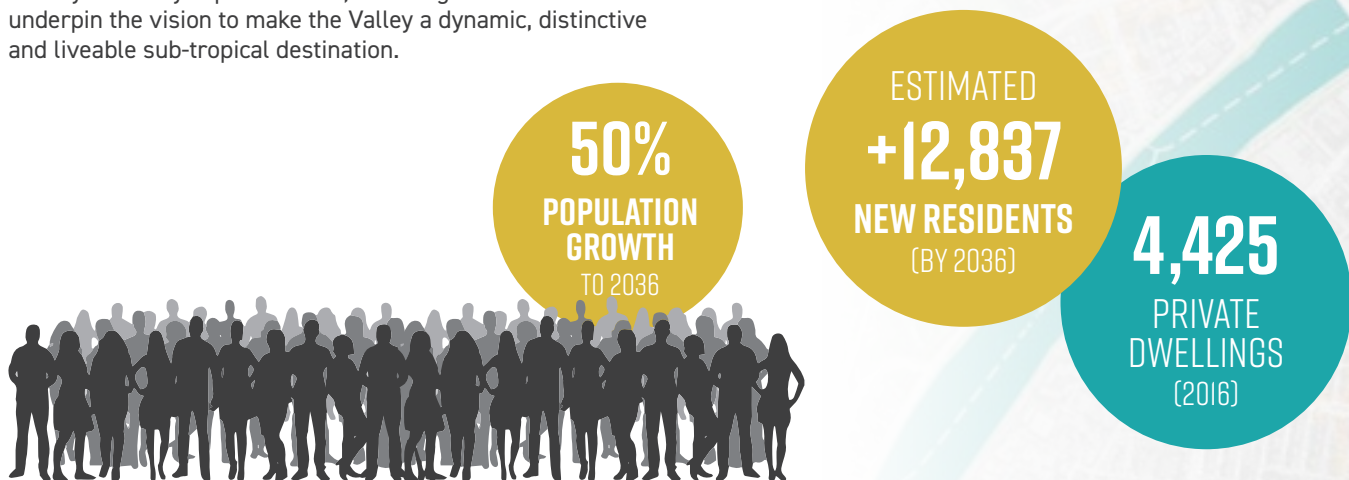
Poor connections – combined with the funneling effect of Spring Hill topography and the River – make the Valley feel disconnected, despite direct links through to South Brisbane. The Story Bridge is one of Brisbane’s most notable landmarks and provides direct access to the Valley from Kangaroo Point.

The point of arrival is dominated by space-hungry highways that connect places for vehicles – but make connections harder for everyone else. The Valley is well-placed to be positioned as a dynamically expanded CBD; a strategic move that could underpin the vision to make the Valley a dynamic, distinctive and liveable sub-tropical destination.

BEYOND BRISBANE?

The Valley is underpinned by exceptional pillars of culture, economic activity, connectivity and an emerging residential population – all blended with Queensland’s capital for nightlife and entertainment.

A strategic vision at this moment has the potential to amplify these characteristics, to establish the Valley destination as a key economic asset for Brisbane within the Asia-Pacific economy. A network of open spaces with a Valley DNA has the potential to exploit the climate and expand the heart of the River City. The Valley can complement the best of Brisbane to attract investment, visitors and lovers of an exceptional urban lifestyle.





50,000

PATRONS ON
SATURDAY NIGHT

BRUNSWICK
STREET MALL

APPROVED/
UNDER CONSTRUCTION

C. 4,774
APARTMENTS

PROPOSED
(NOT YET APPROVED)

C. 1,170
APARTMENTS

QUEEN
STREET
MALL

1500M

BRUNSWICK ST. MALL
TO QUEEN ST. MALL

 **20**
MIN WALK

 **5**
MIN CYCLE

TOTAL TO MARKET IN
THE NEXT TEN YEARS

+5,944
APARTMENTS



EXISTING VALLEY FRAMEWORK

Brunswick St is an important connection with potential to be redefined as a landmark street and pedestrian-friendly environment

Fortitude Valley rail station is buried within the Valley Metro development with poor access and very limited civic presence

Potentially valuable green spaces are isolated and underutilised

Potentially valuable green spaces are isolated and under-utilised

Ann St

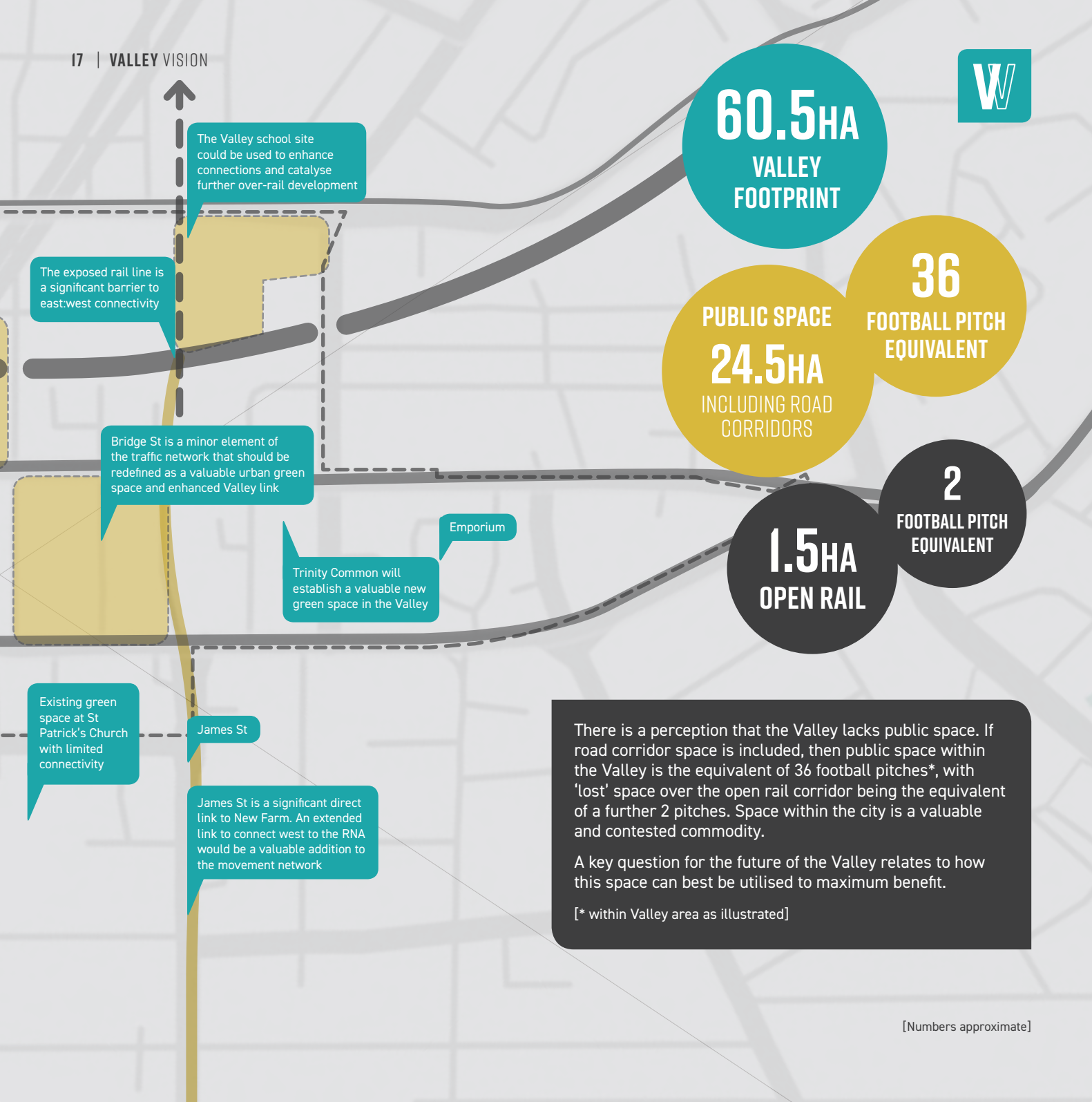
The arterial routes of Ann and Wickham Streets are uncompromising highways for high volume vehicular movement through the Valley. In the near future they should be redefined as more engaging Valley streets – with future traffic load managed through different modes and the broader network.

Enhanced connections should be made between the Valley and the redeveloped Howard Smith Wharfs.

The Story Bridge is a Brisbane icon with a poor landing into the Valley

New Farm





There is a perception that the Valley lacks public space. If road corridor space is included, then public space within the Valley is the equivalent of 36 football pitches*, with 'lost' space over the open rail corridor being the equivalent of a further 2 pitches. Space within the city is a valuable and contested commodity.

A key question for the future of the Valley relates to how this space can best be utilised to maximum benefit.

[* within Valley area as illustrated]



PART TWO

**TAKE 5 FOR A MORE
AMBITIOUS FUTURE****INTRODUCTION**

Brisbane needs a Brilliant Valley. This high-level primer suggests some big circuit-breaking moves to catalyse changes to the Valley's fabric and the mindsets and behaviours of government and stakeholders to collaboratively plan, enable and deliver.

The Vision considers how a robust framework to deliver positive change can be defined. The objective is a transformational legacy that can – over time – alter the established trajectory of the Valley and break through the constraints that are well understood, but difficult to tackle.

The scaffolding for delivery of the future vision is based on five principles, foundations and priorities. These balance the short, medium and longer-term actions required to seize the moment and change direction.

We need to examine what sort of Valley we should expect in twenty years if the existing challenges and established deficiencies are not addressed. How easy would it be to sell that destination to a global audience? Global experience demonstrates the very real potential to embrace the complexity and fragmented responsibilities to deliver transformation. We have choices. Big and valuable change is possible. The first step is to decide this is a priority.

“WHAT DO WE NEED TO ACHIEVE?”

**5 GUIDING
PRINCIPLES**

The guiding principles have been defined to establish some rules of engagement for the Valley Vision. These are the circuit-breakers to establish a clear line in the sand for compelling change based on non-negotiable outcomes for an optimised Valley destination in the near future.

These capture the ambitious thinking – the shift in mindset – that is needed to underpin strategic changes. The guiding principles explain the characteristics of the future Valley as an expression of the Brisbane brand and identity. The principles set out the kind of robust features that would be taken for granted in any leading global city, but are notably absent in the Valley of today. The principles are to be adopted as strategic guidance and measures of future performance.



*“WHERE CAN VALUABLE
CHANGE BE DELIVERED?”*

5 FOUNDATIONS

The foundations for the Vision are the tangible physical opportunities to deliver real change at a significant scale. These are the foundations for an ambitious process of collaborative transformation. The time to deliver real change within the Valley is limited. The opportunity to tackle the big challenges will require scale and critical mass. Key sites need to be understood in terms of embedded character and future potential – viewed through the ambitious lens of the Vision and guided by the five guiding principles.

The foundations include key functions related to transport and connectivity, gateways, underutilised road space, an isolated and ignored parkland open space and the integration of education as a critical and broadly applied characteristic of Valley life. They represent a tangible future legacy opportunity and the Vision needs these foundations. The foundation projects need to adopt the guiding principles and serve as catalysts for broad and ambitious change.

“HOW DO WE BEGIN?”

5 PRIORITIES

Starting a strategic process of change can be hard. The Valley needs a circuit-breaker to shift thinking towards a more valuable and compelling future.

The foundations are big projects. These need to be addressed in parallel with smaller but equally strategic moves in the short term, to demonstrate the potency and value of change. The priorities are the important steps to get things moving.



GUIDING PRINCIPLES

*AMBITIOUS THINKING TO UNDERPIN
STRATEGIC CHANGES*

1. GLOBAL PRECINCT

2. DISTINCTIVE WELCOME

3. DYNAMIC CULTURE

4. URBAN COMFORT

5. EASY CONNECTIONS



*“WHY WOULD YOU NOT WANT A
DRAMATICALLY BETTER VALLEY?”*

Strategic growth and consolidation
of a CBD north centred on the Valley
capturing the agglomeration benefits and
reinforcing the area as a global precinct

New world city gateways and an expanded
heart to define a bigger footprint for a
landmark place to live, work and experience

Dynamic and organic change to build on
the vibrant and unique Valley culture

Larger urban stepping stones that create
a network of valuable green sub-tropical
spaces for strolling movements and to
provide pockets of relaxed local amenity

Streets for people with a new balance
of space to respond to how we want
to live and breathe in the Valley





FOUNDATIONS

PHYSICAL FOCUS FOR TRANSFORMATION

VALLEY METRO 1

The civic heart for Valley life and city movement. A world-class integrated transit hub for destination Brisbane. A springboard for Valley visits.

CENTENARY PARK GATEWAY 5

Amplify existing green spaces as a mechanism to rebalance the character of the Valley as a critical component of the sub-tropical New World City



2 EDUCATION HUB

Harness the opportunity of new education investment to establish life-long learning as a foundation of Valley liveability - within a multi-functional community hub

3 BRIDGE STREET GREEN HEART

Establish Bridge Street as an early opportunity to create a new landmark green heart for the Valley, developed as part of an integrated redevelopment opportunity

4 STORY BRIDGE PARK GATEWAY

Address land use and enhancement opportunities through the lens of an ambitious future and much better land efficiency for all transit movements

"IF CHANGE IS TO HAPPEN THEN IT IS CRITICAL THAT MAJOR PROJECTS MAKE A SIGNIFICANT AND TRANSFORMATIONAL CONTRIBUTION TO THE VISION."



VALLEY METRO

The Valley Metro is home to the second busiest rail station on the Brisbane network; yet this arguably remains the best hidden railway station in the world. The established rail connection sits at the heart of the expanded Valley setting and is a critical feature of future access and mobility. The user experience is very poor by comparison with global city benchmarks, and this contributes significantly to negative perceptions of the Valley and public transport.

A rail station has the potential to express the civic character of a place and to act as a gateway for Valley visitors and residents. The Valley Metro should be the functional heart of the Valley, with clearly marked entry points that combine a powerful civic identity with safe and effective function. To do this it needs space to manage capacity and connections that link seamlessly to the numerous Valley destinations.

Objectives:

- Establish a powerful civic profile for an enhanced and extended railway station at the heart of a connected and legible Valley.
- Simple and effective access, including a new civic presence on Wickham Street.
- Enhanced integration with other public transport nodes.
- Define the character for a railway station at the heart of a growing and dynamic sub-tropical city.
- Utilise the station environment as the heart of a vibrant development, with utilisation of roof spaces to enhance access to recreation spaces.



CURRENT

Public open space at Brunswick St entrance

Artist's impression to illustrate high level concept - for exploration

Rail access
from Alfred St

New station within
redeveloped Valley Metro

New development to
facilitate enhancement of
rail station and access

Generous public 'front
door' onto Wickham St

Station access from RNA,
King Street and Alfred
and Constance Streets

Over-rail development

Rooftop sports and
recreation club

Upgraded laneway character

Wickham St with additional
trees, shade, lighting and
pedestrian space

ILLUSTRATIVE VISION



2 EDUCATION HUB

The establishment of a new urban school in the heart of the Valley presents an opportunity to deliver an integrated education hub as a beacon for life-long learning. The Valley is an established ecosystem for innovation, technology and creative industries, with a growing population. A new education destination should deliver an integrated community focus with education at the heart of a mature and liveable Valley.

Strategic government investment in education has the potential to catalyse a transformational site response that will connect people and places and establish a valuable bridge of new development over the rail corridor.

Objectives:

- The creation of a new benchmark for community education and life-long learning.
- Delivery of an education hub with complementary building uses and community facilities.
- Establishment of development over the rail corridor to deliver enhanced connectivity and value – as a catalyst for further over-rail development.
- Enhanced setting for the Valley Pool and associated heritage buildings.
- Flexible uses and an active green heart.
- Integration with the Green Square development and key connections.



Artist's impression to illustrate high level concept - for exploration

Additional education buildings and community facilities

New vertical school

Brookes Street

Terraced landscape of education hub buildings and open space

Over-rail commercial development

Redevelopment for integration and access

Mixed use Green Square development and education sports facilities

Podium to bridge over rail lines

Pedestrian access to pool and Wickham St

ILLUSTRATIVE VISION



CURRENT

3 BRIDGE ST. GREEN HEART

The Valley has an acknowledged green space deficit. It also has an established mall typology derived from the conversion of Brunswick and Duncan Streets into pedestrian mall spaces between Wickham and Ann Streets.

With significant development sites on both sides, there is a very tangible opportunity to establish Bridge Street as a valuable urban green mall at the heart of an expanded Valley without impacting vehicular movement. The opportunity to establish a significant new public open space within a city is rare and the opportunity should not be missed.

Objectives:

- Create a new urban green space at the heart of the Valley.
- Define the open space as part of an integrated pedestrian network that includes a range of mid-block laneway links through the Valley.
- Use the new Valley Heart green space as the focal point for family-friendly evening dining – to build a bridge between the established day and night-time economies of the Valley.

Artist's impression to illustrate high level concept - for exploration

Bridge St to be transformed into new public open space with a distinctive sub-tropical character

New development with below-ground servicing

East St crossing to connect Valley spaces through mid-block links

Wickham St with enhanced green character

Bridge St link to Valley Station and extended public open space

ILLUSTRATIVE VISION



4 STORY BRIDGE PARK GATEWAY

The Story Bridge is a striking Brisbane landmark and a significant point of entry for the Valley. The bridge is an exceptional structure, but the gateway is convoluted and vehicle dominated.

The bridge was opened in 1940, was a toll-bridge until 1947 and a southern expressway and the Kemp Place tunnel loop were completed in 1970 and 1972 respectively. Integration of the bridge into the Valley road network has created a spaghetti of connections, because at the time there was space to create a big footprint on land that had a lower value. Design of the urban environment half a century ago with a bias towards the car has created a legacy of inefficient land use relative to current demands for valuable urban space. It has also made non-vehicular movement difficult in an area that now demands better connections.

There is an opportunity to examine the potential value of land that is currently occupied by extensive space for vehicular movements and propose a new landmark development within a public space defined as a distinctive subtropical urban setting?

Objectives:

- Creation of a valuable Valley landmark gateway development within a new urban parkland setting.
- Enhanced utilisation of under-valued land to create a safe, dynamic and engaging Valley environment.
- Transformation of pedestrian connectivity between Brunswick Street, Story Bridge and Howard Smith Wharves.



CURRENT

Enhanced
character for
Brunswick St

Ivory St tunnel
realignment to
connect with
Boundary St

Artist's impression to illustrate high level concept - for exploration

New mixed-use development

New shared space connection

New mixed-use development

New terraced landscape and performance space

New Brunswick Square –
A new urban public square
as the setting for the
existing heritage buildings

A new Valley gateway development

Link to Ivory St maintained

Landscape podium and open space network

Retail and workshop spaces to activate enhanced green space

ILLUSTRATIVE VISION



5 CENTENARY PARK GATEWAY

Centenary Place was designed in 1924 to address perceived deficiencies in parks and open spaces in Brisbane. It has always been a traffic island. This open space marks the connection between the CBD and Valley, but the park has limited access due to the dominance of road space and is poorly used. The Vision would establish Centenary Place as a subtropical destination for residents and workers to the Valley and stitch together the CBD and Valley.

Objectives:

- Enhanced access to a valuable green space within the city.
- Establish development on areas of former road corridor to activate the open space and create a local destination character.
- Amplification of the green setting to influence the character of surrounding streets – to establish a green gateway space between City and Valley that everyone moves through.
- Make Centenary Place an integrated part of Valley visits and create a valuable green destination for residents and the working population.
- Create two-way movement on Ann and Wickham Streets to simplify movements and free up space for development.

Artist's impression to illustrate high level concept - for exploration



Wickham St

Modified traffic flows and increased capacity for City Glider transit route

Ann St

Direct cycle lane between city and Valley

Modified traffic flows and increased capacity for City Glider transit route

New development on former road space to integrate park and increase activation

ILLUSTRATIVE VISION



PRIORITIES

IMPORTANT STEPS TO GET THINGS MOVING

1. AMBITIOUS LEADERSHIP

2. JOINED-UP THINKING

3. ACCOUNTABILITY

4. ENHANCED CONNECTIONS

5. GRAB OPPORTUNITIES



"THE CLOCK IS TICKING AND THE PACE OF CHANGE MEANS THAT THE WINDOW OF OPPORTUNITY TO DELIVER TRANSFORMATIONAL CHANGE IS BEGINNING TO CLOSE."

Ambitious leadership is required across all sectors and tiers of government - to support the Valley as a critical destination to support Brisbane - Australia's new world city

Inter-disciplinary thinking is required to fine-tune the Valley and manage complexity for maximum value

It is time to establish a clear accountability mechanism to support the changes that will deliver transformation

Strategic repositioning of travel, arrival and exploration should be supported by early place-based enhancements to key streets and wayfinding

If change is to be achieved then we need to ensure that each new project or investment makes a tangible contribution to the delivery of the vision

"THE VALLEY HAS BEEN STUCK BECAUSE NO SINGLE ENTITY HAS HAD A MANDATE TO DRIVE THE CHANGE WE ALL ASPIRE TO."

NOW IS THE TIME TO CHANGE OUR APPROACH AND GRAB THE OPPORTUNITIES BEFORE THEY ARE GONE."



VALLEY VISION

MAKING BRISBANE BRILLIANT

At the heart of the Vision lies a desire to interrogate the Fortitude Valley environment and functions – to understand the potential to address a range of current challenges and unlock a more valuable legacy for the future.

The Valley Vision catalyst document includes a combination of big moves, strategic ambition, collaboration opportunities and finer-grained enhancements. It is the cumulative in-combination effect of all the potential changes that has the potential to amplify the Valley as a premier sub-tropical destination within the Asia-Pacific Region. The ambition is to establish a brilliant Brisbane legacy from the underlying strength and character – the 'good bones' – of the existing Valley.

AMBITIOUS
LEADERSHIP
& INTEGRATED
DELIVERY

BEACON
CHARACTER
BY NIGHT

CONNECTED
NETWORK

OF VALUABLE LANDMARK
CITY SPACES



FRAMEWORK
FOR A DIVERSE &
DYNAMIC EVENING
ECONOMY

A DISTINCTIVE PLACE OF
**WELCOME, CULTURE
& OPPORTUNITY**

DEDICATED
DIRECT CYCLE
CONNECTION
TO CITY

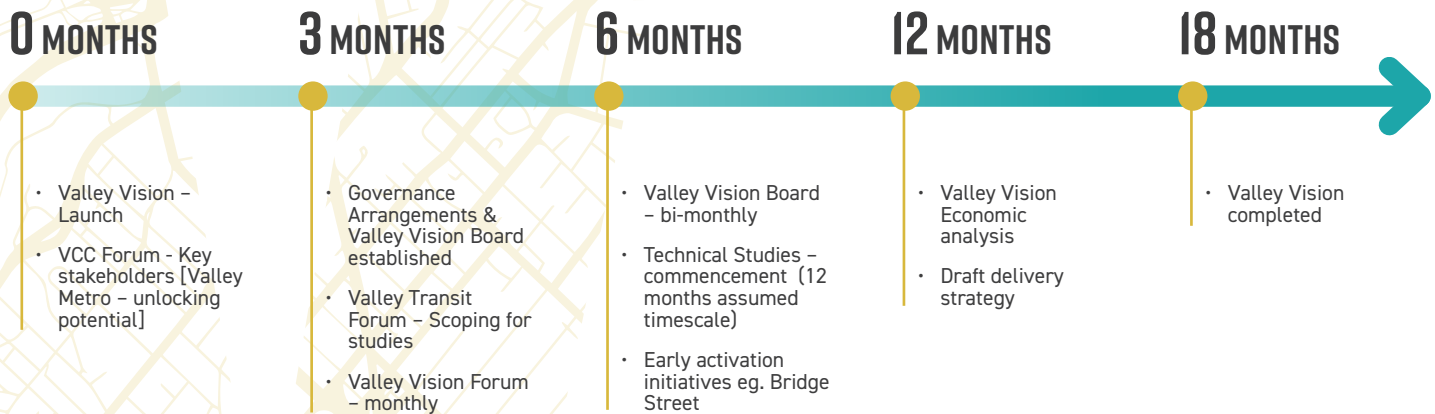
BALANCED STREETS &
SPACES FOR PEOPLE
WHO LIVE, WORK IN &
VISIT THE VALLEY

AMBITIOUS
MODIFICATION OF
STREETS & TRANSIT
EXPERIENCES

**A SPARKLING FOCUS FOR
THE NIGHT-TIME ECONOMY**

A SIGNIFICANT DESTINATION FOR LIVE
MUSIC, CLUBS & BARS

PROCESS & TIMELINE



*“IS AN AMPLIFIED FUTURE VISION
FOR THE VALLEY COMPELLING?”*

“IF SO, HOW CAN WE DELIVER IT?”



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VALLEY VISION

This Valley Vision has been prepared by AECOM Cities as a strategic advocacy document. It has been produced as a pro-bono exercise in partnership with the Valley Chamber of Commerce and marks the culmination of four years of discussion and debate initiated by AECOM within the broader Valley community. AECOM has been part of the Valley community for almost ten years. The partnership with the VCC has enabled AECOM to embrace an ambitious, open and collaborative approach to represent a wide range of perspectives, including residents, businesses, employers, government agencies and the development industry.

It should be noted that the document is not intended as an answer to all of the questions posed by the Valley at this significant moment in the evolution of the City. It should instead be viewed as a catalyst for change and a primer for the process that will now consider, test and evaluate the opportunities presented by a more ambitious and – critically – a collaborative approach to unlocking potential.

AECOM Cities is a strategic integration platform that brings together a wide range of activities across policy and advisory, economic development, digital practice and the conceptualisation, design, management and delivery of integrated urban systems and valuable place-making. This approach fundamentally recognises the organic nature of our urban environments and the need to positively manage complexity to deliver vibrant and liveable communities. We draw from the experience of global practice to address local challenges. In this setting we are seeking to amplify the exceptional qualities of the Valley as part of a Brilliant Brisbane.

AECOM Cities is an open forum. Join us to connect the dots and create a world of new opportunities

VCC

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