



# QUEENSLAND CULTURAL PRECINCT

## Summary Document

24 APRIL 2014



# POSITIONING

## TRANSFORMING FROM A ‘CULTURAL’ TO AN INTEGRATED ‘TOURISM, ENTERTAINMENT, INNOVATION AND CULTURAL’ DESTINATION:

- » Dramatically widening the arts and lifestyle offers and the audience
- » Involving the cultural institutions in unified collaboration
- » Attracting private sector investment in both buildings and programs
- » Creating a unified riverfront from bridge to bridge
- » Creating a cultural entertainment focus that complements the Queens Wharf precinct + collectively transforms Brisbane’s tourism ‘brand’

# KEY OUTCOMES

- » Estimated **50% increase in visitation** (5 > 7.5 m/pa)
- » Estimated **120% increase in retail revenue** (2,800 > 6,100m2)
- » Outdoor events **capacity for over 50,000p**
- » **Funding opportunity** from two towers, one being a 5-star hotel

# CULTURAL TOURISM

- » **2.5 x increase** in museum size in four stages (20,000 - 45,000m2)
- » New **1500 seat theatre** and enlarged Cremorne Theatre
- » QPAC ‘Lyrebird’ plaza turned into **state-of-the-art covered outdoor theatre**
- » **Cultural Forecourt transformed** into 10,000p festival arena
- » **Three new riverfront** outdoor ‘theatres’
- » **All plazas programmed** for other events and activities
- » **Future major cultural facility** designated on Kurilpa site

# CONNECTIVITY

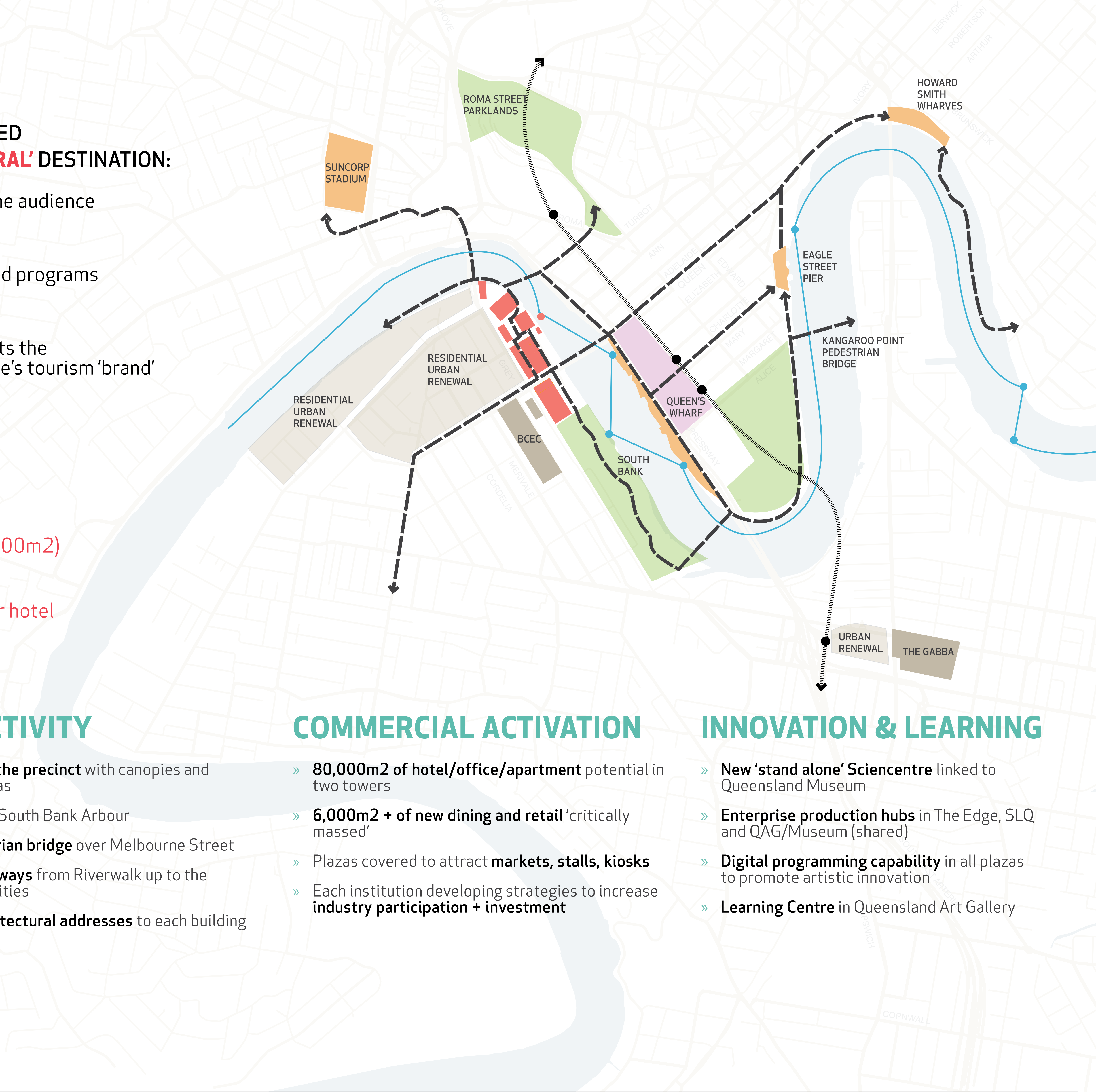
- » **Connecting the precinct** with canopies and revised plazas
- » **Linking** into South Bank Arbour
- » **New pedestrian bridge** over Melbourne Street
- » **New access ways** from Riverwalk up to the cultural facilities
- » **Visible architectural addresses** to each building

# COMMERCIAL ACTIVATION

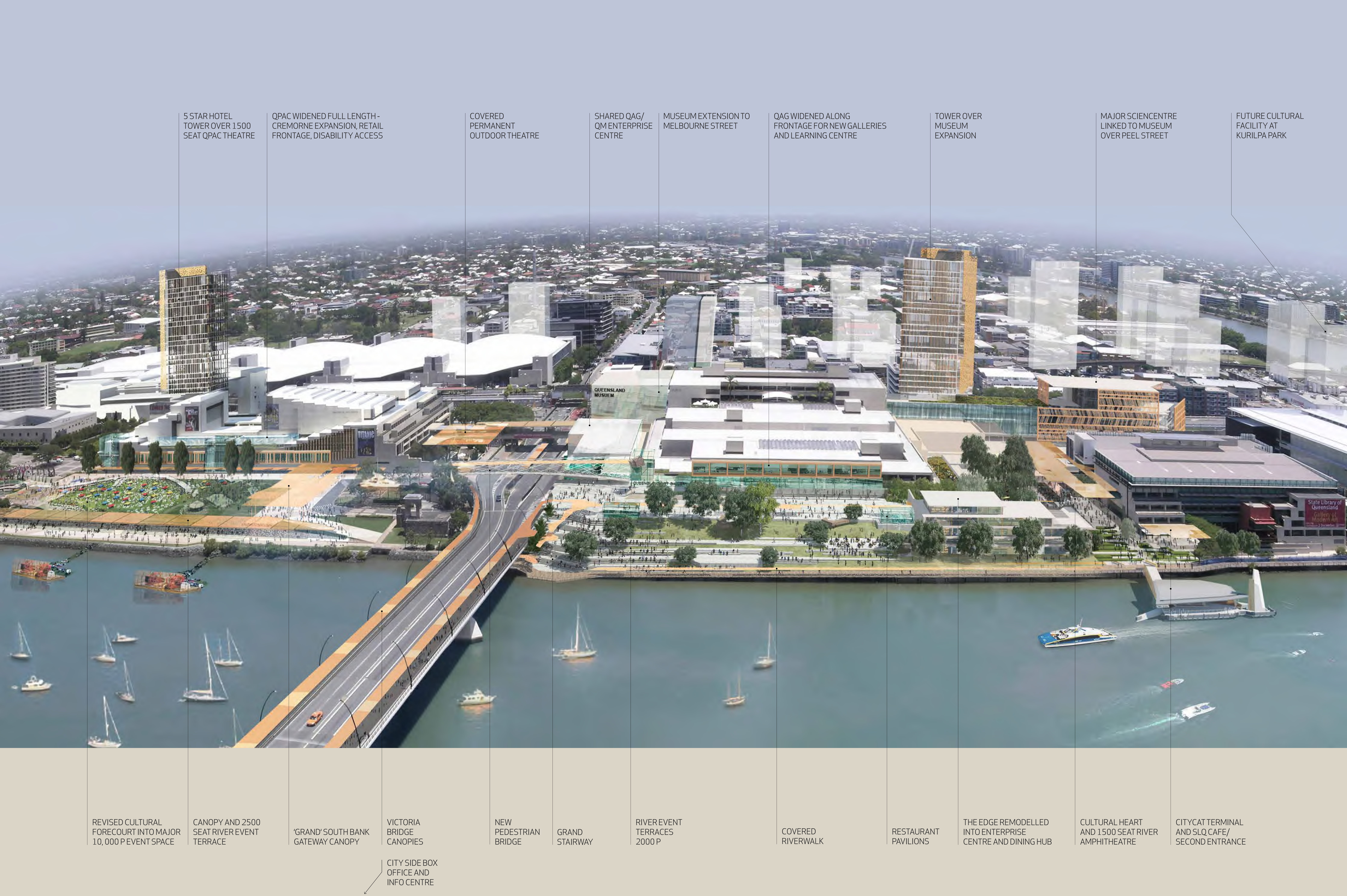
- » **80,000m2 of hotel/office/apartment** potential in two towers
- » **6,000m2 + of new dining and retail** ‘critically massed’
- » Plazas covered to attract **markets, stalls, kiosks**
- » Each institution developing strategies to increase **industry participation + investment**

# INNOVATION & LEARNING

- » **New ‘stand alone’ Sciencentre** linked to Queensland Museum
- » **Enterprise production hubs** in The Edge, SLQ and QAG/Museum (shared)
- » **Digital programming capability** in all plazas to promote artistic innovation
- » **Learning Centre** in Queensland Art Gallery







5 STAR HOTEL  
TOWER OVER 1500  
SEAT QPAC THEATRE

QPAC WIDENED FULL LENGTH -  
CREMORNE EXPANSION, RETAIL  
FRONTAGE, DISABILITY ACCESS

COVERED  
PERMANENT  
OUTDOOR THEATRE

SHARED QAG/  
QM ENTERPRISE  
CENTRE

MUSEUM EXTENSION TO  
MELBOURNE STREET

QAG WIDENED ALONG  
FRONTAGE FOR NEW GALLERIES  
AND LEARNING CENTRE

TOWER OVER  
MUSEUM  
EXPANSION

MAJOR SCIENCENTRE  
LINKED TO MUSEUM  
OVER PEEL STREET

FUTURE CULTURAL  
FACILITY AT  
KURILPA PARK

REVISED CULTURAL  
FORECOURT INTO MAJOR  
10,000 P EVENT SPACE

CANOPY AND 2500  
SEAT RIVER EVENT  
TERRACE

'GRAND' SOUTH BANK  
GATEWAY CANOPY

VICTORIA  
BRIDGE  
CANOPIES

NEW  
PEDESTRIAN  
BRIDGE

GRAND  
STAIRWAY

RIVER EVENT  
TERRACES  
2000 P

COVERED  
RIVERWALK

RESTAURANT  
PAVILIONS

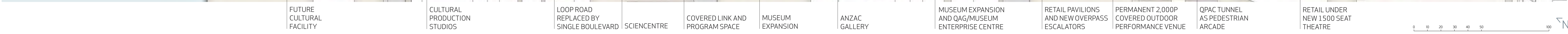
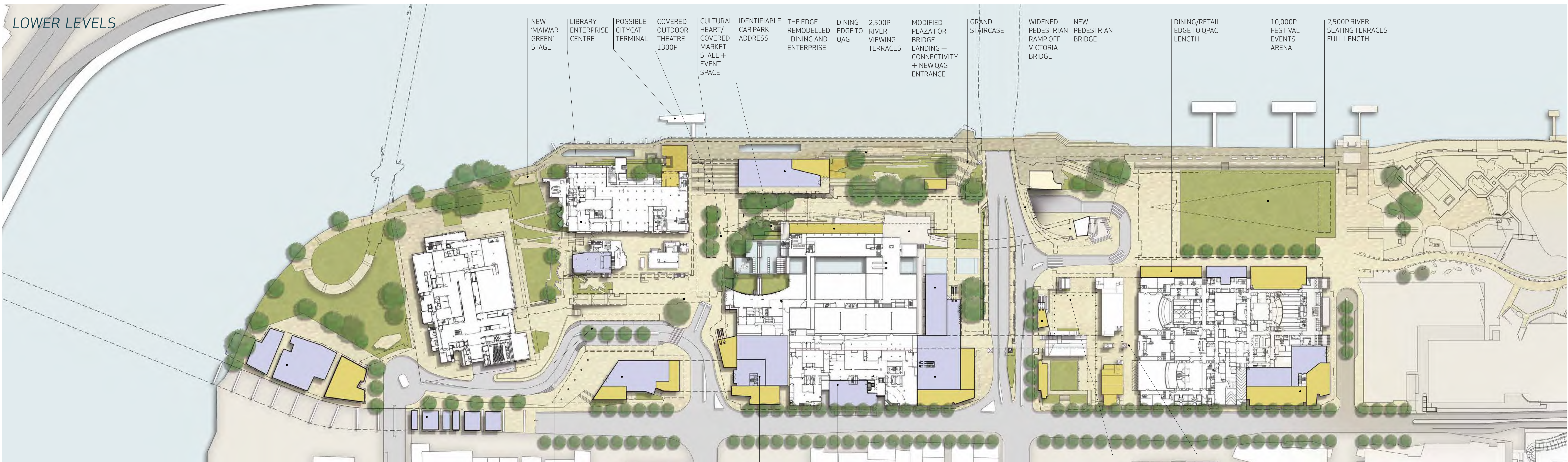
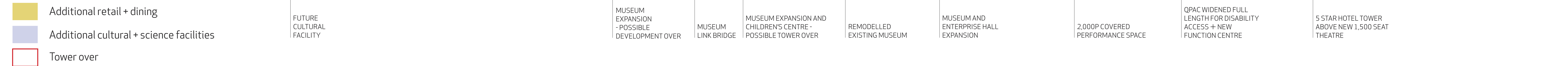
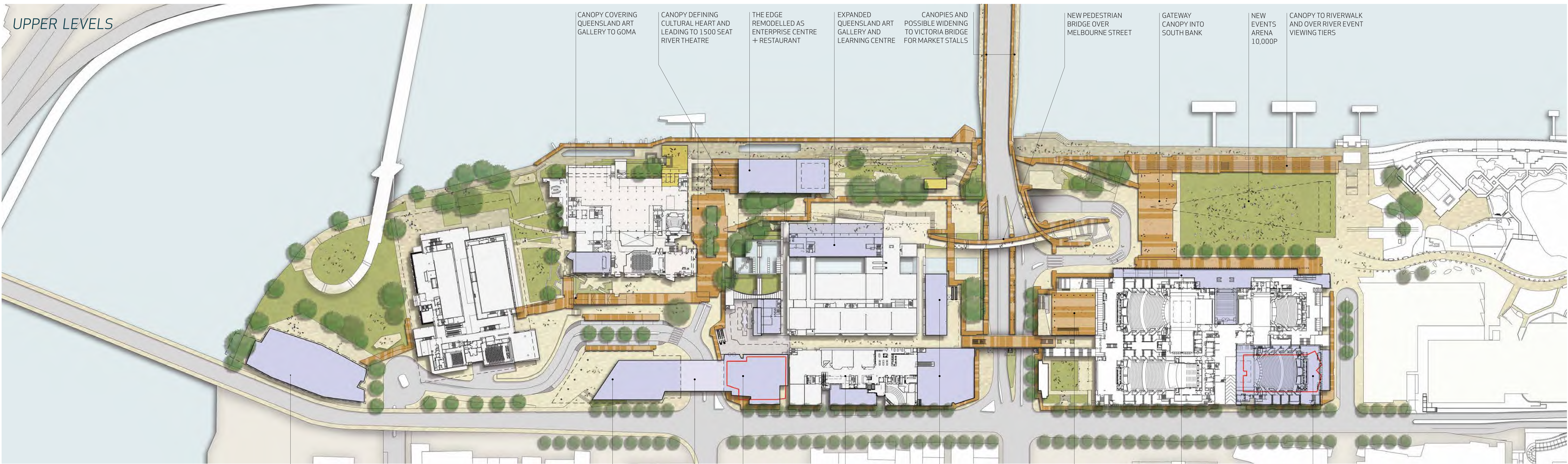
THE EDGE REMODELLED  
INTO ENTERPRISE  
CENTRE AND DINING HUB

CULTURAL HEART  
AND 1500 SEAT RIVER  
AMPHITHEATRE

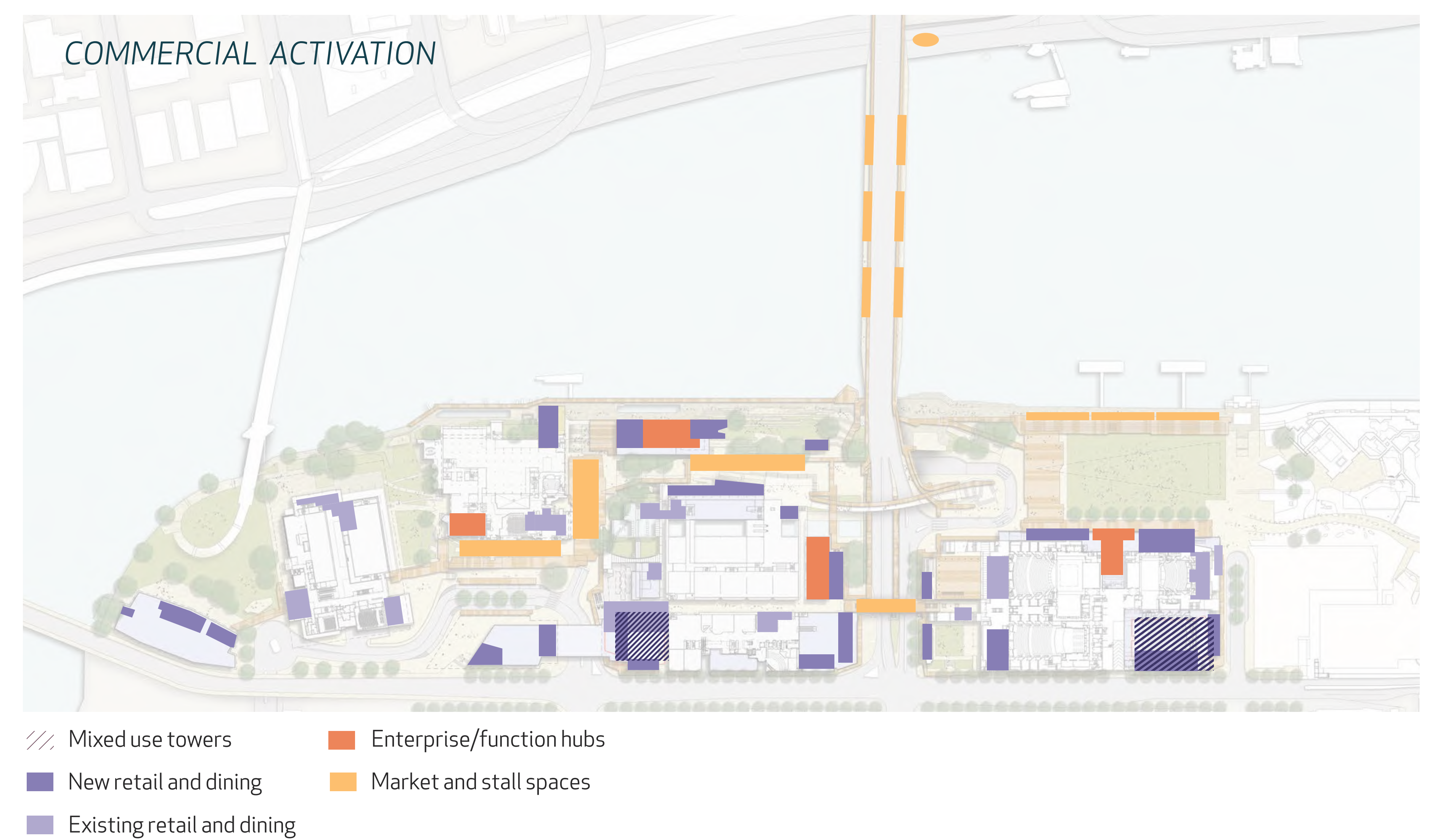
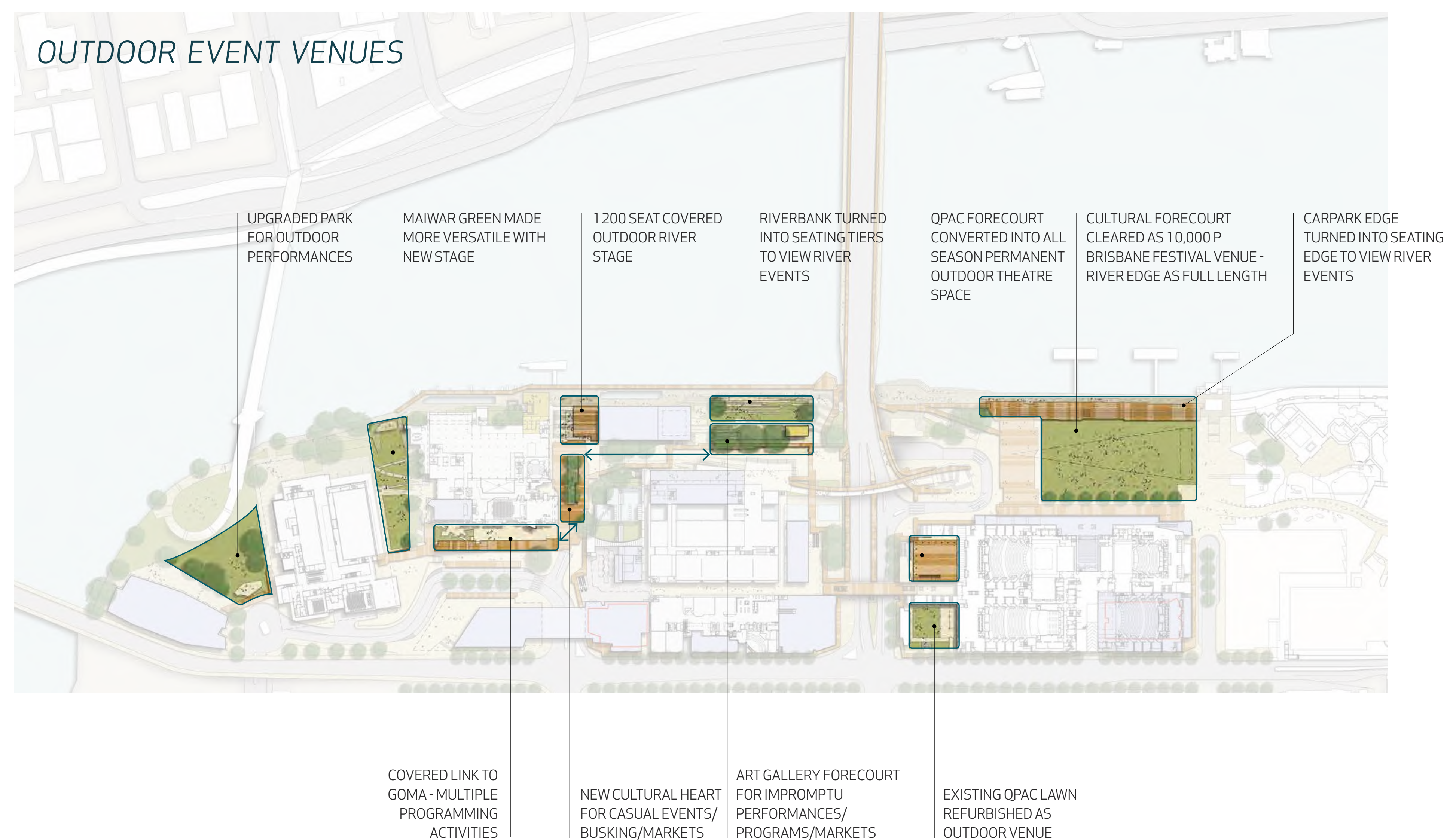
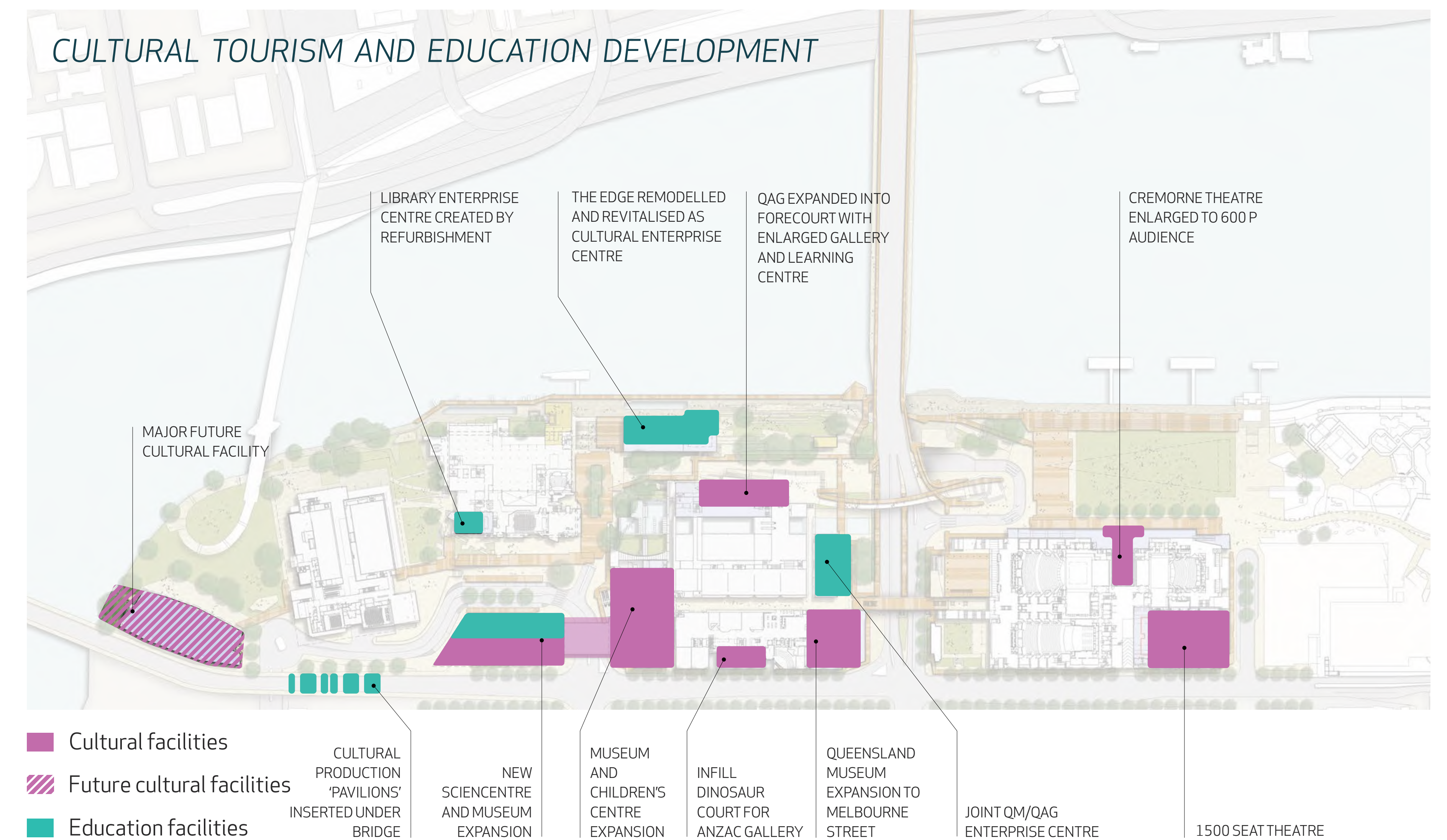
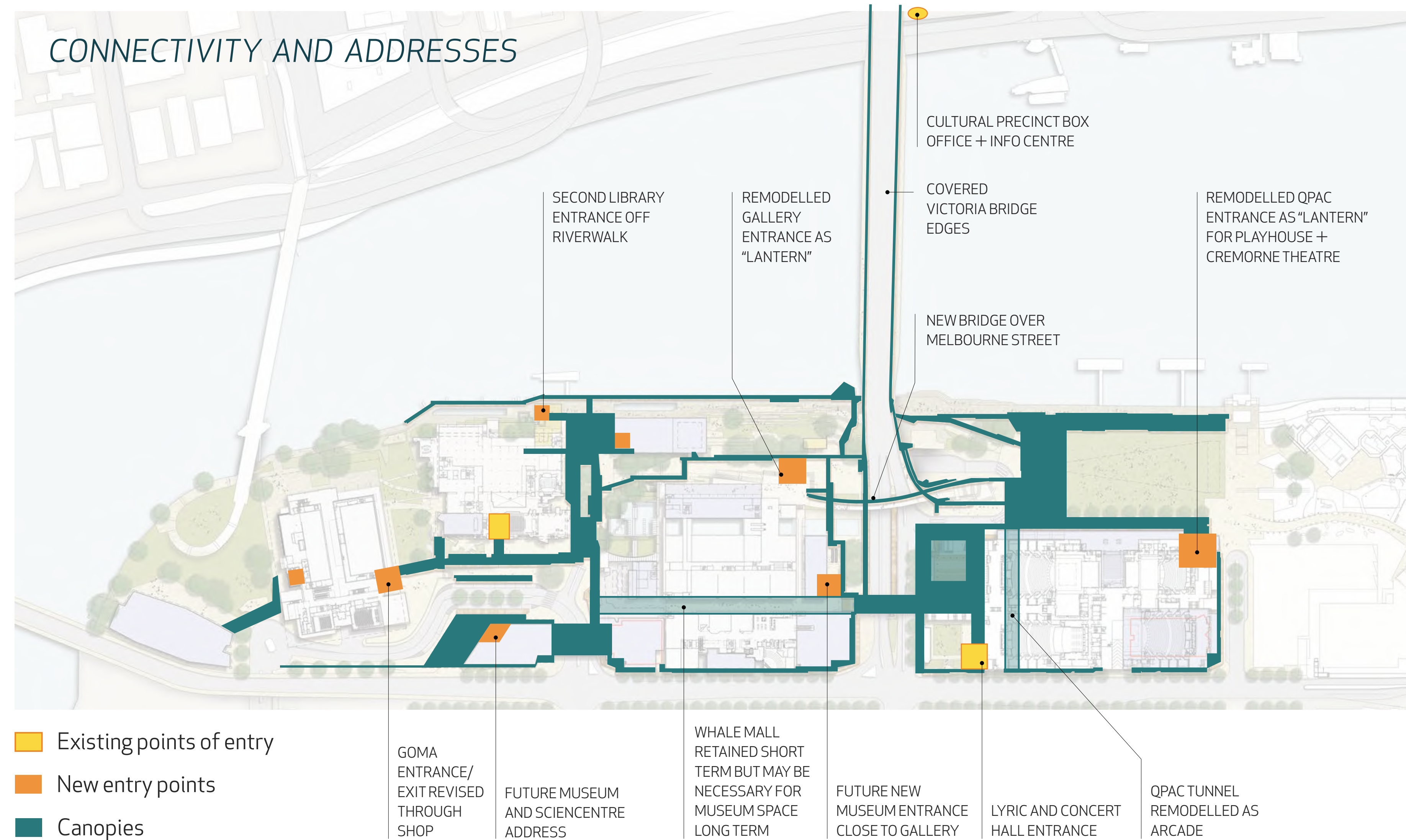
CITYCAT TERMINAL  
AND SLQ CAFE/  
SECOND ENTRANCE

CITY SIDE BOX  
OFFICE AND  
INFO CENTRE













REMODELLED GALLERY RIVERFRONT, GALLERY FRONTAGE + THE EDGE





REVISED GALLERY TO GOMA LINK WITH COVERED WAY, REVISED STANLEY PLACE, AND NEW SCIENCENTRE ON GREY STREET





POTENTIAL EXPANSION OF MUSEUM AND SCIENCENTRE





WIDENING AT QPAC FULL LENGTH, NEW ENTRANCE STATEMENT,  
COVERED WAY + DINING EDGE, 5 STAR HOTEL OVER NEW THEATRE

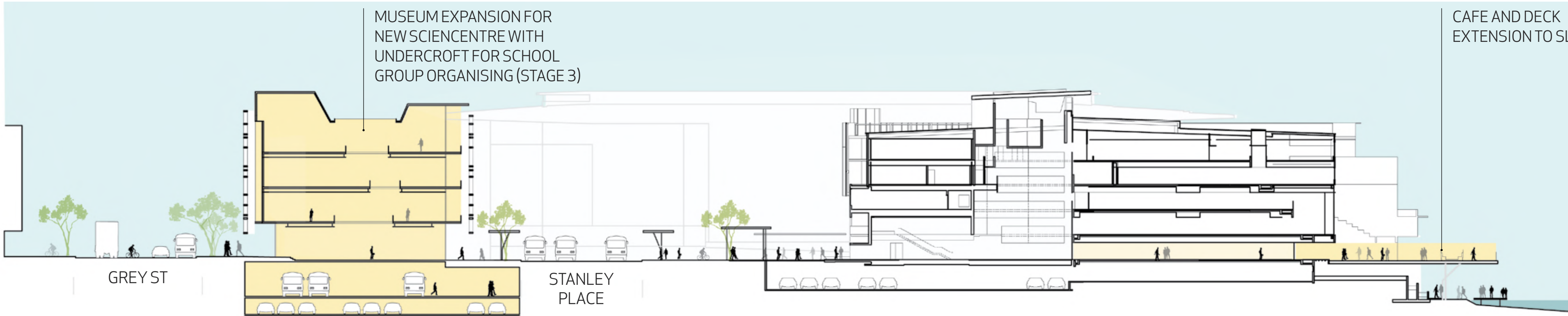
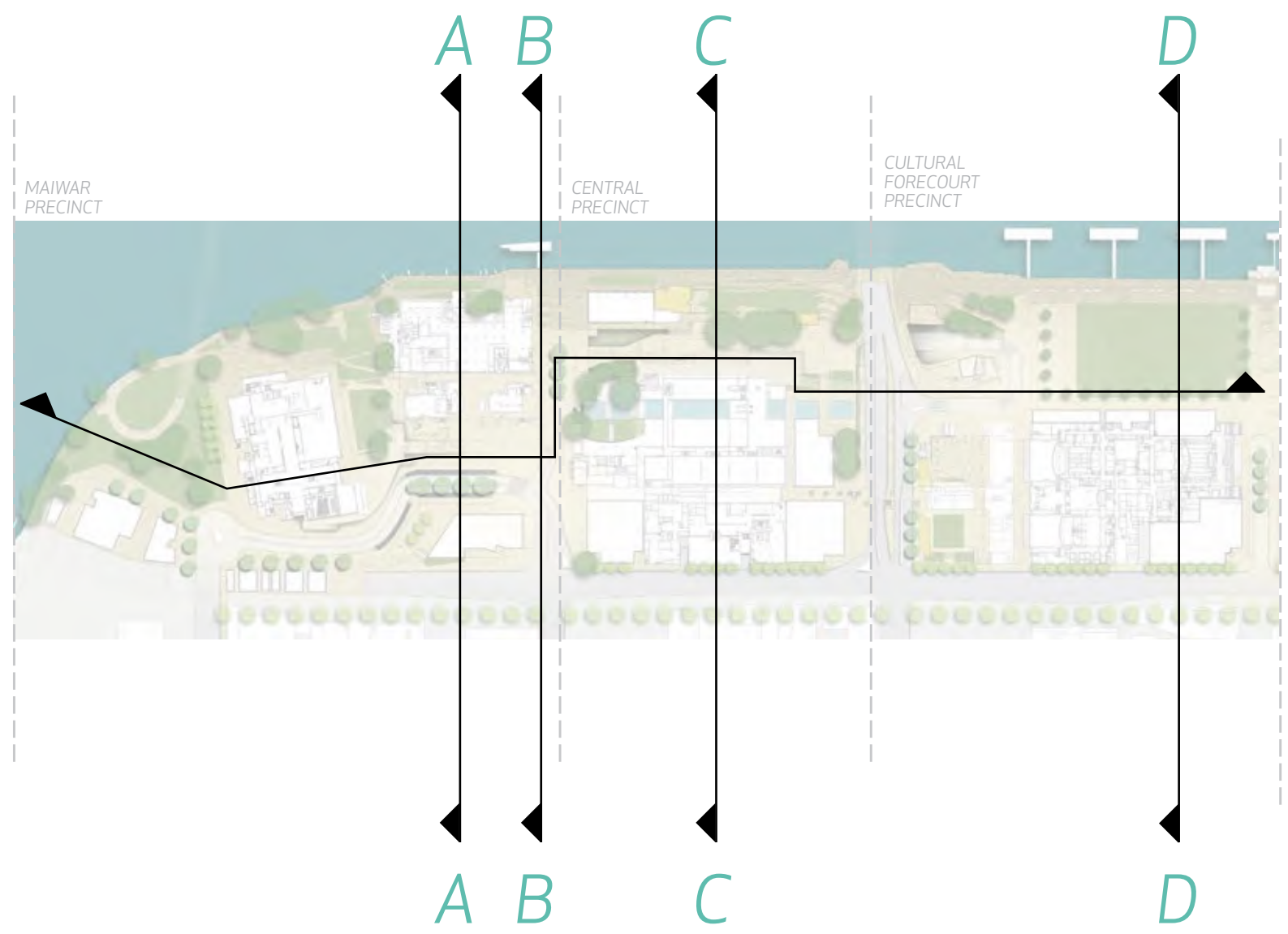




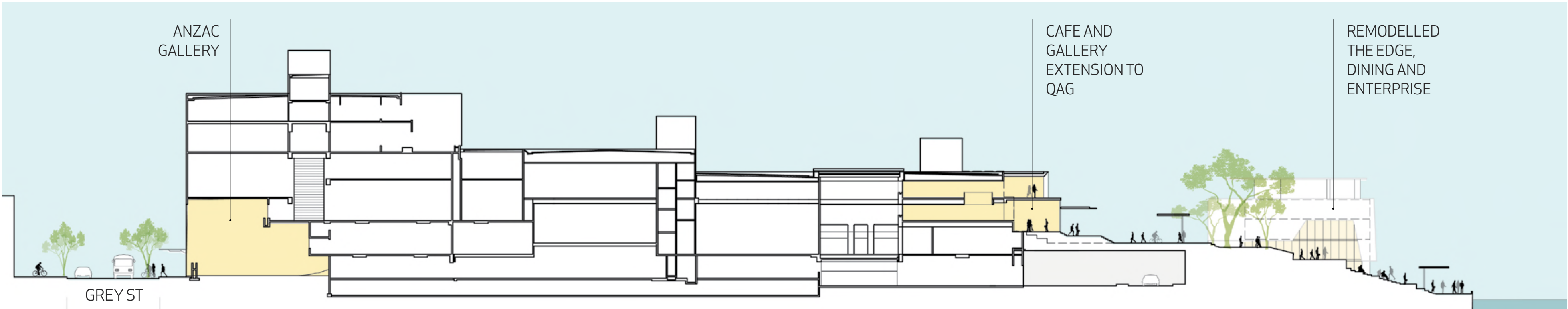
PROPOSED CANOPIED 'CULTURAL HEART', RIVER AMPHITHEATRE, THE EDGE REMODELLED + REGRADED PLAZA CONNECTION TO GALLERY FORECOURT



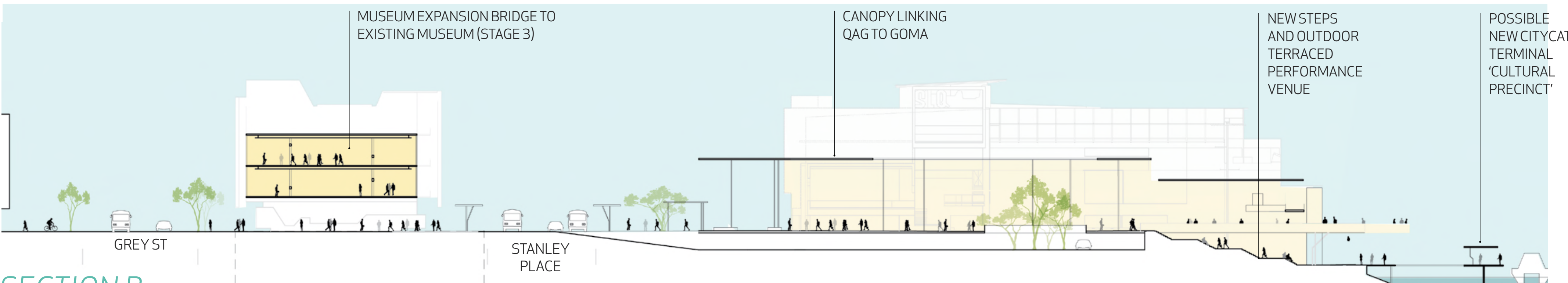
SECTIONS



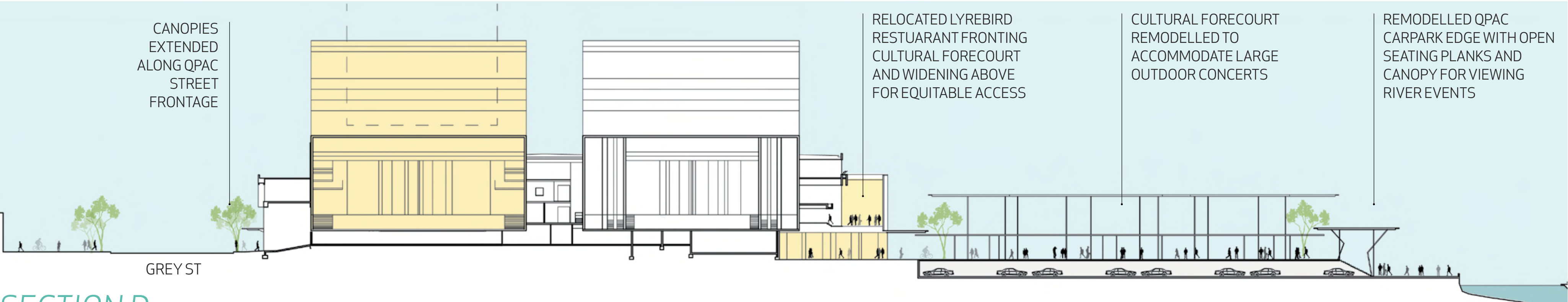
SECTION A  
SECTION THROUGH NEW SCIENCENTRE, STANLEY PLACE AND STATE LIBRARY



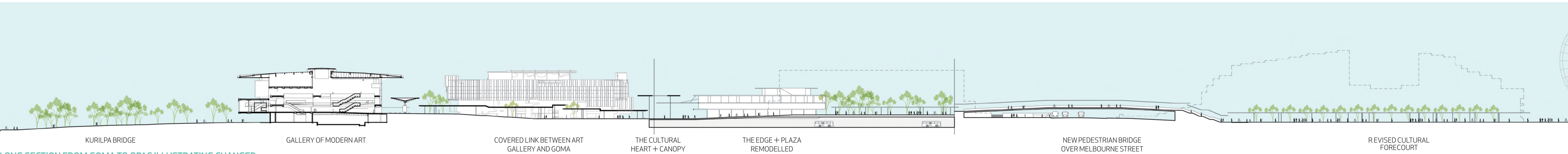
SECTION C  
SECTION THROUGH REMODELLED MUSEUM, ART GALLERY WIDENING AND RIVER VIEWING TERRACES DOWN TO RIVERFRONT



SECTION B  
SECTION THROUGH NEW 'CULTURAL HEART' + AMPHITHEATRE STAIRWAY TO NEW CITY CAT TERMINAL



SECTION D  
SECTION THROUGH QPAC WIDENING, REVISED CULTURAL FORECOURT, AND RIVER EVENTS SEATING



LONG SECTION FROM GOMA TO QPAC ILLUSTRATING CHANGED LEVELS + PROPOSED NEW PEDESTRIAN BRIDGE



