



# The Cullen

DEVELOPMENT APPLICATION

JANUARY 2024



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01

# Location







5 min walk

portside wharf shopping mall

2 min walk

hamilton park

site

riverside promenade

portside wharf shopping mall

lores bonney riverwalk

bretts wharf ferry terminal

northshore riverfront event space







PLAYGROUND  
DOG PARK

HERCULES STREET  
PARK

NORTHSHORE WAY

HERCULES STREET

HERCULES STREET

SITE

RIVER VIEWS

CONNECTION TO PORTSIDE  
WHARF SHOPPING MALL

RIVER VIEWS  
ABOVE LEVEL 15

PORTSIDE WHARF

CRUISE TERMINAL



02

# Design Drivers







# Lush Living

blurred boundaries let nature in





# Crafted Identity

grounded in history

elevated for modern living





# Local Retreat

escape the everyday





# Gather Together

a celebration of community





03

# Design Thinking

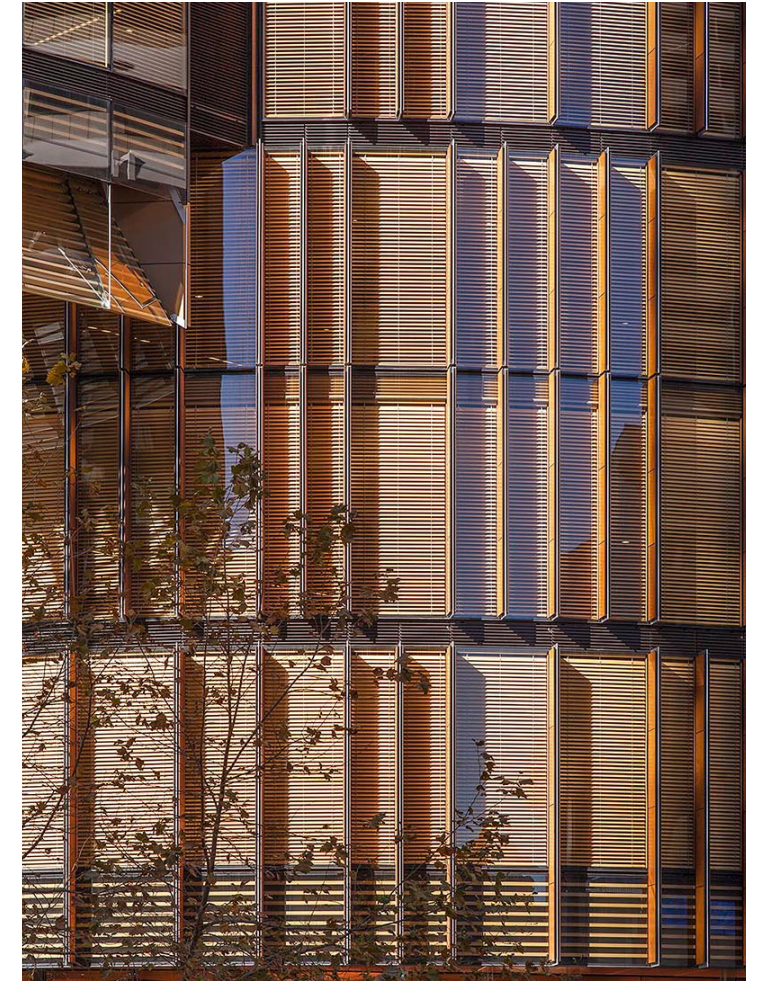
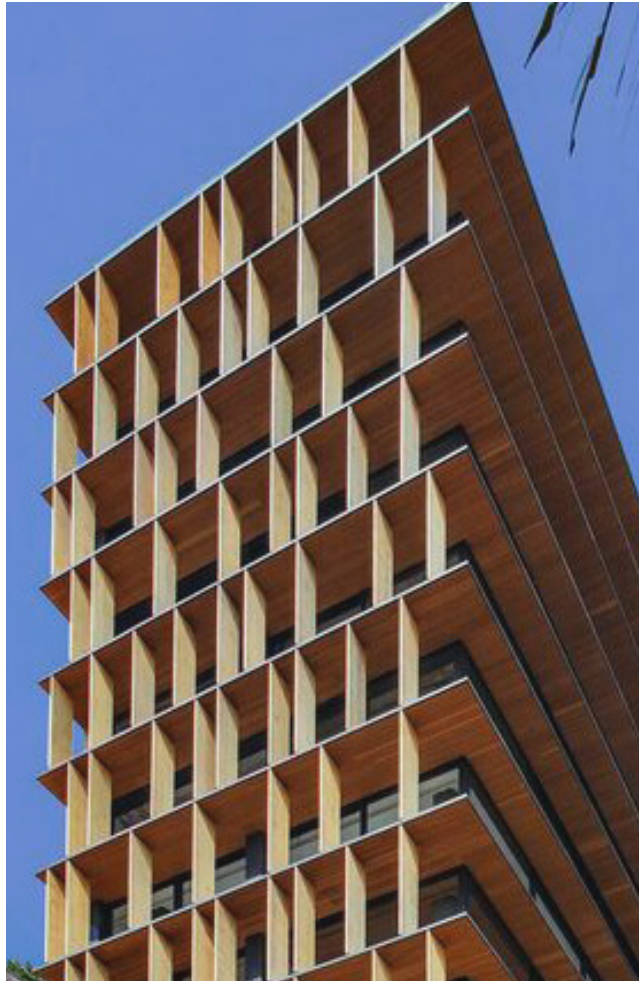






a family of elements

# Rhythm of Repetition

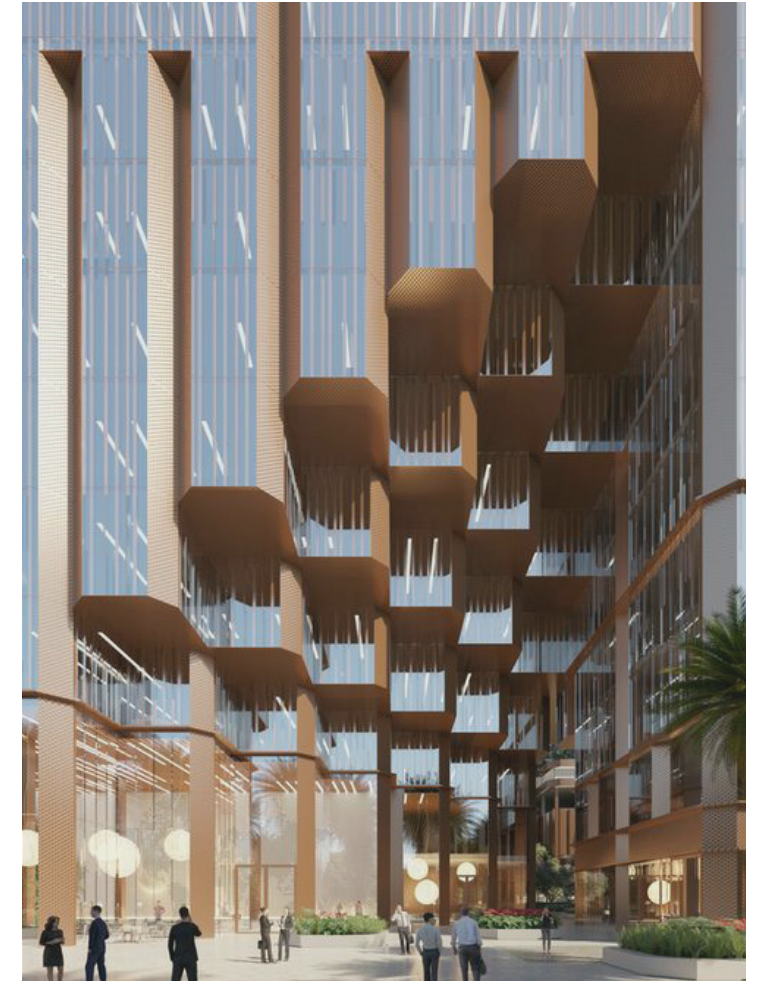






folding back the corner

# Pedestrian Link to Portside

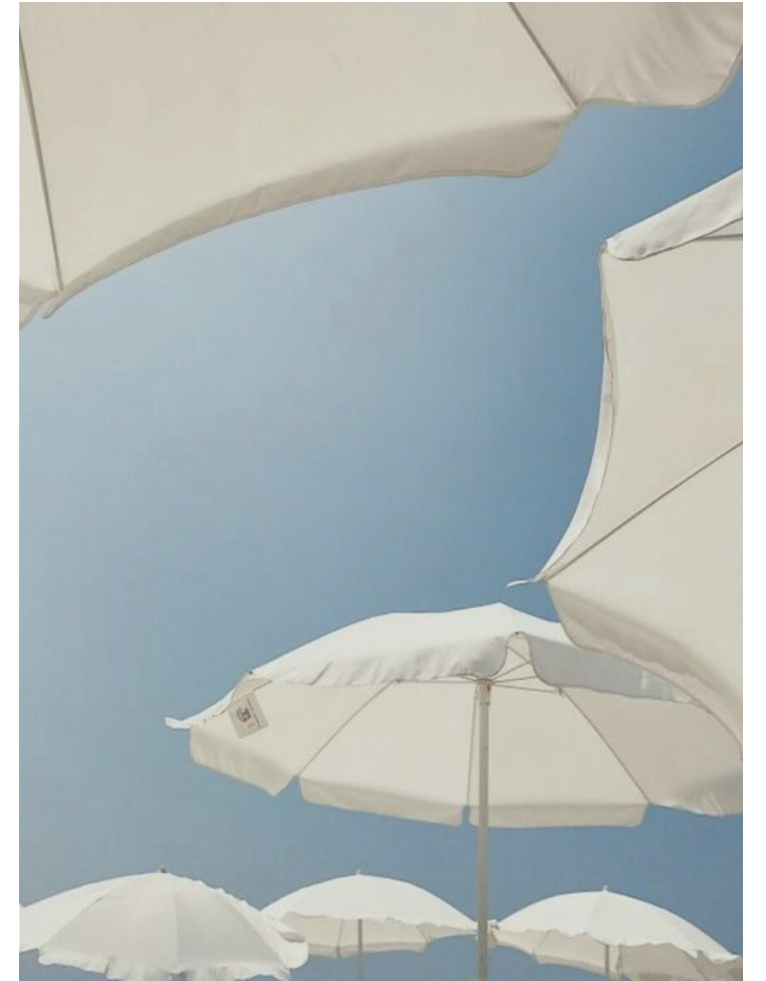




amenity at your doorstep



# Home and Oasis







a family of elements

# Material Palette



01.



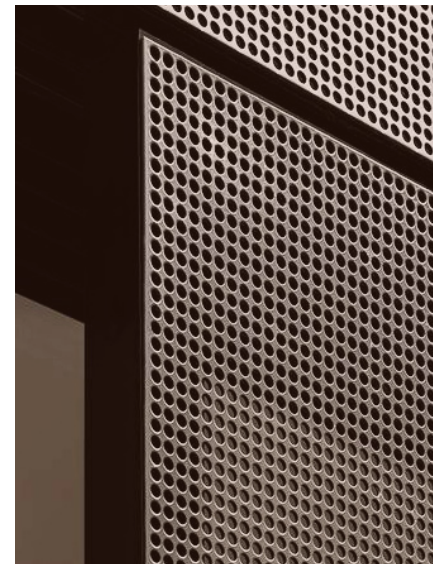
02.



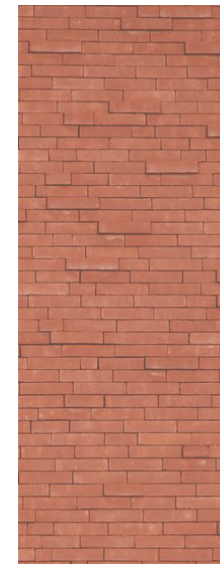
03.



04.



05.



06.



07.



06.

- 01. Dark Tinted Glazing
- 02. Vertical Concrete Blades (Tower)
- 03. Metal Fins (Podium)
- 04. Back Painted Glass
- 05. Perforated Screen
- 06. Brick
- 07. Tinted Glazing with Dark Coloured Mullions
- 08. Coloured Concrete



04

# The Concept





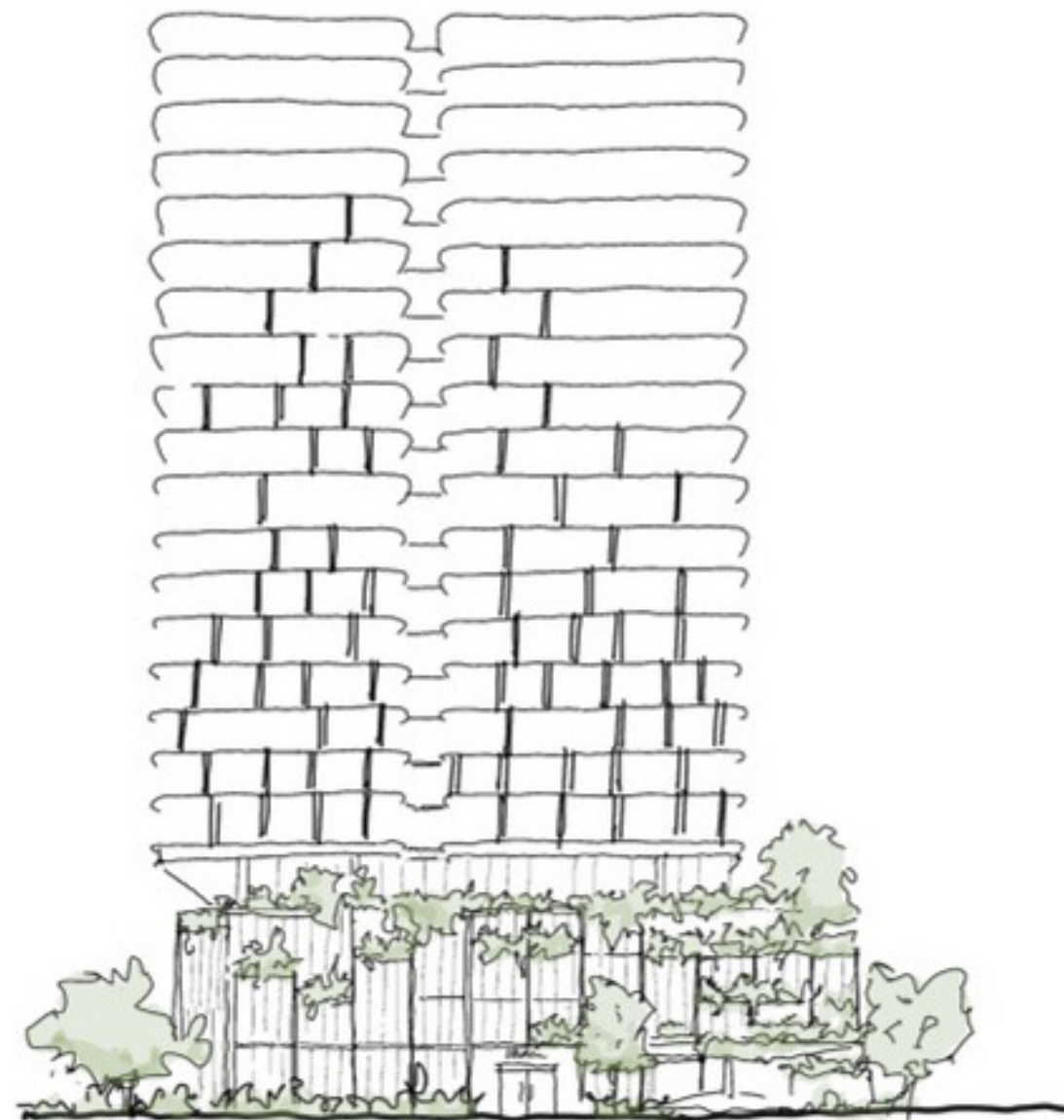
# EXECUTIVE SUMMARY

Located six kilometers from the Brisbane CBD the site sits within the Northshore Hamilton UDA. Northshore Hamilton is the most significant riverside development opportunity in Brisbane since Expo 88 and Southbank and a sought-after residential address. The development offers outstanding views of the river, city, Hamilton, and out to Mt Coot-Tha. This is a significant opportunity to build an outstanding residence and hotel on an under-utilised site.

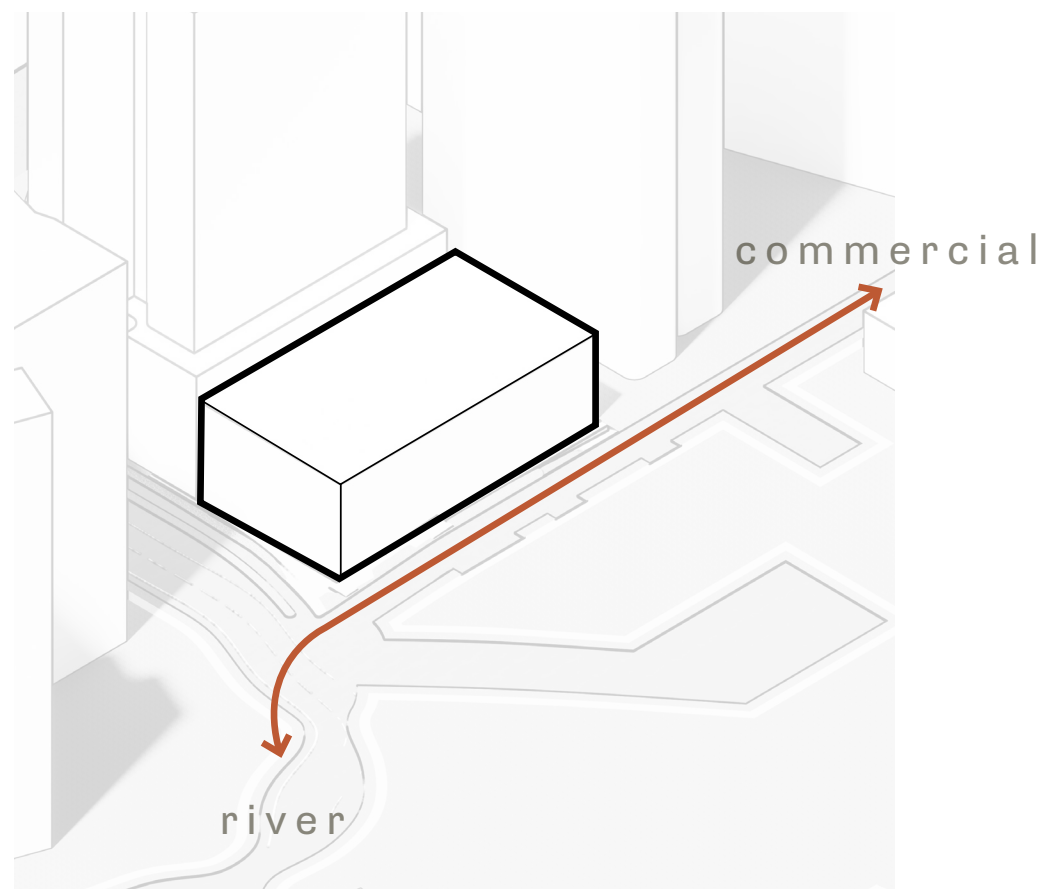
The architectural gesture at the ground floor and podium is layered and active. The sculptural corner signifies a pedestrian connection through to the portside shopping and dining precinct. The brick textural ground floor, inspired by the industrial buildings of the site's former use and immediate context is complimented by a dense landscaped façade, interspersed with commercial spaces that further activate the laneway. This offers a visual connection to the street and stitches together the local infrastructure. Voluminous double height retail and F&B tenancies interface with the street and connect the pedestrian and bike path on Hercules Street.

The podium is lush with landscape and generous recreation spaces. The recreation level contains a lap pool, gym, and lounge area with multiple areas for formal and informal gathering. A restaurant space activates the corner of the recreation level, for residents and hotel guests alike. Above, the tower provides 124 hotel keys up to level 12, and 50 apartments over 10 levels. A diverse mix of apartment types are designed over a variety of floor plates and offer choice, lifestyle and outstanding amenity to the Northshore community.

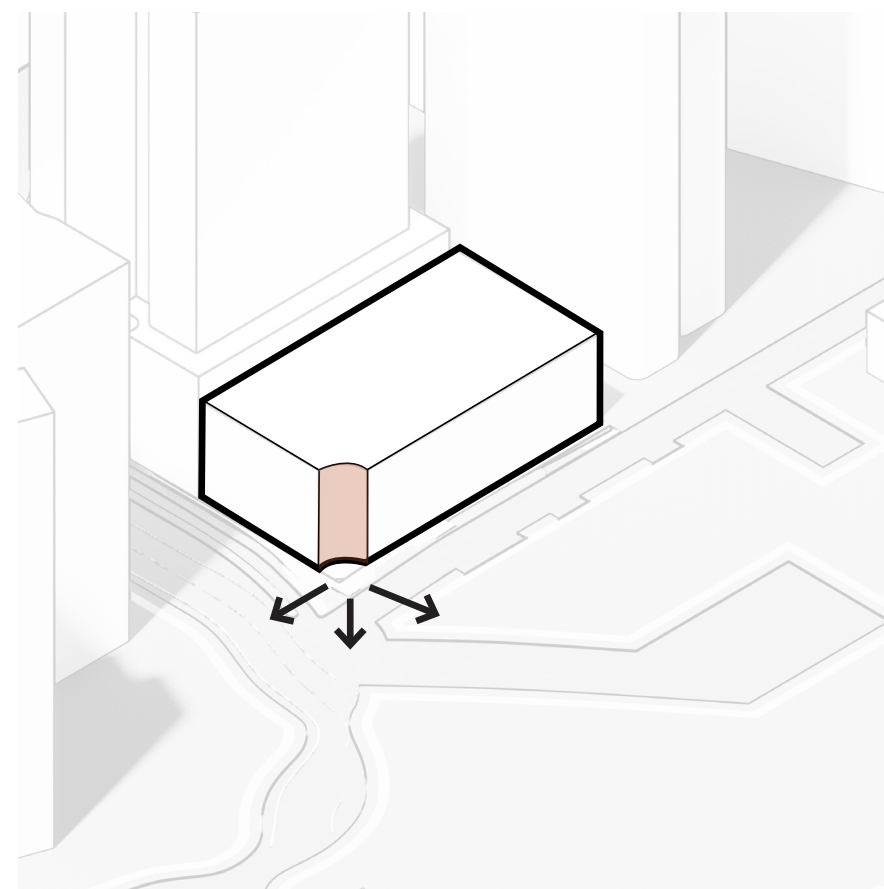
The expression of the tower is responsive to climate. Overhangs on residential levels offer sun protection to Northern sun and a mix of vertical blades to the West shade low angle afternoon sun. Lastly the tower engages with the spectacular views out to the Brisbane River, the tower expression dissipates as we reach the hotel levels which open up to a lighter glazed expression, while maintaining the visual rhythm of the levels above.



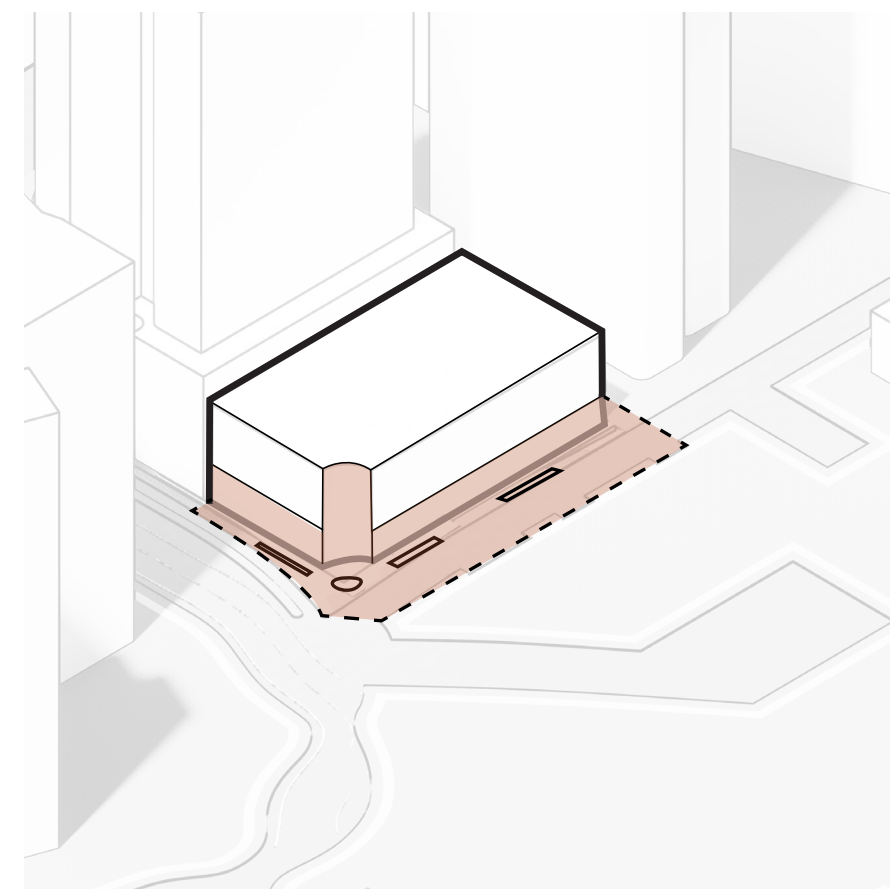




prime gateway  
location

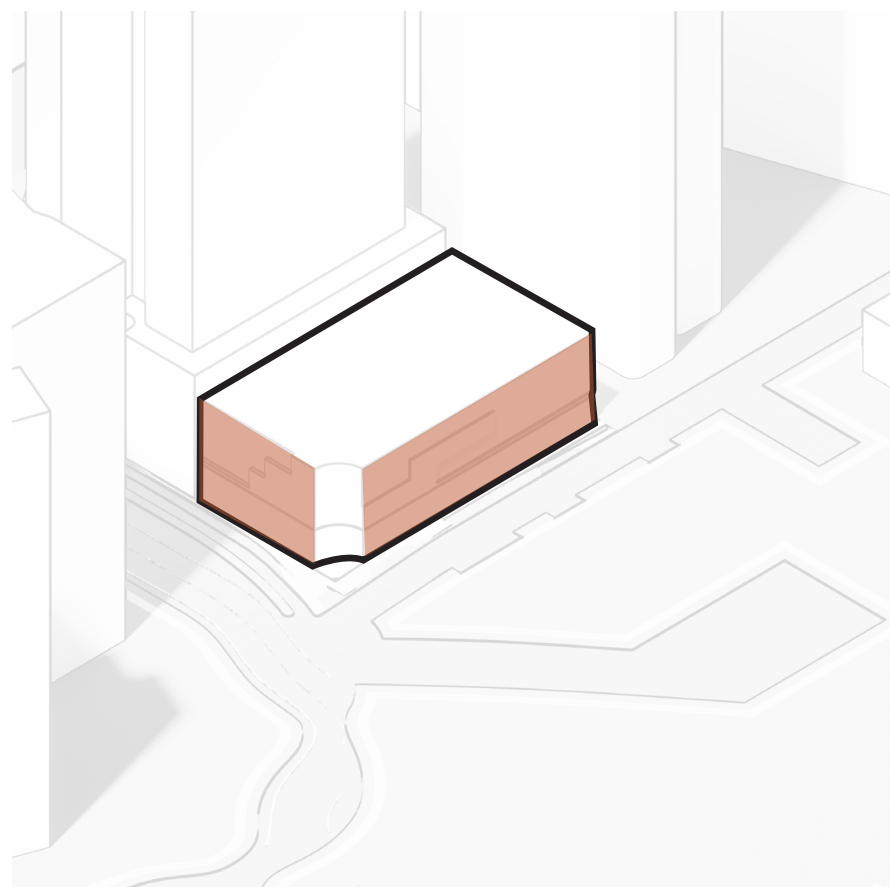


define gateway by  
opening up the corner

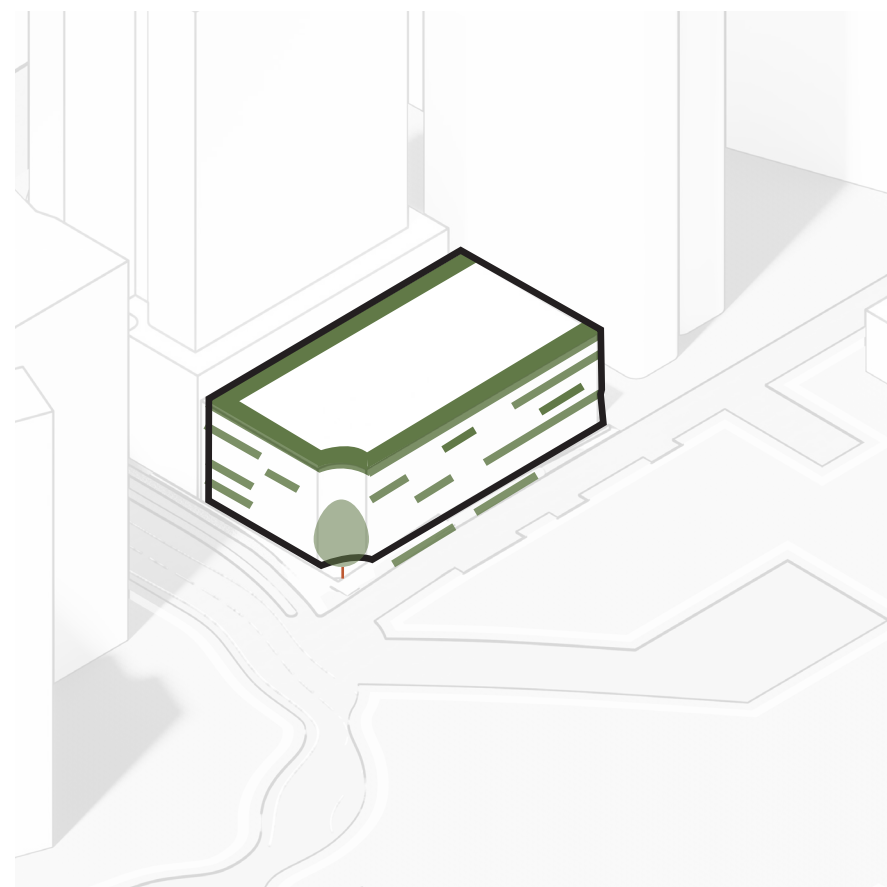


activate the ground  
plane

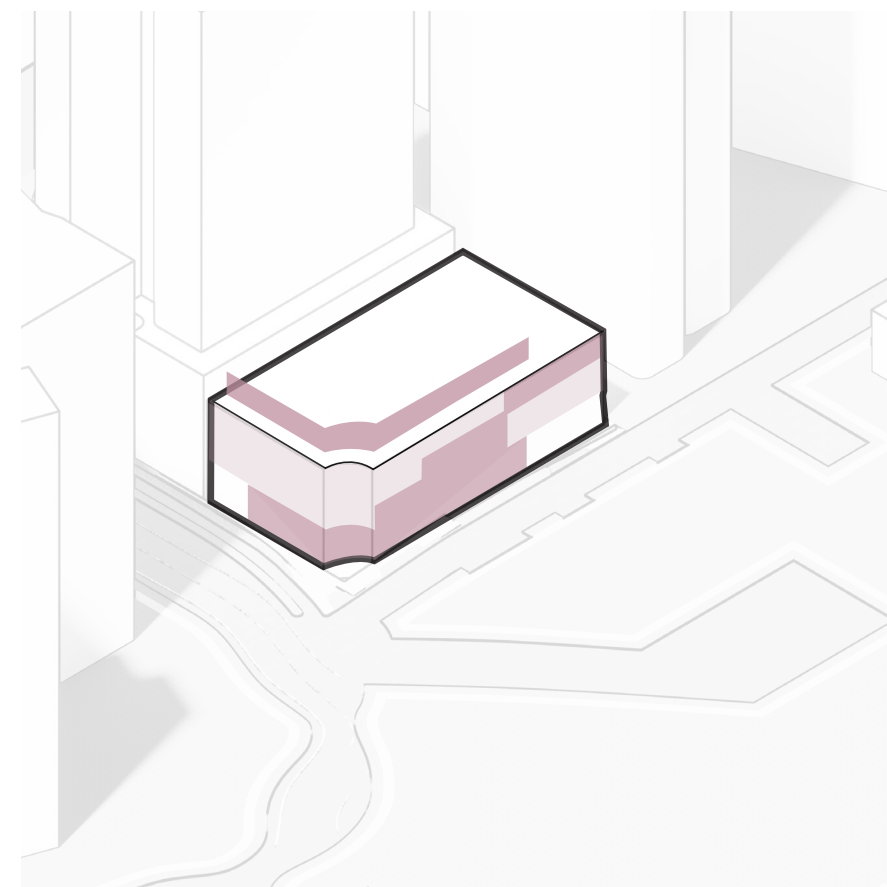




colour palette and  
material on podium  
frontages reference  
industrial heritage

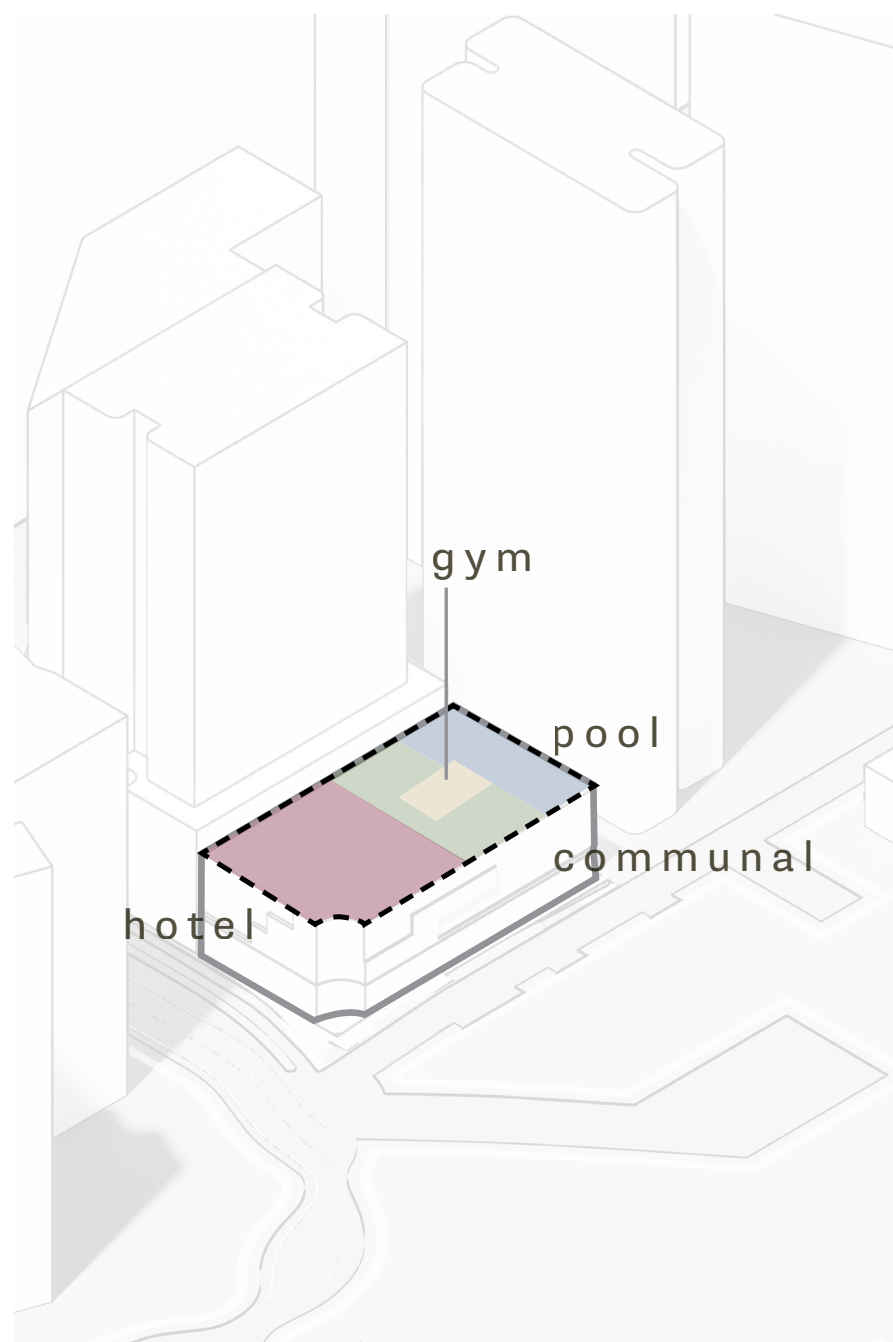


soften the podium  
interface with  
planting

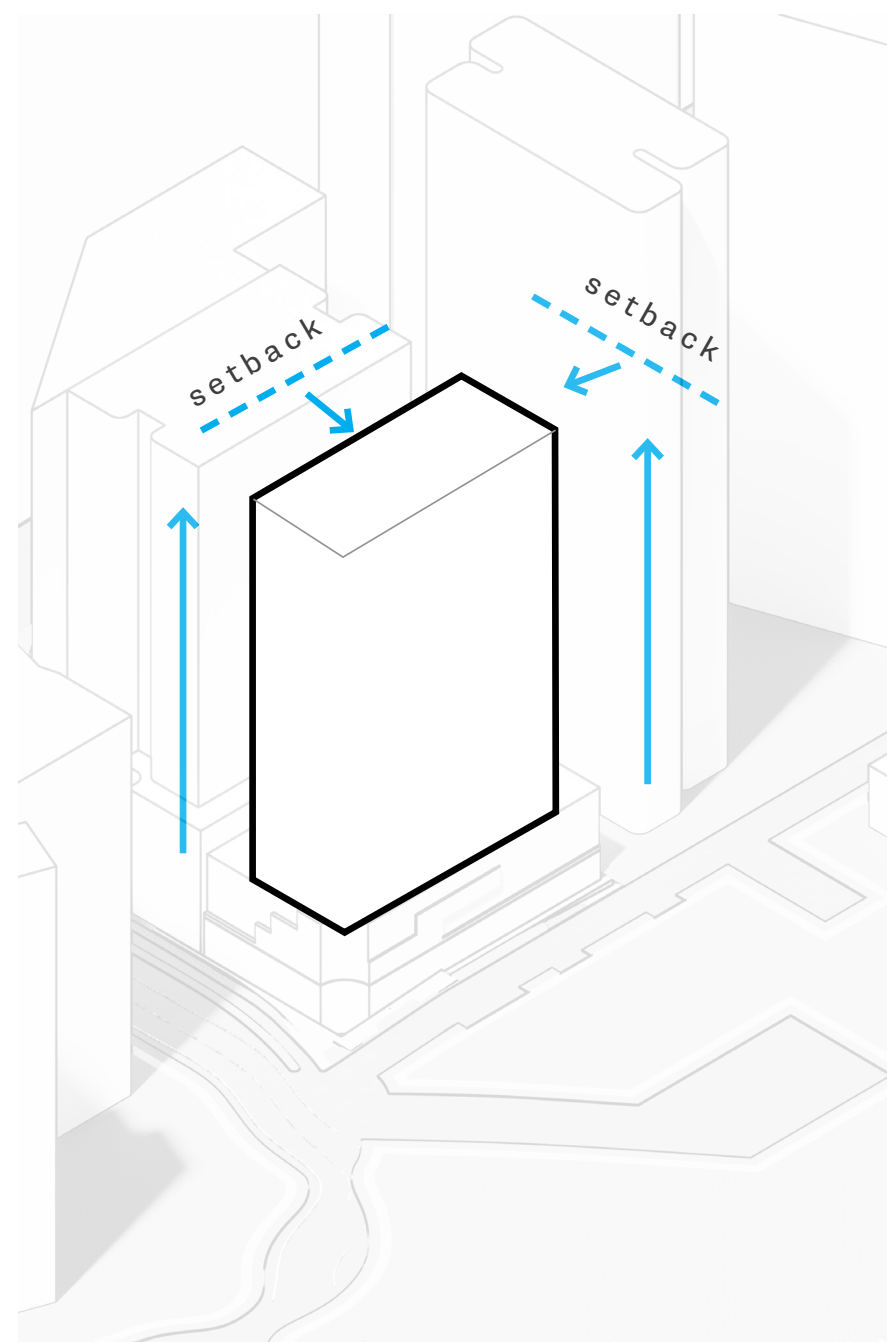


activation across  
the podium edge

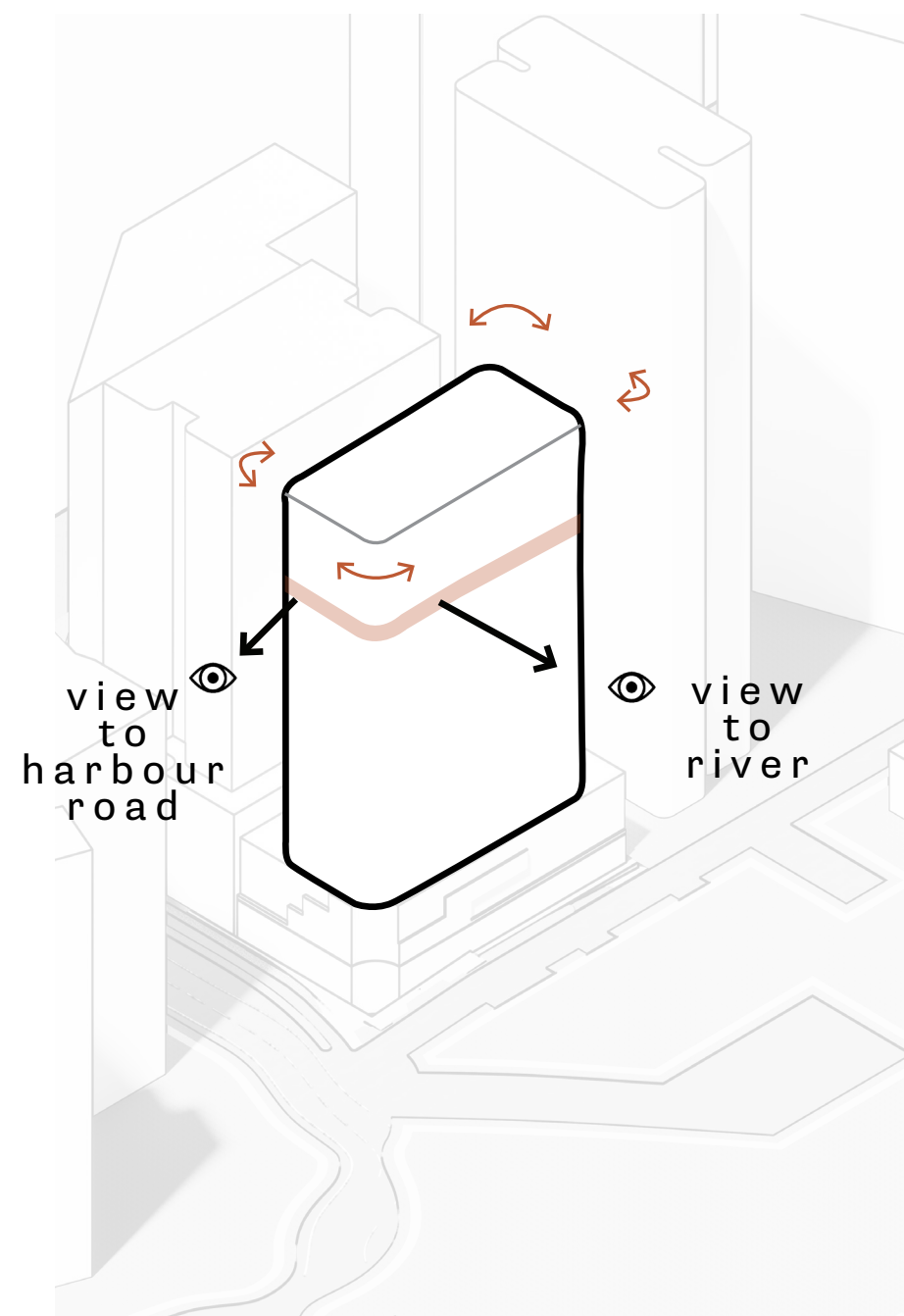




podium crowning  
amenity

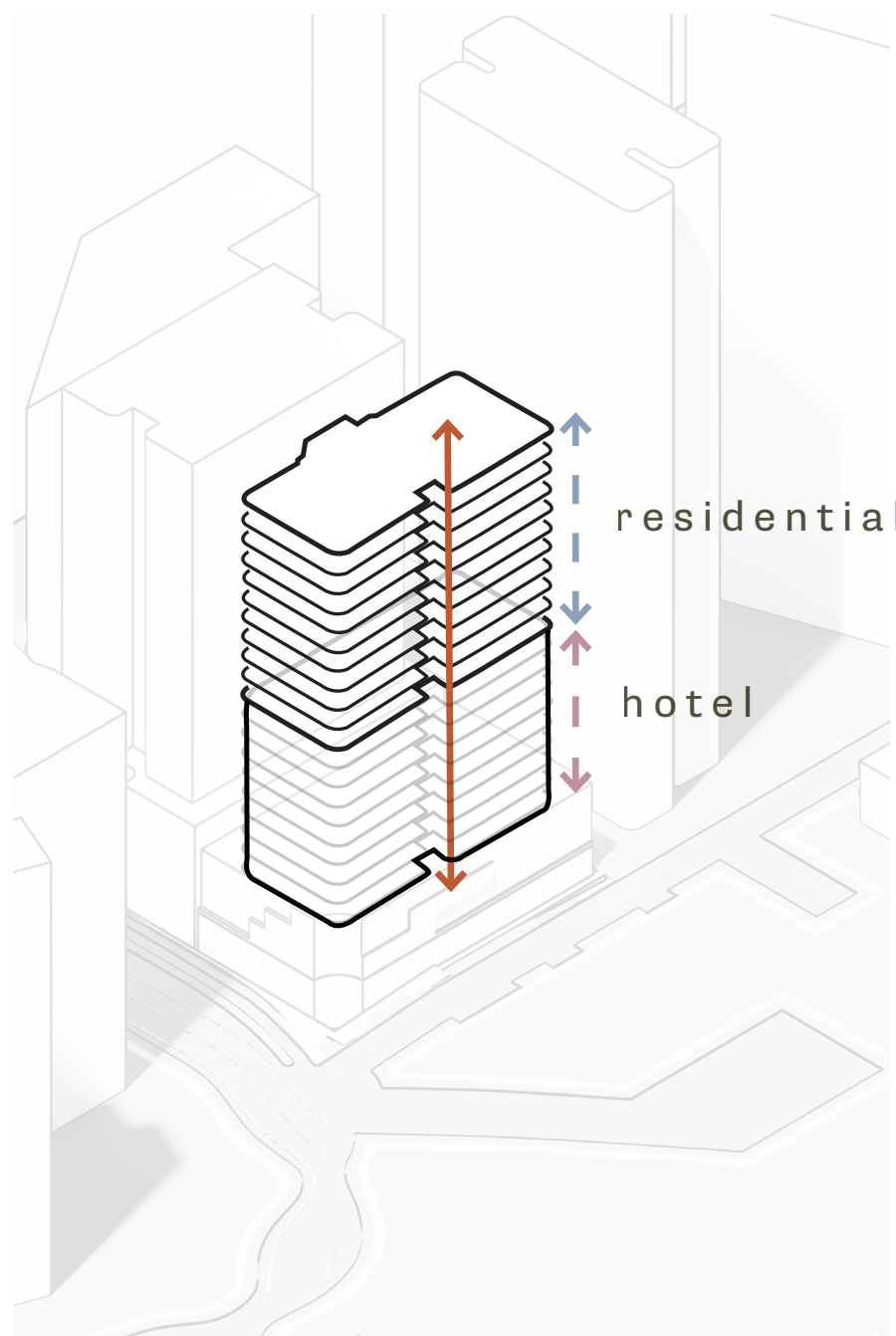


extruded form for tower  
setback from eastern and  
northern edge

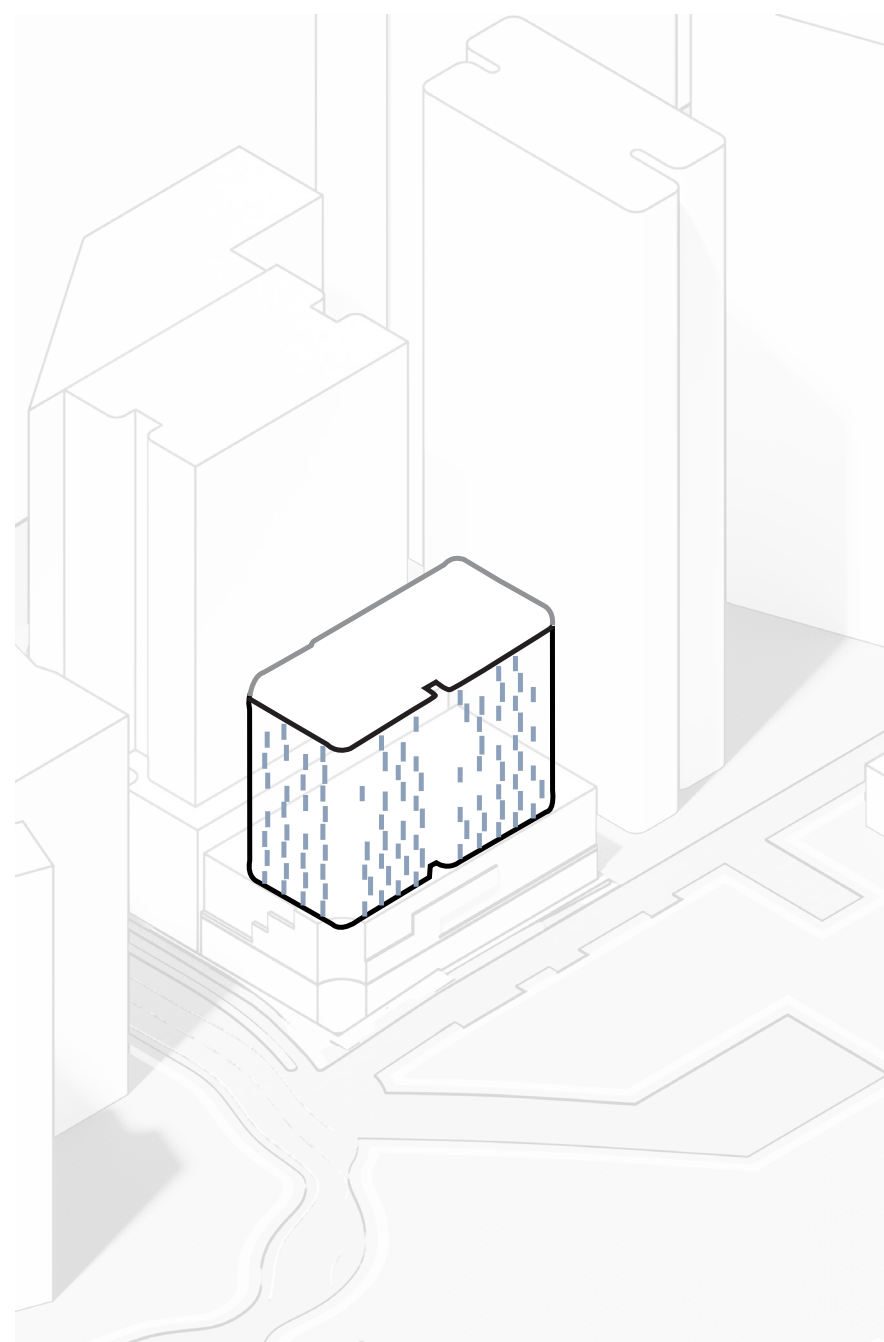


soften the form and  
optimise views to the  
river

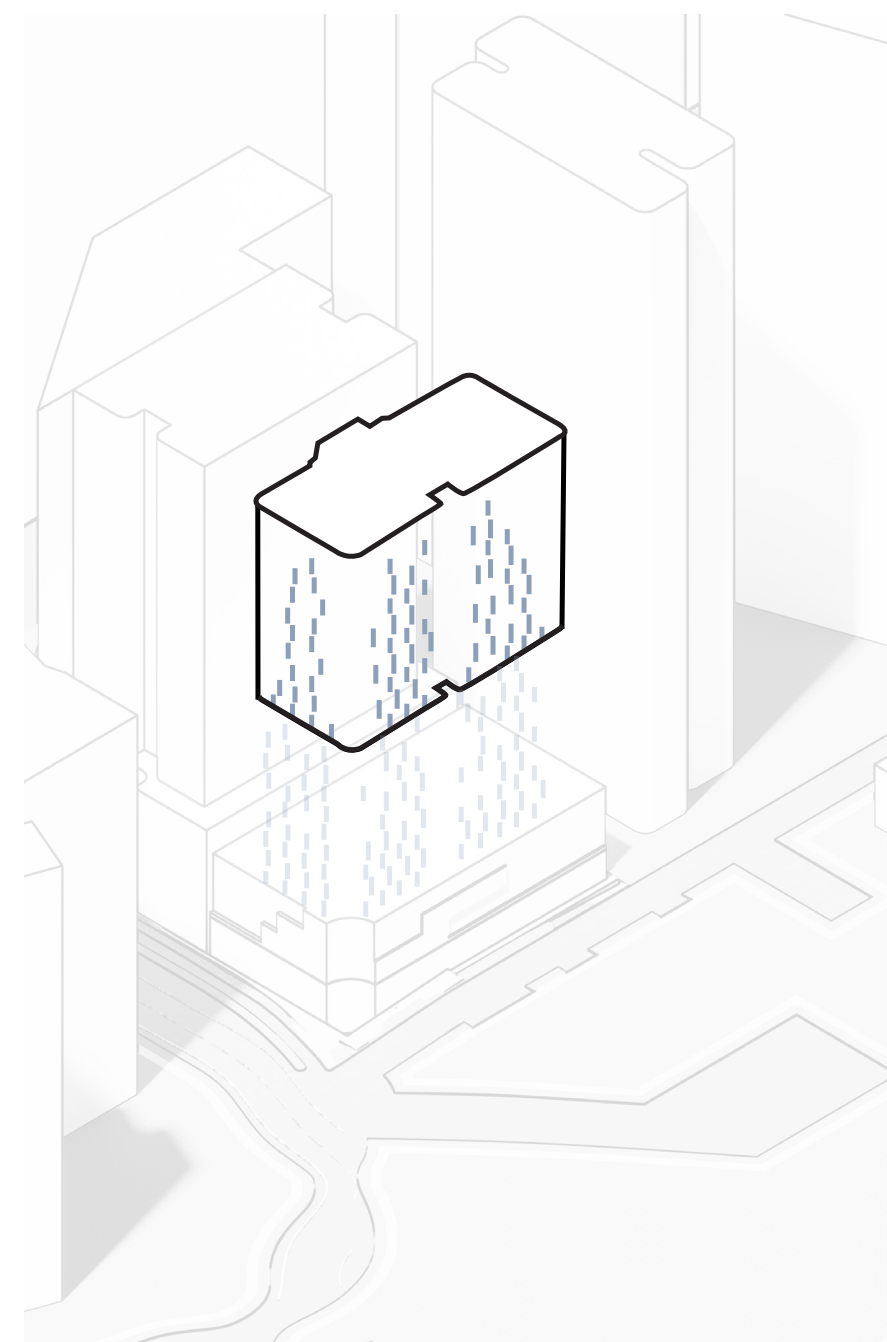




sculpt the form &  
unite the typologies



shading for hotel rhythm  
denser pattern at the  
tower base



dispersed fin rhythm  
optimised for views,  
sun shading & facade  
unity



05

# The Vision

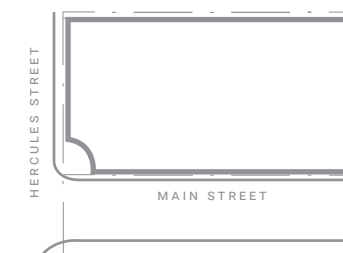






VIEW OF BUILDING CORNER AT HERCULES & MAIN STREET

70526 | 5 HERCULES STREET, HAMILTON | QLD 4007



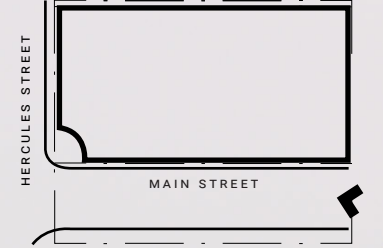




VIEW OF SOUTHERN FACADE FROM MAIN STREET

70526 | 5 HERCULES STREET, HAMILTON | QLD 4007





VIEW OF BUILDING ALONG MAIN STREET

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