



The Cullen

DEVELOPMENT APPLICATION

APRIL 2024



Contents

- 01. Location
- 02. Design Drivers
- 03. Design Thinking
- 04. Concept
- 05. The Vision
- 06. The Drawings
- 07. The Analysis



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

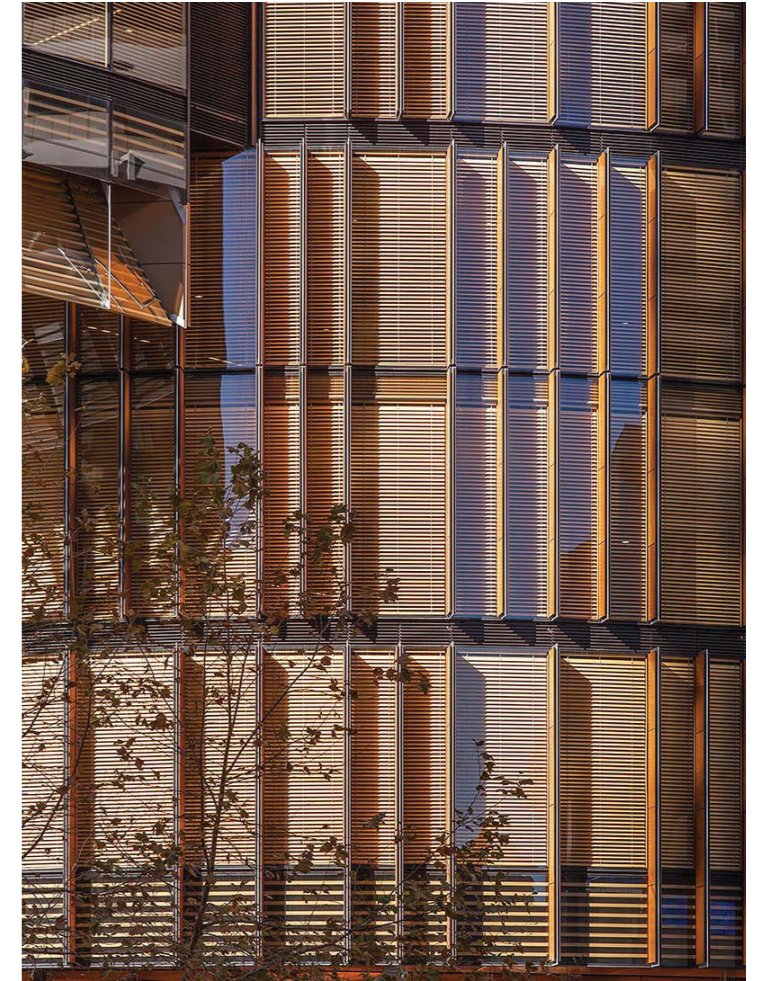
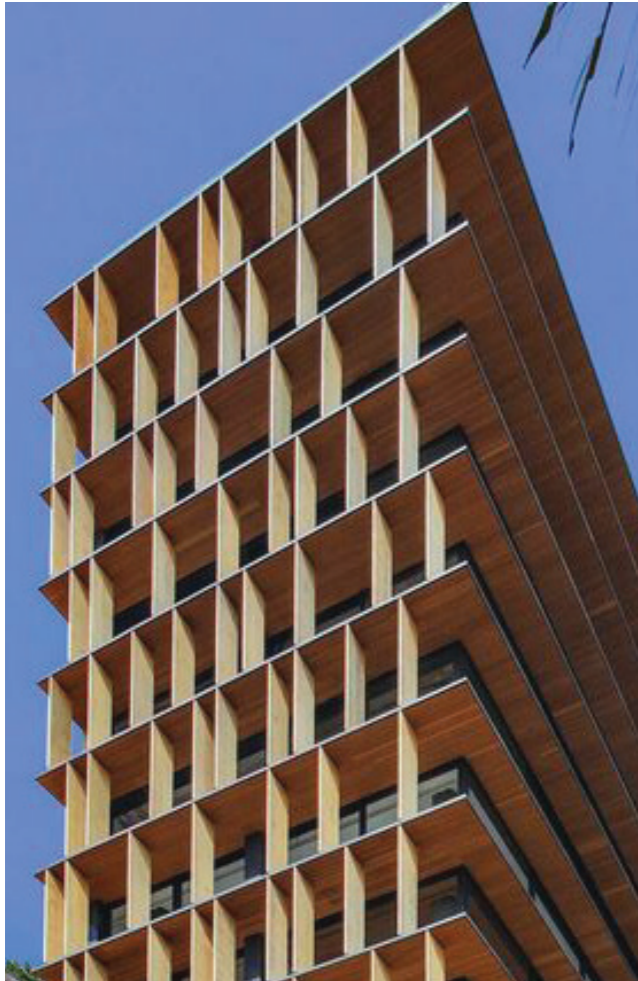
Design Thinking





a family of elements

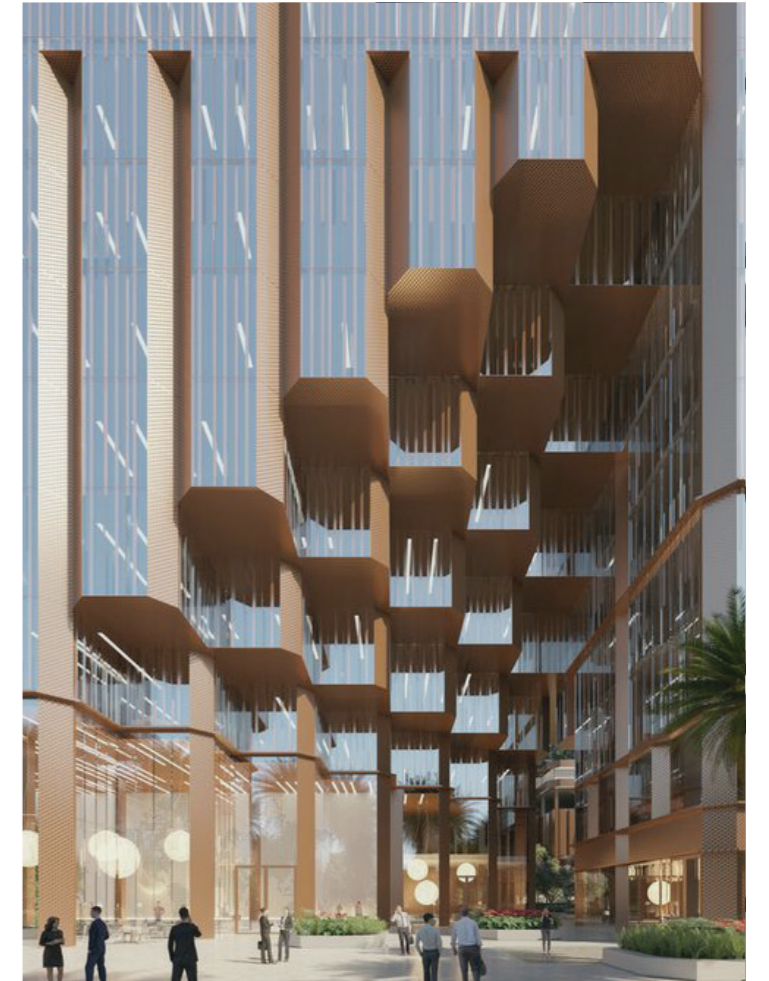
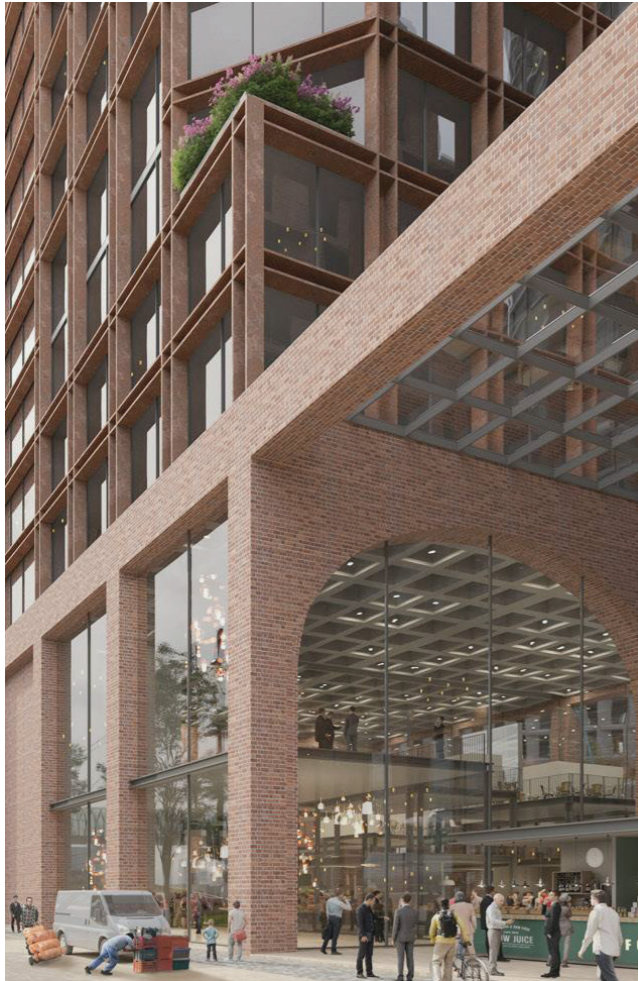
Rhythm of Repetition





folding back the corner

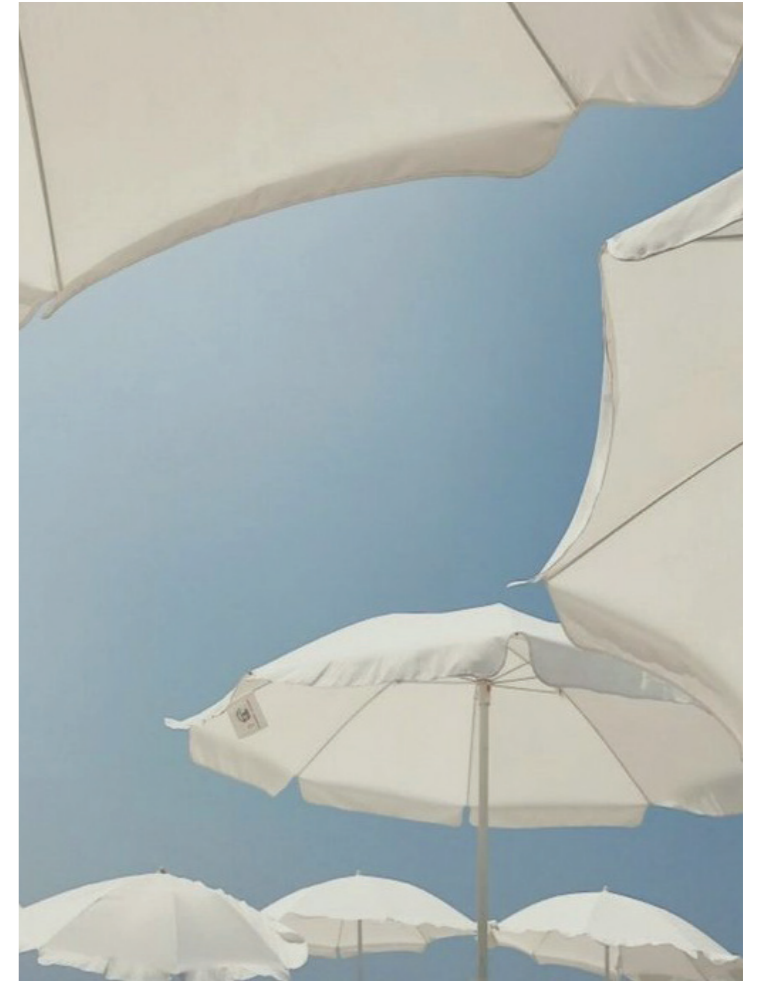
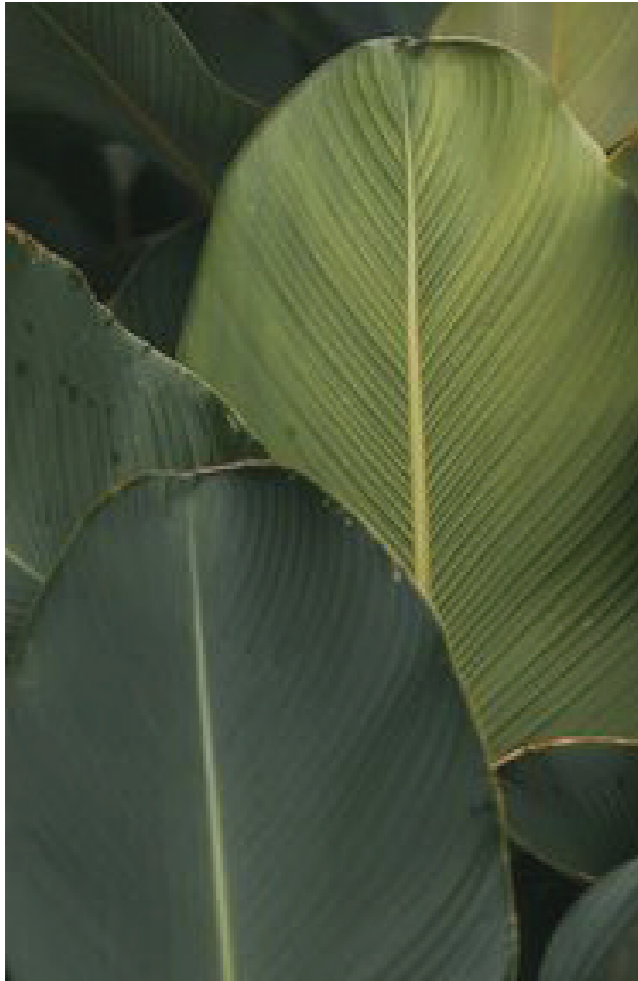
Pedestrian Link to Portside





amenity at your doorstep

Home and Oasis



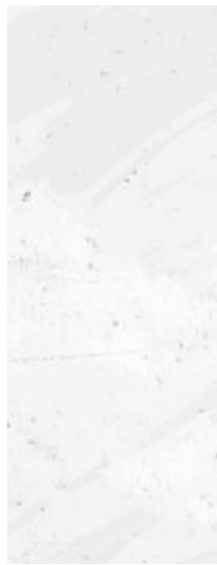


a family of elements

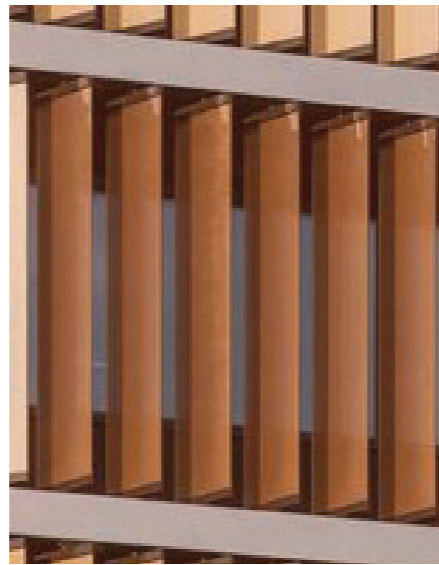
Material Palette



01.



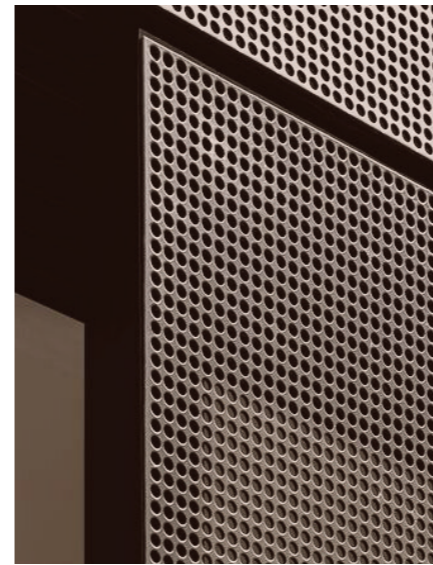
02.



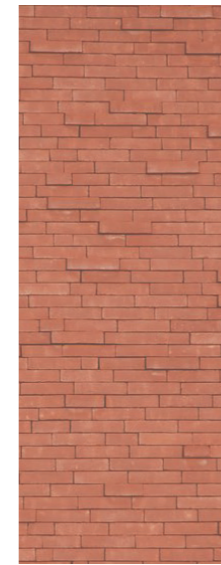
03.



04.



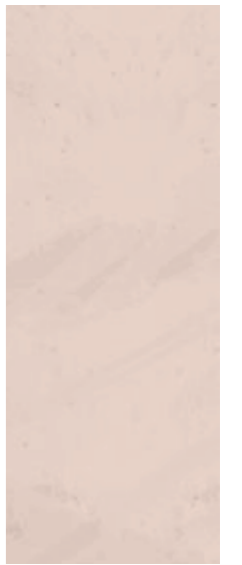
05.



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



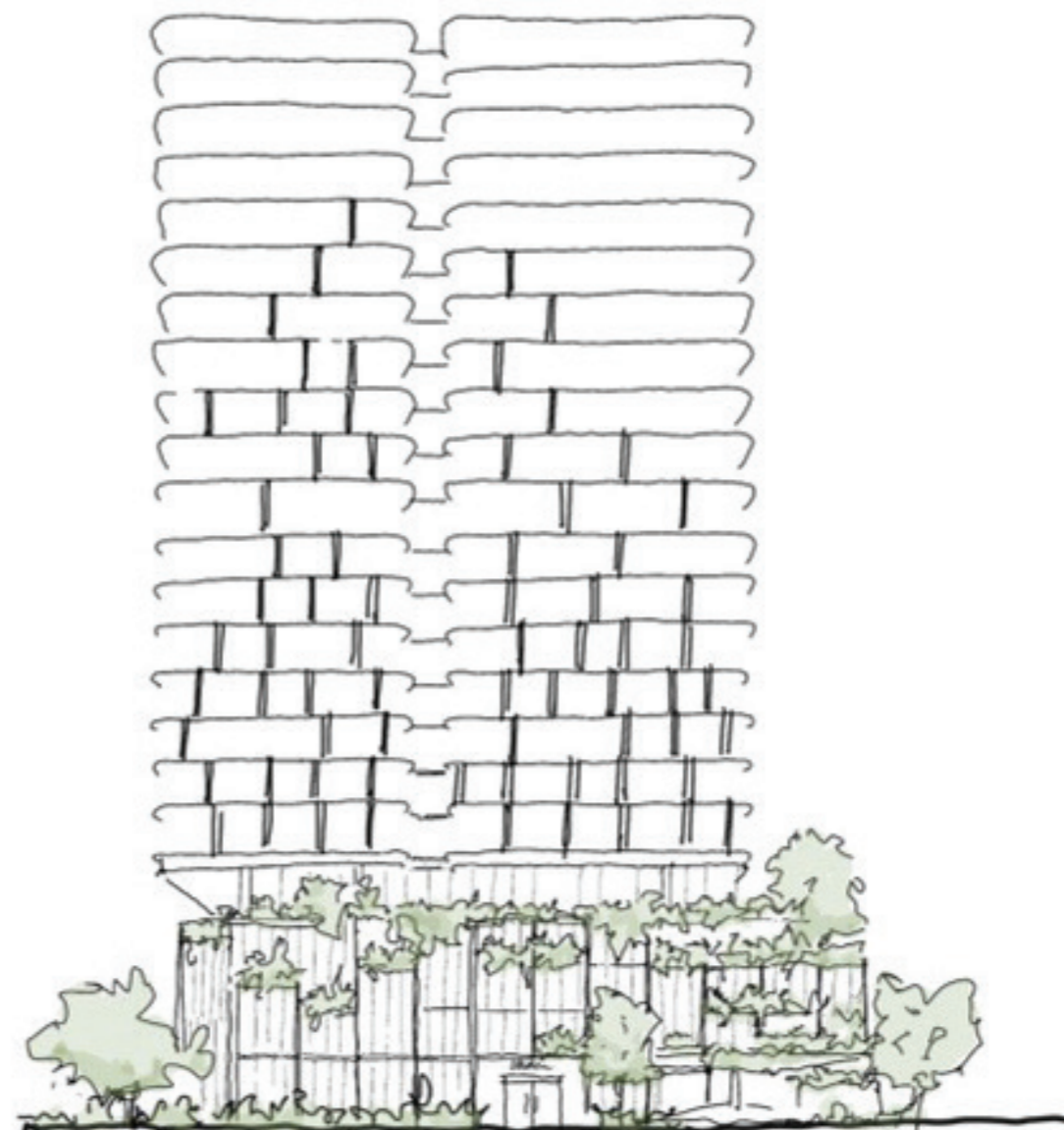
EXECUTIVE SUMMARY

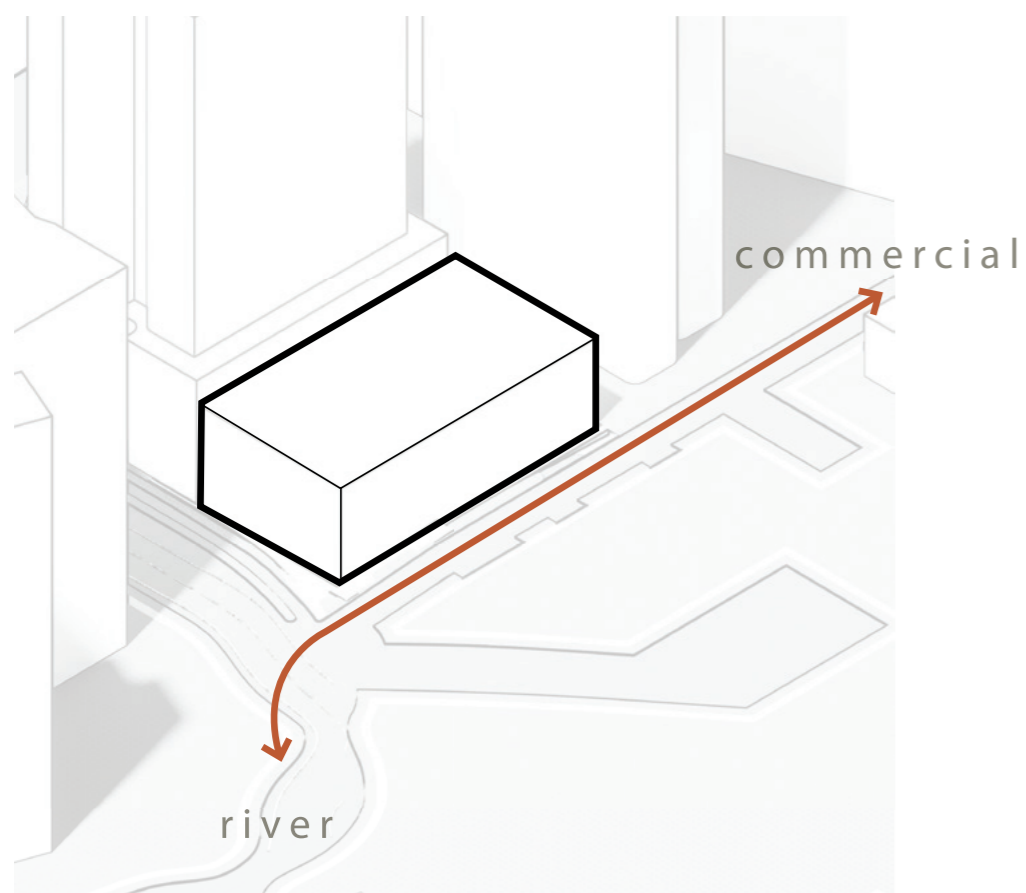
Located six kilometers from the Brisbane CBD the site sits within the Northshore Hamilton UDA. Northshore Hamilton is the most significant riverside development opportunity in Brisbane since Expo 88 and Southbank and a sought-after residential address. The development offers outstanding views of the 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 sites 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.

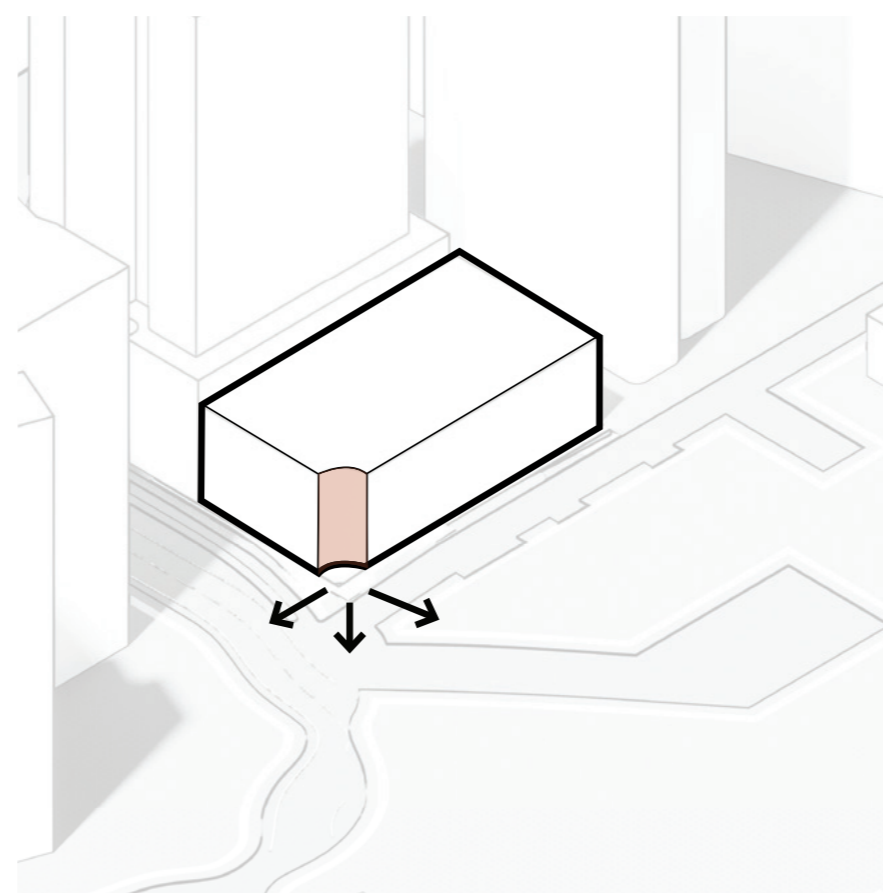
The podium is lush with landscape and generous recreation spaces. The recreation level contains a lap pool, gym, and lounge area with multiple areas for formal and informal gathering. A restaurant space activates the corner of the recreation level, for residents and hotel guests alike. Above, the tower 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 towers 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.

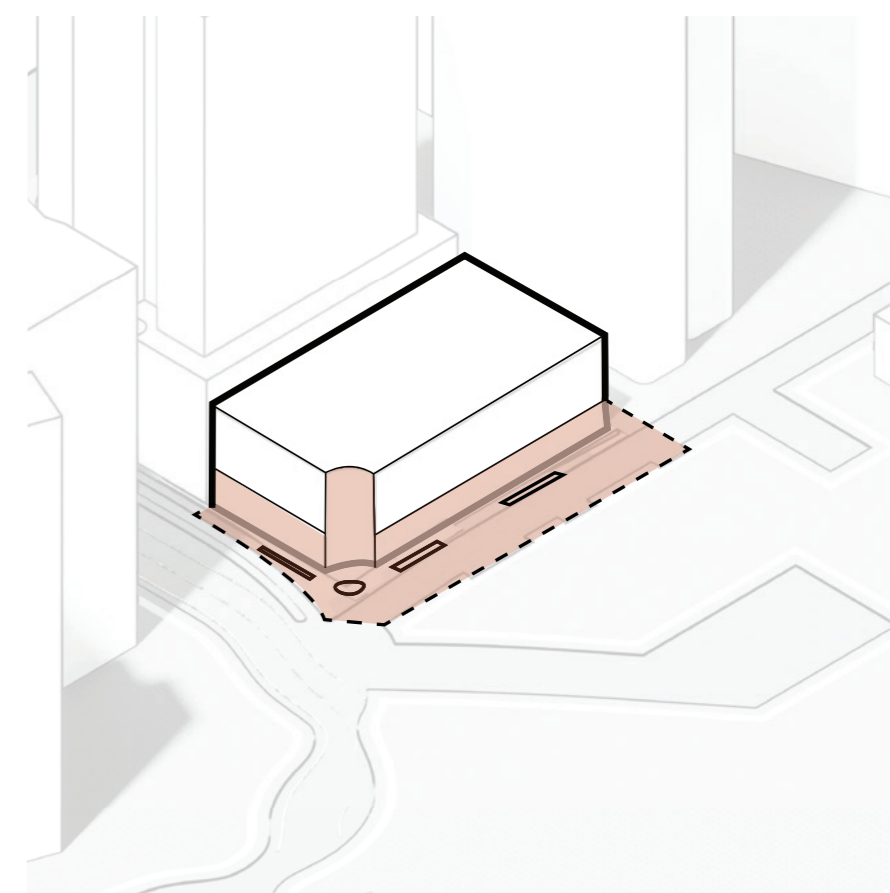




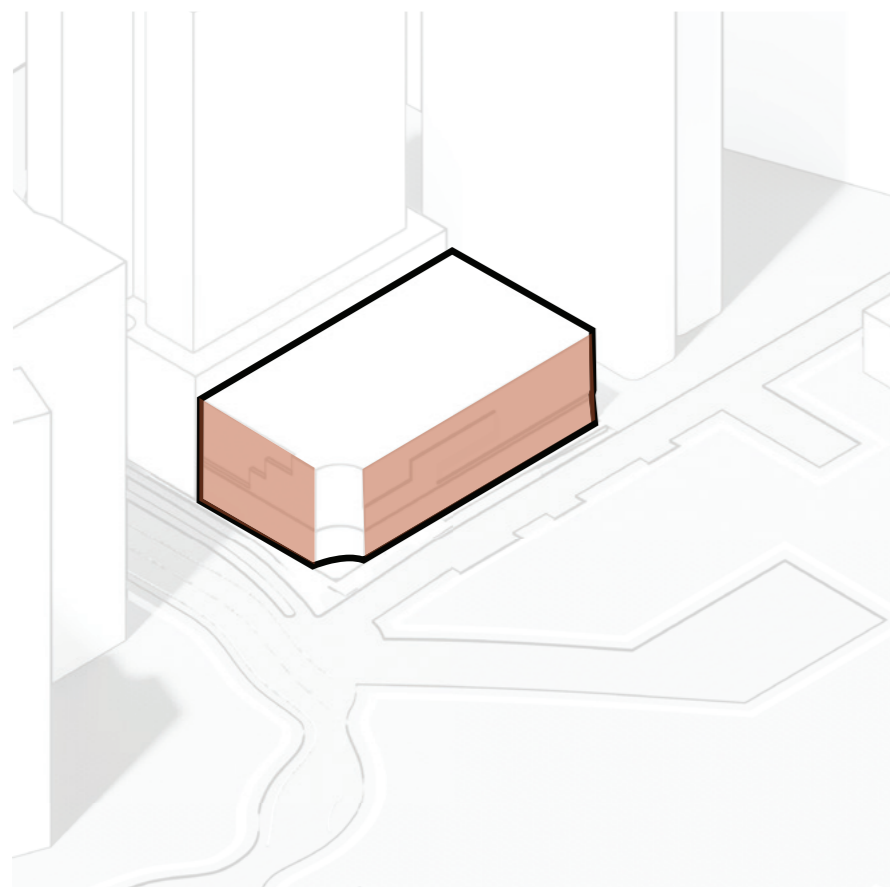
prime gateway
location



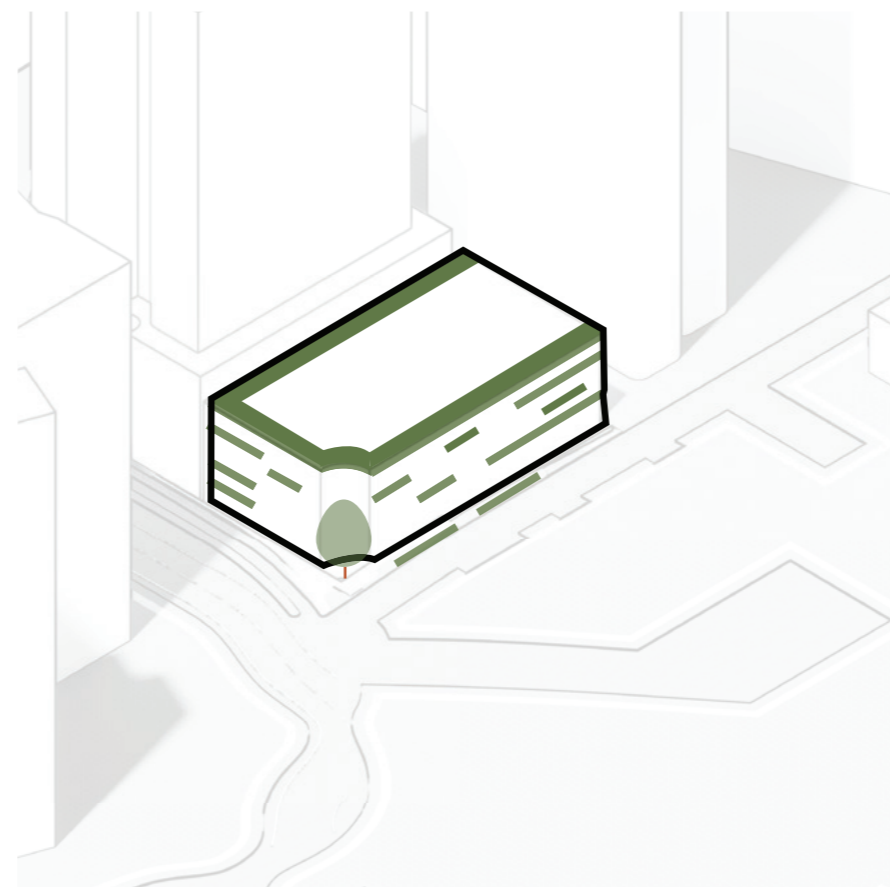
define gateway by
opening up the corner



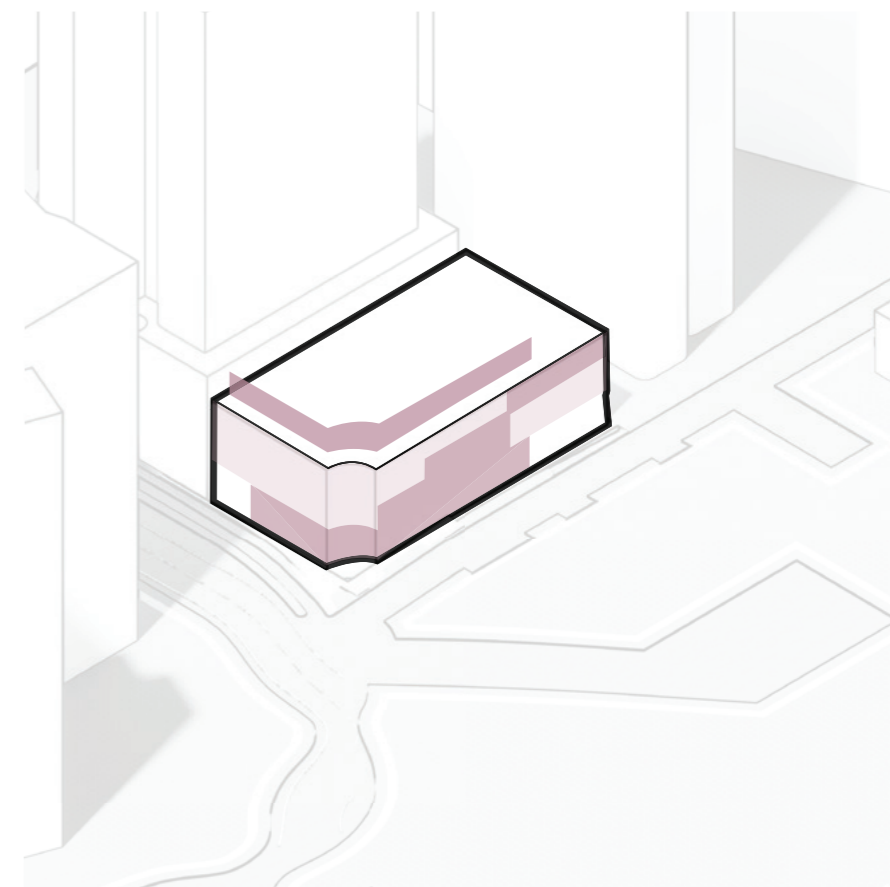
activate the ground
plane



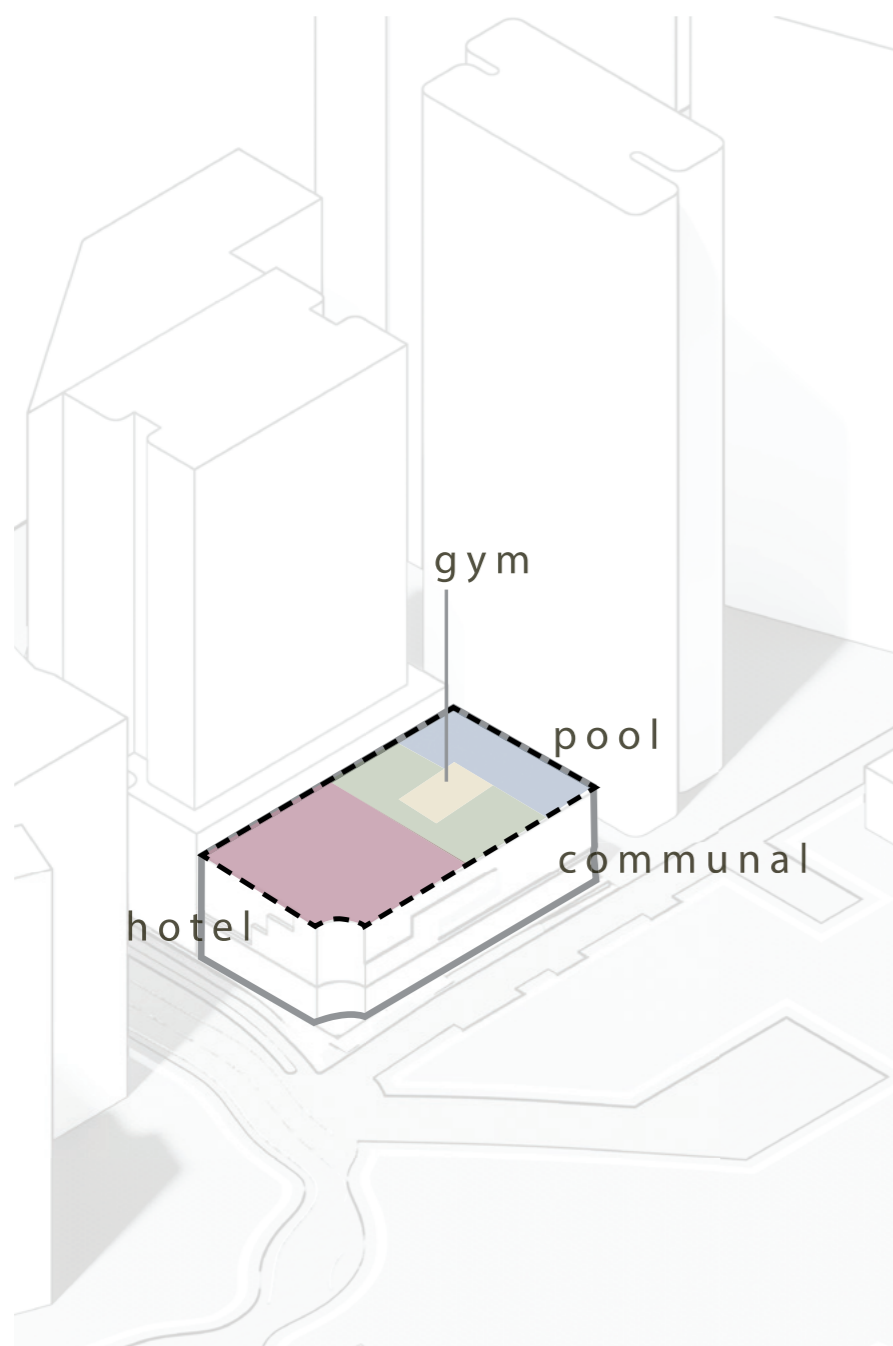
colour palette and
material on podium
frontages reference
industrial heritage



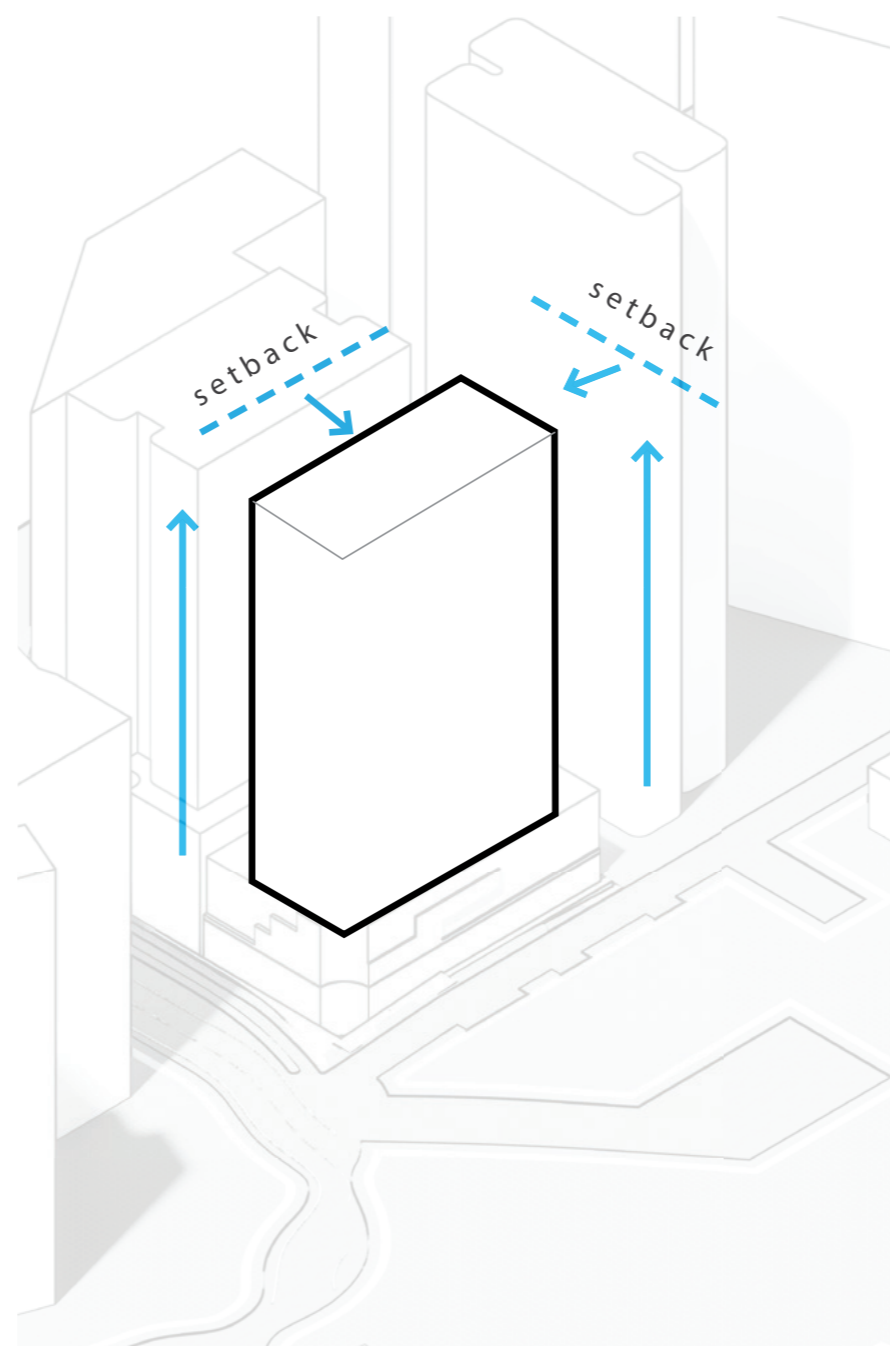
soften the podium
interface with
planting



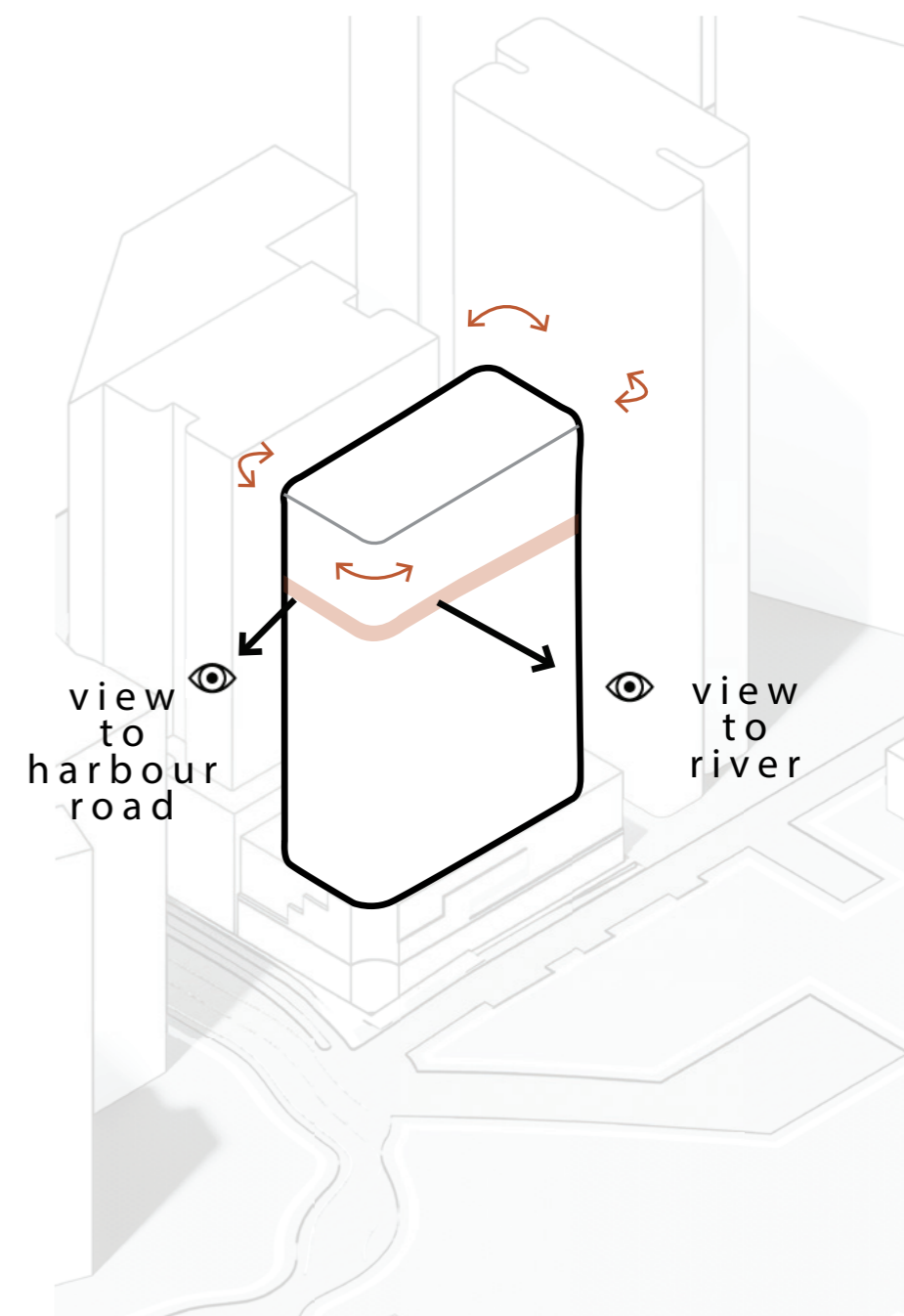
activation across
the podium edge



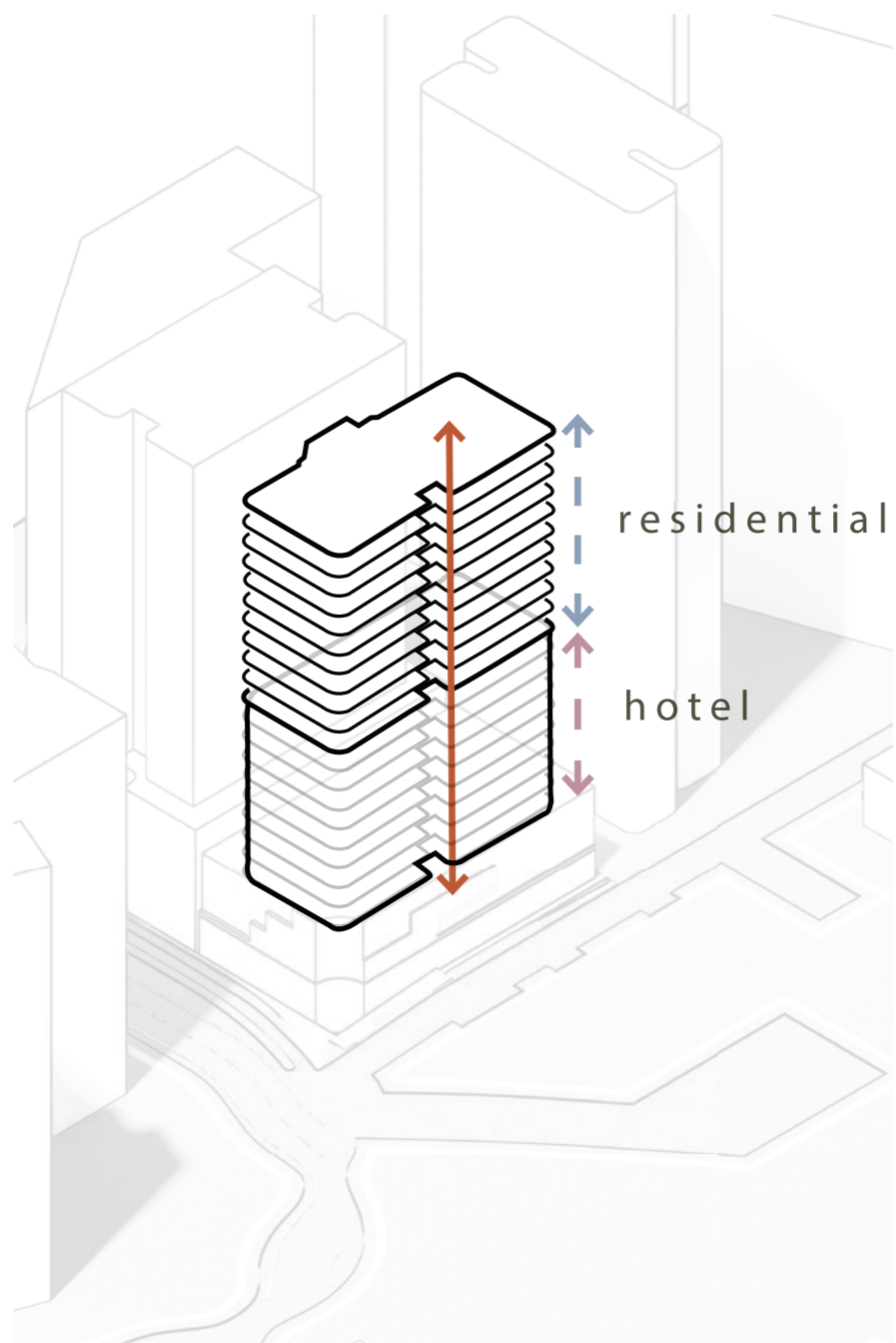
podium crowning
amenity



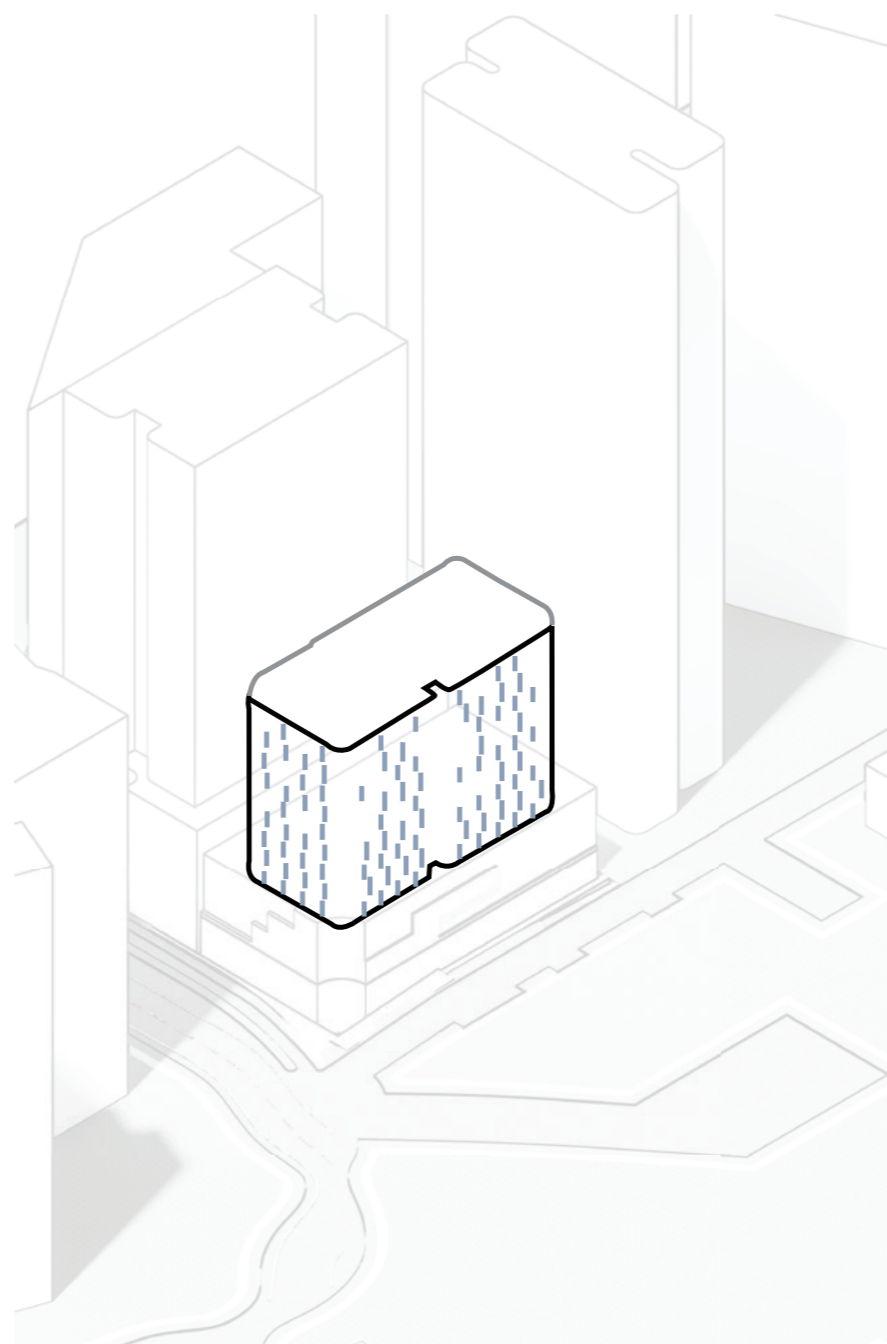
extruded form for tower
setback from eastern and
northern edge



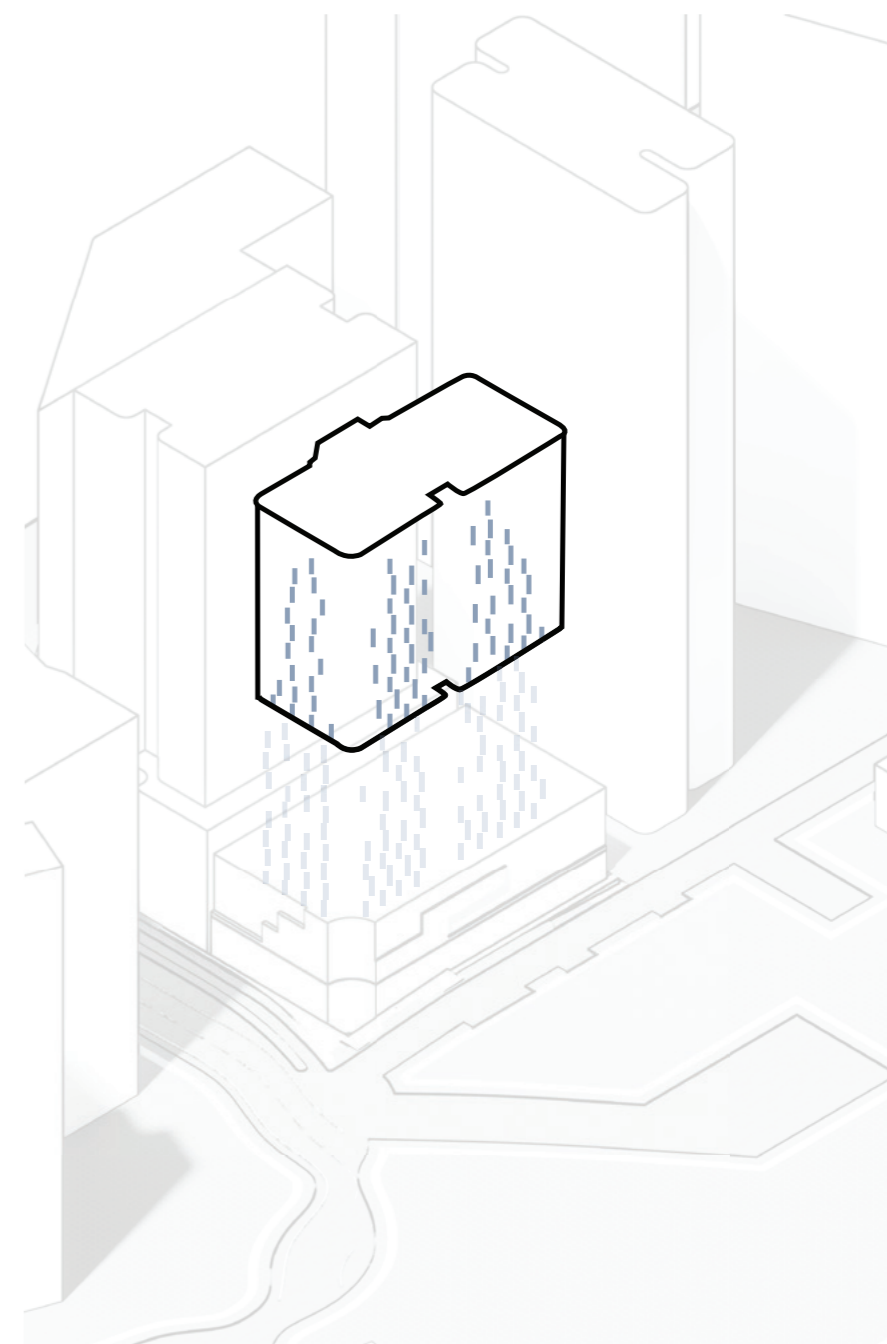
soften the form and
optimise views to the
river



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

