



Artists impression of a new development touted for Fortitude Valley.

The swift evolution of Fortitude Valley from grungy entertainer to Brisbane's billion dollar, highrise heart is set to continue its cracking pace on Tuesday.

A \$150 million three tower transformation of a long vacant site at 186 Wickham Street, in the Valley's rapidly gentrifying entertainment precinct, is the latest in a string of large-scale accommodation applications to come before Brisbane City Council.

The council's planning committee is set to give preliminary approval to the project, which boasts a 30 storey, 187 unit residential apartment tower, a 25 storey, 189 room hotel development and a second, 24 storey apartment building.



Artists impression of a new development touted for Fortitude Valley. Photo: Supplied

The proposal comes hot on the heels of similar plans unveiled by Melbourne-based, BRW young rich lister, [Tim Gurner](#) earlier this year for two 30 storey residential buildings - one modelled on New York's Flatiron building - and a 15 storey hotel on a triangular, 500 square metre block adjacent to the Fortitude Valley railway station.

Mr Gurner's \$600 million plans for the Alfred Street site have been lodged but are yet to come before the council for approval.

The development application also comes as the council is mid-way through its fast-tracked \$4 million Brunswick Street Mall rejuvenation project, which it hopes will bolster the area's flagging daytime economy.

Central to that plan came the announcement from Lord Mayor Graham Quirk in March of a \$20 million, luxury hotel transformation for the mall's historic [TC Beirne building](#).

Cr Quirk said 23 new buildings are either under construction or about to commence construction in the Valley, which equated to a billion dollars in investment.

"This development would transform a site that has been empty for 30 years, giving people the chance to enjoy new entertainment, retail, employment and accommodation opportunities with a direct link into the heart of the Valley," he said.

"It will activate the street frontages of Wickham Street and Ranwell Lane through the inclusion of active retail and restaurant tenancies fronting a large public plaza area."

Plans for the three stage development also include a public plaza which will include landscaped gardens and seating and art installations."

Cr Quirk said the development would help achieve his vision for Fortitude Valley to be recognised as a safe, friendly and modern entertainment precinct.

"As the Valley entertainment precinct continues to grow, developments such as these will play an increasingly important role in attracting visitors from home and abroad," he said.



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