gold coast
Art District
Surfers Paradise • Chevron Island • Bundall
Evolution of the Gold Coast Arts District

Pacific Ocean
Surfers Paradise
Foreshore Redevelopment
GCRT Light Rail System

Chevron Island CIP
St Thomas Place (proposed)
Chevron Island Park
GC Arts Centre
GC Arts Precinct
Sculpture Walk (existing)
GC Arts Centre
(proposed upgrade)
New GCCC Headquarters
(proposed)

Total - {approx} $2 Billion

$25m
$1,600m
$1.8m
$50m
$280m
$45m
Evolution of the Gold Coast Arts District

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For post GFC civic leaders around the world facing limited resources, arts and cultural initiatives have become an appealing community-development strategy.

In recent years, the fine-grained arts district — one that does not reinvent a neighborhood wholesale but enhances the existing community with diverse new development — has burgeoned.

They have the potential to deliver many types of benefits, for both the public and private sectors, at a time when other tools for community development are flagging.

Arts districts are complex entities that develop over periods of time, usually decades, with multiple organizations and individuals contributing to a district’s character and success.

It is now an opportunistic time for the Gold Coast to establish it’s own unique Arts District during an exciting period of cultural growth and new leadership.
Identify existing Arts District Features and Assets in the area including:

- The Surfers Paradise Foreshore Re-development zone;
- The Gold Coast Rapid Transit System;
- The Gold Coast Arts Centre & Evandale Sculpture Walk
- The Chevron Island Centre Improvement program and current Art Installations.
- The Chevron Island Bridges and entry roundabouts
- The Elkhorn Ave boutique shopping district.
- The Chevron Island Park
Create a conceptual pedestrian corridor linking these places to be known as the “New Arts District”.

This would be a new vibrant community comprised of restaurants, art galleries, design showrooms, cafes, creative businesses, and other Arts District specific uses.
3 Encourage New Development and urban design along the new Arts District corridor.

- Promote the evolution of an Arts District by introducing new legislation nominating “Arts District Specific Uses” for new developments.

- For example, rename the streets; install banners, creative street paving, creative street furniture (lighting), benches, paving, signs, bins, mailboxes, etc.

- Get artists to create window displays; and commission exciting public art (like the CIP project).

The 1111 Lincoln Rd Carpark (Miami, US) and the St Thomas Place proposal featuring a Vertical Garden by world renowned Botanist Patrick Blanc are examples of new development that should be encouraged.
Marketing / Branding / Establish an Identity that is globally recognised as the Gold Coast Arts District.

- Use urban design and marketing to establish a brand or identity for a district through unique streetscape, festivals and promotion.

- Rename or badge the area by designating it as a cultural or arts district through legislation or by simple announcement.
Encourage local Creative Businesses to establish themselves in the Arts District along a “Creative Corridor”.

- This can be done by developing and implementing various incentives available to the creative community. Creative Businesses include:
  - Advertising
  - Arts and Antique Markets
  - Crafts
  - Music and the Visual and Performing arts
  - Architecture
  - Film, Video, and Photography
  - Arts, Fashion and Architecture Schools
  - Software, computer games and electronic publishing
Identify new opportunities to improve parking and pedestrian links while enhancing the Arts District environment.

- A new Green Bridge at the end of Anembo Street linking Chevron Island to the Arts Centre;
- A new multi-storey Modern Garage in Karloo St Carpark (i.e 1111 Lincoln Road Miami)
- Upgrading the Chevron Island Park to include Art District themed playground equipment commissioned by local Artists.
Implement the new Brand into the new Arts District.

- It’s important for the public to know that a special district exists and understand how to navigate the area.

- Maps, identifying signs, entry statements at the Chevron Island Bridges and Roundabouts, and other creative identification assistance are important.

- Spaces for ongoing festivals/events (like the Arts centre) are a key part of district to make the area a destination and to help reinforce the public’s image or memory of an area as a “Cultural or Arts District.”
Set up an Arts District "Board" to manage the evolution and function of the Arts District.

- The Board could consist of local traders, residents, Arts Centre representative’s, Architect’s and or Planners.