

## **Are We Ready for the World Stage?**

443 Queen Street Brisbane makes me frustrated! Frustrated with the negativity of the media headline 'Brisbane residents rally against development', when there was a positive story to tell. Frustrated with the emotive campaign 'Save Customs House' when there was no risk of its demolition. Frustrated an approved code assessable development faced significant risk, delay and legal costs. Frustrated, time and again, that the positive attributes of iconic projects rarely surface in the public debate.

Congratulations to Elizabeth Watson Brown and Peter Skinner of Architectus who had the opportunity to collaborate with WOHA to design this new architectural icon for Brisbane. As Brisbane's first truly subtropical apartment tower, 443 Queen Street is a real example of 'buildings that breathe'. It celebrates our subtropical climate, with gardens on every level, leaving a green positive footprint. It minimises energy use, create new public open spaces and new pedestrian connections to the Brisbane River. It showcases, even exudes, good development outcomes.

If I'm frustrated, how frustrating must it be for our civic leaders, whose Brisbane 2022 strategy is for Brisbane to be recognised and developed as a New World City, attracting globally significant projects to Brisbane? The late Dame Zaha Hadid's design for Grace on Coronation at Toowong is another case in point. The first woman and first Muslim to be awarded the heralded Pritzker Prize for Architecture has designed a future Brisbane icon, a project delayed for almost 2 years by an ongoing, intense, legal battle with the neighbour.

It seems the vision of Brisbane as a global city meets our community aspirations, but our aspirations only. When the rubber hits the road, the message continues to be NIMBY, not in my back yard. It begs the question whether the Brisbane community is ready to compete on the world stage?

YIMBY Qld (Yes in My Back Yard, Queensland) has been established to discuss, recognise and promote good development that makes for better living. It is a counter to the anti-development NIMBY sentiment which all too often dominates the headlines, despite the demand for housing and jobs and the lifestyle precincts and community dividends that new development delivers.

The goal of YIMBY Qld is to showcase and celebrate the positives of good development, dispel the many urban myths around new projects and ultimately to balance the conversation about development in Queensland. The #YIMBYQld campaign has been created to help us engage industry professionals, city leaders and the community in this discussion. Join the conversation.

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