

### SOUTHERN GATEWAY

The Brisbane Road corridor is the main entry into Mooloolaba. The proposed Brisbane Road four lane widening and future light rail corridor will provide opportunities to enhance the gateway arrival experience into Mooloolaba by introducing distinctive and memorable treatments along the corridor.

Upon crossing Mayes Canal, visitors and residents will know they have arrived at Mooloolaba with views of people enjoying the relaxed canal-front parkland and a suite of art and built form elements providing distinct sense that you have arrived.

A consistent boulevard theme continues to the beach. Art and built form elements should be encouraged within all new developments fronting the corridor.

Future light rail along the corridor will provide an easy journey into the Heart of Mooloolaba. The corridor is transformed into a striking boulevard axis that leads directly to the beach, lined by signature tree planting, architectural lighting and banners displaying the delights of Mooloolaba.


Revitalisation of Brisbane Road under the four lane widening concept and associated boulevard streetscape works are to allow for future light rail infrastructure and spatial requirements.

Specific Opportunities include:

- / Mooloolaba arrival experience over Mayes Canal to incorporate distinctive architectural detailing and lighting of new bridge structure associated with Brisbane Road widening upgrade and / or the River Esplanade cycleway project
- / Boulevard streetscape upgrades introduced with the widening of Brisbane Road
- / Avenue tree planting with high amenity pedestrian paving, street furniture, and lighting
- / Shared / low speed treatment to Brisbane Road north of the Walan Street intersection
- / Dedicated off-road cycle link along River Esplanade
- / Enhanced canal-front shared path link
- / Enhanced canal-front parkland with picnic and BBQ amenity upgrades
- / Potential for 'Park N' Ride' facility at the Nicklin Way and Sunshine Motorway interface with Brisbane Road



### Entry Experience / Arrival Point

1. Arbor / awning and streetscaping
2. Native coastal planting at Sunshine Motorway exit
3. Architectural light pole detail
4. Bold coloured art and feature elements
5. Iconic street trees
6. Bridges to preserve and enhance water views
7. Striking architecture for future cycle bridge

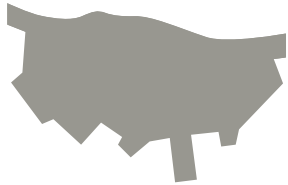


- 1 Gateway entry to Mooloolaba at bridge and further back at Sunshine Coast Motorway Intersection
- 2 Brisbane Road widening and boulevard streetscape and lighting treatment
- 3 Dedicated cycle lanes on Brisbane Road
- 4 New bridge with separated pedestrian path and cycleway
- 5 Enhanced canal parkland
- 6 Public boat pontoon and kayak launch point
- 7 Park upgrade as an active sports and recreation destination
- 8 Bidirectional cycleway
- 9 Potential cul-de-sac of River Esplanade at intersection with Brisbane Road
- 10 Potential Bowls Club redevelopment

Scale 1: 2,000 @ A4



The drawings shown in this report are indicative and intended to communicate conceptual ideas only



## MOOLOOLABA PLANTING AND MATERIALS

Existing Mooloolaba streets and public open spaces exhibit a distinctive and identifiable palette of hard materials and soft landscape planting. The existing materiality of Mooloolaba Esplanade is retained as part of this Master Plan with intention to build upon and integrate with this recently revitalised area to ensure consistent and high quality streetscape and public realm amenity, particularly along the foreshore.

Planting will incorporate predominantly endemic or native coastal species that are appropriate to the Mooloolaba character and climate. These species are to be augmented by the inclusion of iconic species such as the Norfolk Island Pines that exist along the foreshore.

The Mooloolaba palette for hardscape materials should reference the colours, patterns and natural stone and timber that currently exist. These traditional materials are to be complemented by the inclusion of a slightly more contemporary and robust palette of finishes for broad scale areas, such as the proposed parkland pathways and plaza spaces.

The colour and patterning of these finishes are to draw inspiration from the natural coastal environment.

Planting



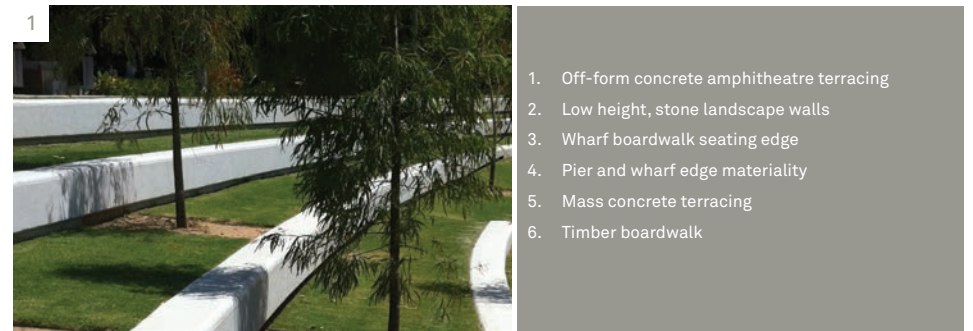
1. Norfolk Island Pines
2. Casuarina
3. Pandanus
4. Hibiscus
5. Banksia
6. Elaeocarpus
7. Hardy coastal understory planting such as Westringia
8. Dune planting (Carpobrotus)
9. Bioretention gardens (Isolepis)
10. Eucalyptus tereticornis

Paving



1. High quality concrete finishes for plaza and shared zones
2. Permeable paving
3. Existing Mooloolaba Esplanade unit paving
4. Smooth transition between materials
5. Sandblasted concrete for a smooth trafficable finish to parklands

Structures



1. Off-form concrete amphitheatre terracing
2. Low height, stone landscape walls
3. Wharf boardwalk seating edge
4. Pier and wharf edge materiality
5. Mass concrete terracing
6. Timber boardwalk



## KEY ACTIONS AND RECOMMENDATIONS

The Master Plan identifies a series of principles, strategies and projects across the four precincts identified within Mooloolaba. It is recognised that there are limitations and risks to the realisation of these opportunities and that there is need for further detailed investigations to support their delivery.

It should be noted that Sunshine Coast Council can only directly influence and implement opportunities along the foreshore, Brisbane Road car park site, local parks, and local streets shown within this Master Plan. Other opportunities may fall under the jurisdiction of other stakeholders, such as state government, private developers, and the community.

The following table provides a series of key recommendations for further investigations. These recommendations also acknowledge the need for engagement with private landowners and public agencies.

### General Recommendations

- / Liaison with a range of state government agencies will be critical for a series of development opportunities identified in the Master Plan. This will help to align priorities and decisions to support the proposed outcomes of the Master Plan.
- / The establishment of a delivery risks register, including each of the four precincts, which would help to identify the key influences that may impact development realisation and identify potential interventions and solutions.
- / Into the future, continued market sounding will be essential to keep the Master Plan up to date and help inform and shape the design and development response (i.e. land use mixes, proposed building footprints and GFA amounts) and staging.
- / This Master Plan does not assess the location of future light rail station platforms. It will be essential to analyse the impact and positioning of the platform stations within the road corridor and surrounding area, as they will influence the type and form of nearby development activity.
- / Mooloolaba falls within the *Coastal Management District* for Queensland. Liaison with the Department of Environment and Heritage Protection is required to ascertain the extent and implication of possible special development controls and management practices for erosion prone areas in Mooloolaba.

### Precinct Recommendations

#### Traffic and Parking

- / Undertake further traffic movement and access investigations (with detailed modelling based upon proposed development outcomes) to understand the operational efficiency of traffic movements to, from and across the precinct, especially along Mooloolaba Esplanade, Brisbane Road, Parkyn Parade and Walan / Venning Street corridor. As part of these investigations, an assessment of active transit movements across the precinct will help inform public realm and streetscape enhancements.
- / Traffic and parking solutions to take into consideration the vision and recommendations of the Master Plan within the Local Area Parking Plan outcomes for Mooloolaba
- / Continuing engagement with the relevant sections of council managing the EOI process for the Brisbane Road car park site (and any future proponent) is essential to deliver the relocated car parking allocations from Beach Terrace and sections of Mooloolaba Esplanade, and to ensure suitable streetscape, access and egress treatments on Brisbane Road, Smith Street and First Avenue frontages.
- / In the future, traffic and parking analysis will need to be considered as part of the provision of light rail.

#### Development Activity

- / The Master Plan largely assumes development in accordance with the *Sunshine Coast Planning Scheme 2014*. Any refinements to the current planning provisions, in order to better align with the vision of the final Master Plan, would be subject to further consideration and relevant statutory processes, including community consultation.
- / Any future redevelopment of the Wharf site will require a development proponent to improve the current lease arrangements over the site.
- / To date, market soundings for the Master Plan have been at a high level and a detailed analysis of retail and tourism related land uses has not occurred. There may need to be, however, a reassessment of mixed use developments (retail and tourism mix) along principal and secondary routes to support activation of the Heart and Wharf especially.
- / Publicly accessible cross-block links that achieve enhanced pedestrian connectivity to and through the Heart of Mooloolaba will need to be considered.

#### Place Making Governance

The Master Plan established the Place Making Mooloolaba Taskforce as a critical governance regime. It may also be prudent to consider the establishment of a place manager/activation role for Mooloolaba, who would work in tandem with the Taskforce to help carry forward the initiatives proposed by the Master Plan and work with the local businesses, community groups, and Sunshine Coast Destination Ltd to further develop and market Mooloolaba's sense of identity to the local community and tourist market (regionally and internationally.) Initially, the focus of the role would be to develop and implement an economic activation plan for Mooloolaba. It is envisaged that this role would be a long-term commitment to Mooloolaba.

Further to this, the establishment of a short-term activation programme as early as practical is considered necessary for implementing the Master Plan, as it allows the community to get involved early and help participate in developing early changes for Mooloolaba. This is best coordinated through the Taskforce and/or possible future place manager for Mooloolaba.

## SOURCES OF FUNDING

The Master Plan identifies a range of priority projects and initiatives, each of which will need a source of funding to be delivered.

Funding opportunities are varied and can involve a range of stakeholders, which may include direct capital funding or other forms of investment from sources including:

- / existing and future (local and state) government programs
- / public private partnerships (PPP)
- / private sector contributions
- / other non-government organisations or entities
- / an array of grants (state and federal governments)

The following table provides an outline of potential government funding sources and their application to the Master Plan initiatives.

Source of Funding	Overview	Application to the Master Plan	Time frames
SCC Capital Works Program: Mooloolaba Suburb - 2015/16 - 2024/25	Sub Program: Streetscapes - Local Centres	Current Brisbane Road Streetscape upgrade from existing \$300,00 budget	2015/16
	Sub Program: Coast, Canals and Waterways – funding seawalls	Beach Terrace seawall renewal from existing \$200K budget	2015/16
		Revetment wall (along northern caravan park) renewal from existing \$300K budget	2016/17
	Sub Program: Stormwater Quality Management	Early foreshore park upgrades including water sensitive urban design from existing \$450K budget	2016/17
	Sub Program: LGIP Active Transport	Minyama to Mooloolaba cycleway from existing \$2.65M budget	2015/16 - 2024/25
		Mooloolaba Esplanade cycle lanes/shared zone (design) from existing \$742,000 budget	2017 - 2019
	Sub Program: LGIP Transportation	Brisbane Road widening \$4.0M budget	2017/18 - 2018/19
Sub Program: Parks and Gardens	Early foreshore park upgrades from existing \$160K budget	2018/19	
QLD State Government: Local Government Grants and Subsidies  2015-2016	Supporting local governments in the delivery of community, economic and social infrastructure projects that are able to demonstrate job creation. Up to 40% of capital funding.	Social and cultural infrastructure -modifications to public facilities – including the foreshore, play areas and Loo with a View conversion to a Visitor and Interpretive Centre, Community hub in the Heart of Mooloolaba	Applications were to be submitted in August 2015
		Economic development infrastructure – including streetscape enhancements for the Esplanade, Brisbane Road, Walan Street and Parkyn Parade	
		Tourism infrastructure – modifications to the foreshore, including tidal pool, amphitheatre play areas and water play	
Australian Federal Government, Department of Infrastructure and Regional Development – National Stronger Regions Fund	Eligibility for local governments and not-for-profit organisations to receive funding for capital infrastructure projects that contribute to regional economic growth. Up funding sources for capital works programs in Australia to 50% of capital funding.	Construction of the foreshore, boardwalks and tidal pool	Applications for Round 1 submission 2016 likely to open October 2015
Arts Queensland: Regional Arts Development Fund	Small scale investments to support local government and community partnerships that strengthen commercial and entrepreneurial capacity and cultural tourism	Funding of Gateway entry statements, Discovery foreshore artwork and pathway artworks through the Heart of Mooloolaba.  Also potential to partly fund the Community Gallery proposed for the Heart and the Visitor and Interpretive Centre	Annual funding rounds

## PRIORITY PROJECTS

The following priority projects identified by the Mooloolaba Master Plan are infrastructure upgrades that could be sequenced over short, mid and long-term periods across Mooloolaba.

These staging plans will help with scheduling of capital works budgets and funding applications to provide guidance on cost effective and appropriately timed development outcomes that collectively will instigate change as envisioned for Mooloolaba.

### Implementation and Staging

The following diagrams outline a strategy for short, medium and long term implementation of the Master Plan initiatives.

The information contained within the following diagrams and tables is indicative only. Projects, actions, staging and budgets are subject to:

- / funding allocation
- / budget approvals
- / Sunshine Coast Council, State Government and Private Property Owner agreements
- / delivery/timing of works

Note that all budgets contained within the table on the following pages exclude:

- / Escalation (priced in 2015 dollars)
- / GST
- / Legal and finance costs
- / Beach sand replenishment
- / Hazardous materials and contaminated land removal
- / Consultant professional fees
- / Ongoing maintenance

All budgets do allow for:

- / Contractors preliminaries and margin
- / Construction and design contingency



The focus of the short-term implementation strategy will be to establish background studies, land tenure changes and private developer led upgrades in order to set the groundwork for the revitalisation of the northern foreshore and wharf sites. This will include:

- / relocation of the northern caravan park and the implementation of a short-term activation strategy on the site to enhance public use and passive surveillance
- / resolution of Wharf site leases between government bodies and private owners
- / other short-term activation opportunities can also be explored along First Avenue and on the school oval

In addition, key projects by SCC / State Government and in conjunction with Private Developers will

establish the preliminary transformation of the foreshore and broader town, including:

- / the construction of a multistorey car park facility on the Brisbane Road car park site will allow for the future removal of the Beach Terrace foreshore car parking
- / the Southern Esplanade and Foreshore upgraded in conjunction with the adjoining development site
- / fast tracking the design of the four lane widening of Brisbane Road and future light rail corridor
- / construction of the River Esplanade section of the Mooloolaba to Minyama Separated Bikeway
- / Loo with a View refurbishment to consider co-location or incorporation of visitor and interpretive centre
- / potential redevelopment of a central Esplanade site to establish a public plaza / laneway connection through to First Avenue



The focus of the medium term implementation strategy will be to Mooloolaba's ocean and riverfront public space network, including:

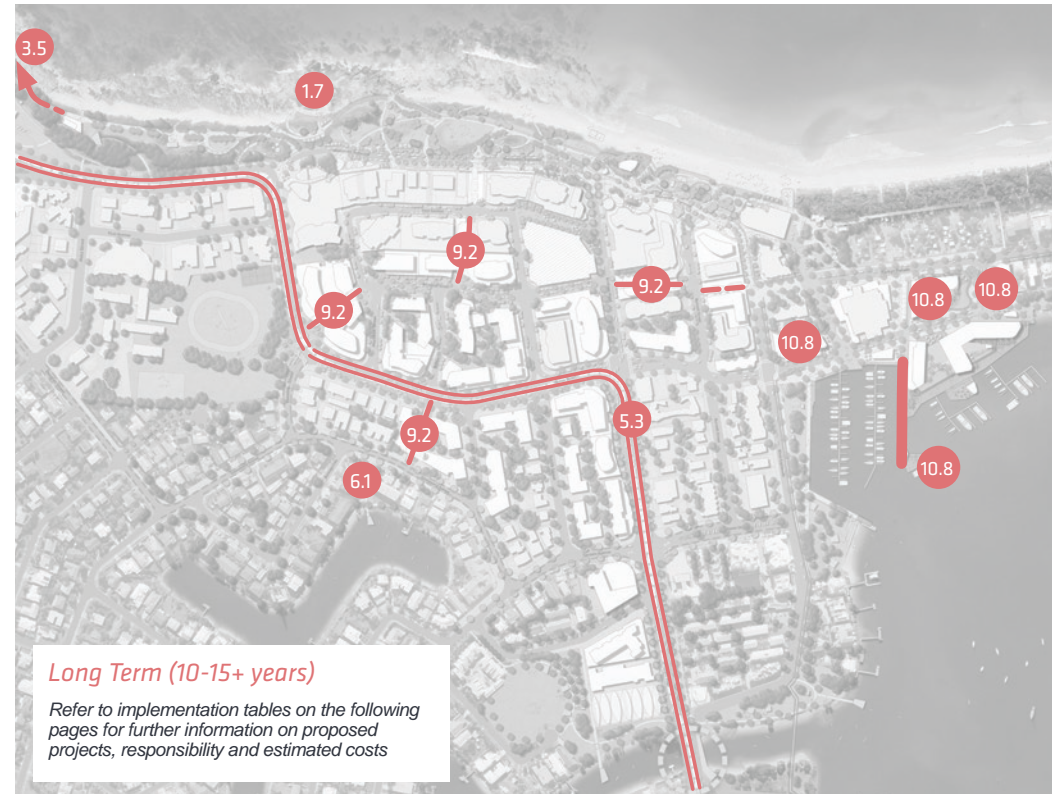
- / removal of Beach Terrace and associated car parking for open space upgrades including foreshore promenade, amphitheatre and children's play areas
- / conversion of the upper Esplanade to two-way traffic flow with enhanced pedestrian crossing points
- / enhanced foreshore recreational amenity on the site of the northern caravan park including children's adventure playground and picnic and BBQ facilities
- / the first stage of the Alexandra Headland 'Great Ocean Walk' boardwalk connecting from the northern caravan park site to the existing headland stairs
- / upgrade to river and canal parklands
- / cycleway bridge over Mayes Canal

- / deliver the four lane widening of Brisbane Road and progress implementation of light rail

In addition, the redevelopment of the Wharf site as a vibrant entertainment and mixed use precinct would initiate:

- / the creation of a new High Street
- / Wharf redevelopment to include a public riverfront boardwalk with associated public and open space upgrades
- / enhanced SEALIFE Mooloolaba (Underwater World) public plaza and ground level activation
- / increased marina berths
- / delivery of a new pier at the wharf site

Potential also exists for the development of a second public car park on Smith Street.



Longer term implementation projects will focus on improving connectivity to and through the Heart of Mooloolaba, including:

- / delivery of the Sunshine Coast Light Rail system
- / creation of cross-block pedestrian links in association with the redevelopment of private sites to enhance permeability
- / Naroo Court and Muraban Street streetscaping

The reputation of previously created iconic destinations will provide an enhanced arrival and recreational experience for visitors and locals, stimulating final stages of other foreshore parkland works, including:

- / the extension of the 'Great Ocean Walk' boardwalk around Alexandra Headland
- / the creation of a tidal pool

Finally, the redevelopment of the Wharf precinct will reach completion through the redevelopment of existing car park sites into residential, mixed use and tourist accommodation uses.



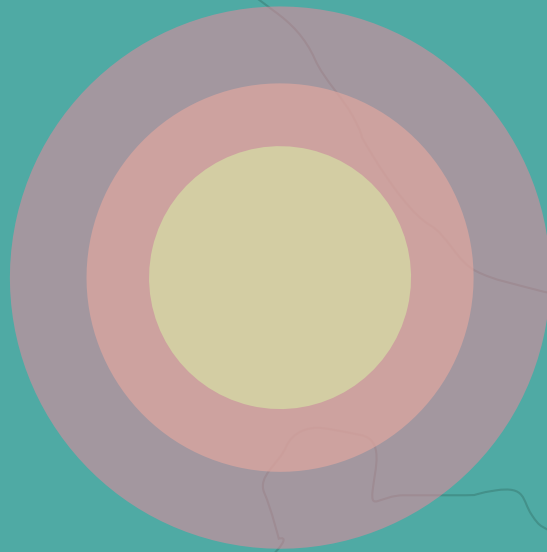
## INDICATIVE BUDGETS &amp; TIMING

Code	Area / Project	Responsibility	0-5 yrs	5-10 yrs	10-15 yrs +	Adopted 10 Year Capital Works Program / Notes
<b>0</b>	<b>Whole of Precinct / Further Studies &amp; Investigations</b>					
0.1	3D model of master planned outcome	SCC	\$ 50,000			
0.2	Foreshore & Esplanade parkland - detailed design & documentation	SCC	\$ 1,000,000			
0.3	Town Centre manager role	SCC	\$ 80,000 pa			
0.4	Temporary activation / pop-up events	SCC / Others	\$ 50,000 pa*	\$ 50,000 pa*		*Potential seed funding
0.5	Investigate tidal pool options & concept planning	SCC	\$ 50,000			
0.6	Investigate changed traffic conditions along Esplanade and impacts on surrounding precinct	SCC	\$ 50,000			
0.7	Investigate tourist bus loop & Park 'n Ride facility	SCC	\$ 20,000			
0.8	Undertake drainage study	SCC	\$ 70,000			
	<b>Sub-totals</b>		<b>\$ 1,570,000</b>	<b>\$ 250,000</b>		
<b>1</b>	<b>Central Foreshore</b>					
1.1	Eroded foreshore edge stabilisation / protection and eh	SCC				\$200,000 (Coast, Canals and Waterways - 2015/16)
1.2	Beach Terrace and car park removal (to commence upon completion of item 4.2), foreshore parkland regrading, shade, pathways and lighting	SCC / Others		\$ 8,200,000		
1.3	Convert upper Esplanade to 2-way traffic	SCC		\$ 1,500,000		
1.4	Creation of shared zone esplanade and plaza to eastern end of foreshore	SCC / Others	\$ 6,300,000			\$160,000 (Recreation Park & Landscape Amenity - 2017/18)
1.5	Upgrade 'Loo with a View' structure and potential Visitor and Interpretive Centre	SCC / Others	\$ 1,500,000			
1.6	Foreshore amenity embellishment including art, picnic, BBQ and play and water play areas	SCC		\$ 10,000,000		
1.7	Tidal pool and associated amenities	SCC			\$ 3,000,000	
	<b>Sub-totals</b>		<b>\$ 7,800,000*</b>	<b>\$ 19,700,000</b>	<b>\$ 3,000,000</b>	
<b>2</b>	<b>Esplanade Plaza</b>					
2.1	Investigate opportunities to include the requirement for a future public pedestrian connection through the site	SCC / Others	NA			
2.2	Redevelopment of the site to include creation of a public plaza / laneway connection	Others		NA		
<b>3</b>	<b>Northern Foreshore</b>					
3.1	Caravan park removal, foreshore seawall protection, foreshore parkland regrading, shade, pathways, lighting and temporary activation	SCC / Others	\$ 1,700,000			\$300,000 (Coast, Canals and Waterways - 2015/16)
3.2	Foreshore amenity embellishment including art, picnic, BBQ and adventure play area	SCC / Others		\$ 3,300,000		
3.3	Boardwalk connection to Headland stairs	SCC / Others		\$ 1,000,000		
3.4	Creation of foreshore kiosk	SCC / Others		\$ 300,000		
3.5	Boardwalk connection around Headland	SCC / Others			\$ 4,000,000	
3.6	Upper parkland clearing and embellishment including cantilevered walkway and viewing deck	SCC / Others	\$ 1,000,000			
	<b>Sub-totals</b>		<b>\$ 2,700,000</b>	<b>\$ 4,600,000</b>	<b>\$ 4,000,000</b>	
<b>4</b>	<b>Brisbane Road Car Park</b>					
4.1	Award of EOI and construction including new street connection	PPP	NA			
4.2	Creation of public car park incl. First Ave shared zone, plaza and Muraban Street extension	SCC/PPP	Subject to EOI			

<b>5</b>	<b>The Heart</b>					
5.1	Extension of Naroo Court and Muraban Street streetscaping including art and streetscape works	SCC / Others		\$1,500,000		
5.2	Establish a centrally located community hub (i.e. community gallery / art space)	SCC / Others		NA		
5.3	Integrated planning, design and implementation of the Sunshine Coast Light Rail system	SCC / Others	NA	NA	NA	
	<b>Sub-totals</b>			<b>\$ 1,500,000</b>		
<b>6</b>	<b>Southern Canal Residential</b>					
6.1	Upgrade existing canal park	SCC			\$ 600,000	
	<b>Sub-totals</b>				<b>\$ 600,000</b>	
<b>7</b>	<b>Smith Street Residential</b>					
7.1	Redevelopment of residential land with potential to include public car park	Others / SCC		NA		
<b>8</b>	<b>School</b>					
8.1	Enhanced community use of school oval for events and informal recreation	Others	NA			
<b>9</b>	<b>Pedestrian Connections</b>					
9.1	Investigate opportunities for future public pedestrian links through private properties to enhance east – west access between school, heart and wharf	SCC	NA			
9.2	Redevelopment of the site to include creation of a public plaza / laneway connection	Others		NA	NA	
<b>10</b>	<b>Wharf</b>					
10.1	Address Wharf lease issues	SCC / Others	NA			
10.2	Create a new High Street and wharf entrance experience linking River Esp to Parkyn Pde	Others		NA		
10.3	Upgrade marina / canal front park amenity	Others		\$ 5,400,000		
10.4	Public plaza and enhanced open space activation	Others		NA		
10.5	Wharf redevelopment including a public boardwalk around the waters edge	Others		NA		
10.6	Enhanced marina berths	Others		NA		
10.7	A new pier for tour boat arrivals and departures	SCC / Others			NA	
10.8	Car park sites redevelopment as residential / mixed use to incorporate public car parking	Others			NA	
<b>11</b>	<b>Southern Entry</b>					
11.1	River Esplanade cycleway (Mooloolaba to Minyama section)	SCC / Others				\$2,650,000 (LGIP Active Transport - 2015/16)
11.2	Brisbane Road streetscape works	SCC				\$300,000 (Streetscapes - Local Centres - 2015/16)
11.3	Entry gateway upgrade to bridge over Mayes canal (in conjunction with Brisbane Road widening)	SCC / Others				\$4,000,000 (LGIP Transportation - 2017 - 2019)
11.4	Brisbane Road and Walan Street - design and deliver upgraded corridor (to four lanes) and streetscape boulevard (i.e. planting / feature lighting / furniture / wayfinding)	SCC / Others				
11.5	River Esplanade cycleway bridge across Mayes Canal (various design options being considered)	SCC		\$ 3,000,000 - \$ 10,000,000		
11.6	Mayes Canal parkland upgrade	SCC		\$ 500,000		
	<b>Sub-totals</b>			<b>\$ 3,500,000 - \$10,500,000</b>		

NOTE: The total costs associated with the Master Plan could be jointly funded from public, private or alternative forms of investment (referred to in the table above as "Others", i.e. Council, State or Federal Government subsidies and other private sector partnerships or contributions.)

<b>TOTAL</b>	<b>\$ 12,070,000</b>	<b>\$ 29,550,000 - \$ 36,550,000</b>	<b>\$ 7,600,000</b>
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*For More Information:*

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