

# *place making*

MOOLOOLABA

**FINAL MASTER PLAN**

November 2015

## QUALITY INFORMATION

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## REVISION HISTORY

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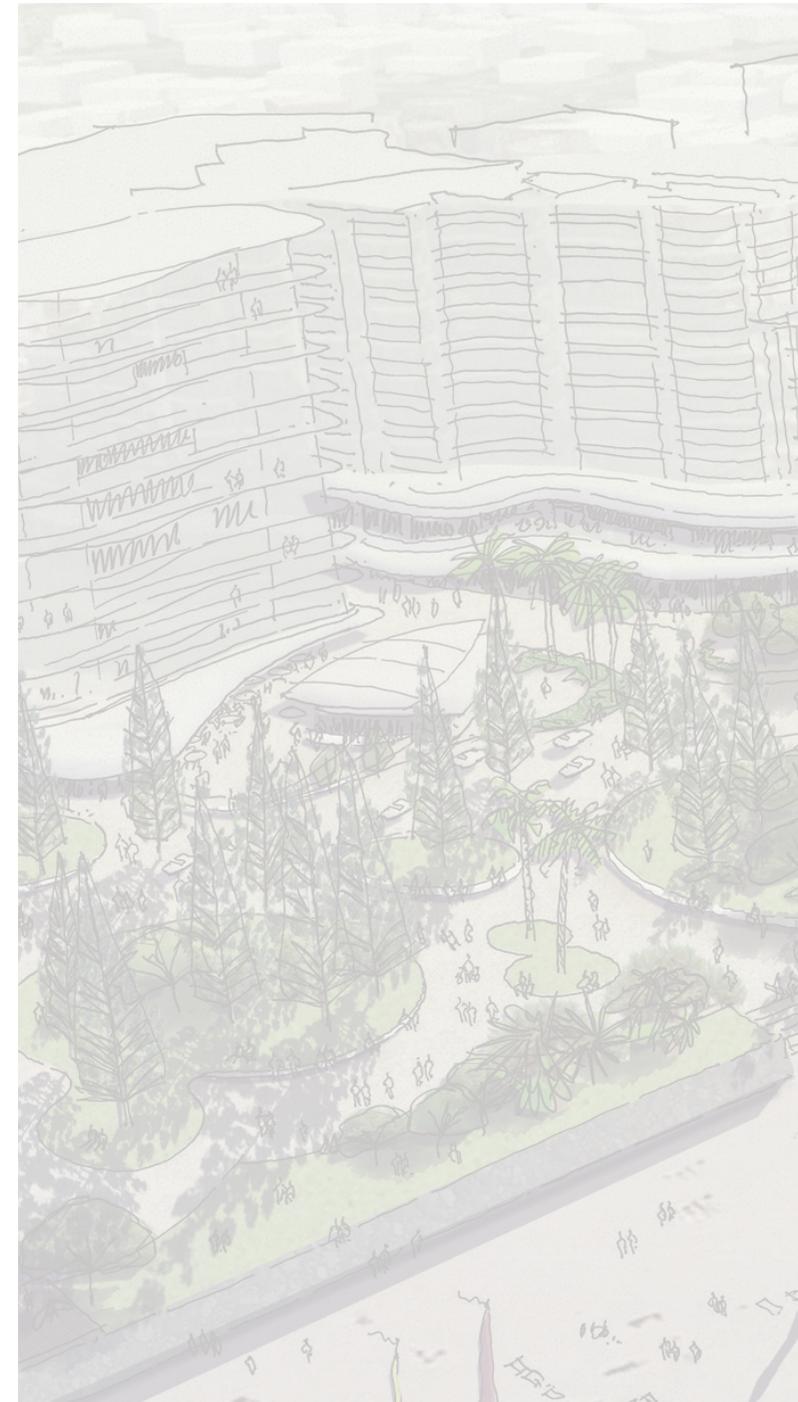
This Master Plan was prepared by an independent consultant in conjunction with Sunshine Coast Council. The Master Plan is reflective of a higher level vision for Mooloolaba over a 20 year time frame and is subject to further consultation with all stakeholders.

The contents of this report are not endorsed by Sunshine Coast Council and may not reflect current council policy. All feedback will be considered and the final plan put forward to Sunshine Coast Council for consideration.

All plans, sections, perspectives and imagery contained within this report are indicative artists impressions to illustrate conceptual ideas only and are subject to further stakeholder consultation, detailed design, and approvals.

Specific items to note include:

- / Any proposed use of State land that is inconsistent with the purpose of a lease or reserve tenure of the land, or if the land is unallocated State land, will require an application to the Department of Natural Resources and Mines (NRM)
- / Any proposed changes of the purpose or tenure to State land requires an application under the Land Act 1994
- / Proposed uses at the school site are subject to agreement with the Department of Education and Training (DET)
- / All future designs shall be in accordance with relevant Australian Standards and authority requirements
- / Further detailed traffic studies will be required through future design development stages and various elements of the Master Plan may change as a result of detailed analysis



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*Sunshine Coast Council's aspirational vision is to be Australia's most sustainable region.*

*A place that is vibrant, green and diverse with communities that are clean, accessible and inclusive.*

*The Sunshine Coast prides itself on its outstanding open space and waterways and aspires to create places that;*

*/ Are resource efficient and environmentally sensitive*

*/ Embrace creative techniques and smart technology to improve quality of life*

*/ Create an engaging and inclusive public realm*

## INTRODUCTION AND PURPOSE

The Mooloolaba Master Plan provides a clear, compelling and unique vision for the future of Mooloolaba over the next 20 years and proposes initiatives for short, medium and long term change. The Master Plan presents a transformative vision that involves place-specific planning and design principles that will be supported by an implementation and staging strategy.

The Master Plan consists of four interrelated elements:

- / Vision
- / Principles
- / Strategies and Places
- / Projects

Mooloolaba has been the focus of numerous planning studies, investigations, and infrastructure works since the endorsement of the Maroochy Plan 2000 and the subsequent *Sunshine Coast Planning Scheme 2014*.

Under the *Sunshine Coast Operational Plan 2014-2019*, Mooloolaba is identified as one of five priority towns within the region that is to undertake a comprehensive planning and design review. The is intended to promote innovative urban design, place development, and place management outcomes that will set a strong strategic direction for the future of Mooloolaba, whilst maintaining natural assets and enhancing lifestyle.

By drawing on the ideas generated by previous Enquiry by Design workshops and existing projects and studies, several key project opportunities were established to initiate broader community engagement. This document demonstrates how the combination of those two processes has then formed a holistic Master Plan for Mooloolaba.

### *What is Place Making?*

The Master Plan has emerged by employing the principles and practices of a place making process. The fundamentals of place making aim to seek genuine and detailed feedback from the community, local traders, key stakeholders and visitors alike through engagement and collaboration. This helps to develop a plan that is established from a good understanding of values, needs and hopes for the future as expressed by the local community. Community participation is instrumental in

generating key directions and outcomes of the Master Plan. In terms of the Place Making Mooloolaba project, feedback received from the community provided a clear understanding of the highly valued qualities of this place and their aspirations for the future of the town.

The Master Plan will guide the maturing of the town, drawing upon Mooloolaba's natural strengths (celebrating the ocean and river) and building upon its attractive qualities such as its high amenity, coastal urbanity, and local, domestic and international leisure and tourism appeal.

The Master Plan demonstrates how balanced growth can be achieved by creating a sensible mix of public space improvements together with sustainable redevelopment opportunities, enhanced by integrated transport solutions. The outcome seeks to cultivate the simple, authentic qualities that typify Mooloolaba and preserve the essence of this place while integrating elements that will stimulate year round and long term vitality for the town.

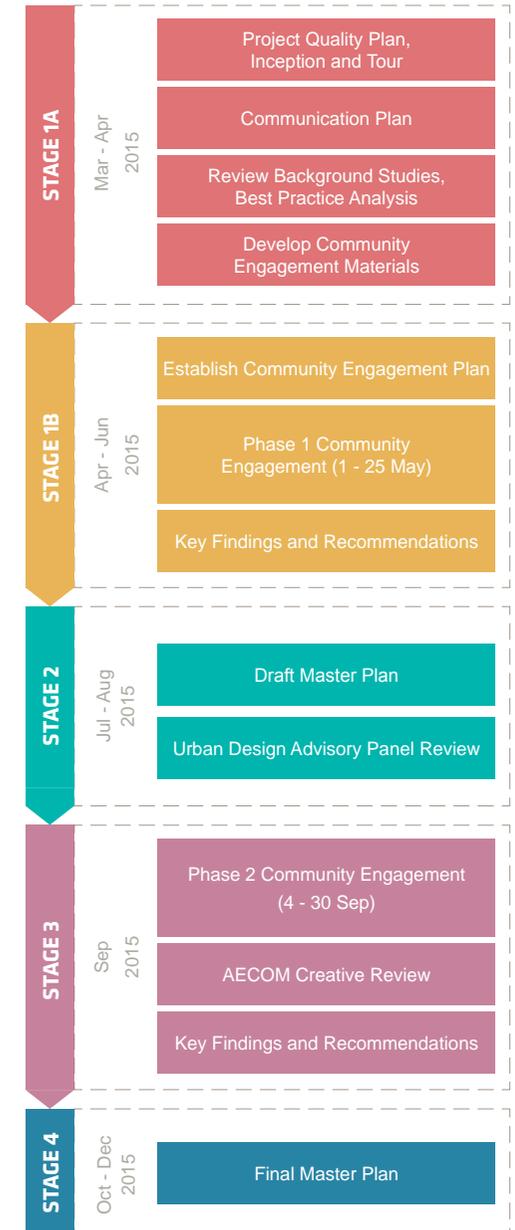
### *Process*

The development of this Master Plan has involved several stages, as illustrated opposite. Community engagement has been critical component throughout.

Earlier this year, background reviews and best practice analysis was undertaken after completing a guided site investigation.

Following on from this, the first phase of community engagement was undertaken to gain an understanding of what the community love about Mooloolaba, what they would change, and what their vision for the future of the town would be. Conversations had established a broad range of opportunities and challenges for Mooloolaba, particularly as experienced by local traders, accommodation providers, educational institutions, community and environmental groups, event organisers, tourism operators and developers. This phase of engagement provided significant input into the key initiatives of the Draft Master Plan.

A second phase of community engagement was held, providing an opportunity for the community to review the Draft Master Plan and provide feedback on its direction. Feedback received again helped to inform and finalise the delivery of this Master Plan for Mooloolaba.



Objectives

Sunshine Coast Council's objectives for the Mooloolaba Master Plan are to:

- Capitalise on the future direction for Mooloolaba to become an outstanding tourist and residential locality
- Develop exciting parks and entertainment spaces
- Create better pedestrian walkways and cycle links
- Reinvigorate older areas
- Improve the transport network and parking and provide a significant opportunity to further reduce parking and congestion issues
- Become one of the top 10 beaches in Australia

Relationship to Existing Studies

A number of previous site specific studies and recent projects have been carried out within the Mooloolaba Master Plan study area. This report looks to build upon these previous studies and integrate the projects into a holistic vision for Mooloolaba, with principles and strategies that will inform high quality and achievable transport, public space, built form and economic outcomes.

The following studies and reports have informed the brief, scope and direction of this Master Plan, which have then been refined further through community engagement and feedback received (as outlined in the following section of this report):

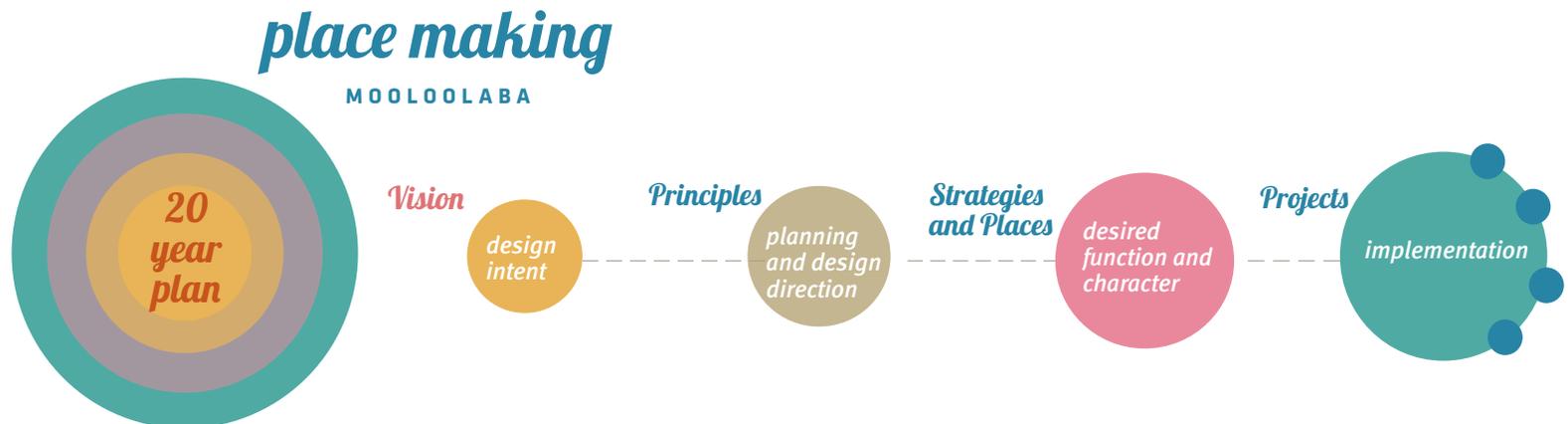
- / Internal SCC Place Making Visioning Workshop – July 2011
- / Mooloolaba Place Audit Report – 8th October 2012
- / Mooloolaba EBD Visioning Workshop 1 – November 2012
- / Mooloolaba EBD Stage 2 Workshop Outcomes Report. – 3rd November 2014

Similarly, a range of related projects have informed the development of the Master Plan, including:

- / Sunshine Coast Light Rail, Shaping our Future Report - 2014
- / The Spit Futures Plan - 2009
- / Brisbane Road Widening – Preferred Concept Layout - September 2011
- / Mooloolaba to Minyama Cycleway, River Esplanade Section – December 2014
- / CoastConnect (Concept Design Impact Management Plan – CDIMP)

In addition, the following strategic planning and tourism documents have also been reviewed and used to guide the development of the Master Plan;

- / Sunshine Coast Corporate Plan 2014-2019
- / Sunshine Coast Regional Council – Mooloolaba Centre Background Planning Report - October 2012
- / Sunshine Coast Regional Economic Development Strategy 2013 – 2033
- / Sunshine Coast Tourism Opportunity Master Plan 2009-2017
- / Sunshine Coast Tourism Region Destination Tourism Plan - August 2014
- / SCC Regional Economic Development Strategy Tourism, Sport and Leisure Action Plan 2014 – 2018
- / Region Wide Key Issues Paper No. 1: Economic Development
- / Sunshine Coast Waterways and Coastal Management Strategy 2011
- / Sunshine Coast Planning Scheme 2014
- / Sustainable Transport Strategy 2011-2031
- / Active Transport Plan 2011-2031
- / Mooloolaba Integrated Land Use Transport Study 2015
- / SEQ Principal Cycle Network Plan



## CONTEXT

Mooloolaba is located on a prime north facing beach, nestled amongst the natural assets of Alexandra Headland and the Mooloolah River. For generations these assets, together with a relaxed atmosphere, have continued to attract residents and visitors alike to the Mooloolaba stretch of coastline. From modest beginnings as a fishing and timber village into one of the Sunshine Coast's premier water-based leisure and holiday precincts, Mooloolaba is a strategically important asset to the region and protecting the assets that inspire its popularity is key to sustaining its position as a leading tourism destination.

Over time, tourist accommodation and associated retailers have grown to establish a distinctive boutique resort strip along Mooloolaba Esplanade.

In recent years, Mooloolaba has reached a point where the popularity of the foreshore has outgrown its current level of amenity, its pathway networks and car parking provision. Visitor numbers to Mooloolaba in summer are reaching unprecedented peaks and as a result, access into the foreshore area is highly constrained. Once within the precinct, pedestrians and motorists are conflicted and experience further congestion. It is apparent that the foreshore area is struggling to accommodate these large numbers and diversity of users. By removing clutter and reclaiming space, a prime recreational foreshore parkland is possible for the enjoyment of all.

Within the next two decades (the timeframe of this Master Plan) Mooloolaba's population is predicted to grow by 20%. At present, there is potential to accommodate a greater number of permanent residents living in the area, which would help to support the local economy year round. The area between the canals and foreshore is at the heart of Mooloolaba and predominantly characterised by low-rise residential development. It currently lacks activity and connectivity to the water. This area, termed the 'Heart of Mooloolaba' by this study, has the potential to become an attractive mixed use precinct that could offer an urban village lifestyle and cater for growth, easing the pressure on foreshore parking and creating an alternative destination to the beach.

Traffic congestion and parking are the primary issues affecting Mooloolaba. Historically, access to Mooloolaba has been problematic but in recent years the increase of regional day trip visitors has created long queues predominantly lining Brisbane Road stemming back from the Mooloolaba exit off the Sunshine Motorway. A reliance on vehicles for local movements and under provision of public transport services through Mooloolaba further add to this congestion. This Master Plan aims to promote more sustainable and efficient movements through the town to ease congestion and related parking problems.

Initiatives such as the four-lane widening of the major arterial road through Mooloolaba and a consolidation of public car parking away from the foreshore will provide opportunity for more efficient traffic flows and minimise congestion associated with finding a parking bay.

Future public transport enhancements, such as rapid bus and light rail systems, will connect Mooloolaba to other Sunshine Coast destinations and attractions. The introduction of light rail would significantly contribute to a reduction of congestion and parking issues in the area.

The integration of a light rail system will require further planning investigations to be undertaken for Mooloolaba and the wider region.



Scope of Master Plan study area

## population\*

\* Sources:

- / Australian Bureau of Statistics, 2011 & 2014
- / Sunshine Coast Council Population Assessment Project (PAP)
- / Quarterly Tourism Report & Data Appendix, Sunshine Coast Destination Ltd, June Quarter, 2014 Sunshine Coast Tourism Update, Sunshine Coast Destination Ltd, July 2015
- / Tourism Research Australia (National and International Visitor Surveys (June 2014)
- / Sunshine Coast Tourism Region Destination Tourism Plan, Final Report August 2014



11,064

permanent residents living in Mooloolaba / Alexandra Headland

80%

permanent resident population in Mooloolaba / Alexandra Headland

553 ha 20

area of Mooloolaba / Alexandra Headland

43%

of permanent residents that rent

20

persons per hectare

18%

temporary residents that own a property solely for personal holiday use



2015

58%

The Sunshine Coast's predicted population increase by 2036



2036



20 to 24

largest age group in Mooloolaba & the highest growth rate of new residents to the area

Mooloolaba benefits from a range of natural features and mix of leisure, tourism and commercial activities, that together create a strong sense of place and identity. Key aspects include:

## economics\*



1.5M

annual day-trip visitors to Mooloolaba (the largest day-trip destination in the region)



4.5 nights

domestic visitors average length of stay



\$219.5M

tourist dollars brought into the regional economy in 2014



8.6/10

passengers rated Mooloolaba 8.6 / 10 during the maiden P&O cruise ship visit in July 2015. This is the highest on-shore destination rating in Australia.

3,500

approx. domestic overnight visitors staying within Mooloolaba on any given day



60%

domestic overnight visitors

30%

day-trip visitors

10%

international visitors to the region on any given day



15.7%

increase in international visitors to the Sunshine Coast region, Queensland's highest international visitor growth area



> 2000

tourist dwellings in Mooloolaba

63%

average annual accommodation occupancy in Mooloolaba with a low of 51% in May to a peak of 76% in January

40%

visitors to the region stay with friends or relatives

## natural assets



23 degrees

average year round temperature



7 hrs

average sunshine per day



1 km

prime north facing beach

## transport



14 km

from the Sunshine Coast international airport



4 km

from the new Maroochydore Town Centre



bus & light rail

to connect Mooloolaba to the rest of the coast in the future



marina

offers protected berths in the heart of Mooloolaba

1 hr 15m

from Brisbane by car

## open space

4,000

competitors participate in the Mooloolaba Triathlon Festival



major events

see world class athletes at no spectator cost



family friendly

children's play on the foreshore

framed by nature

landform and retained coastal vegetation



walk, jog or cycle

easily accessible and caters for recreational, commuter and exercise activities

## OPPORTUNITIES AND CHALLENGES

The previous studies and community engagement undertaken for Mooloolaba identified the following opportunities and challenges:

- / a need to prioritise infrastructure improvements
- / adaptability to cater to the growing international and regional tourism markets
- / a desire for enhanced open space, including recreational and community facilities
- / interest for improved connectivity and links for pedestrians and cyclists to and across the town
- / integration of new infrastructure to better cater for festivals, markets and events
- / improving the local economy and building resilience to carry through low tourism seasons
- / increased housing and accommodation diversity with an consideration for permanent residents and affordability
- / retention, protection and enhancement of the natural character and elements along the foreshore
- / balancing road corridor constraints with enhanced active and multi-modal modal transport movements

As a result of the previous Enquiry By Design workshops, three key place making opportunities were identified early on in the process of establishing this Master Plan. The key opportunities included the foreshore, a central 'heart' area behind the Esplanade and the wharf area.

In addition to these three key opportunities, an upgrade of the entry experience along the Southern Gateway into Mooloolaba along Brisbane Road was identified as a fourth opportunity during a stakeholder engagement workshop held in the first phase of community engagement held in May.

The four key opportunities are shown on the adjacent diagram.



### Existing Projects & Studies

- Cycle Links
- Preferred Light Rail Route for further investigation
- Brisbane Road Widening (4 lane upgrade)
- Brisbane Road Car Park Site

### Links and Nodes

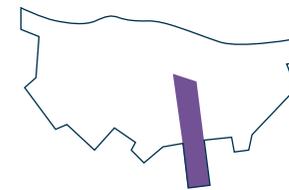
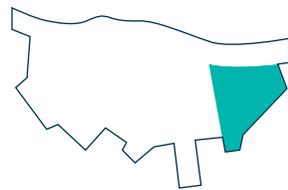
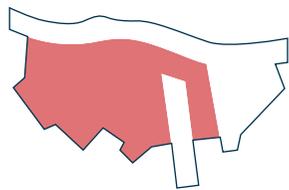
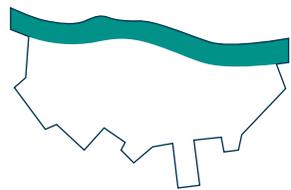
- Active links
- Waterfront promenade
- Iconic 'cliff to beach' walk
- Family activity zone (such as water play, swimming lagoon and tidal pool)
- Gateway arrival node
- Event hub
- Development core
- Pedestrian links between foreshore and canal

### Key Opportunities

- 1 The Foreshore
- 2 Green Links through the Heart
- 3 The Wharf
- 4 Southern Gateway

*Key Place Making Opportunities*

Collectively, these four opportunities defined distinctive places in Mooloolaba and provide locations for positive change, such as the creation of new public spaces, built form, and access and movement improvements.



*A 'Great Ocean Walk' experience*

A place that encourages active, healthy living and establishes Mooloolaba as one of the top 10 beaches in Australia. A wide, continuous waterfront pedestrian and cycle promenade takes in Mooloolaba's greatest natural assets via a string of community, cultural, and event spaces. Catering to a variety of activities and experiences - from family BBQ's on the lawn to hosting weddings, markets, festivals and events.

*The 'Heart of Mooloolaba': a place to explore*

An integrated 'green' hub that supports and encourages sustainability and livability by offering a vibrant place to live, work, meet and connect. North-south active pedestrian connections link the beach and canal waterfronts via a new coastal urban village, which is supported in the future by the Sunshine Coast light rail system.

*A revitalised Wharf precinct*

A vibrant mixed use precinct to explore and experience Mooloolaba's enviable coastal lifestyle. The precinct integrates residential and short-term accommodation with leisure, entertainment and tourism activities, celebrating an identity enriched by a strong connection to water - from canals to the river and out to the ocean.

*Welcome to Mooloolaba*

The Southern Gateway is the first experience of Mooloolaba and what it has to offer for most visitors arriving into Mooloolaba. The journey will celebrate and promote the identity of Mooloolaba with streetscape and architectural statements that frame views, create memorable moments and improve wayfinding through treatments that reflect Mooloolaba's natural assets, coastal context and relaxed lifestyle.

## COMMUNITY ENGAGEMENT

The community engagement strategy for the Place Making Mooloolaba project aimed to capture feedback from a broad range of people that live, work and/or play in Mooloolaba. The result is a clear and compelling vision for the future (achieved in short, mid and long term stages) with a strong identity of what Mooloolaba will become and how it will evolve to meet current and future needs of locals, traders and tourists while preserving Mooloolaba's natural beauty and heritage within a growing region.

Three phases of community engagement have been undertaken for the Place Making Mooloolaba project, details about each phase are below.

### Enquiry by Design (November 2012)

An Enquiry by Design workshop was held in November 2012 involving key stakeholder groups from the Mooloolaba community together with council officers from internal departments. The workshop propositioned the group to consider the future of Mooloolaba with a 'no constraints' brief in order to produce thought-provoking ideas and visionary high level concepts.

Existing issues known to council were presented to the stakeholders for consideration and included:

- / the transport interchange, car parking needs, locations and strategies
- / the beach frontage and opportunities to return car parking to public open space
- / open space and community events, major events (e.g. Mooloolaba Triathlon, etc.)
- / commerciality of the foreshore and public land
- / the role of the two caravan parks
- / future light rail
- / building heights and envelopes

Emerging from this workshop were four opportunities or 'big ideas' envisioned for the future of Mooloolaba:

1. A healthy thriving place
2. An international focus
3. Reclaiming Mooloolaba
4. The resort heart of the coast

### Place Making Mooloolaba - Phase One Engagement (1 - 25 May 2015)

The first phase of broad community engagement was held over four weeks in May 2015 to introduce the 'place making' concept and Mooloolaba Master Plan project to the community. This phase sought feedback from a broad cross section of the community - from school children, local residents and traders to community groups, event organisers, visitors, the regional tourism board and state government agencies.

The focus of this phase of engagement was to establish what the community love about Mooloolaba, what areas needed improving, and what would be their vision for the future of Mooloolaba.

The community engagement period was advertised by means of council's website, a project information letter mailed to 1800 property owners in the 4557 postcode, a walk around and chat with 300 local businesses, advertisements published in local newspapers, local radio and television broadcasts, poster displays in shops, flyer handouts, and frequent notifications published over social media. Social media was also used as a community engagement tool with members of the public given the opportunity to participate through Facebook, Twitter and Instagram using the hashtag #placemakingmooloolaba.

Three key engagement methods were employed to provide the community with various opportunities to get involved and "have your say" which included a public 'chalk visioning' day held on Mooloolaba Esplanade on Saturday, 9 May, as well as, one-on-one meetings and a two day workshop with key stakeholders.

The participatory approach used for this phase of engagement reached over 1000 participants and allowed a variety of 'place' ideas and aspirations to emerge for Mooloolaba. A summary of the feedback received and some of the stakeholders involved during this first phase of engagement was captured in a video developed by council, available to view at <https://youtu.be/r79a8L0hYos>.

Key findings from engagement identified the following:

- / the community place significant value on the beach and Mooloolaba's natural environment, particularly the ocean views
- / the identity of the locality is enshrined in the beach and its associated healthy lifestyle, with the area offering a diversity of active and passive recreational opportunities
- / enhanced access to the beach and supporting family friendly facilities are essential for any future outcomes of the Master Plan
- / improved car parking provision across the town
- / the potential of transforming existing foreshore car parking into public open space, considered essential for enhancing foreshore amenity
- / traffic congestion and public transport provision in need of urgent attention with road improvements a priority over new development that could encourage more visitors to Mooloolaba
- / the potential of the wharf and marina
- / the growing demand and attraction of Mooloolaba to tourists (including day trippers, regional, interstate, international tourists, and cruise ship tenders)
- / the potential economic opportunities stemming from regional growth other than tourism, such as cultural events and festivals

Refer to the *Phase 1 Community Engagement Feedback Report (June 2015)* for further details on the process and outcomes of this stage of engagement.

### Place Making Mooloolaba - Phase Two Engagement (4 - 30 September 2015)

Phase two of engagement introduced the community to the Draft Place Making Mooloolaba Master Plan to seek feedback on its direction. The Draft Master Plan was developed by previous studies, council policies and strategies and findings from the first phase of community engagement.

The objectives of this second phase of engagement were to:

- / seek broad feedback on the Draft Master Plan
- / build on previous conversations with the community and key stakeholders

- / validate the vision and strategic directions presented by the Draft Master Plan
- / generate community, trader and visitor/tourist interest for the potential future changes to Mooloolaba
- / consult the community and key stakeholders about optional elements of the Draft Master Plan
- / deliver a genuine and robust engagement process
- / build support and commitment amongst all stakeholders to take Mooloolaba forward in a shared effort between council and the community

A variety of engagement activities were used to revisit previously consulted stakeholders and capture a broader range of people. As this consultation was held during September school holidays, there was more opportunity to obtain feedback from tourists and visitors holidaying in the area.

About 1850 people participated in this second phase of community engagement and overall, there was strong support for the Draft Master Plan. Feedback was obtained predominately via survey and one-on-one conversations either at two public feedback events or in stakeholder meetings.

The 38 question survey invited specific comment and indication of support for the following key topics and initiatives of the Draft Master Plan:

- / the overall intent and vision
- / car parking provision and traffic movements
- / revitalisation of the foreshore and esplanade precinct
- / creation of a new 'heart' precinct for Mooloolaba
- / revitalisation of the Wharf site
- / revitalisation of the southern gateway arrival experience (i.e. Brisbane Road) into Mooloolaba

The results for key survey questions are shown adjacent.

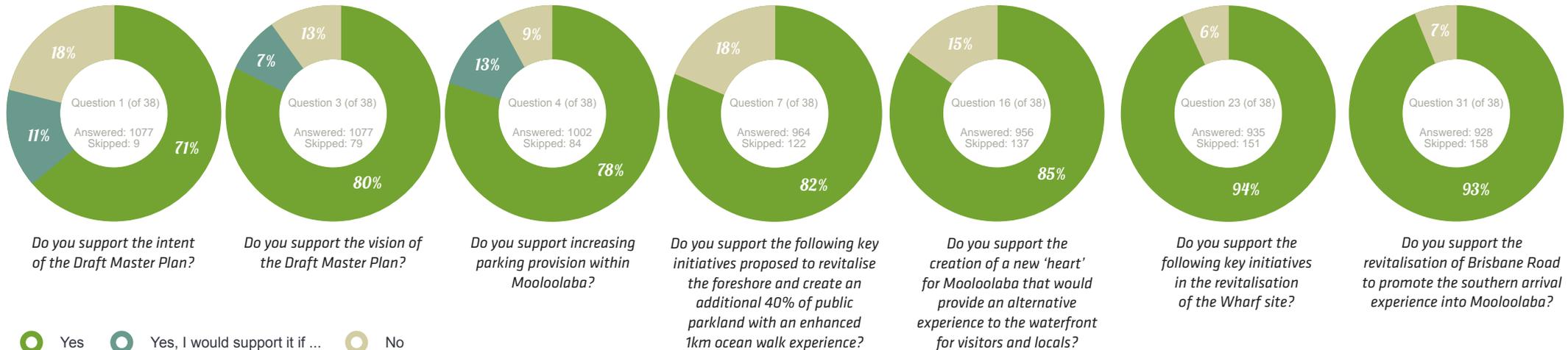
Approximately 1240 written submissions were received providing feedback to council on the Draft Master Plan, including 1086 validated surveys, 86 emails, 13 letters, and 54 social media comments.

Refer to the *Phase 2 Community Engagement Feedback Report (October 2015)* for further details on the process and outcomes of this stage of engagement.

Engagement Activities



Key Results from the Phase 2 Survey



# Stories of Mooloolaba

## STORIES OF MOOLOOLABA

Mooloolaba is named from an Aboriginal word meaning "black". Another meaning is "red-bellied black snake". It was originally known as Mooloolah Heads.

The first inhabitants of the Maroochy district were the Aboriginal people of the Gubbi Gubbi language group, which consisted of a number of tribes including the Nalbo, Gubbi Gubbi, Dallambara and Undanbi.

For 20,000 years they hunted the ranges, fished the rivers and gathered seafood from the ocean. Every third year, hundreds of Aboriginal people travelled to the Blackall Range for feasting on bunya nuts, exchanging goods, initiation ceremonies, performing corroborees and unifying their culture.

By the time Europeans came to the Sunshine Coast, the tribes had formal distinct territories with clearly defined boundaries. Tribal boundaries were often marked by sacred trees along the sides of the pathways. There was a network of Aboriginal pathways across the Sunshine Coast - the main one ran from Beerburrum to Cooran and the North Coast Railway line was later built alongside it. Undanbi territory lay to the East and Nalbo to the west of the pathway.

With the coming of Europeans, the local Aboriginal people could no longer pursue their nomadic way of life and progressively lost the use of their resource areas. In 1897, legislation was passed which legalised the removal of Aboriginal people from white settlements. Many of those living in the Maroochy area were resettled on Fraser Island, and later taken to a reserve at Cherbourg.

Europeans did not discover The Spit until 1823. In 1823 Thomas Pamphlet, John Finnegan and Richard Parsons became the first known Europeans in the locality where they were adopted by an Aboriginal group and travelled with them through the Sunshine Coast region.

In the 1860s, shipping along the Queensland coast was increasing significantly and the need for a safe harbour between Brisbane and Maryborough emerged. From the 1870s and into the 1880s, Mooloolah Heads became the gateway to the Maroochy District. It established itself as the favoured port in the region over the Maroochy River which was susceptible to large ocean swells and had sand bars that made navigation into the port hazardous. Mooloolah Heads on the other hand was suitably sheltered by Point Cartwright.

Settlement of the area dates from around the 1860s, with land used mainly for timber, grazing, farming and fishing. Gradual growth took place in the late 1800s as Mooloolaba became a timber depot and wharf. Growth stopped in the late 1890s as river transport declined and the timber depot was relocated. Land was subdivided in the late 1910s, with expansion in the 1920s as a seaside holiday village.

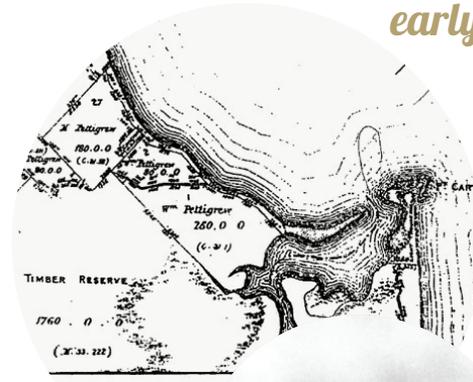
Significant residential development took place from the 1960s, spurred by Brisbane residents heading to the beach for holidays, with rapid growth also occurring during the 1980s. The population continued to increase between 1991 and 2006 as new dwellings were added to the area, particularly medium to high density housing.

For further detail regarding the history of the area, refer to the *Stories of Mooloolaba Report* (August 2015).

Sources: *Sunshine Coast Regional Council; Helen Gregory, Making Maroochy: a history of the land, the people and the shire, Brisbane, Boolarong for Maroochy Shire Council, 1991*

## early surveying

# 1890



Extract

# 1870



## timber trade

### 1820's

Europeans discover The Spit.

Thomas Pamphlet, John Finnegan and Richard Parsons are 'adopted' by an Aboriginal group and travelled with them through the Sunshine Coast.

### 1860's - 70's

Lieutenant Heath surveyed and chartered the Mooloolah River mouth and harbour.

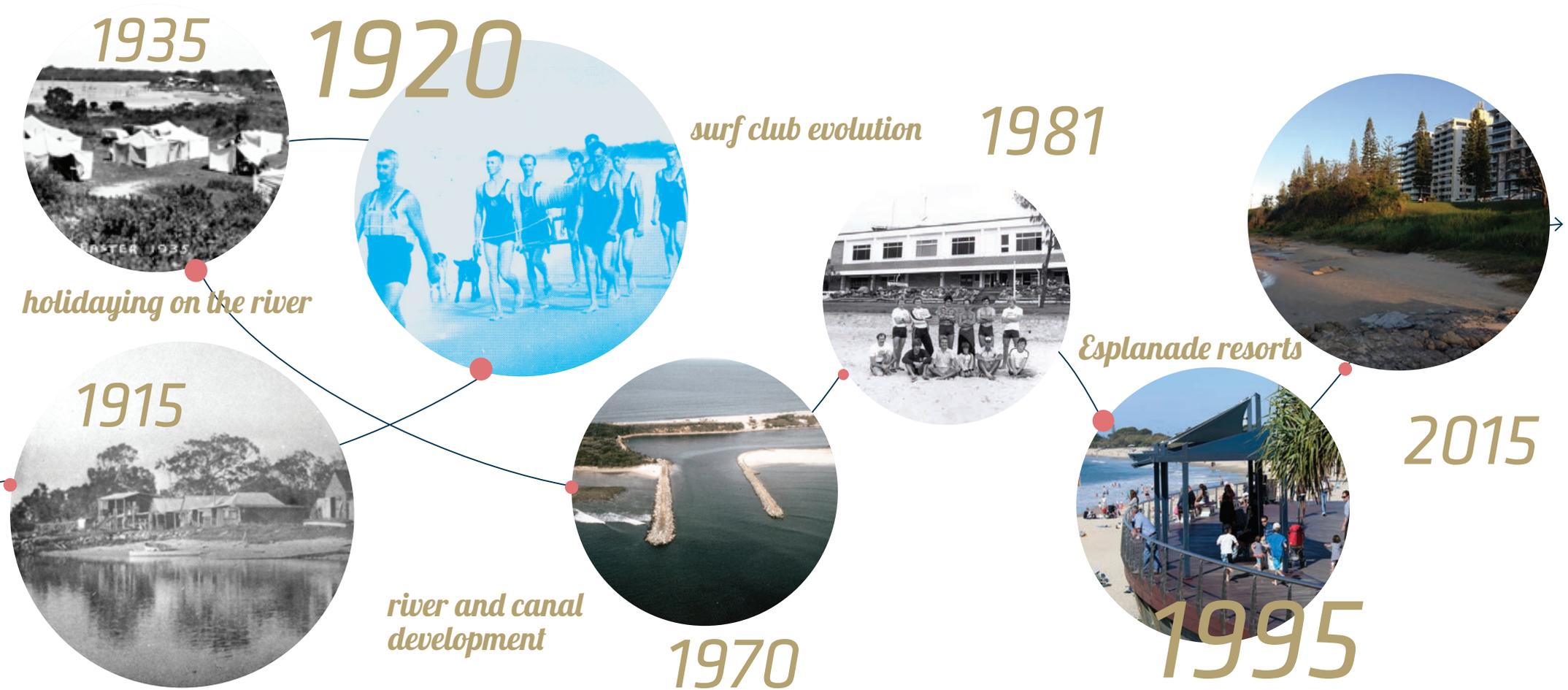
Early Settlement of the area included the founding of a timber depot and wharf at Mooloolaba in 1864 by William Pettigrew.

### 1880's - 90's

Construction of the North Coast Rail line.

The importance of the depot at Mooloolah Heads declined when Pettigrew transferred his activities to Maroochydore, establishing a sawmill there in 1891.

In 1897 legislation was passed which legalised the removal of Aboriginal people from white settlements.



**1900's - 20's**

Early land subdivision and expansion to include holiday cottages and houses along the Mooloolah River.

Industry focussed on fishing and fruit growing.

Mooloolah River Sports Club established in 1919.

**1920's - 30's**

The name 'Mooloolaba' was adopted to differentiate between this developing area and the Mooloolah township on the North Coast Railway.

Establishment of community leisure and tourism facilities such as the bowls club and Mooloolaba Surf Club (1923).

Camping on the Spit.

**1940's - 50's**

Expansion due to affordable seaside blocks for Brisbane residents.

Public amenities and trafficable roads improved.

**1960's - 70's**

Early 1960s - name "Sunshine Coast" becomes official for the area.

Continued residential development and the creation of larger canal estates at the mouth of the Mooloolah River.

Redevelopment of the Surf Life Saving Club.

**1980's - 90's**

Rapid population growth sees the construction of taller hotel buildings.

Duplication of the Bruce Highway cuts travel time from Brisbane.

SEALIFE Mooloolaba (Underwater World) opens in 1989.

Construction of the Loo with a View.

**2000 - today**

High rise resorts continue to fill out the Esplanade and establish the outdoor dining strip that exists today.

Streetscape upgrades associated with new development continue to enhance the Esplanade experience.

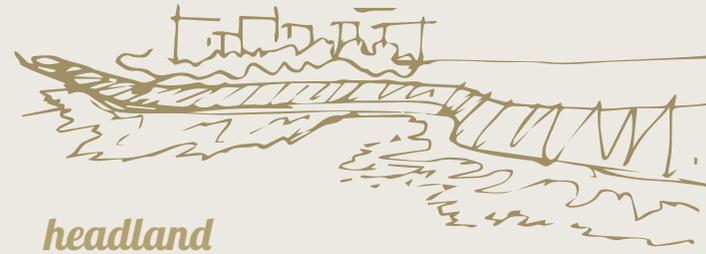
Development of First Avenue.

**2015 - 2031**

Creation of a world class foreshore parkland through relocation of car parking and northern caravan park.

Wharf reinvigoration as a high quality leisure and entertainment precinct.

Enhanced permeability and activation of the Heart of Mooloolaba.

*water mark**headland**Pandanus***PATTERNS OF MOOLOOLABA**

Mooloolaba is well known for the beauty of its natural headland, rock pools, beach and waterfront, and fosters a strong attachment in the hearts and minds of residents and visitors. The Master Plan aims to embrace the natural surrounds and draw on the forms and patterns of nature as inspiration for the design intent, composition and character of public realm and foreshore enhancements into the future. This includes:

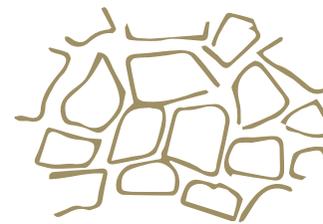
- / Smooth flowing forms of the crescent shaped beach and sinuous headland are reflected in the flowing forms of the foreshore parkland.
- / The combination of hard rock pool and soft sand dunes inspires the balanced approach to beach edge enhancement and preservation.
- / The foaming waves and watermark on the beach influence form and patterning of pavements and demarcation of different zones.
- / The signature Sunshine Coast foreshore species of Casuarina, Banksia and Pandanus provide striking leaf forms, shadows, fruit, flowers and nuts that influence the design and detailing of elements such as custom children's play grounds, water play and art.

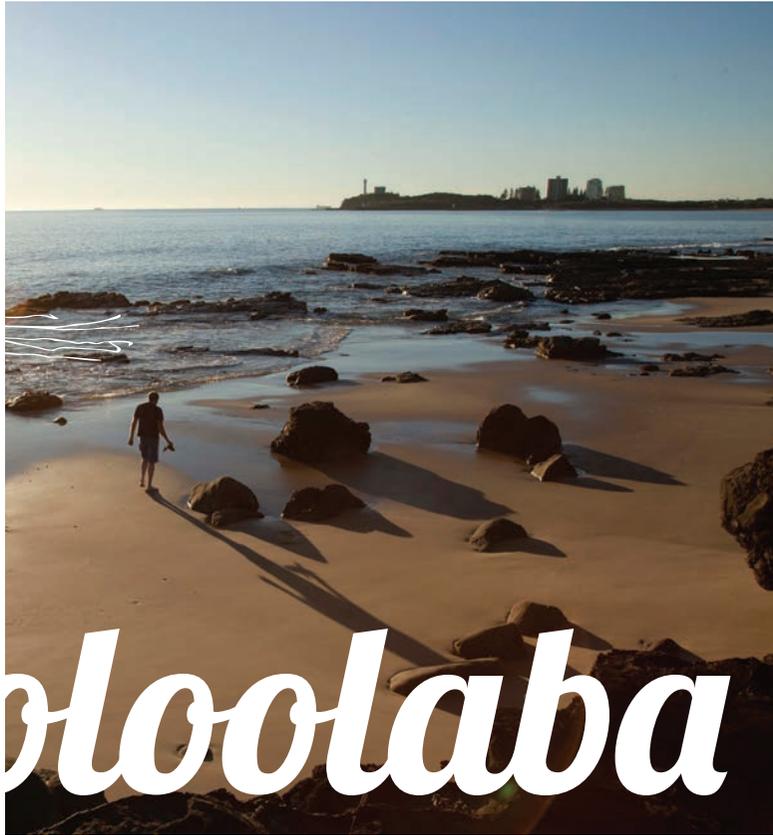
In addition to the natural setting, Mooloolaba's beach and foreshore exhibit iconic imagery and patterns in the form of:

- / Clustered masts at the marina
- / Beach flags flapping in the breeze
- / Recognisable form and striking outlook from the 'Loo with a View'
- / Beach front dining and cafe culture
- / The palette of materiality and patterns of the Esplanade streetscape.

Public realm upgrades within the Mooloolaba Master Plan area will draw upon this inspiration and utilise elements from these natural and built forms, aiming to strike a balance that will enhance user amenity and provide opportunities to interact with the natural setting.

Treatments, colour schemes and finishes will reflect a distinctive Mooloolaba character that aligns with its natural, healthy and vibrant lifestyle.

*patterns of**stone**dune planting**native vegetation*

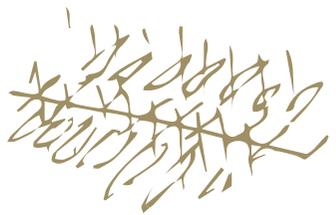
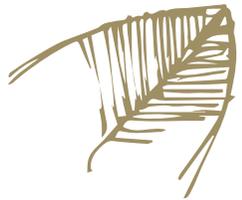


rock pools



# Mooloolaba

timber deck



boat masts

