

PROJECT BACKGROUND

Four Big Ideas

1. The Healthy Thriving Place
2. An International Focus
3. Reclaiming Mooloolaba
4. The Resort Heart of the Coast

In November 2012 a 'big ideas' workshop was held involving members from the community, council and professional urban design organisations with a goal of generating ideas for the future of Mooloolaba without any limitations. Four 'big ideas' emerged for Mooloolaba...



November 2012



Three Key Opportunities

1. The Foreshore
2. Green Links
3. The Wharf Site

The four 'big ideas' can be refined into three key opportunities for Mooloolaba that we would like your feedback on – but we also want to hear your other great ideas!



November 2014

Principles

These three 'key opportunities' have been translated into the following guiding principles for your feedback:

- Create the future direction for Mooloolaba to become an outstanding tourist & residential locality
- Develop exciting parks and entertainment spaces
- Create better pedestrian walkways and cycle links
- Reinvigorate older areas
- Improve the transport network and parking

Have your say today!

May 2015

**Draft
Place Making
Master Plan**

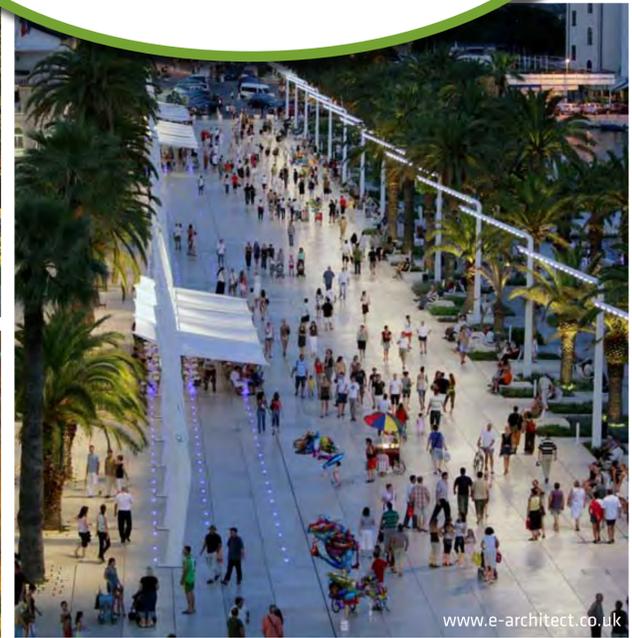
August/September 2015

THE FORESHORE

What do you think of these ideas?

open space

- An internationally recognised world class destination
- A people oriented place
- Engage with the waters edge in a green manner
- Create significant a public gathering space
- Promote vibrant events and outdoor night life
- Integrate sustainable outcomes
- Enhanced tourist and recreation amenity
- Quiet places to escape



family focus



- Incorporate water play
- Swimming lagoon
- Ocean pool
- An iconic play space
- Integrate with dunal landform



great walk

- Explore Mooloolaba's natural assets; headland, rock pools and beach
- Cater for cycling, jogging, fitness and exercise
- New vantage points and photo opportunities including a sculptural footbridge around headland
- Diverse natural and built beach edges
- A string of waterside destinations for art, culture and meeting



GREEN LINKS

activity & connections

- Pedestrian focused laneway linking the beach and canal waterfronts
- Link future light rail to the Esplanade
- Establish subtropical gardens and streets
- An urban coastal village as an alternative experience to the Esplanade
- Highly activated public plaza and laneways



Is this the vision for Mooloolaba?



subtropical design

- Sunshine Coast vernacular design
- Climate responsive 'green' architecture
- Lush subtropical planting
- Indoor / outdoor built form
- Water sensitive urban design



diversity of uses

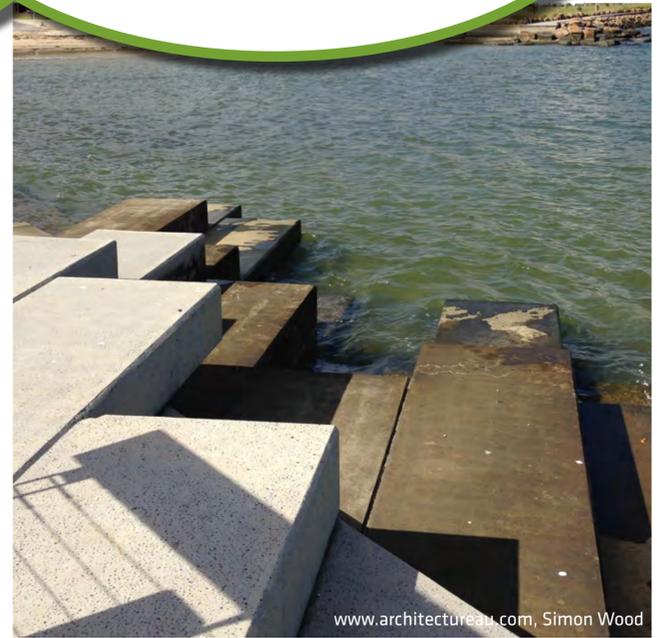
- Residential, resort and retail
- Opportunities for smaller scale creative businesses
- Retail and dining laneways
- Publicly accessible pocket parks and courtyard gardens
- Pop up kiosks and food trucks on the street
- Integrated multistory public car park integrated within and screened by attractive development



WHARF

waters edge

- Wide waterfront timber wharf promenade
- Incorporation of 'green' landscape character linking to beach front and riverside parklands
- Architectural lighting for night time activation
- Terraced edge interface to enhance access to water views
- Water touch points
- Fishing opportunities



What are your ideas for Mooloolaba?

diversity of uses



- Leisure and tourism focus
- Marina expansion
- Over water dining opportunities
- Enhanced tour boat visitor experience
- Residential / resort opportunity
- Integrated public car parking
- Night life core - well lit and safe
- Pop up cultural event opportunities

access & activation

- Central pedestrian spine linking back towards the beach
- New street connection
- River as an outdoor stage
- Water transport opportunity (e.g. ferries)
- Cruise Ship passenger gateway to Mooloolaba
- Integrated waterfront dining overlooking the marina
- Interactive music and light shows on the water



OPPORTUNITIES & CHALLENGES

What else?



Current Council Projects & Studies

-  Cycle Links
Brisbane Rd cycleway currently in design phase
-  Preferred Light Rail Route
(for further investigation)
-  Brisbane Road Widening
(4-lane upgrade)
Currently in design phase
-  Brisbane Road Car Park Site

Three Key Opportunities

-  **1** 'The Foreshore'
A wide, continuous waterfront pedestrian and cycle promenade that takes in Mooloolaba's greatest natural assets via a string of community, cultural and event destinations
-  **2** 'Green Links'
North-south active pedestrian connections linking beach and canal waterfronts via a new coastal urban village and future light rail
-  **3** 'The Wharf'
A vibrant leisure and tourism focused precinct by day and by night

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