

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...



Stakeholder meetings

1. Opportunities and issues
2. Ideas-focussed
3. Coordinated stakeholder response



1. White-walling of vision & ideas
2. Focus on key areas:
 - 'the Wharf',
 - 'the Heart'
 - 'the Esplanade'
 - 'the Southern Gateway'

Workshop



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!



Public Event Day

1. Community visioning
2. Street activation
3. Interactive feedback
4. Survey questionnaire and social media feedback



Principles

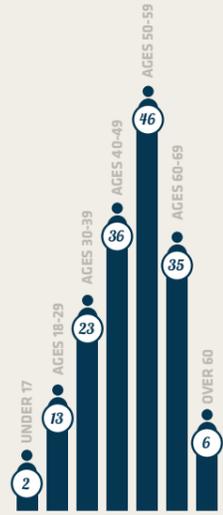
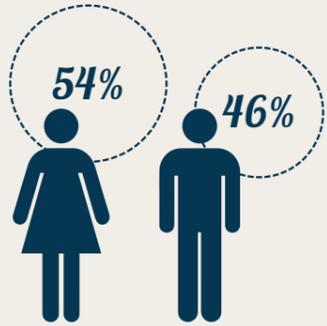
These three 'key opportunities' have been translated into the following guiding principles for your feedback:

- 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

Next Steps

Provide your feedback on this Draft Master Plan

Community Consultation



SURVEY SAMPLE GROUP

In terms of the sample group of survey respondents, a total of 161 individuals provided a response to the questionnaire either online or on a hard copy template. The survey was open from 9th to 25th May 2015.



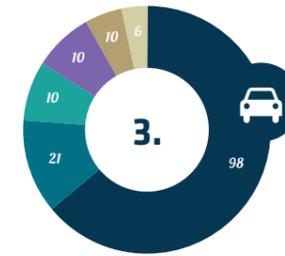
- Beach
- Walkways
- Shops
- Restaurants/cafes
- View
- Esplanade
- Atmosphere
- Family friendly
- Lifestyle

1. WHAT CURRENTLY ATTRACTS YOU TO MOOLOOLABA?



- Climate / beach / natural environment
- Cafes / restaurants / shops
- Relaxed atmosphere / people
- Foreshore / Parks / Family Play
- Walkways / accessibility
- Views
- Spit
- Low buildings heights
- River / canals
- Safe
- Night life

2. WHAT ARE THE THINGS YOU LOVE MOST ABOUT MOOLOOLABA?

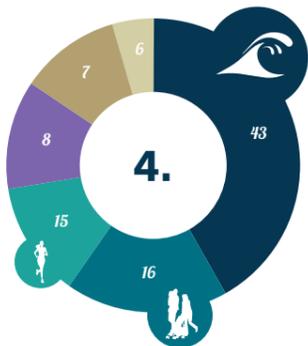


- Car parking
- Wharf upgrades
- Improved / more playground areas
- Public transport
- Improved / more parkland areas
- More bicycle facilities / improved bicycle infrastructure

3. WHAT ARE THE THINGS YOU WOULD MOST LIKE TO IMPROVE AND WHY?

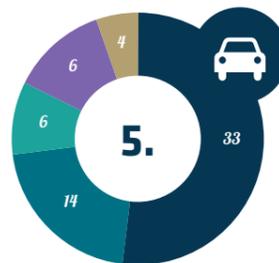
STAKEHOLDERS

- / Mooloolaba Ironman & Triathlon event organisers
- / Mooloolaba Business & Tourism
- / Mooloolaba Surf Life Saving Club
- / Mooloolaba State School
- / Mooloolaba Spit Association
- / Owners of the Wharf site and Underwater World SEA LIFE Aquarium
- / Sunshine Coast Destination Ltd
- / MP Fiona Simpson
- / Mooloolaba New Year's Eve organisers
- / Mooloolaba Beach Holiday Park



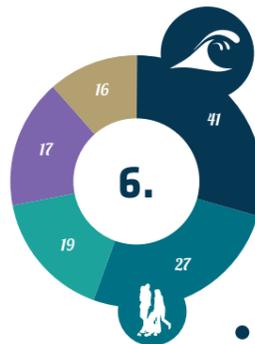
- Access to the beach
- Relaxed atmosphere / feel
- Walkways
- Everything as it is
- No more high rise development
- Trees

4. WHAT WOULD YOU LIKE TO RETAIN IN MOOLOOLABA?



- More / improved parking
- Markets
- More family friendly facilities
- Improved pedestrian facilities
- Improved cycling infrastructure

5. WHAT WOULD MAKE MOOLOOLABA AN EVEN BETTER PLACE TO VISIT?



- Great beach
- Family friendly
- Great holiday destination
- Natural beauty
- Safe place

6. WHAT WOULD YOU LIKE MOOLOOLABA TO BE KNOWN FOR IN 5-10 YEARS' TIME?

SUMMARY OF FINDINGS

The key findings of the survey can be summarised as:

- / The community place significant value on the beach
- / The identity of the locality is enshrined in the beach and its associated healthy lifestyle
- / Enhanced access to the beach and supporting family friendly facilities are essential for any future master plan
- / Improved car parking provision and relocation of car parking from the foreshore



The Beach is Mooloolaba's most valued asset



Vision

“Immerse yourself in, on and under the water at Mooloolaba”

immersion

... in water
... in life
... in community

Mooloolaba is a world class beachfront destination that embraces and sustains its outstanding natural beauty. It is a healthy and active place that celebrates its unique location, connecting ocean to river and headland to spit.

Mooloolaba's vibrant and active foreshore provides a place for everyone to stroll, swim, exercise, cycle, play, dine or simply enjoy the view. It is both a quiet place to escape and an exciting place to experience world class events and athletes.

The heart of Mooloolaba is an authentic, alternative destination away from the water.

It is a walkable hub of subtropical streets activated by a mix of local business and residential accommodation. It is Mooloolaba's transport hub, for bus, public car parking and future light rail and is activated by day and by night.

The wharf is a gateway to the delights of the Pacific Ocean. It is a place where boating, fisheries, seafood, aquatic tourism, education and conservation combine with residential and entertainment uses.

PRINCIPLES

Over arching planning and design principles have been established to translate the vision and assist in creating directions and strategies for desired outcomes.



Enhance the Waterfront Experience

The foreshore parklands and public realm are of a quality that befits the world class natural beauty of the beach, river and headland and are a platform for relaxed recreation and vibrant events.



Connect and Activate

Connecting and activating Mooloolaba's urban areas and waterfronts will help to define clear, legible and attractive links.



Integrate Distinctive Destinations

Celebrating the diversity and distinctiveness of the various precincts and unique destinations across Mooloolaba



Protect and shape the future

The Draft Master Plan will shape the potential of a sustainable future for Mooloolaba.



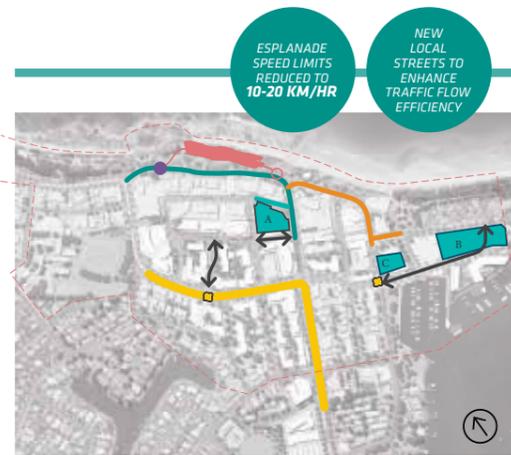
Strategies



Proposed Pedestrian and Cycle Routes

- Headland to Spit 'Ocean Walk' and coastal path network* (Regional scale path)
- Major cycle route (dedicated two way cycle facility)
- Wharf / Riverfront promenade (Regional scale path)
- New district scale shared path
- Future cross block link (through existing property)
- Existing DDA compliant accessible link through private property
- District on road cycle route
- District cycle route

*New pathways to align with future Coastal Pathway network plans.



Proposed Road Alterations and Parking

- Mooloolaba Esplanade (20 km/hr two way traffic)
- Mooloolaba Esplanade shared traffic zone (10 km/hr one-way traffic with ability for short-term closures)
- First Avenue shared plaza zone (private car park access only)
- Remove Beach Terrace car park
- Brisbane Road widening
- New local street connection (two-way)
- New traffic signals
- Retain existing taxi rank
- Brisbane Road car park site new multistorey public car park
- Mooloolaba Wharf public car park integrated within new development
- Mooloolaba Wharf multistorey public car park

Public Car Parking

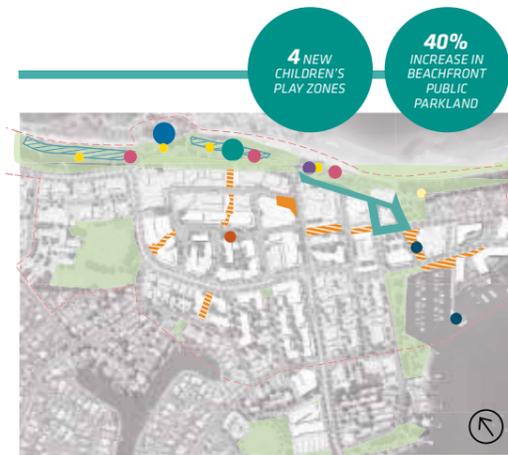
1000 ADDITIONAL PUBLIC CAR PARKING BAYS

Category	Count
Current total public car parks in Mooloolaba	= 1438*
Proposed Public Car Parking Bays (Removal)	- 725
Beach Terrace (foreshore car park)	- 105
Eastern Esplanade (near MSLSC)	- 41
Existing Brisbane Road car park site (A)	- 179
Existing Wharf car parking lots (B & C)	- 400
Proposed Public Car Parking Bays (Addition)	+ 1725
Western portion of Mooloolaba Esplanade (along dining strip)	+ 20
Eastern portion of Mooloolaba Esplanade (near MSLSC)	+ 10
Redeveloped multistorey facility on Brisbane Road car park site (A)	+ 500 (min)
Redeveloped Wharf car parking lots (B & C)	+ 600
Potential opportunity for an integrated development and public car park on Smith Street (south of Walian Street)	+400
Brisbane Road widening project	+95
New streets in the Heart (i.e. parallel parking)	+ 50
New on-street car parking in the Heart of Mooloolaba through consolidation of smaller sites and less driveway crossovers	+ 50
Proposed Public Car Parking Bays (Total)	= 2438

*Existing public car parking spaces for Mooloolaba (quantity supplied by SCC and boundary varies slightly to Master Plan area)

Other Opportunities:

- Other public car parking opportunities are to be investigated further in order to cater for the future growth of the area. These opportunities will be considered as part of the Mooloolaba Local Area Parking Plan (LAPP). Opportunities could include:
 - Overflow car parking in the Mooloolaba State School sports grounds during peak holiday season, public holidays and major events
 - A southern 'Park 'n' Ride' facility at the junction of the Sunshine Motorway and Brisbane Road
 - Developer contributions of public parking bays for new developments



Proposed Public Realm Amenity

- Amphitheatre
- Tidal pool
- Public toilets
- Children's play area
- Potential visitor and interpretive centre
- Mooloolaba Esplanade shared zone
- Potential plaza space
- Potential pedestrian laneway connection
- Community hub
- Wharf landmark pier
- Additional parkland area



Indicative Land Use Plan

- District centre
- High density residential
- Medium density residential
- Tourist accommodation
- Tourism
- Open space
- Community / arts hub
- Sports and Recreation
- State land
- Council land



Major Events

- Race start
- Race finish
- Transition zone
- Ocean swim course (note: river is used if swell is too large)
- Bike course
- Run course
- Grandstand / marquee
- Viewing lawn
- Big screen / stage

*Consultation has been undertaken with Ironman Triathlon and New Year's Eve event organisers. There was support from these stakeholders for the potential multistorey car park facility and preliminary advice is that it would be a suitable transition zone for the triathlon. Any future redevelopment of the site is to require further consultation with the event organiser.



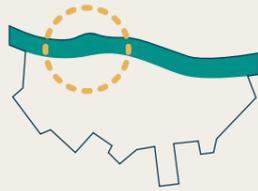
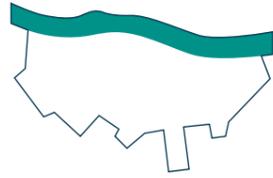
Proposed Public Transport Routes

- Major bus route*
- Future light rail route (to centre of road corridor)
- Local tourist bus route
- Existing bus stop
- Recommended bus stop
- Commercial jetty
- Kayak launch point
- Mooloolaba Wharf reconfigured marina berths (A)
- Mooloolaba Wharf marina berth expansion into river (B)

*Priority public transport lanes to align with Coast Connect study



<p>Low rise walk up apartments 2-4 Storey (60-80 dwellings / Ha) 8.5 - 12m height limit zones</p>	<p>Low - medium rise lift apartments 4-8 Storey (120-150 dwellings / Ha) 15 - 25m height limit sites</p>	<p>Medium rise tower and podium 8 - 15 storeys (200-250 dwellings / Ha) 30 - 45m height limit sites</p>
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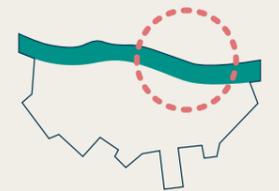


NORTHERN PARKLAND

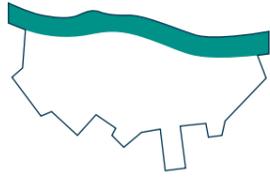


- 1 Revetment wall with spill over dune planting
- 2 6.0m wide shared pedestrian and cycle promenade
- 3 Picnic and BBQ zone
- 4 Adventure playground
- 5 Pedestrian prioritised crossing zone
- 6 Taxi rank
- 7 Ocean view wedding lawn
- 8 Tidal pool amenities building
- 9 Access ramp
- 10 Lifeguard room and covered seating
- 11 Seating terraces
- 12 Tidal pool
- 13 Existing rock pools
- 14 Promenade boardwalk
- 15 Vegetated embankment
- 16 Active boot camp lawn and outdoor gym equipment
- 17 Refurbished existing amenities building
- 18 Cove kiosk
- 19 Elevated ocean viewing deck
- 20 Headland boardwalk
- 21 Existing outdoor dining
- 22 Upper Headland park
- 23 Beach access point
- 24 Pedestrian crossing points to align with links through hotels
- 25 Existing exercise equipment removed and relocated with upgraded equipment as part of outdoor gym at lower promenade level

- 1 Terraced foreshore protection
- 2 Equitable beach access ramp
- 3 Dune rehabilitation
- 4 Beach access points
- 5 6.0m wide pedestrian and cycle promenade and triathlon route
- 6 Ocean and triathlon view lawns
- 7 Level recreation and event lawn
- 8 Amenities / kiosk with accessible green roof
- 9 Long table event dining area
- 10 Two-way Esplanade road with short-term parking, drop-off and loading zones
- 11 Pedestrian crossing points to align with links through hotels
- 12 Central shared zone and pedestrian plaza
- 13 Event amphitheatre
- 14 Flexible temporary stage / screen location
- 15 Shady picnic zones
- 16 Small children's play zone
- 17 Parents picnic slopes
- 18 Triathlon grandstand terrace
- 19 Beach viewing terraces and beach volleyball courts
- 20 Retention of existing outdoor dining strip
- 21 Brisbane road signature tree avenue
- 22 Deck extension to lawn terrace
- 23 Refurbishment of 'Loo with a View' to include Visitor and Interpretive Centre
- 24 Enhanced disability ramp access and terraced entrance to Visitor Centre
- 25 Low speed one way vehicle route through shared zone
- 26 Existing beach stairs
- 27 Children's splash pond and water play terraces
- 28 Lawn slopes to top of existing seawall
- 29 Flexible small event lawns
- 30 Surf Lifesaving event viewing deck
- 31 Enhanced access and terraced interface to MSLSC
- 32 Potential pedestrian connection



CENTRAL AND SOUTHERN PARKLAND



Healthy, Active and Event Ready

Parkland planning for enhanced triathlon competitor and spectator experience, as well as catering for everyday exercise

Foreshore Evolution

Designed to integrate the much-loved qualities of the foreshore with enhancements to the space using quality finishes and landscaping

Distinctive Destinations

Planned to enhance the visitor experience and create distinctive places for locals and tourists that encourage exploration

Family Friendly

Accessible places for active and passive family enjoyment for all ages and abilities



Foreshore perspective looking west towards Alexandra Headland

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

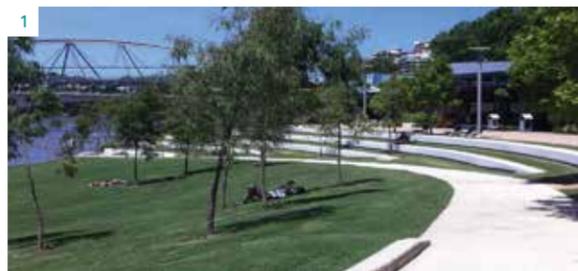


The southern children's water play

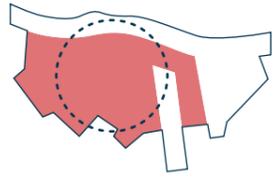


Northern foreshore parkland and tidal pool

1. Lawn amphitheatre overlooking water
2. Headland boardwalk
3. Adventure play nestled amongst the tree tops
4. Small children's play area
5. Outdoor cinema and concerts in the park
6. Triathlon finish line and spectator hub
7. Art festivals



THE MOOLOOLABA
HEART

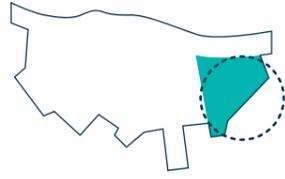


- 1 Flexible community event use of school oval
- 2 Enhanced streetscape
- 3 District cycle route
- 4 Future cross-block pedestrian link
- 5 Existing school buildings
- 6 New signalised intersection
- 7 Naroo Court street extension
- 8 Muraban Street shady pedestrian spine and active street frontage
- 9 New street to access public carpark
- 10 Brisbane Road car park site with redevelopment potential integrating multistorey public car parking
- 11 First Avenue shared zone with driveway access to existing hotels
- 12 First Avenue public forecourt to integrated carpark development
- 13 First Avenue wall treatments including vertical gardens, wall art and pop-up commercial pods
- 14 Pocket park expansion and upgrade to improve waterfront access
- 15 Streetscape improvements along the 'Mooloolaba Loop' walking route
- 16 Brisbane Road and Walan Street widening, boulevard streetscape treatment and future light rail
- 17 Active retail sleeve to integrated public carpark development
- 18 Community hub
- 19 Pocket park enhancement of existing grassy road reserve areas
- 20 Signature avenue tree axis to beach
- 21 New pedestrian crossing
- 22 Streetscape planting upgrade connection to the Wharf
- 23 Existing River Esplanade bus stops

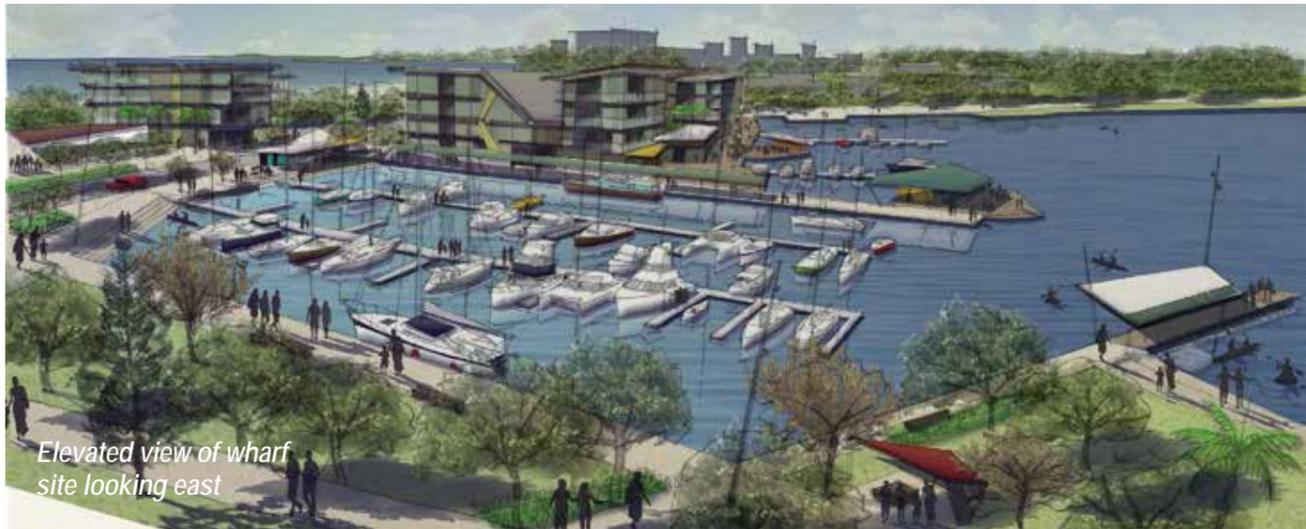


- 1. Community hub
- 2. Active pedestrian mid block laneways
- 3. Green leafy streets
- 4. Community use of school oval
- 5. Food Trucks
- 6. Street closures for community events
- 7. Community art space
- 8. Pocket parks



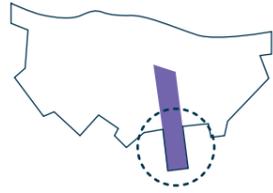


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|--|--|---|---|
| 1 New signalised intersection | 9 Resort / residential redevelopment of existing car park site to include public car parking | 16 Parkyn Parade streetscape improvements | 22 Public boat pontoon and kayak launch point |
| 2 New High Street through the Wharf | 10 Marina redevelopment with entertainment facilities and waterfront residential apartments | 17 Pedestrian prioritised crossing zone and foreshore access pathway | 23 Marina reconfiguration to increase berths |
| 3 Pedestrian prioritised crossing zone | 11 Public pier | 18 Removal of existing signalised intersection and installation of pedestrian prioritised crossing zone | 24 New large boat marina berths |
| 4 Underwater World SEA LIFE aquarium with active plaza interface and entry | 12 Pontoon for tour boat arrival and departures | 19 Off-road bi-directional cycleway | 25 Streetscape planting upgrade connection to the Heart |
| 5 Public transport stop | 13 Public access over water boardwalk and river edge dining | 20 Terraced marina seating edge and water touch point | 26 Mid-block pedestrian connection through to the Heart |
| 6 Drop-off and loading zone | 14 Floating commercial tenancy | 21 Riverfront parkland promenade and picnic shelters | 27 River beach |
| 7 Pedestrian plaza with interactive water spine | 15 Riverfront parkland pedestrian walkway | | 28 Riverfront Parkland Parking |
| 8 Potential mixed use redevelopment of existing multistorey car park to include public parking | | | 29 Beach access path |



1. River view apartments and public waterfront boardwalk dining
2. Contemporary pier
3. Boutique retail strip
4. Upgraded marina edge parkland
5. River and canal piers
6. Cinema for night activation of pedestrian spine to pier
7. Night time interactive water and light show
8. Reuse of wharf piles in the riverfront parklands





Key Actions and Recommendations



- 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 Bi-directional cycleway
- 9 Potential culdesac of River Esplanade at intersection with Brisbane Road
- 10 Potential Bowls Club redevelopment

KEY ACTIONS AND RECOMMENDATIONS

The Draft 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 Draft 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 Draft 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.

/ At this stage no detailed assessment of the location of future light rail station platforms has occurred. It will be essential to analyse the impact and positioning of the platform stations, as they will influence the type and form of nearby development activity.

/ Mooloolaba falls within the Draft 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

/ A detailed traffic analysis and modelling, based upon proposed development outcomes, needs to occur to understand the operational efficiency of traffic movement to, from and across the precinct, especially along Mooloolaba Esplanade, Brisbane Road and Parkyn Parade. As part of this analysis, an assessment of active transit movements across the precinct will help inform public realm and streetscape enhancements.

/ 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 Draft 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 Draft 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 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 Draft Master Plan establishes the Place Making Mooloolaba Master Plan Taskforce as a critical governance regime. It may also be prudent to consider the establishment of a place manager role for Mooloolaba who would work in tandem with the Taskforce and carry forward the work of the project manager of the Master Plan to proceed with initiatives for implementation.

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 a possible future place manager for Mooloolaba.

1. Arbor / awning and streetscaping
2. Native coastal planting at Sunshine Motorway exit
3. Iconic street trees
4. Bridges to preserve and enhance water views
5. Striking architecture for future cycle bridge

