

Place Making MOOLOOLABA

Community Update

Community Consultation
September 4 - 30

A draft master plan for Mooloolaba is now available for comment and we would like to hear from you.

Council is working towards defining a vision for Mooloolaba through an innovative and exciting 'place making' process. Place making is a collaborative approach of working with communities to create exciting places.

Feedback from the first stage of consultation in May 2015 has been used to develop the draft master plan and Council is now inviting comment.

Have your say!

Council invites you to have your say on the draft master plan during a second stage of community consultation from **September 4 - 30**.

Visit Council's website for further information on the project and to view the draft master plan.

There are several ways you can provide feedback:

- Visit Council's website to complete an online survey or fill out a feedback form at www.sunshinecoast.qld.gov.au
- Email your comments to PlaceMakingMooloolaba@sunshinecoast.qld.gov.au
- Come along and chat with the project team at one of the public feedback session events:

Thursday, 17 September
5pm - 8pm
Mooloolaba Surf Club Events Room

Saturday, 19 September
8am - 11am
Opposite Loo with a View,
Mooloolaba Esplanade

Project Background

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 to undertake a comprehensive planning and design review. This is intended to promote innovative urban design and place development outcomes that will set a strong strategic direction for Mooloolaba while maintaining natural assets and enhancing lifestyle.

Council is committed to engaging the community throughout this master planning process to create a shared vision and plan to shape the future of Mooloolaba.

The Draft Master Plan

The draft master plan is an aspirational and visionary document that explores a range of opportunities and initiatives to provide direction towards Mooloolaba becoming an outstanding tourist and residential locality.



Artist impression of a revitalised Foreshore & Esplanade (for illustrative purposes only)

Place Making MOOLOOLABA

The draft master plan proposes a vision that promotes Mooloolaba's natural beauty and greatest asset - the beach.

Four key precincts were identified during community consultation. Collectively, these four places create distinctive locations that promote positive change, such as creation of new public space, aspirations for future development outcomes, and improved access and movement.

1. Foreshore & Esplanade



A place that encourages active, healthy living within an additional 40% of public parkland. A wide, continuous waterfront pedestrian and cycle promenade takes in Mooloolaba's greatest natural assets along a 1km string of community, cultural, recreational and event spaces catering to a variety of activities and experiences - from family barbecues on the lawn to hosting weddings, markets, festivals and events.

2. The Mooloolaba Heart



The heart of Mooloolaba is an alternative destination away from the waterfront. It is a walkable hub of subtropical streets activated by a mix of businesses and residential accommodation. It is Mooloolaba's transport hub for bus, public car parking and future light rail, and is activated throughout the day and by night.

NOTE: Artist impressions are for illustrative purposes only.

Vision for the Future

The following vision statement is proposed:

Immerse yourself in, on and under the water at Mooloolaba...

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.

3. A revitalised Wharf precinct



A vibrant leisure and tourism precinct to explore and experience Mooloolaba's enviable coastal lifestyle. It is a place where boating, seafood, aquatic tourism, education and conservation combine with high quality public space and new residential and entertainment uses.

4. Southern Gateway



The Brisbane Road corridor is the main entry into Mooloolaba. The corridor is proposed to be widened to four lanes and accommodate future light rail. Both projects present an opportunity to enhance the gateway arrival experience into Mooloolaba, established by introducing distinctive and memorable treatments along the journey.

Community Engagement Feedback

The first phase of community consultation was held in May 2015, where Council set out to engage with a range of stakeholders and broader community. Watch a video of the Place Making Mooloolaba consultation at <https://youtu.be/HTUq0IKWHkg>

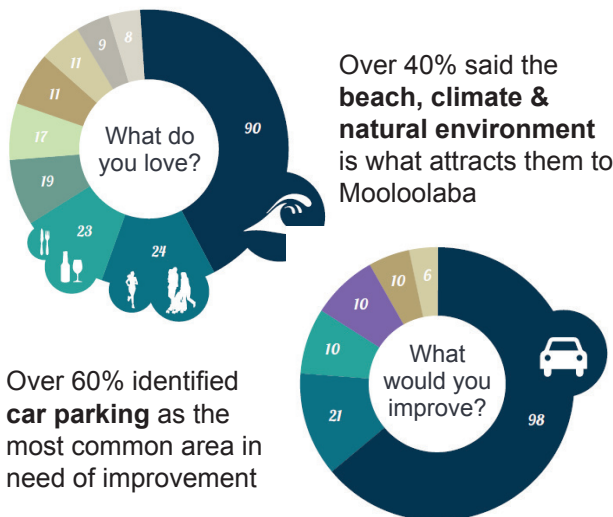
More than 1000 Mooloolaba residents, businesses, and visitors had their say by participating in a variety of engagement activities including completing surveys and attending a 'Chalk Visioning Day' event held on the Esplanade. Key stakeholders were engaged in one-on-one meetings and invited to attend a two day workshop.



During this stage of engagement, consultation aimed to gain an understanding of local values, stakeholder needs and the community's aspirations for the future by asking questions including:

- What do you love about Mooloolaba?
- What would you improve?
- What is your vision for the future of Mooloolaba?

A number of common themes and values emerged.



The initial stage of engagement provided important feedback and direction for the draft master plan. This included the following opportunities and challenges:

- improvements to infrastructure (traffic, public transport & public car parking)
- ability to cater to growing domestic and international tourism markets
- enhanced open space and community facilities
- improved pedestrian and cyclist connections
- infrastructure for festivals, markets and events
- improved economic resilience to carry businesses through low tourism seasons
- more housing accommodation and diversity

Where to from here?

Community feedback received during engagement in September will help Council finalise the Place Making Mooloolaba Master Plan. The final master plan will be considered by Council for endorsement at the end of the year.

For further information on the progress of the master plan, please visit Council's website.

A note from your local councillor

"This is the community's chance to help shape Mooloolaba's future. The final master plan will be presented to Council for consideration later this year.

Council is taking proactive steps on a few key projects which were identified previously and supported in the initial community consultation.

We've called for Expressions of Interest for development of the Brisbane Road car park and started work to upgrade the street-front on the beach end of Brisbane Road, and construction is underway on the Mooloolaba-Minyama separated bikeway."



Cr Chris Thompson – Division 4

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