

SUSTAINABILITY FRAMEWORK

The Sunshine Coast Council has a strong commitment to sustainability and has a corporate vision to be:

Australia's most sustainable region – vibrant, green, diverse.

Several strategies and frameworks are in proposed to support this vision council and clearly articulates an approach to Triple Bottom Line sustainability through environmental, social and economic objectives.

A summary of key documents is as follows:

Peak Oil and Climate Change 2010-2014

In 2010, council released *Climate Change and Peak Oil Strategy 2010 - 2020*. Updated in 2014, this strategy is intended to encourage transition to a low carbon, low oil and resilient future for the Sunshine Coast local government area. This document addresses planning for future sea level rise for the Sunshine Coast and development in the coastal margins.

Council is one of only three local governments in Australia that currently have a strategy to address the impacts of peak oil and climate change.

SMART City Framework 2015

This document supports council's approach to sustainability through the implementation of key SMART technologies associated with development and attracting new businesses. It addresses the management and monitoring of pollution, as well as, key improvements to transport, health and education sectors.

Smart technology opportunities specific to this Master Plan are identified in the following section.

Sunshine Coast Social Infrastructure Strategy 2011

Social infrastructure includes key community facilities that aim to provide places to meet, interact and undertake community-based activities.

Investment in social infrastructure is important for the health, wellbeing and economic prosperity of a community.

Sunshine Coast Sustainable Transport Strategy 2011-2031

The Sustainable Transport Strategy identifies requirements for providing a sustainable, integrated and safe transport system on the coast. It also outlines how council will deliver a sustainable transport system by increasing the number of trips made by public and active transport means.

These documents are all relevant to driving sustainable change and will help realise initiatives proposed by the Master Plan for Mooloolaba.

Six key themes have been identified by the Master Plan, which tie-together the ambitions of council strategies previously described.

The following section outlines council's sustainability objectives with opportunities identified for Mooloolaba to strive towards achieving sustainability objectives.

SCC Shoreline Erosion Management Plan (SEMP) - 2014

The Sunshine Coast's waterways and coastal foreshores are valuable assets that provide significant environmental, social and economic benefits. The effective management of these assets is a priority for council as it strives toward becoming Australia's most sustainable region and protecting its natural advantage.

This will involve responding to immediate erosion issues that threaten significant infrastructure in major storm events while also planning for longer term climate change impacts on the coast, specifically sea level rise and storm surges.

- A. Solar power generation in the public realm
- B. Future light rail
- C. Water sensitive urban design to cleanse road runoff
- D. Outdoor fitness opportunities
- E. Community cultural events on the foreshore

Energy and Greenhouse Gas Emissions

Council Objectives:

The Climate Change and Peak Oil Strategy includes a mitigation framework with the following objectives:

- / Become a carbon neutral organisation
- / Significantly reduce community emissions through engagement, partnership and planning

Project Response:

- / Solar power generation in public spaces (i.e. shade structures or potentially the Wharf pier) and incorporated into developments
- / Built form designed to reduce operational energy use
- / Encourage performance-based assessment of proposed developments including the incorporation of passive design principles
- / Optimise solar orientation including solar access to interior and exterior living spaces, shading and protection of openings and reduced overshadowing
- / Design for natural ventilation and reduced reliance on air conditioning including harnessing cooling breezes, cross-ventilation to individual apartments and insulation
- / Construction using low embodied energy, recycled and recyclable materials

Smart Technology Opportunities:

- / LED street and feature lighting with adaptable control
- / Installation of smart meters on major energy uses
- / Smart parking information (signs or phone apps) to direct people to available parking and minimise the time and emissions associated with searching for a car park

Transport

Council Objectives:

The Sustainable Transport Strategy includes a goal to achieve a shift to public and active transport modes.

Project response

- / Dedicated off-road cycleway along River Esplanade and potential expansion connecting canals to foreshore to The Spit and Alexandra Headland
- / Promote walkability within the precinct through the creation of cross-block links that reduce the reliance on short car trips
- / Enhanced frequency of bus services and reliability associated with four lane road widening
- / Potential for a dedicated shuttle bus loop connecting outer parking areas to the Wharf, foreshore and The Spit
- / Road widening project designed to accommodate future light rail
- / Provide end of trip facilities

Smart Technology Opportunities:

- / Public bicycle hire docking stations
- / Electric bikes
- / Priority parking for electric vehicles with charging stations
- / Smart parking (signs or phone apps) to reduce time spent searching for a car park, thereby lowering carbon emissions and reducing local traffic congestion
- / Real-time public transport information



Natural Environment and Open Space

Council Objectives;

Public open space upgrades should align with council's sustainability aspirations and encompass a whole of Mooloolaba approach to water sensitive urban design (WSUD) and environmentally sustainable design.

- / Preserve the natural environment including the Sunshine Coast's outstanding beaches and waterways
- / Create an engaging and inclusive public realm

Project response:

- / WSUD to capture and cleanse road runoff for reuse or discharging into adjacent waterways
- / Undertake measures to protect, retain and enhance foreshore vegetation and dune habitats
- / Integrate environmental education where possible
- / Subtropical landscape design and native planting palettes that are conducive to the local climate and minimise water consumption
- / Rainwater collection and reuse in private developments and for the school oval
- / SEALIFE Mooloolaba (Underwater World) to amplify awareness of its marine rescue and environmental education programs
- / Children's water play area to utilise sea water to minimise potable water use

Smart Technology Opportunities

- / Audio equipped IP cameras and sensors to monitor locations and provide irrigation on a needs basis rather than a schedule
- / Installation of smart meters on major water uses

Social (healthy and accessible)

Council Objectives

One of the six visions of the Social Infrastructure Strategy is to create involved and connected communities.

Project response:

- / Improve walkability, cycling and connectedness in the community
- / Promote the healthy and active Mooloolaba lifestyle through the provision facilities that cater for fun outdoor exercise such as the 'Great Ocean Walk', outdoor fitness equipment, adventure play area, beach volleyball courts and tidal pool
- / Provide equitable access for all members of the community through DDA compliant provision of pathways, car parking on the Esplanade, and public amenities equipped with "Changing Places" facilities to support people with a disability who require assistance
- / Promote Mooloolaba's healthy and active reputation through enhancement of athlete and spectator amenity of major sporting events such as the Mooloolaba Triathlon
- / Refurbish the Loo with a View with potential for integrating a visitor and interpretive centre to showcase Mooloolaba's natural environment, businesses, lifestyle and history

Smart Technology Opportunities

- / Audio equipped IP cameras and sensors to monitor locations where safety is a concern
- / Outdoor equipment that can track your progress
- / Access to council information via smart phones

Cultural (happy)

Council Objectives

A key feature of the Social Infrastructure Strategy is the concept of strengthening 'community hubs'. With a community hub defined as a space where communities gather and meet, and supported by a range of compatible land uses including education, retail, commerce and transport.

Project response

- / Creating cultural/community destinations such as the community hub in the Heart of Mooloolaba
- / Integrate artwork throughout Mooloolaba
- / Enhance the setting for major cultural events, such as the creation of the foreshore amphitheatre
- / Promote a calendar of community, cultural and culinary events that enhance social interaction and exposure to new and varied experiences such as outdoor cinemas, long table dining, creative markets, music and artistic festivals
- / Form a community group tasked with establishing creative pop-up events such as street markets, food truck nights and temporary art installations
- / Recognition of indigenous culture through integrated design, interpretative elements and art outcomes

Smart Technology Opportunities

- / Provide WiFi hot spots in public spaces
- / Interactive digital art such as projection art to create 'WOW' factor
- / A 'Creative Mooloolaba' mobile application informing visitors and residents of events and encouraging community ownership

Adaptation to climate change

Council Objectives

The Climate Change and Peak Oil Strategy includes an adaption framework with the following objectives:

- / Identify and plan for climate change risks
- / Adapt to the impacts of climate change

Project response

- / Design the foreshore to cope with seawater inundation
- / Provide seawall designs and durability that mitigate foreshore erosion problems
- / Using street planting and green walls to reduce the impacts of the heat island effect
- / Design the built environment to be responsive to climate and minimise reliance on air conditioning
- / Design ground floor and basement levels of buildings to increased flood immunity and resilience
- / Real-time information display of visitor and interpretive information detailing climate, tides, rainfall, etc. in order to raise awareness of environmental processes
- / Undertake further drainage studies and modelling in Mooloolaba
- / Provide a diverse mix of trees (in terms of age and size) to build resilience in the tree population of Mooloolaba, preparing for climate change readiness and meeting sustainability and diversification principles. This may include introduction of appropriate non-indigenous or exotic trees (particularly in the Heart) to provide features within the streetscape and for use within constrained or small spaces
- / Undertake assessment of environmental hazards (e.g. flood, rising sea level, bush fire, landslide, etc.) as part of future Planning Scheme studies

- / Develop strategies to address climate change and sea level rise to enhance the resilience of the foreshore (and wider town), guiding parkland and built form levels and edge interfaces
- / Sand replenishment of the northern beach as part of the Mooloolaba SEMP dredging program and investigate upgrades to sea/revetment walls

Smart Technology Opportunities

- / Audio equipped IP cameras and sensors to monitor locations that may be prone to seawater inundation to study the conditions and develop an appropriate response



PLACE MAKING

The Master Plan has been prepared following a place making process. This has involved a collaborative and consensual process of community and stakeholder engagement. Paying attention to the physical, cultural and social identity and assets of Mooloolaba, the Master Plan provides a vision, principles and strategies for four unique and interrelated places across Mooloolaba.

The Master Plan also identifies governance and key actions for a collective desired future character. Governance and specific place making mechanisms are critical for directing future development, as well as, providing short-term activation and public art outcomes in accordance with a general place making theme.

Theme

The proposed place making theme for Mooloolaba is 'Immersion'. To immerse, is to cover completely, to submerge and also involve oneself deeply in a particular activity.

'Immersion' references the natural absorption of being in nature - the rock pools of the northern beach front, swimming in the waters of the naturally sheltered surf beach, walking along the waters edge or breathing in the sea air.

The philosophy of 'immersion' is not only inspired by the obvious references to the coastal beauty of Mooloolaba and its water themed vision but immersion also references the renewal or refreshment of the physical and mental aspects of those who visit Mooloolaba.

For residents, immersion within a friendly, empowered and creative community reinforces personal attachment and pride for Mooloolaba.

immersion

- ... in water
- ... in nature
- ... in life
- ... in community



Short-term Activation & Events Overlay

As part of the desire to catalyse short-term immersive activity, a range of recommendations are identified.

Considerations:

- / Lack of broad scale flat open space for events
- / Establish a calendar of new, complementary themed events that align with the Mooloolaba vision

Recommendations:

Community family friendly events including:

- / Use of the school oval for events such as fairs, circus or other large outdoor events
- / Outdoor movies and other large events in the foreshore amphitheatre
- / Small scale intimate performances and pop-ups to activate the Wharf, laneways and foreshore parkland
- / Wedding ceremonies and receptions on the foreshore or at the Wharf

Culinary events including:

- / Food trucks, pop-up kiosks and night markets
- / A 'Seafood Festival' at the Wharf or on the foreshore
- / Long table dining in the park providing a shared use space and opportunity for locally catered events

Artistic and creative events including:

- / Outdoor art and sculpture festival
- / Art afloat in the marina or tidal pool
- / Projection art in the foreshore parklands, in the Heart, along streets and in lanes
- / Cinematic art in the amphitheatre
- / Headland sculpture walk



Community events & activities

family friendly / fetes / music / markets / moveable furniture

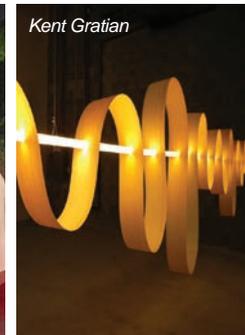


Culinary events

food trucks / pop-up kiosks / seafood / long table dining



Craig Walsh



Kent Gratian



Artistic events

temporary sculpture / street closure / projection / light

Public Art

The Master Plan has been coordinated with the council's Public Art Officer to identify existing public artworks and consider the Sunshine Coast's wider public art strategy for Mooloolaba. Council's Public Art Policy Statement commits to creating vibrant and attractive places through public art that is innovative, stimulating and relevant to public spaces and enriches their character and identity.

Six principles apply to the provision of the region's public art collection:

- / Excellence in project initiation, concept, design and fabrication
- / Transparent decision-making processes
- / Contribution to local community character
- / Meaningful community engagement
- / Contribution to the regions economy
- / Building the capacity of local artists and arts organisations

The following distinct artwork and creative program opportunities have been identified to align with the overall vision, principles and strategies of the Master Plan.

- A. Entry Statements (Possible Budget = 4 x \$400,000)
- B. Discovery Artworks (Possible Budget = 5 x \$200,000)
- ▬▬▬▬▬ C. Pathway Integration (Possible Budget = 4 x \$200,000)



A. Gateway Entry Statement

Landmark public artworks mark the gateways to Mooloolaba. Locations are proposed at key foreshore and wharf arrival points for residents and visitors. The work could feature as one singular marker or multiple markers at key entry points. This work could be of a large scale, providing a destination arrival / meeting point, wayfinding and location marker, and landmark feature to engage with locals and welcome international visitors.



Southern foreshore



Northern foreshore



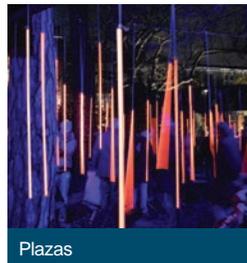
Water plaza

B. Discovery Artworks

Discovery artworks engage visitors through interaction along the foreshore parklands, encouraging social gathering. The site offers an opportunity to commission an artist or series of artists who will create artworks encouraging creative play and engagement and has the potential to incorporate an environmental approach.



Parkland play areas



Plazas



Beach



Define corners

C. Pathway Integration

Integrate art into key pedestrian movement corridors and could include sculptural, lighting and ground plane works. These will invite audiences to pause and discover artwork along key routes, promote walking and exploration of the broader Mooloolaba area, and engage the organic landscape into the artworks themselves.



Overhead suspended art



Pavement trails

Current and Future Governance

A place making approach demands a governance model to ensure consensual processes and development outcomes are delivered. In March 2015, Sunshine Coast Council established the Place Making Mooloolaba Master Plan Taskforce. The objectives of the Taskforce are to:

- / Assist with delivering a new holistic vision for Mooloolaba to guide decision-making on key opportunities
- / Assist with defining the community engagement in a place making approach
- / Identify short, mid and long term actions to:
 - / support tourism growth and economic development for the locality and region
 - / prioritise infrastructure upgrades
 - / guide desirable investment
- / drive sustainable development

The Taskforce consists of councillors, officers and community representatives. The community representatives have been selected from a Mooloolaba Business & Tourism, Mooloolaba Surf Club, Mooloolaba State School, and Mooloolaba Business & Tourism.

The Taskforce will provide strategic advice to council's Integrated Project Team (IPT). The IPT consists of the Place Making Mooloolaba Master Plan Project Manager and the lead representatives of a range of council departments, including:

- / Community Services - Community Facilities and Planning
- / Regional Strategy and Planning - Strategic Planning
- / Infrastructure Services - Transport & Infrastructure Management Project Delivery
- / Corporate Strategy & Delivery - Economic Development.

Importantly, the Taskforce will also assist in the development and direction of a strategy for future funding and prioritisation of projects and a proposed implementation schedule.

In short, the Taskforce sets the direction and guidance for the establishment of the Master Plan and will work closely with council's IPT to direct and deliver the desired outcomes from the Master Plan.

Community representatives on the Taskforce would ideally represent community activation groups that plan and instigate change at the local level. Examples of such include the Maroochydore Revitalisation Association, Caloundra Chamber of Commerce, Nambour Alliance and initiatives such as PLACE+ Beerwah.

Working with a possible place manager (see below), the community representatives/groups would be encouraged, supported and empowered by council to take action at the local level, which aligns with the desired future character of the Master Plan. This form of partnership approach provides community groups with direct responsibility and capacity building capabilities.

Additional governance might include the establishment of a place manager for Mooloolaba (with potential seed funding by Sunshine Coast Council) who would work in tandem with the Taskforce, IPT and community representatives and carry forward the work of the project manager of the Master Plan to implementation.

The place manager would also drive new economic, retail, tourism and place making strategies and actions for the short, medium and long-term. The place manager would actively engage with and supported by local businesses, residents and stakeholders and coordinate actions with the Taskforce and IPT.



VALUE BENEFIT

The economic and social strategy for the Master Plan aims to encourage sustained economic activity at different times of day and throughout the year.

A significant focus of the Master Plan is enhancement of existing leisure and tourism facilities and activities to encourage a wider mix of leisure, retail and cultural land use, adaptive public realm for major sporting events and pop-up entertainment experiences.

New Development

Considerations:

- / Reinvigorate the Wharf
- / Create opportunities for enhanced day and night time economy
- / Attract more national and international events
- / Lack of social infrastructure provision centrally located within Mooloolaba

Opportunities:

- / Encourage redevelopment of the Wharf site as a mixed use precinct that promotes an aquatic focus and character including leisure, retail and waterfront dining activities together with hotel, residential and short-term accommodation
- / Seek further investment opportunities for new tourist infrastructure/operators, which will encourage visitation to the area
- / Potential future enhancement of SEA LIFE Mooloolaba (Underwater World) with active edges sleeving the facility and providing leisure based businesses fronting onto new public spaces
- / Investigate new events and promotions that will encourage tourism and economic activity outside of the traditional tourism seasons
- / Consider flexibility in revitalisation and redevelopment outcomes to cater to a range of uses and activities. This includes broadening the appeal of the precinct to encourage a diversity of services, events and users.
- / Identify key priority projects that will invigorate the Mooloolaba economy (i.e. foreshore enhancements, Wharf redevelopment and mixed use development at the Heart of Mooloolaba)
- / Work in partnership with existing event organisers to pursue opportunities for other events to be introduced to Mooloolaba
- / Invest in the provision of social and cultural infrastructure and spaces by integrating a new community facility/meeting place or 'hub' within the Heart of Mooloolaba to meet diverse community needs and enhance community wellbeing
- / Provide community facilities, services or networks which will support individuals, families and groups in an accessible and convenient centre close to residential areas, employment locations and transport.

- Existing significant scale development
- Future redevelopment within the Master Plan scope area
- Brisbane Road car park redevelopment site
- SEALIFE Mooloolaba (Underwater World)
- Community Hub



- / The 'hub' would promote a cohesive, inclusive and healthy community by provide a space that brings locals together, enhancing sense of community by encouraging active community participation, promoting healthy lifestyles, supporting community engagement and capacity building, and supporting the arts and cultural development.

- / The 'hub' would look to offer a full range of facilities and services, such as:

- family support services (e.g. parenting support)
- targeted facilities/services for groups with special needs (e.g. people with a disability, indigenous and culturally diverse people)
- universal facilities such as education, training, sport and recreation services, emergency and safety services, arts and cultural facilities, and community activities

The Master Plan also recognises existing mechanisms within the current Planning Scheme for public car parking integration into new developments, which includes:

- / Providing a proportion of public car parking on-site for each development
- / Linking car parking facilities between adjacent sites to improve vehicular access and limit unnecessary traffic circulation / movements on the local road network
- / Consolidate parking into well-positioned locations as public car parking structures

Community Hub

“Investment in social infrastructure is essential for the health, wellbeing and economic prosperity of communities. It plays an important role in bringing people together, developing social capital, maintaining quality of life, and developing the skills and resilience essential to strong communities.

*There is growing international recognition that investment in human and civic assets is **vital to economic prosperity and social wellbeing**, reflected in the social inclusion movements in the United Kingdom, Europe and Canada, and more locally, the SEQ Regional Plan. Communities that offer opportunities for human development and the capability to lead worthwhile lives have **strong social capital, and act as magnets for investment and growth.**”*

South East Queensland Regional Plan 2005–2026: Implementation Guideline No. 5 - Social infrastructure planning, p.10:2007

Visitor Experience

Considerations:

- / Feedback from the community indicating poor visitor experience at the Wharf due to the age of the development
- / Poor southern entry corridor arrival experience
- / Dispersed public car parking

Recommendations:

- / Enhanced tour boat and cruise ship visitor experience via creation of a new arrival pier and pontoon
- / Create a 'Great Ocean Walk' around Alexandra Headland
- / Refurbish the Loo with a View and consider opportunities for a new visitor and interpretive centre
- / A multistorey public car park on the Brisbane Road site with increased capacity and electronic signage as an easily accessible arrival point
- / Enhancements to Brisbane Road and bridge over Mayes Canal to create an identifiable and memorable arrival experience
- / 'Park 'N' Ride' facilities to cater for peak tourist seasons
- / Collaborate with school to use the oval for community events outside of school hours (subject to further discussions with relevant authorities)

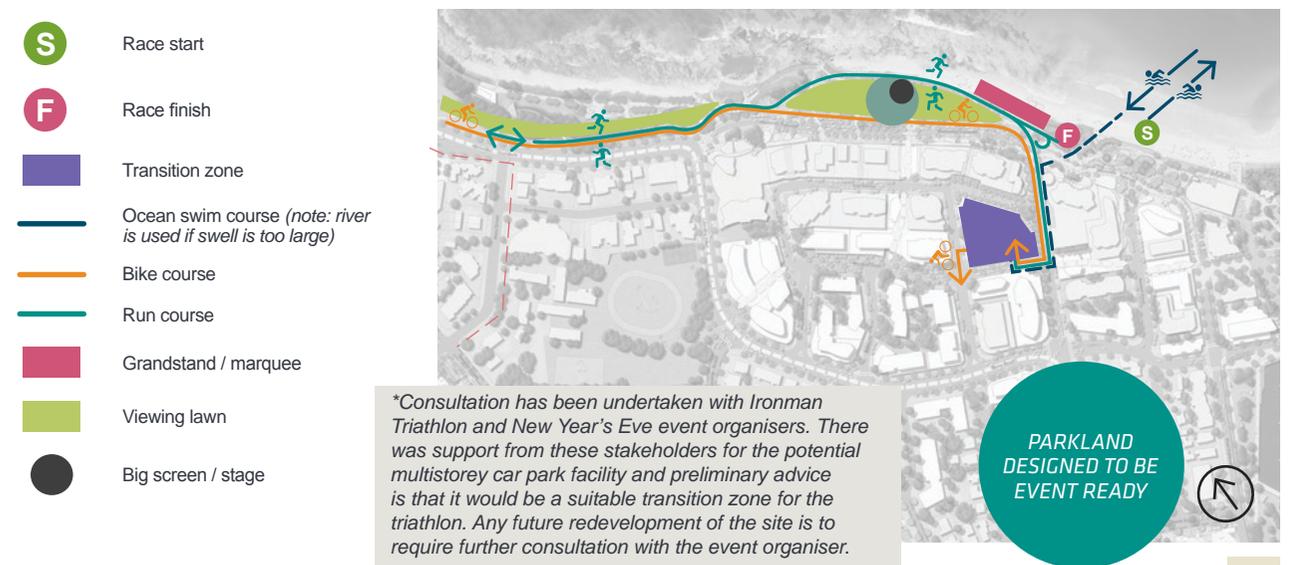
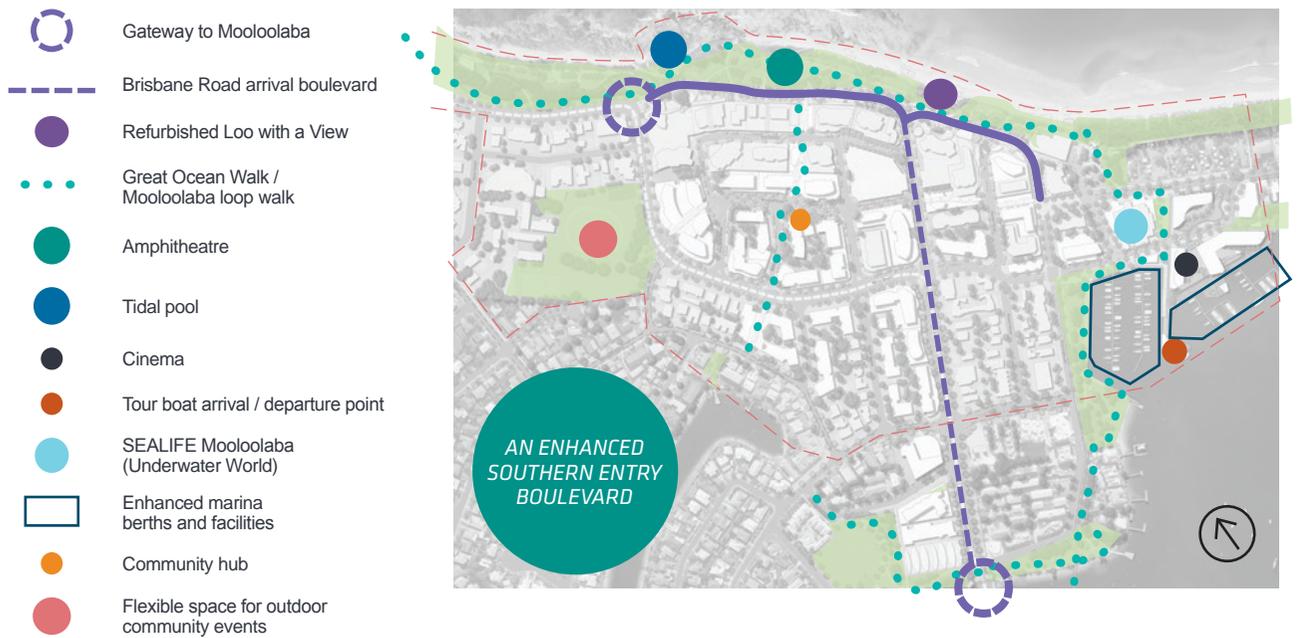
Major Events

Considerations:

- / Build upon the reputation and quality of experience offered by existing major events, such as the Mooloolaba Triathlon and New Years Eve celebrations

Recommendations:

- / Remove foreshore clutter to cater for large crowds during events
- / Design to orientate spectators towards an ocean backdrop
- / Enhanced triathlon competitor experience through specifically designed pathway routes and widths through the revitalised foreshore parkland
- / Enhanced triathlon spectator experience through manipulation of foreshore parkland landform to enhance viewing opportunities
- / Creation of a central amphitheatre as the hub of triathlon and New Years Eve celebrations with space for temporary big screens and stage/s
- / Promote the Wharf as an alternative nightlife space for New Years Eve and after race celebration destination
- / Opportunity for new reinvigorated foreshore to be leveraged as a stage for new high profile events such as the Americas Cup



*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.