

## First Avenue Major Upgrade

### Streetscape Project – Concept Design

**April 2018**

Project number: H1670

### About the project

A major streetscape upgrade is planned for First Avenue, Maroochydore. The proposed concept design connects to the new First Avenue extension as part of the newly expanded Maroochydore CBD. The proposed upgrade provides an attractive and safe environment for pedestrians and cyclists, provides improved and increased spaces for local businesses, helps calm local traffic and delivers new trees, plants and street furniture. It also improves connections between First Avenue and the newly expanded CBD, Aerodrome Road and other areas including The Esplanade and Duporth Avenue.

### A new high street for Maroochydore

As the commercial and retail heart of the Sunshine Coast, Maroochydore is expected to experience a 41% increase in population and considerable growth in economic activity by 2026.

With construction of the newly expanded Maroochydore CBD in progress council is also focusing on surrounding areas to deliver improved streetscape outcomes that benefit residents, visitors and local businesses.

Council has developed a proposed streetscape design for a major upgrade of First Avenue (from Aerodrome Road to The Esplanade and Duporth Avenue bridge).

The proposed design includes practical improvements to help First Avenue operate more safely and efficiently. It also significantly enhances the look and experience of the area to help maintain and build upon Maroochydore's already strong economy.



Artist impression - concept design. View south (more on page 4)

The upgrade has a strong placemaking focus and aims to:

- provide a safer and more attractive environment for pedestrians and cyclists with wider footpaths, shared spaces, improved crossings and connections to existing and future pedestrian pathways and cycleways
- be a catalyst for maintaining and attracting new business including providing more space for potential outdoor dining and night-time trade
- transform First Avenue into a shady, green and people-friendly CBD street with large trees, plants and street furniture
- help to calm traffic
- encourage more sustainable transport options including improved access to current and future planned public transport
- incorporate smart city technology, using information and communication technologies to connect people and processes.
- upgrade and relocate existing services.

## Proposed upgrade design

A key goal of the proposed concept design is to increase activation on First Avenue by providing safer pedestrian, cyclist and motorist movements including:

- improving pedestrian crossings - two raised pedestrian crossings along First Avenue; a raised pedestrian crossing along Cornmeal Parade and a scramble crossing at the intersection of First Avenue, Duporth Avenue and The Esplanade. A scramble crossing is a traffic signal movement that temporarily stops all vehicle traffic allowing pedestrians to cross an intersection in every direction at the same time
- upgrading footpaths and driveways
- improving access for people with disabilities, prams, motorised scooters and other non-motorised forms of transport
- fixing footpath level variations where possible
- providing on-street car parking on the eastern side of First Avenue

- transforming the eastern side of First Avenue including extending kerbing and landscaped areas and new street furniture
- transforming the western side of First Avenue into a 6m wide, shared path for pedestrians and cyclists with a continuous, centralised planting strip. On-street parking to be removed and consolidated into more suitable, nearby areas
- relocating the two bus stops along First Avenue to The Esplanade and upgrading them to minimise conflict with other First Avenue street users.
- extensively landscaping the area including mature trees, feature planting and street furniture
- incorporating a loading zone.

A diagram showing the proposed concept design has been included on page 5 of this newsletter.

## Trees and landscaping

The First Avenue Major Upgrade proposes major landscape design improvements including the planting of approximately 60 new trees and 1500 new plants to provide a welcoming, green environment for residents and visitors.

## Parking – Maroochydore precinct

In October 2017 council adopted a Maroochydore Local Area Parking Plan which identifies several short-term (1-5 years) and long-term (5-10 years) actions to reduce the impacts of parking demand. The plan has been considered as part of the First Avenue Major Upgrade design.

## First Avenue parking plan

The proposed First Avenue Major Upgrade parking plan design includes:

- retaining on-street parking on the eastern side of First Avenue
- removing all on-street car parking from the western side of First Avenue to accommodate the shared path for

pedestrians and bicycles (and replacing these car parks when Cornmeal Place is reconfigured – see below)

- retaining three disabled parking bays in the area
- retaining one loading zone in First Avenue
- relocating the existing two bus stops to The Esplanade.

A map showing the before and after parking plan for the First Avenue Major Upgrade is included on page 6 of this newsletter.

### Cornmeal Place reconfiguration

The Cornmeal Place car park will be reconfigured. New line marking will deliver an additional 29 standard parking bays to the car park.

The combination of the proposed First Avenue Major Upgrade and Cornmeal Place car park reconfiguration will deliver an additional 12 standard parking bays to the local area.

### Indicative timeline

- April 2018 - Proposed design released
- By December 2018 – Final design\*
- July 2019 - July 2020 – Construction\*

\*This timeline and proposed concept design is indicative only and subject to confirmation of final design, budget and available funding. Some elements of construction may be staged or altered as resources dictate.

## A note from your local councillor

I'm excited about the potential that this major upgrade offers First Avenue.

It will not only provide much needed safety and aesthetic improvements for the street but the opportunity to become a much loved and utilised 'High Street' for locals and visitors alike.

The current concrete hardscape will be transformed into a tree lined street complete with shared spaces for pedestrians and cyclists and a vastly improved environment for businesses to operate.

First Avenue's extension into the newly expanded CBD means the street's position as a major connection in the region is further strengthened.



*Cr Jason O'Pray – Division 8*

### Further information

To learn more about this project, contact council on the details below.

P: 5475 7272 or 1300 007 272 (free call number – excludes mobiles and callers outside Sunshine Coast area)

E: [mail@sunshinecoast.qld.gov.au](mailto:mail@sunshinecoast.qld.gov.au)



# First Avenue Major Upgrade Concept Design - Artist Impressions



Artist impression concept design – George Street view



Artist impression concept design – Cornmeal Parade view



# Plans

## First Avenue - transport plan\*

\*Refer also to the Sunshine Coast Parking Management Plan, Local Area Parking Plan- Maroochydore.

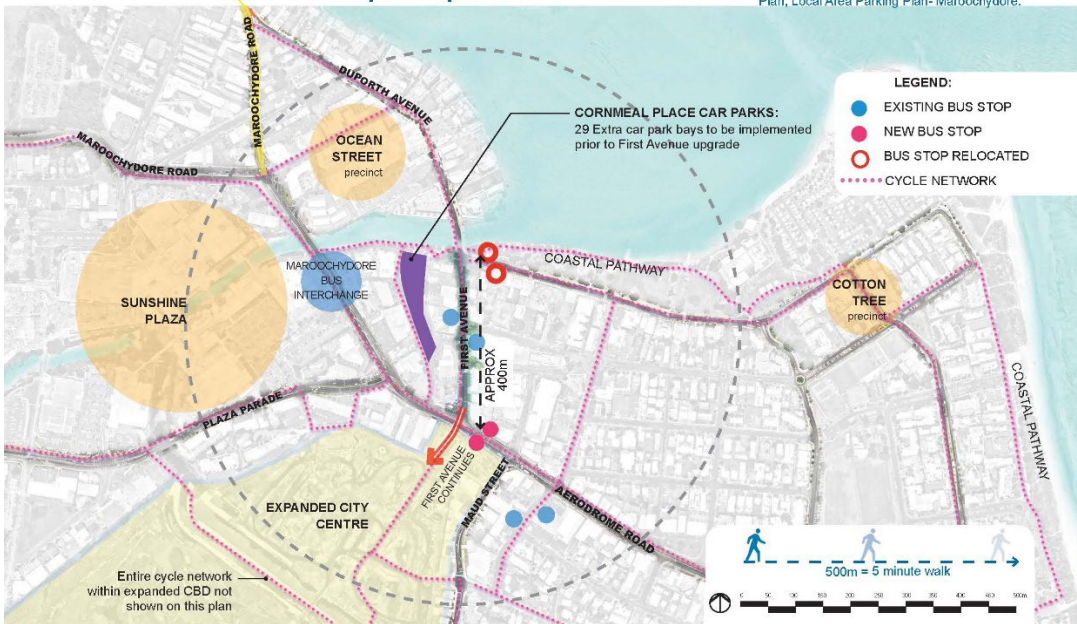
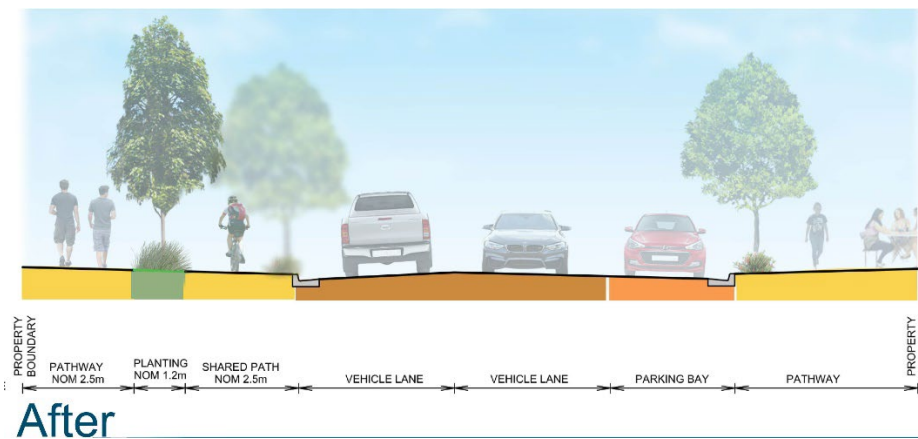


Figure 1 – Location of First Avenue in transport plan for surrounding area



### After

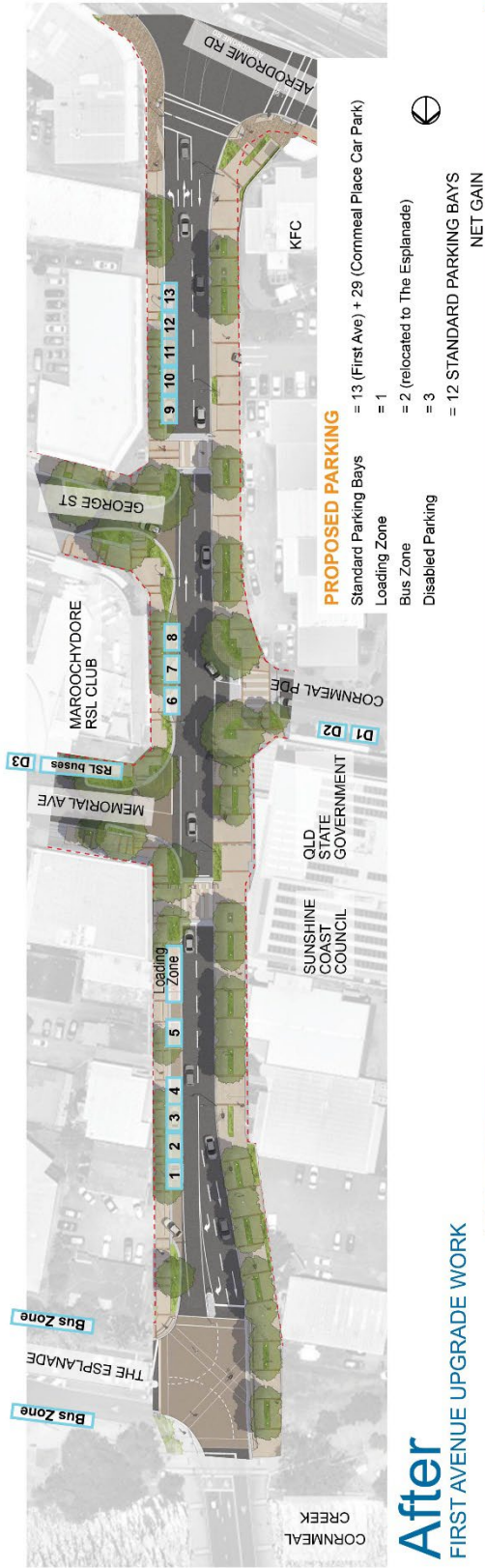
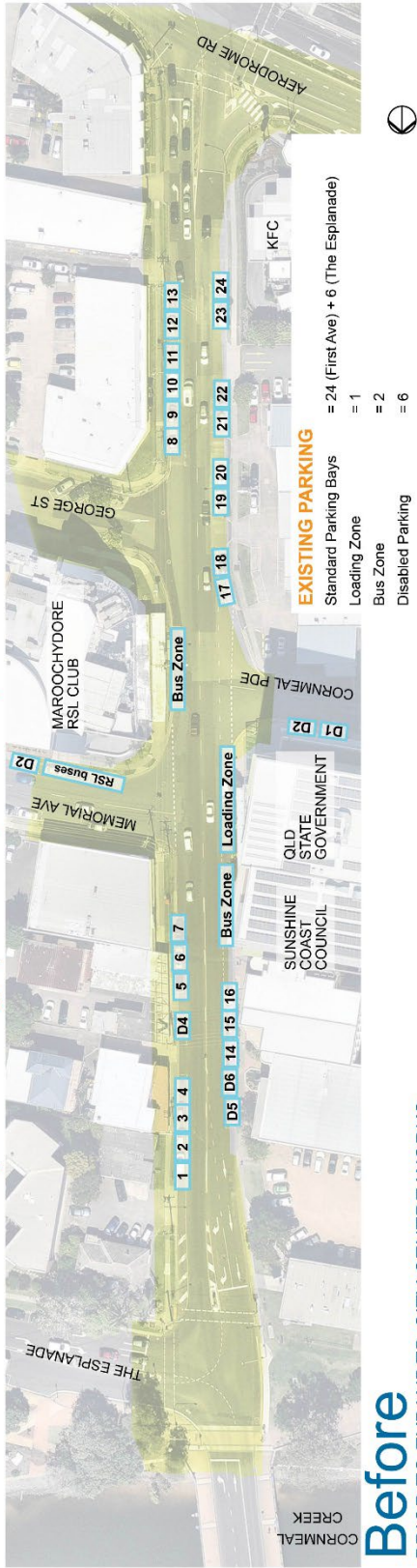
Figure 2 - Indicative cross section of new western side of First Avenue with six-metre wide shared path for pedestrians and cyclists and continuous centralised planting strip.



Figure 3 - Indicative Planting Plan of First Avenue Upgrade – 5 before (pink) and 60 after (green) upgrade. With also be approx. 1500 plants for underplanting.

# Indicative Parking Plan

## First Avenue - parking plan (indicative)



**Sunshine Coast COUNCIL**

**FIRST AVENUE - MAROOCHYDORE**  
MAJOR UPGRADE - STREETScape PROJECT

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