

First Avenue Major Upgrade

Streetscape Project

September 2023

Project number: H1670

About the project

A new attractive streetscape will soon transform First Avenue, Maroochydore (from Aerodrome Road to The Esplanade and Duporth Avenue Bridge) into a vibrant, shady and inclusive CBD, providing businesses, residents and visitors a more inviting space to live, work and play.

Project timing

First Avenue will soon be upgraded. The final streetscape design, which has been developed in consultation with the community, delivers practical improvements to help the street operate more safely and efficiently, and enhances the look and experience of the area.

Council will issue a public tender in late September 2023 to seek suitably qualified construction contractors to deliver the works. Construction is expected to start in the first quarter of 2024.

Details of the construction schedule will be shared with our community, including local businesses and residents, once a successful contractor is appointed.

In addition to Council's funding contribution for the project, the Queensland Government has contributed \$2 million under the 2021-24 South East Queensland (SEQ) community stimulus program for the project.

About the design

The streetscape design will:

- provide a safer and more attractive environment for pedestrians and cyclists
- 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.



Artist's impression: Scramble crossing at corner of The Esplanade and First Avenue

The streetscape design includes:

- improving pedestrian crossings: Two raised pedestrian crossings along First Avenue; a raised pedestrian crossing along Cornmeal Parade, Memorial Avenue and George Street, a scramble crossing (a traffic signal movement that allows pedestrians to cross in all directions at the same time) at the intersection of First Avenue, Duporth Avenue and The Esplanade
- 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
- relocating the two bus stops along First Avenue to The Esplanade and upgrading them to minimise conflict with other users
- extensive landscaping including approximately 60 new trees and 1,500 new plants
- installing new street furniture to provide a welcoming, green environment for residents and visitors

- transforming the western side of First Avenue into a six metre wide, shared path for pedestrians and cyclists with a continuous, centralised planting strip. On-street parking will be removed and consolidated into more suitable, nearby areas. The reconfiguration of the Cornmeal Place has provided an additional 29 standard parking bays to the car park. When combined with the First Avenue Major Upgrade an additional 12 standard parking bays are available in the local area.
- incorporating a loading zone.

Further information

Council's commitment to sustainability means that all future updates will be sent by email as well as available on the project's webpage. To subscribe or contact the First Avenue project team, please email:

FirstAvenueUpgrade@sunshinecoast.qld.gov.au

To learn more about this project and to view the streetscape plan, visit council's website (search First Avenue Major Upgrade project) or scan the QR code below.



Alternatively, you can contact Council on the details below.



A note from your local councillor

Subject to a construction contractor being appointed, 2024 will be the year we see First Avenue start to transform. The local business community has been very supportive of the upgrade and I know, like me, they are keen to see the project started. I invite you to register your details with the project team by emailing FirstAvenueUpgrade@sunshinecoast.qld.gov.au so that you can be kept informed via Council's regular email updates.

Division 4 – Cr Joe Natoli