

Healthy, Active and Event Ready

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

Distinctive Destinations

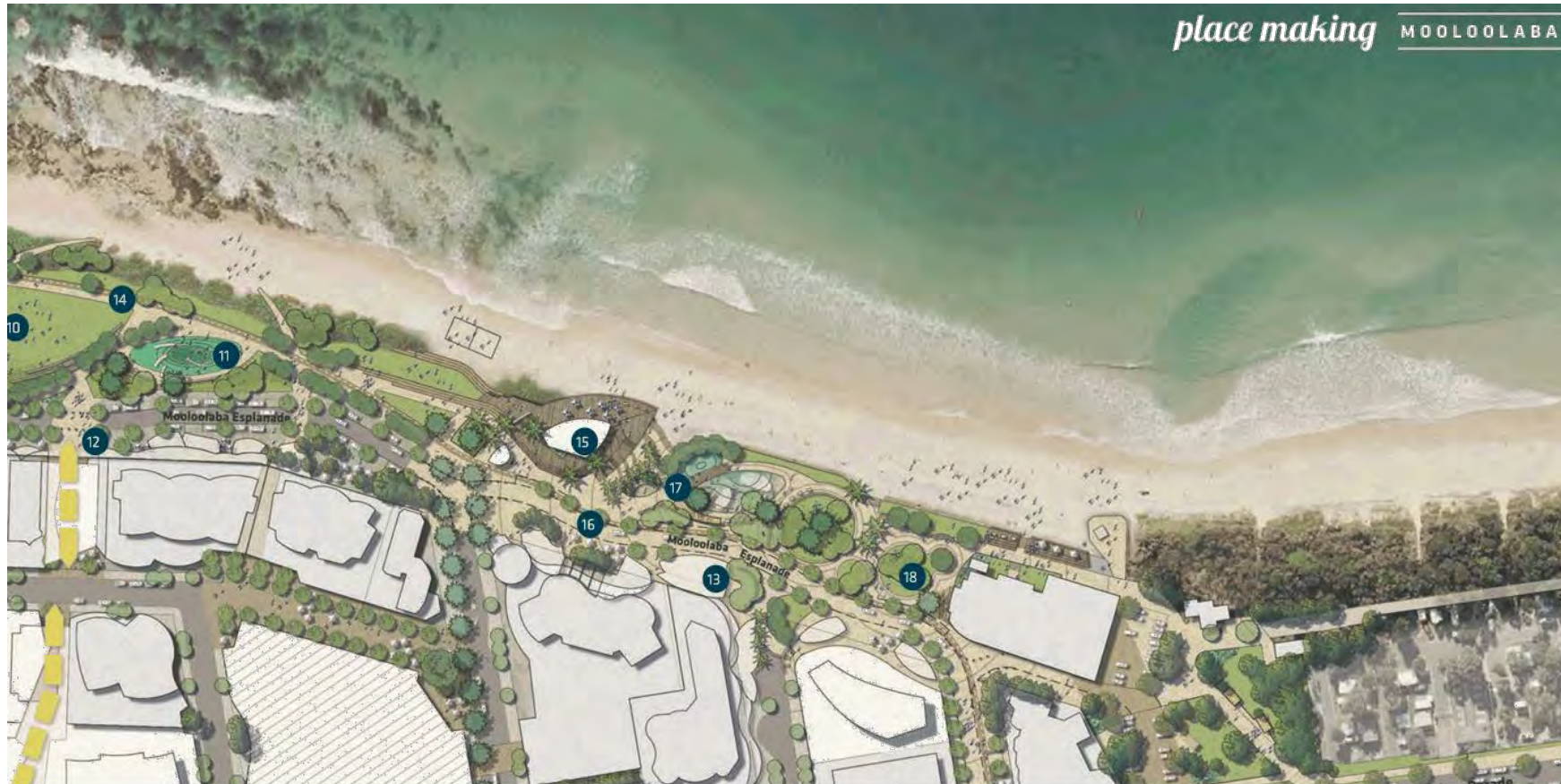
Planned to enhance the visitor experience and create distinctive places for locals and tourists that encourage exploration

Foreshore Evolution

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

Family Friendly

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



- | | |
|--------------------------------|--|
| 1 Headland "Great Ocean Walk" | 11 Junior children's play |
| 2 Cove Kiosk | 12 Beach front plaza |
| 3 Boot camp lawn | 13 Existing Esplanade dining strip |
| 4 Ocean view deck | 14 Pedestrian promenade |
| 5 Adventure playground | 15 Refurbished Loo with a View with potential for integrated visitor and interpretive centre |
| 6 Tidal pool | 16 Flexible Esplanade shared zone |
| 7 Wedding lawn | 17 Children's water play area |
| 8 Long table event dining area | 18 Flexible picnic area and event lawns |
| 9 Event lawn | |
| 10 Amphitheatre | |

Scale 1: 2,000 @ A4



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

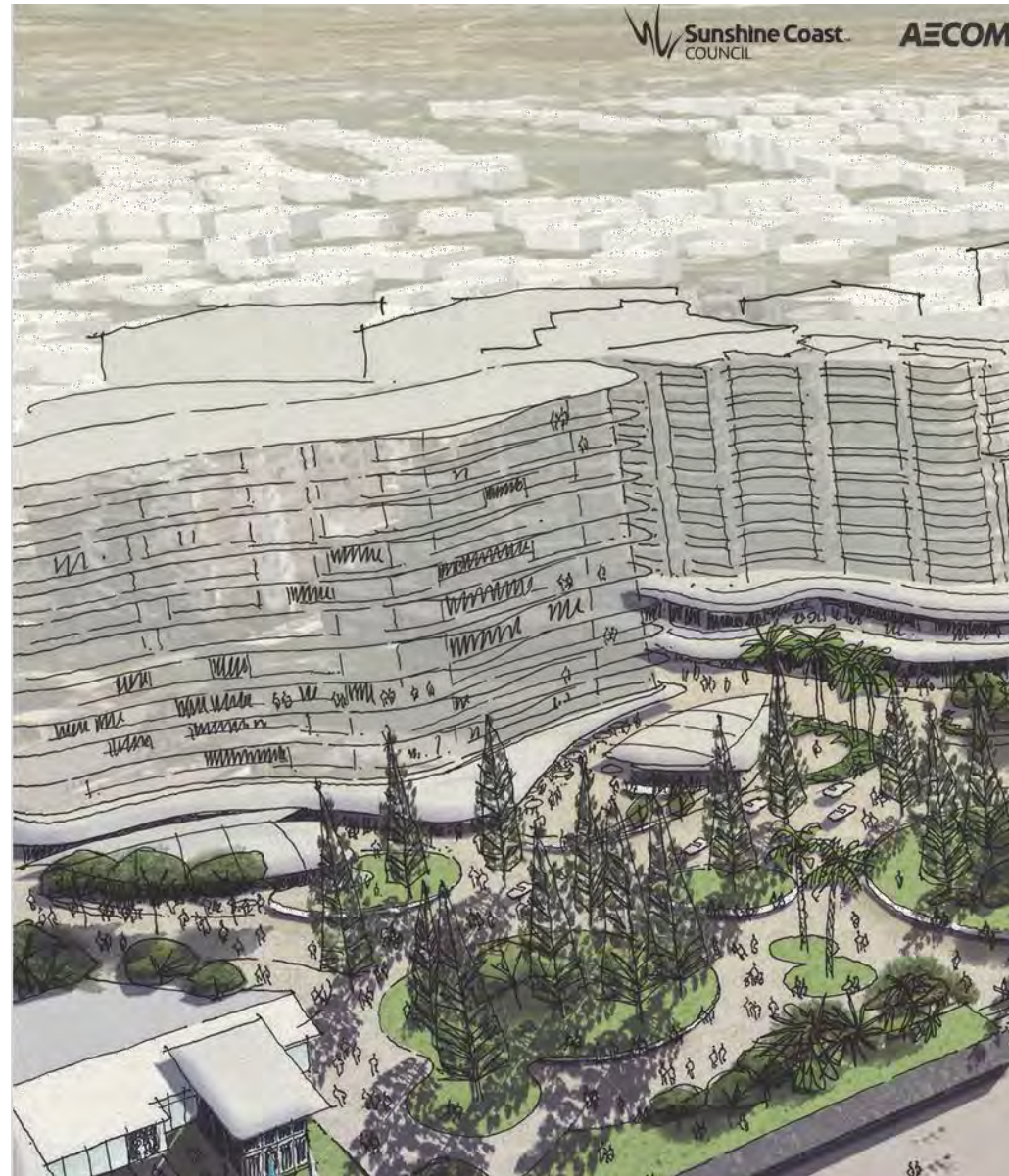
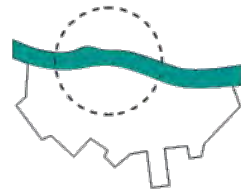
FIVE

places

FORESHORE & ESPLANADE

The removal of existing foreshore car parking from Beach Terrace and the implementation of a low-speed environment along Mooloolaba Esplanade will give priority to the pedestrian and allow for the creation of a world class foreshore parkland that is befitting of Mooloolaba's high amenity and north facing beach.

The foreshore is a vibrant parkland and event space with areas for relaxation and exercise. It is a destination where there is something for everybody, every day and night, all year round.



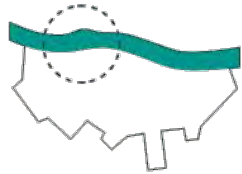


Foreshore perspective looking west towards Alexandra Headland

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FIVE

places



NORTHERN PARKLAND

The northern foreshore parkland is established on a level platform where the existing caravan park is situated.

The removal of the caravan park opens up the cove and rocky beach to enhanced public use and provides a key opportunity to create a 'Great Ocean Walk' that connects to and ultimately around Alexandra Headland.

The northern foreshore provides a strong, healthy and active recreation and fitness role and function. The area caters for walkers, joggers, boot camps and swimmers in the form of the ocean walk, stair climbs, outdoor fitness equipment zone, active lawn area and tidal pool.

Children are encouraged to get active and climb the challenging adventure play structure, play on the flexible kick-about lawns and explore the natural rock pools.

Following a workout, a relaxing stroll or morning with the kids at the Cove Kiosk provides a great place to rest for a coffee or snack and enjoy the striking outlook.

There is potential of the Cove Kiosk to provide community meeting spaces and other social enterprises, such as unique educational opportunities for disadvantaged youth training or employment and vocational training opportunities, as well as performing a park caretaker and custodian function.

- 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 Headiand 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

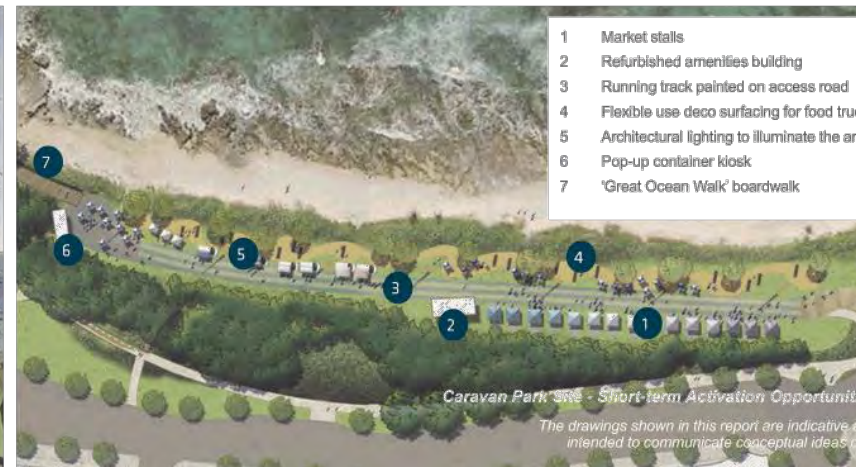
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Adventure Playground

The adventure playground is an exciting and challenging climbing experience that provides children the opportunity to escape up into structures nestled within the treetops of existing vegetation and be rewarded by a panoramic outlook up and down the coastline.

Custom designed tree houses inspired by native Banksia, Pandanus and Casuarina seed pods are nestled into the treetops and connected by rope nets.

Sculpted landform merges with the existing bank to create alternative climbing and slide opportunities that focus inward and also offer a setting for early morning boot camp activities.

The integration of a cycle link along the Great Ocean Walk to be considered by further detailed studies.

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Tidal Pool

Catering to Mooloolaba's healthy and active lifestyle, the integration of a delineated tidal pool within a portion of the existing rock pools would offer a natural tidal pool destination. The tidal pool nestled amongst the natural beauty of this area creates an iconic and memorable experience for a variety of activities and users.

From informal training routines to relaxed recreational swimming and wading, this sheltered area would offer a calm environment for those who find the ocean to be challenging and provides an opportunity for people with disability to swim at Mooloolaba Beach.

The tidal pool would be designed to exist within the most appropriate existing levels of the rock pools and function within an intertidal zone of the shoreline, therefore being submerged by the sea at high tides and providing a natural system of flushing out the water.

This pool-like setting on the beach also offers opportunities for community event uses, such as learn to swim classes and other events associated with festivals and night markets, such as floating art and lanterns, model boat sailing and peddle bike hire.



FIVE places



CENTRAL AND SOUTHERN PARKLAND

The central parkland has a relaxed, organic character defined by sinuous pathways, shady trees, and rolling lawns that gently fall down towards the beach.

The beach interface provides a natural vegetated experience that is framed by hard terracing for erosion control and viewing opportunities at each end.

With enhanced ability to cater for triathlon swim, bike and run courses, the promenade and Esplanade design is clean and clear and bordered by sloping lawns for spectators and a central amphitheatre for big screen viewing, outdoor cinema and music events.

A long table dining area in the parkland and adjacent level event lawn cater for culinary and wedding events.

The visitor experience to Mooloolaba is enhanced by the refurbishment of the Loo with a View and could integrate other community uses such as visitor and interpretive centre in proximity of the existing structure.

The southern Esplanade is converted to a shared pedestrian plaza that integrates children's play, increased lawn area and BBQ facilities overlooking the beach.

This zone allows for slow one-way traffic to access local businesses and has the ability to be closed for community events and peak times such as school holidays.

- 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

Scale 1: 1,000 @ A4



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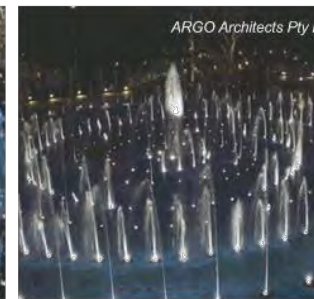
Children's water play and visitor and interpretive centre
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Water Play

The southern children's water play area will provide a safe and enticing experience for young children to explore small, shallow pools, interactive water jets and channels.

Inspired by the natural processes of the ocean, wave spray off rocks and the emptying of rock pools, this zone provides an alternative experience to the sandy beach and an out of season water experience that is warmer than the ocean.

Surrounded by picnic and BBQ facilities, this family focused space is perfect for children's parties and family gatherings.



ARGO Architects Pty L

Long Table Dining

To build upon Mooloolaba's reputation as a prime beach front outdoor dining destination, the 'Long Table Dining' zone will provide a culinary event destination in the park.

This zone can be hired for private events such as weddings while also providing the opportunity for special themed community food events that can be catered for by local restaurants.

An adjacent level lawn area provides spillover space for event expansion or for informal children's play, allowing parents to sit back and relax.

The lawn extends over the roof of an amenities building and kiosk at promenade level, which services the needs of recreation walkers and events at the adjacent amphitheatre.

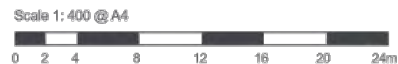


Amphitheatre

The central amphitheatre serves as the community event hub for Mooloolaba. This sculpted lawn bowl nestles into the foreshore landform, allowing for clear ocean views across it.

The amphitheatre will become the spectator hub for the Mooloolaba triathlon, providing a big screen viewing site while being able to see live sections of the race as athletes ride and run past each lap.

The amphitheatre will also be the heart of New Years Eve celebrations and offer the flexibility to hold family related events such as movies in the park and carols by candlelight.



FIVE

places



Specific opportunities include;

- / Redevelopment of the northern caravan site as public parkland with an active recreation focus and shared or segregated cycleway provision along the foreshore
- / Provision of public event space via a centrally located outdoor amphitheatre overlooking the beach
- / Children's water play and adventure play spaces to cater for a range of ages and abilities
- / An accessible tidal pool nested into the rock pools
- / Improved pedestrian and cycle linkages along the beach front to the Wharf
- / An accessible beach front with a balance of hard terraced edges and soft planted dunes
- / Public access around the northern face of Alexandra Headland
- / Enhanced connection to the foreshore area from the Heart via a new centrally located beach front plaza
- / Improved presence and wayfinding of pedestrian links through Esplanade buildings between the foreshore and First Avenue
- / Closure of Beach Terrace car park to vehicular traffic to create an enhanced foreshore parkland (with parking relocated to Brisbane Road multistorey car park site)
- / Improved picnic and BBQ facilities consolidated around children's play zones and best ocean viewing points
- / Shady open space character
- / Relaxed, organic design language inspired by the patterns of the natural environment and in keeping with the existing Mooloolaba urban design, materiality and character
- / Intimate places for weddings
- / Low speed two-way Esplanade between Venning Street and Brisbane Road with short-term parking and drop-off zones
- / Shared pedestrian and vehicle promenade between Brisbane Road and River Esplanade (east bound one-way vehicle movement only)
- / Designed to cater for triathlon swim, bike and run legs and associated spectator and competitor infrastructure
- / An enhanced setting for community celebrations such as New Year's Eve, long table dining in the park and outdoor cinema
- / An enhanced visitor experience at the Loo with a View and possible interpretive centre portraying the stories of Mooloolaba

Character



1. Lawn amphitheatre overlooking water
2. Headland boardwalk
3. Wide pedestrian promenade
4. Cove Kiosk
5. Adventure play nestled amongst the tree tops
6. Tidal pool
7. Children's water play
8. Small children's play area

Simon Eisler

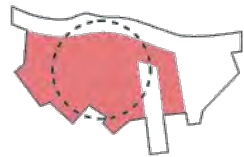
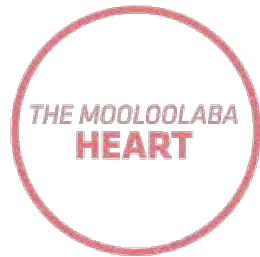
Activity

1. Large scale cultural events such as cinema or concerts in the park
2. Outdoor cinema and concerts in the park
3. Triathlon finish line and spectator hub
4. Outdoor dining
5. Projection events in the park
6. Creative and culinary foreshore markets
7. Art festivals

Materiality

1. Tidal pool merging with existing rock pools
2. Bioretention to cleanse Esplanade runoff
3. Terraced amphitheatre detailing
4. Soft natural dune beach edge
5. Shady shared plaza
6. Plants and materials reflective of a natural, coastal palette
7. Feature lights along the waterfront promenade

FIVE places



MOOLOOLABA'S HEART

The Heart of Mooloolaba is a permeable, pedestrian friendly, mixed use development core that provides an alternative destination to the waterfront for visitors and locals.

The Heart offers a place to live or holiday in a garden setting with all of the benefits of urban living at your doorstep.

It is a place to meet or explore a finer urban grain of streets and pedestrian lanes and discover unexpected retail, culinary and cultural delights.

Access to Mooloolaba's water, natural environments and open spaces is enhanced by the creation of compact and vibrant pedestrian lanes that are the stage for an array of community activities and events.

The Mooloolaba State School will provide enhanced and flexible community open space outside of school hours with potential for temporary public car parking or caravan and camping accommodation during the school holidays.

The heart is connected to the broader Sunshine Coast attractions by high quality cycleway infrastructure and public transport links.

- 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 Wala Street widening, boulevard streetscape treatment and future light rail corridor
- 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



The drawings shown in this report are indicative and







Cross-block Links

A key initiative of the Master Plan is to enhance permeability into the heart of Mooloolaba by exploring the potential to create a series of publicly accessible cross-block links through future development sites.

These connections have the potential to be open air laneways or covered links with active retail or commercial frontages, building foyers, dining lighting and artwork to enhance their attractiveness, vibrancy and surveillance.

The cross-block links shown within this Master Plan are indicative only and subject to further consideration and discussions with interested parties.



Brisbane Road (northern section)

The northern section of Brisbane Road provides a compact, low speed street connection to the foreshore Esplanade.

The redevelopment of the Brisbane Road car park site will create an active street frontage and shady covered pathway to complement the opposite side of the street.

Kerb build outs along the street will define car parking bays, reduce the perceived width of the street, and capture and cleanse pavement runoff.

Signature street trees will form an axis to the beach as a continuation of the Southern Gateway corridor treatment.



Muraban Street

Muraban Street will form a key east to west pedestrian connection through the heart of Mooloolaba and also defines the boundary between the taller building zone to the north and the garden living quarter to the south.

The street will become a lush, landscaped corridor, particularly to the southern side where sun exposure is greater and building setbacks allow for deep planting and a residential front garden interface.

Variable setbacks to new development are to accommodate outdoor dining and under cover pedestrian movements.

- Carriageway
- Parking / planting zone
- Footpath

Scale 1: 200 @ A4

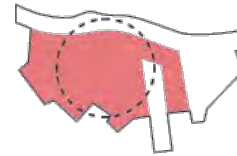
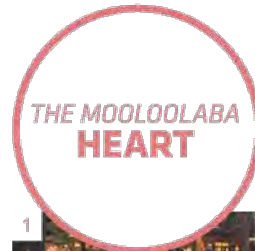


FIVE

places



AECOM



Character

Specific Opportunities include:

- / Redevelopment of the Brisbane Road car park site to include public car park and street level retail with potential for conference facilities and hotel / residential accommodation above
- / A shared zone and public plaza to the eastern end of First Avenue as an arrival experience for visitors exiting the new multistorey public car park on foot
- / Brisbane Road widening and integration of the future light rail system to provide an improved transport mode within an enhanced boulevard streetscape experience
- / East to west cross-block pedestrian connections linking school to the Wharf via Muraban Street
- / North to south central pedestrian connection linking First Avenue to southern canal residential area
- / Improved wayfinding and presence of existing links through buildings between Esplanade and First Avenue
- / Unlocking the school oval site for community recreational and event uses during school holidays and after-hours
- / Opportunity for central community facilities in a community hub development, such as a community art space / gallery, small performance space, meeting rooms, etc.
- / New local street connections to increase permeability and ease traffic load on the Brisbane Road and Walan Street intersection
- / Public transport stops on Walan and Venning Streets to align with key destinations and pedestrian links
- / Enhanced public access to and use of the canal
- / Low speed streets
- / Opportunities for temporary street closures for community events
- / First Avenue activation in the form of wall art, pop-up kiosks and food trucks



1. Podium and rooftop gardens
2. Community hub
3. Compact active streets with kerb side bio-retention
4. Active pedestrian mid-block laneways
5. Garden living apartments
6. Green leafy streets
7. Permeable ground plane through developments
8. Pocket parks as rest and meeting points

place making MOOLOOLABA

Activity

1. Community use of school oval
2. Outdoor night life
3. Food Trucks
4. Street closures for community events
5. Community art space
6. Pop-up kiosks to inactive street frontages
7. Wall art to existing blank facades on First Avenue

Materiality

1. Subtle use of water and planting to soften laneways
2. Canopy tree groves to street corners
3. Atmospheric night lighting
4. Vertical planting to sides of buildings
5. Pocket parks
6. Shade trees in plaza spaces

FIVE

places



Elevated view of wharf site looking east

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THE WHARF

Mooloolaba would benefit from redevelopment of the wharf site into a vibrant entertainment and water themed leisure precinct that embraces its Mooloolah River frontage and integrates activities that promote experiences in, on and under the water.

The precinct could expand boating and marina facilities for locals and visitors, introduce riverfront dining along and over the water's edge, and enhance the SEALIFE Mooloolaba (Underwater World) experience with active public realm interfaces.

A new High Street connects the Wharf site to surrounding streets, creating an attractive, active, shady and walkable experience into the precinct.

A linear pedestrian spine reinforces a strong connection between the beach and marina, drawing pedestrians between the two destinations via a plaza with potential to include outdoor attractions such as sea life tank and a programmed, interactive light and water display.

New residential and resort development would support the holiday accommodation offer within the precinct and include integrated public car parking capacity.

Redevelopment of the wharf should incorporate a strong and active pedestrian spine leading from the beach front down to the marina edge.

A new waterfront boardwalk dining precinct takes advantage of river views while a contemporary pier and boat pontoon creates a high quality arrival experience for cruise ship transferring passengers at a consolidated departure point for day cruises / dive boats

Note: The Wharf site contains a mix of privately held, state and local government tenures and leases. Resolution of these lease arrangements would be required between government bodies and a potential developer in order to realise the vision of the Wharf precinct suggested by this Master Plan.

The proposals contained within this Master Plan are suggestions only and propose a vision for what the Wharf site could become.

The framework for redeveloping this site will require a separate process to the Mooloolaba Master Plan. A future detailed Master Plan study is recommended for developing the Wharf site and to address more detailed site and leasing aspects of the properties.



FIVE

places



AECOM



Character

Specific Opportunities include:

- / Reinvigorate the Wharf as a mixed use precinct
- / Potential redevelopment including a new entertainment facilities and hotel / residential accommodation overlooking the river
- / Improved public and active transport connections to the Wharf and The Spit
- / Enhanced pedestrian links to the Mooloolaba Heart and the Esplanade
- / Opportunity for marina berth reconfiguration and expansion
- / Create a pedestrian / parkland spine linking Mooloolaba Beach and Mooloolaba Surf Club to the Wharf
- / A new central plaza arrival point for the Wharf precinct
- / Upgraded riverfront parkland and public pedestrian boardwalk connection along the marina edge
- / Integration of SEALIFE Mooloolaba (Underwater World) and enhancement of its entry and street interface
- / Opportunity for a new pier as an arrival point for transferring passengers to and from offshore cruise ships and for tourist boat day trips
- / Public plazas and open space demonstrate integrated water sensitive urban design as a commitment to waterway quality preservation
- / Integration of public car parking into developments



1. Tour boat arrival and departure pontoon
2. Water plaza at new SEALIFE Mooloolaba (Underwater World) entry
3. Cinema and garden forecourt
4. River view apartments and public waterfront boardwalk dining
5. Contemporary pier
6. Boutique retail strip
7. Upgraded marina edge parkland
8. River and canal piers

Activity

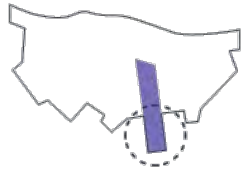
1. River edge promenade picnics
2. Cinema for night activation of pedestrian spine to pier
3. Waterfront dining
4. Fishing opportunities
5. Night time interactive water and light show

Materiality

1. Reflective lighting on the water
2. Resort pools and subtropical gardens
3. Wharf boardwalk seating edge
4. Lighting to water plaza
5. Reuse of wharf piles in the riverfront parklands
6. Contemporary pier detailing

FIVE

places



SOUTHERN GATEWAY

The Brisbane Road corridor is the main entry into Mooloolaba. The proposed Brisbane Road four lane widening and future light rail corridor will provide opportunities to enhance the gateway arrival experience into Mooloolaba by introducing distinctive and memorable treatments along the corridor.

Upon crossing Mayes Canal, visitors and residents will know they have arrived at Mooloolaba with views of people enjoying the relaxed canal-front parkland and a suite of art and built form elements providing distinct sense that you have arrived.

A consistent boulevard theme continues to the beach. Art and built form elements should be encouraged within all new developments fronting the corridor.

Future light rail along the corridor will provide an easy journey into the Heart of Mooloolaba. The corridor is transformed into a striking boulevard axis that leads directly to the beach, lined by signature tree planting, architectural lighting and banners displaying the delights of Mooloolaba.

Revitalisation of Brisbane Road under the four lane widening concept and associated boulevard streetscape works are to allow for future light rail infrastructure and spatial requirements.

Specific Opportunities include:

- / Mooloolaba arrival experience over Mayes Canal to incorporate distinctive architectural detailing and lighting of new bridge structure associated with Brisbane Road widening upgrade and / or the River Esplanade cycleway project
- / Boulevard streetscape upgrades introduced with the widening of Brisbane Road
- / Avenue tree planting with high amenity pedestrian paving, street furniture, and lighting
- / Shared / low speed treatment to Brisbane Road north of the Walan Street Intersection
- / Dedicated off-road cycle link along River Esplanade
- / Enhanced canal-front shared path link
- / Enhanced canal-front parkland with picnic and BBQ amenity upgrades
- / Potential for 'Park N' Ride' facility at the Nicklin Way and Sunshine Motorway interface with Brisbane Road

Entry Experience / Arrival Point



1. Arbor / awning and streetscaping
2. Native coastal planting at Sunshine Motorway exit
3. Architectural light pole detail
4. Bold coloured art and feature elements
5. Iconic street trees
6. Bridges to preserve and enhance water views
7. Striking architecture for future cycle bridge



FIVE

places



Planting

MOOLOOLABA PLANTING AND MATERIALS

Existing Mooloolaba streets and public open spaces exhibit a distinctive and identifiable palette of hard materials and soft landscape planting. The existing materiality of Mooloolaba Esplanade is retained as part of this Master Plan with intention to build upon and integrate with this recently revitalised area to ensure consistent and high quality streetscape and public realm amenity, particularly along the foreshore.

Planting will incorporate predominantly endemic or native coastal species that are appropriate to the Mooloolaba character and climate. These species are to be augmented by the inclusion of iconic species such as the Norfolk Island Pines that exist along the foreshore.

The Mooloolaba palette for hardscape materials should reference the colours, patterns and natural stone and timber that currently exist. These traditional materials are to be complemented by the inclusion of a slightly more contemporary and robust palette of finishes for broad scale areas, such as the proposed parkland pathways and plaza spaces.

The colour and patterning of these finishes are to draw inspiration from the natural coastal environment.



1. Norfolk Island Pines
2. Casuarina
3. Pandanus
4. Hibiscus
5. Banksia
6. Elaeocarpus
7. Hardy coastal undersimry planting such as Westringia
8. Dune planting (Carpobrotus)
9. Bioretention garden (Isolopsis)
10. Eucalyptus tereticornis

Paving



Structures



KEY ACTIONS AND RECOMMENDATIONS

The 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 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 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.
- / This Master Plan does not assess the location of future light rail station platforms. It will be essential to analyse the impact and positioning of the platform stations within the road corridor and surrounding area, as they will influence the type and form of nearby development activity.
- / Mooloolaba falls within the *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

- / Undertake further traffic movement and access investigations (with detailed modelling based upon proposed development outcomes) to understand the operational efficiency of traffic movements to, from and across the precinct, especially along Mooloolaba Esplanade, Brisbane Road, Parkyn Parade and Wan / Venning Street corridor. As part of these investigations, an assessment of active transit movements across the precinct will help inform public realm and streetscape enhancements.
- / Traffic and parking solutions to take into consideration the vision and recommendations of the Master Plan within the Local Area Parking Plan outcomes for Mooloolaba
- / 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 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 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 mixed use developments (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 Master Plan established the Place Making Mooloolaba Taskforce as a critical governance regime. It may also be prudent to consider the establishment of a place manager/activation role for Mooloolaba, who would work in tandem with the Taskforce to help carry forward the initiatives proposed by the Master Plan and work with the local businesses, community groups, and Sunshine Coast Destination Ltd to further develop and market Mooloolaba's sense of identity to the local community and tourist market (regionally and internationally.) Initially, the focus of the role would be to develop and implement an economic activation plan for Mooloolaba. It is envisaged that this role would be a long-term commitment to Mooloolaba.

Further to this, 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 possible future place manager for Mooloolaba.

SOURCES OF FUNDING

The Master Plan identifies a range of priority projects and initiatives, each of which will need a source of funding to be delivered.

Funding opportunities are varied and can involve a range of stakeholders, which may include direct capital funding or other forms of investment from sources including:

- / existing and future (local and state) government programs
- / public private partnerships (PPP)
- / private sector contributions
- / other non-government organisations or entities
- / an array of grants (state and federal governments)

The following table provides an outline of potential government funding sources and their application to the Master Plan initiatives.

Source of Funding	Overview	Application to the Master Plan	Time frames
SCC Capital Works Program: Mooloolaba Suburb - 2015/16 - 2024/25	Sub Program: Streetscapes - Local Centres	Current Brisbane Road Streetscape upgrade from existing \$300,00 budget	2015/16
	Sub Program: Coast, Canals and Waterways – funding seawalls	Beach Terrace seawall renewal from existing \$200K budget	2015/16
		Revetment wall (along northern caravan park) renewal from existing \$300K budget	2016/17
	Sub Program: Stormwater Quality Management	Early foreshore park upgrades including water sensitive urban design from existing \$450K budget	2016/17
	Sub Program: LGIP Active Transport	Minyama to Mooloolaba cycleway from existing \$2.65M budget	2015/16 - 2024/25
		Mooloolaba Esplanade cycle lanes/shared zone (design) from existing \$742,000 budget	2017 - 2019
Sub Program: LGIP Transportation	Brisbane Road widening \$4.0M budget	2017/18 - 2018/19	
Sub Program: Parks and Gardens	Early foreshore park upgrades from existing \$160K budget	2018/19	
Sub Program: LGIP Transportation	Pedestrian and cycle provision from existing \$200K budget	2024/25	
QLD State Government: Local Government Grants and Subsidies 2015-2016	Supporting local governments in the delivery of community, economic and social infrastructure projects that are able to demonstrate job creation. Up to 40% of capital funding.	Social and cultural infrastructure -modifications to public facilities – including the foreshore, play areas and Loo with a View conversion to a Visitor and Interpretive Centre, Community hub in the Heart of Mooloolaba Economic development infrastructure – including streetscape enhancements for the Esplanade, Brisbane Road, Walan Street and Parkyn Parade Tourism infrastructure – modifications to the foreshore, including tidal pool, amphitheatre play areas and water play	Applications were to be submitted in August 2015
Australian Federal Government, Department of Infrastructure and Regional Development – National Stronger Regions Fund	Eligibility for local governments and not-for-profit organisations to receive funding for capital infrastructure projects that contribute to regional economic growth. Up funding sources for capital works programs in Australia to 50% of capital funding.	Construction of the foreshore, boardwalks and tidal pool	Applications for Round 1 submission 2016 likely to open October 2015
Arts Queensland: Regional Arts Development Fund	Small scale investments to support local government and community partnerships that strengthen commercial and entrepreneurial capacity and cultural tourism	Funding of Gateway entry statements, Discovery foreshore artwork and pathway artworks through the Heart of Mooloolaba. Also potential to partly fund the Community Gallery proposed for the Heart and the Visitor and Interpretive Centre	Annual funding rounds

PRIORITY PROJECTS

The following priority projects identified by the Mooloolaba Master Plan are infrastructure upgrades that could be sequenced over short, mid and long-term periods across Mooloolaba.

These staging plans will help with scheduling of capital works budgets and funding applications to provide guidance on cost effective and appropriately timed development outcomes that collectively will instigate change as envisioned for Mooloolaba.

Implementation and Staging

The following diagrams outline a strategy for short, medium and long term implementation of the Master Plan initiatives.

The information contained within the following diagrams and tables is indicative only. Projects, actions, staging and budgets are subject to:

- / funding allocation
- / budget approvals
- / Sunshine Coast Council, State Government and Private Property Owner agreements
- / delivery/timing of works

Note that all budgets contained within the table on the following pages exclude:

- / Escalation (priced in 2015 dollars)
- / GST
- / Legal and finance costs
- / Beach sand replenishment
- / Hazardous materials and contaminated land removal
- / Consultant professional fees
- / Ongoing maintenance

All budgets do allow for:

- / Contractors preliminaries and margin
- / Construction and design contingency



The focus of the short-term implementation strategy will be to establish background studies, land tenure changes and private developer led upgrades in order to set the groundwork for the revitalisation of the northern foreshore and wharf sites. This will include:

- / relocation of the northern caravan park and the implementation of a short-term activation strategy on the site to enhance public use and passive surveillance
- / resolution of Wharf site leases between government bodies and private owners
- / other short-term activation opportunities can also be explored along First Avenue and on the school oval

In addition, key projects by SCC / State Government and in conjunction with Private Developers will

establish the preliminary transformation of the foreshore and broader town, including:

- / the construction of a multistorey car park facility on the Brisbane Road car park site will allow for the future removal of the Beach Terrace foreshore car parking
- / the Southern Esplanade and Foreshore upgraded in conjunction with the adjoining development site
- / fast tracking the design of the four lane widening of Brisbane Road and future light rail corridor
- / construction of the River Esplanade section of the Mooloolaba to Minyama Separated Bikeway
- / Loo with a View refurbishment to consider co-location or incorporation of visitor and interpretive centre
- / potential redevelopment of a central Esplanade site to establish a public plaza / laneway connection through to First Avenue



The focus of the medium term implementation strategy will be to Mooloolaba's ocean and riverfront public space network, including:

- / removal of Beach Terrace and associated car parking for open space upgrades including foreshore promenade, amphitheatre and children's play areas
- / conversion of the upper Esplanade to two-way traffic flow with enhanced pedestrian crossing points
- / enhanced foreshore recreational amenity on the site of the northern caravan park including children's adventure playground and picnic and BBQ facilities
- / the first stage of the Alexandra Headland 'Great Ocean Walk' boardwalk connecting from the northern caravan park site to the existing headland stairs
- / upgrade to river and canal parklands
- / culvert bridges over Murray Canal

- / deliver the four lane widening of Brisbane Road and progress implementation of light rail

In addition, the redevelopment of the Wharf site as a vibrant entertainment and mixed use precinct would initiate:

- / the creation of a new High Street
- / Wharf redevelopment to include a public riverfront boardwalk with associated public and open space upgrades
- / enhanced SEALIFE Mooloolaba (Underwater World) public plaza and ground level activation
- / increased marina berths
- / delivery of a new pier at the wharf site

Potential also exists for the development of a second public car park on Smith Street

Longer term implementation projects will focus on improving connectivity to and through the Heart of Mooloolaba, including:

- / delivery of the Sunshine Coast Light Rail system
- / creation of cross-block pedestrian links in association with the redevelopment of private sites to enhance permeability
- / Naroo Court and Muraban Street streetscaping

The reputation of previously created iconic destinations will provide an enhanced SEAL arrival and recreational experience for visitors and locals, stimulating final stages of other foreshore parkland works, including:

- / the extension of the 'Great Ocean Walk' boardwalk around Alexandra Headland
- / the creation of a tidal pool

Finally, the redevelopment of the Wharf precinct will reach completion through the redevelopment of existing car park sites into residential, mixed use and tourist accommodation uses.

SIX

implementation



INDICATIVE BUDGETS & TIMING

Code	Area / Project	Responsibility	0-5 yrs	5-10 yrs	10-15 yrs +	Adopted 10 Year Capital Works Program / Notes
0	Whole of Precinct / Further Studies & Investigations					
0.1	3D model of master planned outcome	SCC	\$ 50,000			
0.2	Foreshore & Esplanade parkland - detailed design & documentation	SCC	\$ 1,000,000			
0.3	Town Centre manager role	SCC	\$ 80,000 pa			
0.4	Temporary activation / pop-up events	SCC / Others	\$ 50,000 pa*	\$ 50,000 pa*		*Potential seed funding
0.5	Investigate tidal pool options & concept planning	SCC	\$ 50,000			
0.6	Investigate changed traffic conditions along Esplanade and impacts on surrounding precinct	SCC	\$ 50,000			
0.7	Investigate tourist bus loop & Park 'n Ride facility	SCC	\$ 20,000			
0.8	Undertake drainage study	SCC	\$ 70,000			
	Sub-totals		\$ 1,570,000	\$ 250,000		
1	Central Foreshore					
1.1	Eroded foreshore edge stabilisation / protection and eh	SCC				\$200,000 (Coast, Canals and Waterways - 2015/16)
1.2	Beach Terrace and car park removal (to commence upon completion of item 4.2), foreshore parkland regrading, shade, pathways and lighting	SCC / Others		\$ 8,200,000		
1.3	Convert upper Esplanade to 2-way traffic	SCC		\$ 1,500,000		
1.4	Creation of shared zone esplanade and plaza to eastern end of foreshore	SCC / Others	\$ 6,300,000			\$160,000 (Recreation Park & Landscape Amenity - 2017/18)
1.5	Upgrade 'Loo with a View' structure and potential Visitor and Interpretive Centre	SCC / Others	\$ 1,500,000			
1.6	Foreshore amenity embellishment including art, picnic, BBQ and play and water play areas	SCC		\$ 10,000,000		
1.7	Tidal pool and associated amenities	SCC			\$ 3,000,000	
	Sub-totals		\$ 7,800,000*	\$ 19,700,000	\$ 3,000,000	
2	Esplanade Plaza					
2.1	Investigate opportunities to include the requirement for a future public pedestrian connection through the site	SCC / Others	NA			
2.2	Redevelopment of the site to include creation of a public plaza / laneway connection	Others		NA		
3	Northern Foreshore					
3.1	Caravan park removal, foreshore seawall protection, foreshore parkland regrading, shade, pathways, lighting and temporary activation	SCC / Others	\$ 1,700,000			\$300,000 (Coast, Canals and Waterways - 2015/16)
3.2	Foreshore amenity embellishment including art, picnic, BBQ and adventure play area	SCC / Others		\$ 3,300,000		
3.3	Boardwalk connection to Headland stairs	SCC / Others		\$ 1,000,000		
3.4	Creation of foreshore kiosk	SCC / Others		\$ 300,000		
3.5	Boardwalk connection around Headland	SCC / Others			\$ 4,000,000	
3.6	Upper parkland clearing and embellishment including cantilevered walkway and viewing deck	SCC / Others	\$ 1,000,000			
	Sub-totals		\$ 2,700,000	\$ 4,600,000	\$ 4,000,000	
4	Brisbane Road Car Park					
4.1	Award of EOI and construction including new street connection	PPP	NA			
4.2	Creation of public car park incl. First Ave shared zone, plaza and Muraban Street extension	SCC/PPP	Subject to EOI			

Mooloolaba Heart	5 The Heart					
	5.1	Extension of Naroo Court and Muraban Street streetscaping including art and streetscape works	SCC / Others		\$1,500,000	
	5.2	Establish a centrally located community hub (i.e. community gallery / art space)	SCC / Others		NA	
	5.3	Integrated planning, design and implementation of the Sunshine Coast Light Rail system	SCC / Others	NA	NA	NA
	Sub-totals			\$ 1,500,000		
Mooloolaba Heart	6 Southern Canal Residential					
	6.1	Upgrade existing canal park	SCC			\$ 600,000
	Sub-totals					\$ 600,000
Mooloolaba Heart	7 Smith Street Residential					
	7.1	Redevelopment of residential land with potential to include public car park	Others / SCC		NA	
Mooloolaba Heart	8 School					
	8.1	Enhanced community use of school oval for events and informal recreation	Others	NA		
Mooloolaba Heart	9 Pedestrian Connections					
	9.1	Investigate opportunities for future public pedestrian links through private properties to enhance east - west access between school, heart and wharf	SCC	NA		
	9.2	Redevelopment of the site to include creation of a public plaza / laneway connection	Others		NA	NA
The Wharf	10 Wharf					
	10.1	Address Wharf lease issues	SCC / Others	NA		
	10.2	Create a new High Street and wharf entrance experience linking River Esp to Parkyn Pde	Others		NA	
	10.3	Upgrade marina / canal front park amenity	Others		\$ 5,400,000	
	10.4	Public plaza and enhanced open space activation	Others		NA	
	10.5	Wharf redevelopment including a public boardwalk around the waters edge	Others		NA	
	10.6	Enhanced marina berths	Others		NA	
	10.7	A new pier for tour boat arrivals and departures	SCC / Others			NA
10.8	Car park sites redevelopment as residential / mixed use to incorporate public car parking	Others			NA	
Southern Gateway	11 Southern Entry					
	11.1	River Esplanade cycleway (Mooloolaba to Minyama section)	SCC / Others			\$2,650,000 (LGIP Active Transport - 2015/16)
	11.2	Brisbane Road streetscape works	SCC			\$300,000 (Streetscapes - Local Centres - 2015/16)
	11.3	Entry gateway upgrade to bridge over Mayes canal (in conjunction with Brisbane Road widening)	SCC / Others			\$4,000,000 (LGIP Transportation - 2017 - 2019)
	11.4	Brisbane Road and Walān Street - design and deliver upgraded corridor (to four lanes) and streetscape boulevard (i.e. planting / feature lighting / furniture / wayfinding)	SCC / Others			
	11.5	River Esplanade cycleway bridge across Mayes Canal (various design options being considered)	SCC		\$ 3,000,000 - \$ 10,000,000	
	11.6	Mayes Canal parkland upgrade	SCC		\$ 500,000	
	Sub-totals			\$ 3,500,000 - \$10,500,000		

NOTE: The total costs associated with the Master Plan could be jointly funded from public, private or alternative forms of investment (referred to in the table above as "Others", i.e. Council, State or Federal Government subsidies and other private sector partnerships or contributions.)

TOTAL	\$ 12,070,000	\$ 29,550,000 - \$ 36,550,000	\$ 7,600,000
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