



**MOOLOOLABA**



**QUALITY INFORMATION**

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This Master Plan was prepared by an independent consultant in conjunction with Sunshine Coast Council. The Master Plan is reflective of a higher level vision for Mooloolaba over a 20 year time frame and is subject to further consultation with all stakeholders.

The contents of this report are not endorsed by Sunshine Coast Council and may not reflect current council policy. All feedback will be considered and the final plan put forward to Sunshine Coast Council for consideration.

All plans, sections, perspectives and imagery contained within this report are indicative artists impressions to illustrate conceptual ideas only and are subject to further stakeholder consultation, detailed design, and approvals.

Specific items to note include:

- / Any proposed use of State land that is inconsistent with the purpose of a lease or reserve tenure of the land, or if the land is unallocated State land, will require an application to the Department of Natural Resources and Mines (NRM)
- / Any proposed changes of the purpose or tenure to State land requires an application under the Land Act 1994
- / Proposed uses at the school site are subject to agreement with the Department of Education and Training (DET)
- / All future designs shall be in accordance with relevant Australian Standards and authority requirements
- / Further detailed traffic studies will be required through future design development stages and various elements of the Master Plan may change as a result of detailed analysis





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*Sunshine Coast Council's aspirational vision is to be Australia's most sustainable region.*

*A place that is vibrant, green and diverse with communities that are clean, accessible and inclusive.*

*The Sunshine Coast prides itself on its outstanding open space and waterways and aspires to create places that;*

*/ Are resource efficient and environmentally sensitive*

*/ Embrace creative techniques and smart technology to improve quality of life*

*/ Create an engaging and inclusive public realm*

**INTRODUCTION AND PURPOSE**

The Mooloolaba Master Plan provides a clear, compelling and unique vision for the future of Mooloolaba over the next 20 years and proposes initiatives for short, medium and long term change. The Master Plan presents a transformative vision that involves place-specific planning and design principles that will be supported by an implementation and staging strategy.

The Master Plan consists of four interrelated elements:

- / Vision
- / Principles
- / Strategies and Places
- / Projects

Mooloolaba has been the focus of numerous planning studies, investigations, and infrastructure works since the endorsement of the Maroochy Plan 2000 and the subsequent Sunshine Coast Planning Scheme 2014.

Under the Sunshine Coast Operational Plan 2014-2019, Mooloolaba is identified as one of five priority towns within the region that is to undertake a comprehensive planning and design review. The is intended to promote innovative urban design, place development, and place management outcomes that will set a strong strategic direction for the future of Mooloolaba, whilst maintaining natural assets and enhancing lifestyle.

By drawing on the ideas generated by previous Enquiry by Design workshops and existing projects and studies, several key project opportunities were established to initiate broader community engagement. This document demonstrates how the combination of those two processes has then formed a holistic Master Plan for Mooloolaba.

*What is Place Making?*

The Master Plan has emerged by employing the principles and practices of a place making process. The fundamentals of place making aim to seek genuine and detailed feedback from the community, local traders, key stakeholders and visitors alike through engagement and collaboration. This helps to develop a plan that is established from a good understanding of values, needs and hopes for the future as expressed by the local community. Community participation is instrumental in

generating key directions and outcomes of the Master Plan. In terms of the Place Making Mooloolaba project, feedback received from the community provided a clear understanding of the highly valued qualities of this place and their aspirations for the future of the town.

The Master Plan will guide the maturing of the town, drawing upon Mooloolaba's natural strengths (celebrating the ocean and river) and building upon its attractive qualities such as its high amenity, coastal urbanity, and local, domestic and international leisure and tourism appeal.

The Master Plan demonstrates how balanced growth can be achieved by creating a sensible mix of public space improvements together with sustainable redevelopment opportunities, enhanced by integrated transport solutions. The outcome seeks to cultivate the simple, authentic qualities that typify Mooloolaba and preserve the essence of this place while integrating elements that will stimulate year round and long term vitality for the town.

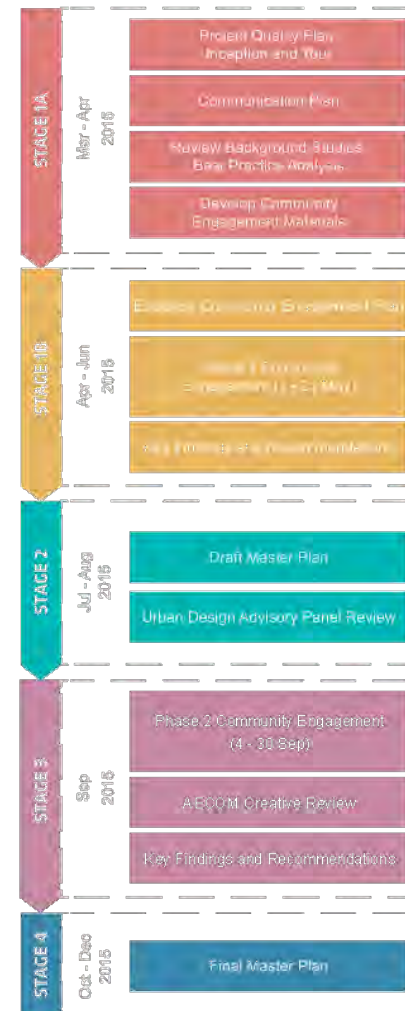
*Process*

The development of this Master Plan has involved several stages, as illustrated opposite. Community engagement has been critical component throughout.

Earlier this year, background reviews and best practice analysis was undertaken after completing a guided site investigation.

Following on from this, the first phase of community engagement was undertaken to gain an understanding of what the community love about Mooloolaba, what they would change, and what their vision for the future of the town would be. Conversations had established a broad range of opportunities and challenges for Mooloolaba, particularly as experienced by local traders, accommodation providers, educational institutions, community and environmental groups, event organisers, tourism operators and developers. This phase of engagement provided significant input into the key initiatives of the Draft Master Plan.

A second phase of community engagement was held, providing an opportunity for the community to review the Draft Master Plan and provide feedback on its direction. Feedback received again helped to inform and finalise the delivery of this Master Plan for Mooloolaba.



*Objectives*

*Sunshine Coast Council's objectives for the Mooloolaba Master Plan are to:*

- *Capitalise on the future direction for Mooloolaba to become an outstanding tourist and residential locality*
- *Develop exciting parks and entertainment spaces*
- *Create better pedestrian walkways and cycle links*
- *Reinvigorate older areas*
- *Improve the transport network and parking and provide a significant opportunity to further reduce parking and congestion issues*
- *Become one of the top 10 beaches in Australia*

*Relationship to Existing Studies*

A number of previous site specific studies and recent projects have been carried out within the Mooloolaba Master Plan study area. This report looks to build upon these previous studies and integrate the projects into a holistic vision for Mooloolaba, with principles and strategies that will inform high quality and achievable transport, public space, built form and economic outcomes.

The following studies and reports have informed the brief, scope and direction of this Master Plan, which have then been refined further through community engagement and feedback received (as outlined in the following section of this report):

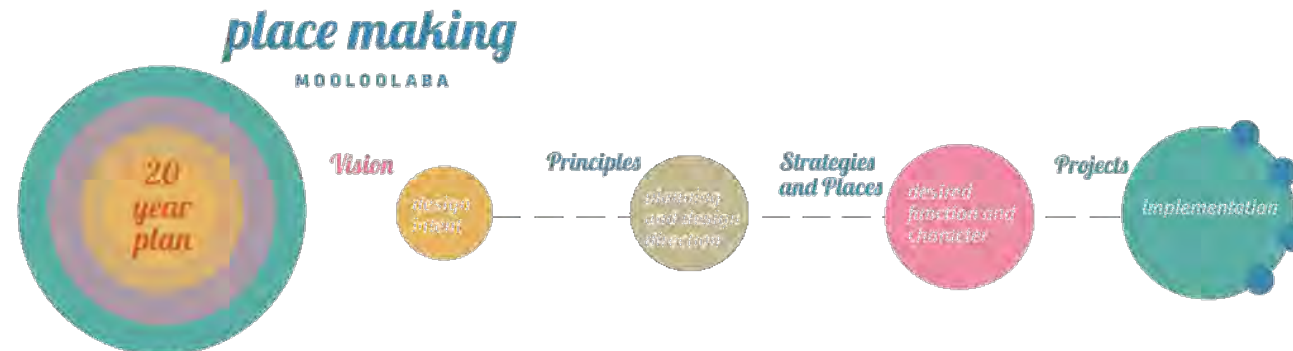
- / Internal SCC Place Making Visioning Workshop – July 2011
- / Mooloolaba Place Audit Report – 8th October 2012
- / Mooloolaba EBD Visioning Workshop 1 – November 2012
- / Mooloolaba EBD Stage 2 Workshop Outcomes Report. – 3rd November 2014

Similarly, a range of related projects have informed the development of the Master Plan, including:

- / Sunshine Coast Light Rail, Shaping our Future Report - 2014
- / The Spit Futures Plan - 2009
- / Brisbane Road Widening – Preferred Concept Layout - September 2011
- / Mooloolaba to Minyama Cycleway, River Esplanade Section – December 2014
- / CoastConnect (Concept Design Impact Management Plan – CDIMP)

In addition, the following strategic planning and tourism documents have also been reviewed and used to guide the development of the Master Plan:

- / Sunshine Coast Corporate Plan 2014-2019
- / Sunshine Coast Regional Council – Mooloolaba Centre Background Planning Report - October 2012
- / Sunshine Coast Regional Economic Development Strategy 2013 – 2033
- / Sunshine Coast Tourism Opportunity Master Plan 2009-2017
- / Sunshine Coast Tourism Region Destination Tourism Plan - August 2014
- / SCC Regional Economic Development Strategy Tourism, Sport and Leisure Action Plan 2014 – 2018
- / Region Wide Key Issues Paper No. 1: Economic Development
- / Sunshine Coast Waterways and Coastal Management Strategy 2011
- / Sunshine Coast Planning Scheme 2014
- / Sustainable Transport Strategy 2011-2031
- / Active Transport Plan 2011-2031
- / Mooloolaba Integrated Land Use Transport Study 2015
- / SEQ Principal Cycle Network Plan



ONE

project background

CONTEXT

Mooloolaba is located on a prime north facing beach, nestled amongst the natural assets of Alexandra Headland and the Mooloolah River. For generations these assets, together with a relaxed atmosphere, have continued to attract residents and visitors alike to the Mooloolaba stretch of coastline. From modest beginnings as a fishing and timber village into one of the Sunshine Coast's premier water-based leisure and holiday precincts, Mooloolaba is a strategically important asset to the region and protecting the assets that inspire its popularity is key to sustaining its position as a leading tourism destination.

Over time, tourist accommodation and associated retailers have grown to establish a distinctive boutique resort strip along Mooloolaba Esplanade.

In recent years, Mooloolaba has reached a point where the popularity of the foreshore has outgrown its current level of amenity, its pathway networks and car parking provision. Visitor numbers to Mooloolaba in summer are reaching unprecedented peaks and as a result, access into the foreshore area is highly constrained. Once within the precinct, pedestrians and motorists are conflicted and experience further congestion. It is apparent that the foreshore area is struggling to accommodate these large numbers and diversity of users. By removing clutter and reclaiming space, a prime recreational foreshore parkland is possible for the enjoyment of all.

Within the next two decades (the timeframe of this Master Plan) Mooloolaba's population is predicted to grow by 20%. At present, there is potential to accommodate a greater number of permanent residents living in the area, which would help to support the local economy year round. The area between the canals and foreshore is at the heart of Mooloolaba and predominantly characterised by low-rise residential development. It currently lacks activity and connectivity to the water. This area, termed the 'Heart of Mooloolaba' by this study, has the potential to become an attractive mixed use precinct that could offer an urban village lifestyle and cater for growth, easing the pressure on foreshore parking and creating an alternative destination to the beach.

Traffic congestion and parking are the primary issues affecting Mooloolaba. Historically, access to Mooloolaba has been problematic but in recent years the increase of regional day trip visitors has created long queues predominantly lining Brisbane Road stemming back from the Mooloolaba exit off the Sunshine Motorway. A reliance on vehicles for local movements and under provision of public transport services through Mooloolaba further add to this congestion. This Master Plan aims to promote more sustainable and efficient movements through the town to ease congestion and related parking problems.

Initiatives such as the four-lane widening of the major arterial road through Mooloolaba and a consolidation of public car parking away from the foreshore will provide opportunity for more efficient traffic flows and minimise congestion associated with finding a parking bay.

Future public transport enhancements, such as rapid bus and light rail systems, will connect Mooloolaba to other Sunshine Coast destinations and attractions. The introduction of light rail would significantly contribute to a reduction of congestion and parking issues in the area.

The integration of a light rail system will require further planning investigations to be undertaken for Mooloolaba and the wider region.



Scope of Master Plan study area

population\*

\* Sources:

- / Australian Bureau of Statistics, 2011 & 2014
- / Sunshine Coast Council Population Assessment Project (PAP)
- / Quarterly Tourism Report & Data Appendix, Sunshine Coast Destination Ltd, June Quarter, 2014 Sunshine Coast Tourism Update, Sunshine Coast Destination Ltd, July 2015
- / Tourism Research Australia (National and International Visitor Surveys (June 2014)
- / Sunshine Coast Tourism Region Destination Tourism Plan, Final Report August 2014



11,064

permanent residents living in Mooloolaba / Alexandra Headland

80%

permanent resident population in Mooloolaba / Alexandra Headland

553 ha

area of Mooloolaba / Alexandra Headland

43%

of permanent residents that rent

20

persons per hectare

18%

temporary residents that own a property solely for personal holiday use



2015



2036

58%

The Sunshine Coast's predicted population increase by 2036



20 to 24

largest age group in Mooloolaba & the highest growth rate of new residents to the area



## OPPORTUNITIES AND CHALLENGES

The previous studies and community engagement undertaken for Mooloolaba identified the following opportunities and challenges:

- / a need to prioritise infrastructure improvements
- / adaptability to cater to the growing international and regional tourism markets
- / a desire for enhanced open space, including recreational and community facilities
- / interest for improved connectivity and links for pedestrians and cyclists to and across the town
- / integration of new infrastructure to better cater for festivals, markets and events
- / improving the local economy and building resilience to carry through low tourism seasons
- / increased housing and accommodation diversity with an consideration for permanent residents and affordability
- / retention, protection and enhancement of the natural character and elements along the foreshore
- / balancing road corridor constraints with enhanced active and multi-modal transport movements

As a result of the previous Enquiry By Design workshops, three key place making opportunities were identified early on in the process of establishing this Master Plan. The key opportunities included the foreshore, a central 'heart' area behind the Esplanade and the wharf area.

In addition to these three key opportunities, an upgrade of the entry experience along the Southern Gateway into Mooloolaba along Brisbane Road was identified as a fourth opportunity during a stakeholder engagement workshop held in the first phase of community engagement held in May.

The four key opportunities are shown on the adjacent diagram.



**Existing Projects & Studies**

- Cycle Links
- Preferred Light Rail Route for further investigation
- Brisbane Road Widening (4 lane upgrade)
- Brisbane Road Car Park Site

**Links and Nodes**

- Active links
- Waterfront promenade
- Iconic 'cliff to beach' walk
- Family activity zone (such as water play, swimming lagoon and tidal pool)
- Gateway arrival node
- Event hub
- Development core
- Pedestrian links between foreshore and canal

**Key Opportunities**

- 1 The Foreshore
- 2 Green Links through the Heart
- 3 The Wharf
- 4 Southern Gateway

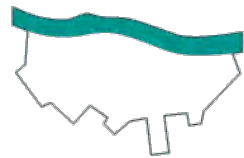


*Key Place Making Opportunities*

Collectively, these four opportunities defined distinctive places in Mooloolaba and provide locations for positive change, such as the creation of new public spaces, built form, and access and movement improvements.



FORESHORE & ESPLANADE

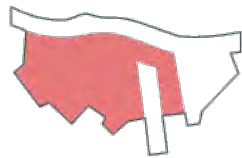


*A 'Great Ocean Walk' experience*

A place that encourages active, healthy living and establishes Mooloolaba as one of the top 10 beaches in Australia. A wide, continuous waterfront pedestrian and cycle promenade takes in Mooloolaba's greatest natural assets via a string of community, cultural, and event spaces. Catering to a variety of activities and experiences - from family BBQ's on the lawn to hosting weddings, markets, festivals and events.



THE MOOLOOLABA HEART

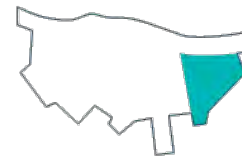


*The 'Heart of Mooloolaba': a place to explore*

An integrated 'green' hub that supports and encourages sustainability and livability by offering a vibrant place to live, work, meet and connect. North-south active pedestrian connections link the beach and canal waterfronts via a new coastal urban village, which is supported in the future by the Sunshine Coast light rail system.



THE WHARF

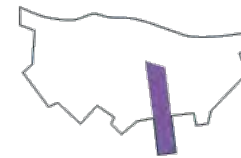


*A revitalised Wharf precinct*

A vibrant mixed use precinct to explore and experience Mooloolaba's enviable coastal lifestyle. The precinct integrates residential and short-term accommodation with leisure, entertainment and tourism activities, celebrating an identity enriched by a strong connection to water - from canals to the river and out to the ocean.



SOUTHERN GATEWAY



*Welcome to Mooloolaba*

The Southern Gateway is the first experience of Mooloolaba and what it has to offer for most visitors arriving into Mooloolaba. The journey will celebrate and promote the identity of Mooloolaba with streetscape and architectural statements that frame views, create memorable moments and improve wayfinding through treatments that reflect Mooloolaba's natural assets, coastal context and relaxed lifestyle.

ONE

## project background



AECOM

### COMMUNITY ENGAGEMENT

The community engagement strategy for the Place Making Mooloolaba project aimed to capture feedback from a broad range of people that live, work and/or play in Mooloolaba. The result is a clear and compelling vision for the future (achieved in short, mid and long term stages) with a strong identity of what Mooloolaba will become and how it will evolve to meet current and future needs of locals, traders and tourists while preserving Mooloolaba's natural beauty and heritage within a growing region.

Three phases of community engagement have been undertaken for the Place Making Mooloolaba project, details about each phase are below.

#### Enquiry by Design (November 2012)

An Enquiry by Design workshop was held in November 2012 involving key stakeholder groups from the Mooloolaba community together with council officers from internal departments. The workshop propositioned the group to consider the future of Mooloolaba with a 'no constraints' brief in order to produce thought-provoking ideas and visionary high level concepts.

Existing issues known to council were presented to the stakeholders for consideration and included:

- / the transport interchange, car parking needs, locations and strategies
- / the beach frontage and opportunities to return car parking to public open space
- / open space and community events, major events (e.g. Mooloolaba Triathlon, etc.)
- / commerciality of the foreshore and public land
- / the role of the two caravan parks
- / future light rail
- / building heights and envelopes

Emerging from this workshop were four opportunities or 'big ideas' envisioned for the future of Mooloolaba:

1. A healthy thriving place
2. An international focus
3. Reclaiming Mooloolaba
4. The resort heart of the coast

#### Place Making Mooloolaba - Phase One Engagement (1 - 25 May 2015)

The first phase of broad community engagement was held over four weeks in May 2015 to introduce the 'place making' concept and Mooloolaba Master Plan project to the community. This phase sought feedback from a broad cross section of the community - from school children, local residents and traders to community groups, event organisers, visitors, the regional tourism board and state government agencies.

The focus of this phase of engagement was to establish what the community love about Mooloolaba, what areas needed improving, and what would be their vision for the future of Mooloolaba.

The community engagement period was advertised by means of council's website, a project information letter mailed to 1800 property owners in the 4557 postcode, a walk around and chat with 300 local businesses, advertisements published in local newspapers, local radio and television broadcasts, poster displays in shops, flyer handouts, and frequent notifications published over social media. Social media was also used as a community engagement tool with members of the public given the opportunity to participate through Facebook, Twitter and Instagram using the hashtag #placemakingmooloolaba.

Three key engagement methods were employed to provide the community with various opportunities to get involved and "have your say" which included a public 'chalk visioning' day held on Mooloolaba Esplanade on Saturday, 9 May, as well as, one-on-one meetings and a two day workshop with key stakeholders.

The participatory approach used for this phase of engagement reached over 1000 participants and allowed a variety of 'place' ideas and aspirations to emerge for Mooloolaba. A summary of the feedback received and some of the stakeholders involved during this first phase of engagement was captured in a video developed by council, available to view at <https://youtu.be/r79a8L0hYos>.

Key findings from engagement identified the following:

- / the community place significant value on the beach and Mooloolaba's natural environment, particularly the ocean views
- / the identity of the locality is enshrined in the beach and its associated healthy lifestyle, with the area offering a diversity of active and passive recreational opportunities
- / enhanced access to the beach and supporting family friendly facilities are essential for any future outcomes of the Master Plan
- / improved car parking provision across the town
- / the potential of transforming existing foreshore car parking into public open space, considered essential for enhancing foreshore amenity
- / traffic congestion and public transport provision in need of urgent attention with road improvements a priority over new development that could encourage more visitors to Mooloolaba
- / the potential of the wharf and marina
- / the growing demand and attraction of Mooloolaba to tourists (including day trippers, regional, interstate, international tourists, and cruise ship tenders)
- / the potential economic opportunities stemming from regional growth other than tourism, such as cultural events and festivals

Refer to the *Phase 1 Community Engagement Feedback Report (June 2015)* for further details on the process and outcomes of this stage of engagement.

#### Place Making Mooloolaba - Phase Two Engagement (4 - 30 September 2015)

Phase two of engagement introduced the community to the Draft Place Making Mooloolaba Master Plan to seek feedback on its direction. The Draft Master Plan was developed by previous studies, council policies and strategies and findings from the first phase of community engagement.

The objectives of this second phase of engagement were to:

- / seek broad feedback on the Draft Master Plan
- / build on previous conversations with the community and key stakeholders

- / validate the vision and strategic directions presented by the Draft Master Plan
- / generate community, trader and visitor/tourist interest for the potential future changes to Mooloolaba
- / consult the community and key stakeholders about optional elements of the Draft Master Plan
- / deliver a genuine and robust engagement process
- / build support and commitment amongst all stakeholders to take Mooloolaba forward in a shared effort between council and the community

A variety of engagement activities were used to revisit previously consulted stakeholders and capture a broader range of people. As this consultation was held during September school holidays, there was more opportunity to obtain feedback from tourists and visitors holidaying in the area.

About 1850 people participated in this second phase of community engagement and overall, there was strong support for the Draft Master Plan. Feedback was obtained predominately via survey and one-on-one conversations either at two public feedback events or in stakeholder meetings.

The 38 question survey invited specific comment and indication of support for the following key topics and initiatives of the Draft Master Plan:

- / the overall intent and vision
- / car parking provision and traffic movements
- / revitalisation of the foreshore and esplanade precinct
- / creation of a new 'heart' precinct for Mooloolaba
- / revitalisation of the Wharf site
- / revitalisation of the southern gateway arrival experience (i.e. Brisbane Road) into Mooloolaba

The results for key survey questions are shown adjacent.

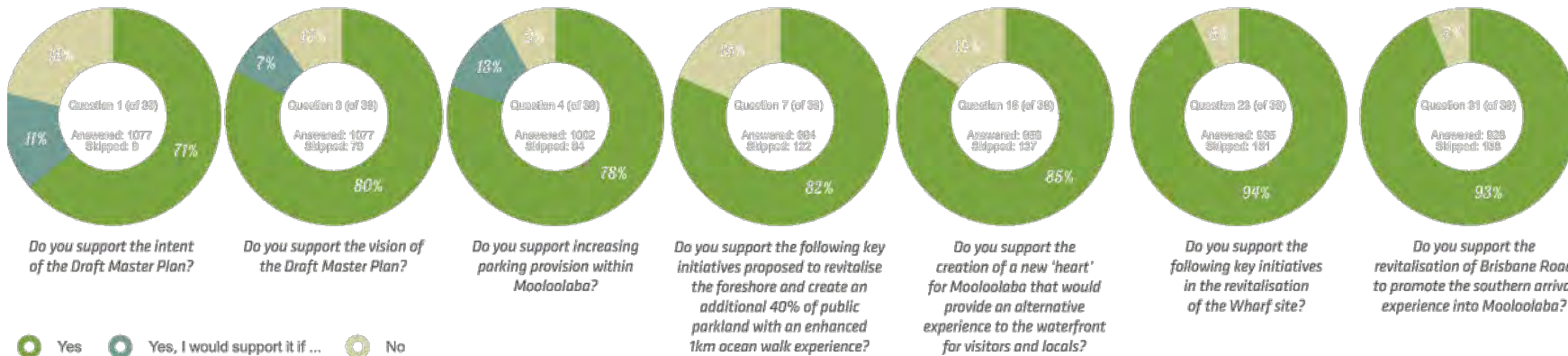
Approximately 1240 written submissions were received providing feedback to council on the Draft Master Plan, including 1086 validated surveys, 86 emails, 13 letters, and 54 social media comments.

Refer to the *Phase 2 Community Engagement Feedback Report (October 2015)* for further details on the process and outcomes of this stage of engagement.

Engagement Activities



Key Results from the Phase 2 Survey



# Stories of Mooloolaba

## STORIES OF MOOLOOLABA

Mooloolaba is named from an Aboriginal word meaning "black". Another meaning is "red-bellied black snake". It was originally known as Mooloolah Heads.

The first inhabitants of the Maroochy district were the Aboriginal people of the Gubbi Gubbi language group, which consisted of a number of tribes including the Nalbo, Gubbi Gubbi, Dalimbara and Undanbi.

For 20,000 years they hunted the ranges, fished the rivers and gathered seafood from the ocean. Every third year, hundreds of Aboriginal people travelled to the Blackall Range for feasting on bunya nuts, exchanging goods, initiation ceremonies, performing corroborees and unifying their culture.

By the time Europeans came to the Sunshine Coast, the tribes had formal distinct territories with clearly defined boundaries. Tribal boundaries were often marked by sacred trees along the sides of the pathways. There was a network of Aboriginal pathways across the Sunshine Coast - the main one ran from Beerburum to Cooran and the North Coast Railway line was later built alongside it. Undanbi territory lay to the East and Nalbo to the west of the pathway.

With the coming of Europeans, the local Aboriginal people could no longer pursue their nomadic way of life and progressively lost the use of their resource areas. In 1897, legislation was passed which legalised the removal of Aboriginal people from white settlements. Many of those living in the Maroochy area were resettled on Fraser Island, and later taken to a reserve at Cherbourg.

Europeans did not discover The Spit until 1823. In 1823 Thomas Pamphlet, John Finnegan and Richard Parsons became the first known Europeans in the locality where they were adopted by an Aboriginal group and travelled with them through the Sunshine Coast region.

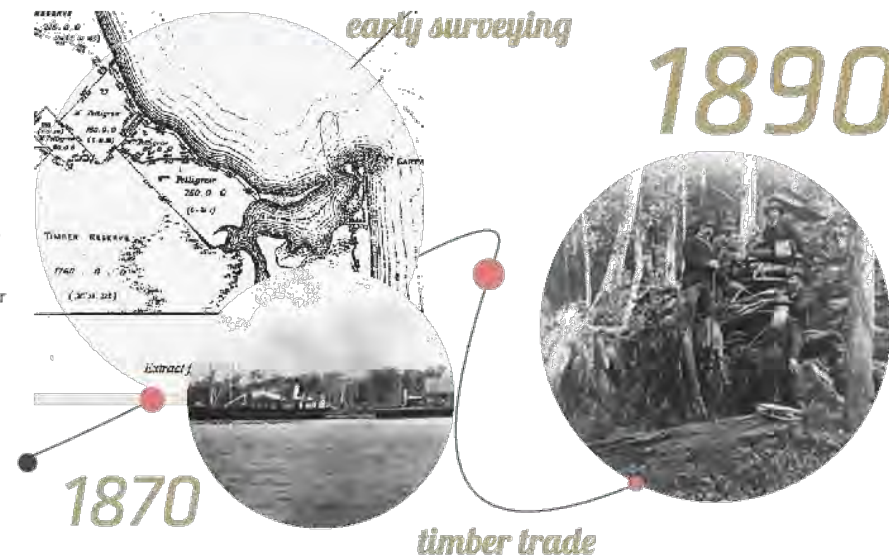
In the 1860s, shipping along the Queensland coast was increasing significantly and the need for a safe harbour between Brisbane and Maryborough emerged. From the 1870s and into the 1880s, Mooloolah Heads became the gateway to the Maroochy District. It established itself as the favoured port in the region over the Maroochy River which was susceptible to large ocean swells and had sand bars that made navigation into the port hazardous. Mooloolah Heads on the other hand was suitably sheltered by Point Cartwright.

Settlement of the area dates from around the 1860s, with land used mainly for timber, grazing, farming and fishing. Gradual growth took place in the late 1800s as Mooloolaba became a timber depot and wharf. Growth stopped in the late 1890s as river transport declined and the timber depot was relocated. Land was subdivided in the late 1910s, with expansion in the 1920s as a seaside holiday village.

Significant residential development took place from the 1960s, spurred by Brisbane residents heading to the beach for holidays, with rapid growth also occurring during the 1980s. The population continued to increase between 1991 and 2006 as new dwellings were added to the area, particularly medium to high density housing.

For further detail regarding the history of the area, refer to the *Stories of Mooloolaba Report* (August 2015).

Sources: Sunshine Coast Regional Council; Helen Gregory, *Making Maroochy: a history of the land, the people and the shire*, Brisbane, Boolarong for Maroochy Shire Council, 1991



### 1820's

Europeans discover The Spit.

Thomas Pamphlet, John Finnegan and Richard Parsons are 'adopted' by an Aboriginal group and travelled with them through the Sunshine Coast.

### 1860's - 70's

Lieutenant Heath surveyed and chartered the Mooloolah River mouth and harbour.

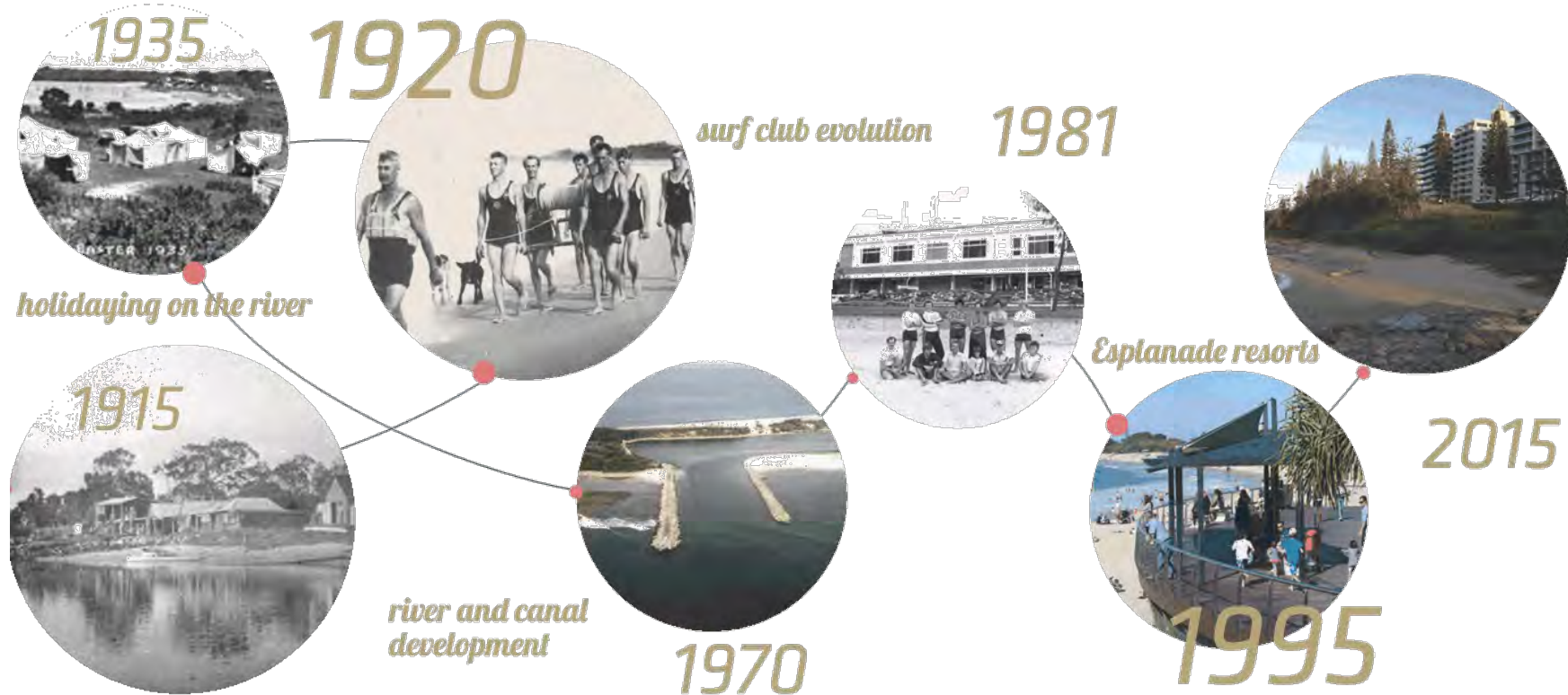
Early Settlement of the area included the founding of a timber depot and wharf at Mooloolaba in 1864 by William Pettigrew.

### 1880's - 90's

Construction of the North Coast Rail line.

The importance of the depot at Mooloolah Heads declined when Pettigrew transferred his activities to Maroochyodre, establishing a sawmill there in 1891.

In 1897 legislation was passed which legalised the removal of Aboriginal people from white settlements.



**1900's - 20's**

Early land subdivision and expansion to include holiday cottages and houses along the Mooloolah River.

Industry focussed on fishing and fruit growing.

Mooloolah River Sports Club established in 1919.

**1920's - 30's**

The name 'Mooloolaba' was adopted to differentiate between this developing area and the Mooloolah township on the North Coast Railway.

Establishment of community leisure and tourism facilities such as the bowls club and Mooloolaba Surf Club (1923).

Camping on the Spit.

**1940's - 50's**

Expansion due to affordable seaside blocks for Brisbane residents.

Public amenities and trafficable roads improved.

**1960's - 70's**

Early 1960s - name "Sunshine Coast" becomes official for the area.

Continued residential development and the creation of larger canal estates at the mouth of the Mooloolah River.

Redevelopment of the Surf Life Saving Club.

**1980's - 90's**

Rapid population growth sees the construction of taller hotel buildings.

Duplication of the Bruce Highway cuts travel time from Brisbane.

SEALIFE Mooloolaba (Underwater World) opens in 1989.

Construction of the Loo with a View.

**2000 - today**

High rise resorts continue to fill out the Esplanade and establish the outdoor dining strip that exists today.

Streetscape upgrades associated with new development continue to enhance the Esplanade experience.

Development of First Avenue.

**2015 - 2031**

Creation of a world class foreshore parkland through relocation of car parking and northern caravan park.

Wharf reinvigoration as a high quality leisure and entertainment precinct.

Enhanced permeability and activation of the Heart of Mooloolaba.



**PATTERNS OF MOOLOOLABA**

Mooloolaba is well known for the beauty of its natural headland, rock pools, beach and waterfront, and fosters a strong attachment in the hearts and minds of residents and visitors. The Master Plan aims to embrace the natural surrounds and draw on the forms and patterns of nature as inspiration for the design intent, composition and character of public realm and foreshore enhancements into the future. This includes:

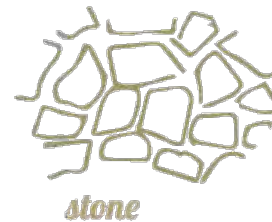
- / Smooth flowing forms of the crescent shaped beach and sinuous headland are reflected in the flowing forms of the foreshore parkland.
- / The combination of hard rock pool and soft sand dunes inspires the balanced approach to beach edge enhancement and preservation.
- / The foaming waves and watermark on the beach influence form and patterning of pavements and demarcation of different zones.
- / The signature Sunshine Coast foreshore species of Casuarina, Banksia and Pandanus provide striking leaf forms, shadows, fruit, flowers and nuts that influence the design and detailing of elements such as custom children's play grounds, water play and art.

In addition to the natural setting, Mooloolaba's beach and foreshore exhibit iconic imagery and patterns in the form of:

- / Clustered masts at the marina
- / Beach flags flapping in the breeze
- / Recognisable form and striking outlook from the 'Loo with a View'
- / Beach front dining and cafe culture
- / The palette of materiality and patterns of the Esplanade streetscape.

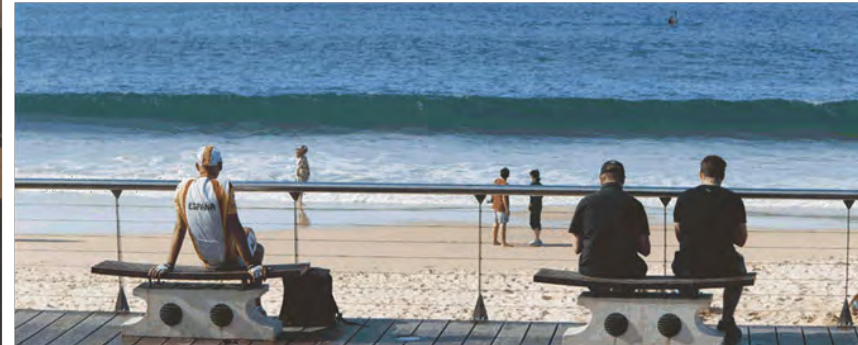
Public realm upgrades within the Mooloolaba Master Plan area will draw upon this inspiration and utilise elements from these natural and built forms, aiming to strike a balance that will enhance user amenity and provide opportunities to interact with the natural setting.

Treatments, colour schemes and finishes will reflect a distinctive Mooloolaba character that aligns with its natural, healthy and vibrant lifestyle.

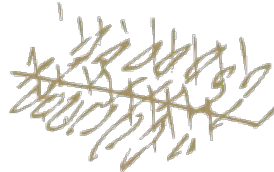




rock pools



timber deck



boat masts



**RELATIONSHIP TO THE SPIT**

The Spit is an important part of Mooloolaba and a key contributor to the natural beauty of the town. The Spit is cherished by local residents and visitors alike for its:

- / Outstanding natural beauty
- / North facing, family friendly beach & shady foreshore
- / Relaxed atmosphere
- / Affordable accommodation
- / Commercial boating & fishing industry
- / Seafood

The Mooloolaba Master Plan recognises the importance of the role that The Spit plays in defining Mooloolaba's unique identity.

*Mooloolaba Spit Futures Plan (2009)*

In 2009 the Department of Environment and Resource Management (DERM) and Sunshine Coast Council (SCC) jointly commissioned the *Mooloolaba Spit Futures Plan*. The purpose of the plan was to ensure a sustainable future and balanced use of the Spit while acknowledging the different aspirations of its stakeholders.

Although The Spit is not part of the Mooloolaba Place Making Master Plan study area, there is a project overlap on the Wharf site between the two studies.

This section of the report provides an overview of the vision, guiding principles and precincts of the 2009 Mooloolaba Spit master plan and outlines the synergies between the two documents.

*Vision*

The Mooloolaba Spit Futures Plan vision is:

**To preserve the unique and fragile environmental characteristics of the Mooloolaba Spit for present and future generations to achieve a balance between diverse competing uses and to maintain:**

- / Safe boating access for maritime industry, recreational uses and operators
- / A safe beach and parkland environment for residents and visitors

*Guiding Principles*

A number of general guiding principles for future use and development on The Spit were prepared in relation to:

**Public Benefit**

- / Provide public car parking consistent with the whole of Mooloolaba traffic and parking strategy to be undertaken by Council
- / Provide additional open space and enhance the existing open space
- / Improve accessibility through the provision of additional public thoroughfares, footpaths and cycle paths
- / Improve aesthetics and scenic values on the Spit by providing view corridors between buildings
- / Upgrade public facilities such as BBQs, playground equipment, picnic areas, shade trees, toilets and public art
- / Reconfigure the road network to improve traffic movement in and around the Spit

**Development**

- / Enhance the urban design outcomes on the Spit
- / No development on existing open space or parkland
- / Any significant development or redevelopment should be focused at the western end of the Spit only
- / Maintain the integrity and functioning of the State Boat Harbour
- / No development on the northern side of Parkyn Parade (apart from public amenities and small scale kiosks and excluding residential properties)
- / Any development of the Spit and within the Boat Harbour will not lead to a deterioration of the existing traffic and parking situation and will need to be carried out in the context of an integrated traffic management and mobility strategy for the Spit and wider Mooloolaba area
- / Development on the Spit will be consistent with the SCC's Planning Scheme for the area and
- / Future planning for development will need to address climate change mitigation and adaptation measure to be put in place, including the ability of development to withstand the long term impacts of climate change such as sea level rise and extreme weather events

**Landscape and Amenity**

- / Maintain and enhance the sense of place for the Spit
- / Protect the area's natural vegetation

- / Enhance the visual amenity of the car parks, boat trailer and storage areas
- / Enhance the existing open space and provide additional public facilities and open space areas

**Access and Mobility**

- / Improve disability access
- / Maintain and enhance access for commercial vehicles related to the commercial fishing industry
- / Improve connectivity between the beach and river
- / Improve accessibility to open space areas within the Spit
- / Improve the accessibility and connectivity of the walking/cycle trails
- / Ensure that any development options implement the requirements of Council's whole of Mooloolaba traffic and parking strategy
- / Improve traffic accessibility to the Spit and traffic movement within the Spit
- / Consider alternate methods of moving people around the Spit.

**Public Safety**

- / Enhance the level of safety for all users of the Spit;
- / Adopt urban design strategies to reduce opportunities for anti-social behaviour;
- / Maintain safe access to beach areas;
- / Create active frontages wherever possible to reduce areas with poor surveillance; and
- / Develop strategies with Police and youth groups to address problems of anti-social behaviour

**Marine Areas**

- / Maintain and enhance the functionality of the Boat Harbour
- / Enhance public access to the river frontage where safe to do so
- / Preserve and upgrade the rock wall fronting the river
- / Consider the potential opportunities for a river based public transport system
- / Address the land-side and water-side implications of any development within the Boat Harbour





place making MOOLOOLABA

*Study Precincts*

Specific guiding principles were also developed for key 'Study Precincts' on The Spit, including:

**SEALIFE Mooloolaba (Underwater World Site)**

- / Ensure that any development options are consistent with the Planning Scheme and implement the requirements of council's whole of Mooloolaba traffic and parking strategy
- / Recognise the regional significance of the Wharf and SEALIFE Mooloolaba facilities to Queensland's tourism industry
- / Improve public accessibility between the Esplanade and the Wharf

**The Residential Precinct**

- / Maintain the current amenity, nature and intensity of residential development

**The Boating and Commercial Fishing Precinct**

- / Recognise the regional significance of the Boat Harbour to the recreational and boating commercial fishing industry
- / Enhance the amenity of the boat trailer parking area

- / Support the commercial fishing industry as an essential iconic component of The Spit, maintaining viability by allowing lessees to diversify their activities to include tourism related activities

**The Government and Peninsula Precinct**

- / Rationalise and consolidate government marine oriented facilities
- / Improve public access to the eastern end of the Spit

*Comparison of Key Initiatives*

The Spit Futures Plan aims to retain and protect the character and natural beauty of The Spit through controlled development, while enhancing public and boating amenity, accessibility and safety.

This light touch approach aligns within the aspirations of the Place Making Mooloolaba vision and Master Plan outcomes and allows The Spit to be a quieter, passive recreational space to that of the central and northern sections of Mooloolaba foreshore, the Heart and Wharf, which cater for more active, vibrant and diverse activities and experiences.

There are a number of synergies between the two documents, with both documents proposing similar strategic outcomes:

- / The Wharf - both plans propose enhanced physical and visual connections between the ocean and river, the need to enhance the tourism experience and the need for future development to respect the existing Planning Scheme with regard to development scale.
- / Landscape Strategy - both plans look to provide a variety of open space experiences with a range of recreation activities, improvements to existing parks, and improvements to the quality and extent of dune vegetation and shade trees.
- / Mobility, Parking and Traffic Management - both plans propose to create a primary cycle and pedestrian promenade that links the foreshore to the river, as well as improved public transport connections between the Heart, Wharf and The Spit by way of a bus route to help alleviate car parking pressures. Rationalisation of traffic movements and the creation of pedestrian priority crossings are also proposed.

- / Safety, Anti-Social Behaviour and Crime Prevention Strategy - both plans address safety issues through a combination of enhanced public realm, lighting and night time activation to improve casual surveillance.

*Implementation and Recommendations*

Both documents recognise the importance and need for a specific project implementation committee to coordinate and drive project implementation across Mooloolaba. In the case of the Place Making Mooloolaba Master Plan, a Taskforce consisting of councillors, officers and community representatives has been established.

Important steps towards realising the vision for Mooloolaba and The Spit rely on staged implementation including:

- / Further detailed consultation and technical studies
- / Programming: a staged approach to implementation
- / Cost
- / Funding: developer contributions & state or federal government grants



TWO *vision and principles*

Sunshine Coast COUNCIL AECOM

# Vision

*"Immerse yourself in, on and under the water at Mooloolaba"*

## *immersion*

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

*Mooloolaba is a world class beach front destination that embraces and sustains its outstanding natural beauty. It is a healthy and active place that celebrates its unique location, connecting ocean to river and headland to spit.*

*Mooloolaba's vibrant and active foreshore provides a place for everyone to stroll, swim, exercise, cycle, play, dine or simply enjoy the view. It is both a quiet place to escape and an exciting place to experience world class events and athletes.*

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

*The wharf is a gateway to the delights of the Pacific Ocean. It is a place where boating, fisheries, seafood, aquatic tourism, education and conservation combine with residential and entertainment uses.*

## PRINCIPLES

Overarching planning and design principles have been established to translate the vision and assist in creating directions and strategies for desired outcomes.



### Enhance the Waterfront Experience

The foreshore parklands and public spaces are of a quality that befits the world class natural beauty of the beach, river and headland, and are a platform for relaxed recreation and vibrant events that:

- / Respect the natural beauty of the beach, rock pools, headland and coastal vegetation
- / Cater for active and healthy lifestyle uses
- / Deliver quiet places to enjoy the view
- / Provide shady spaces and relaxed beach character
- / Create a family friendly focus and enhanced amenity
- / Improved access to the beach and interface with the riverfront

Future development of the foreshore public realm will:

- / Attract residents and visitors
- / Reduce foreshore clutter
- / Relocate foreshore car parking
- / Provide flexible spaces for a range of activities and events
- / Provide improved access to open space and the beach for all abilities and ages
- / Improve the congested pathway networks and provide wider paths for the diversity of recreational users
- / Improve the sustainable qualities of the foreshore by integrating Water Sensitive Urban Design (WSUD) and Environmentally Sustainable Design (ESD)



### Connect and Activate

Activating Mooloolaba's urban areas and connecting waterfronts will help to define clear, legible and attractive links that:

- / Provide the ability to enjoy all of Mooloolaba's waterfront edges by linking the river, canals and marina to the ocean via a recreational pedestrian and cycle loop
- / Enhance the headland experience through improved access that is responsive to the landform and provides new vantage points
- / Improve commuter and recreational cycle routes to and through the town
- / Create new east – west cross-block links through the Heart of Mooloolaba
- / Increase and enhance the use of existing laneway links from First Avenue to Mooloolaba Esplanade
- / Promote more sustainable transport options with improved access to public transport by providing an integrated transport network
- / Consolidate car parking to reduce the impact of vehicles along the Esplanade and foreshore
- / Create a network of active, pedestrian orientated urban streets and lanes
- / Provide opportunities for enhanced recreational boating on the river and canals
- / Integrate smart technologies to improve technical efficiency



### Integrate Distinctive Destinations

Celebrating the diversity and distinctiveness of the unique precincts across Mooloolaba, which will enable:

- / A series of complementary precincts to be established, each with a distinct character and point of difference
- / Flexible spaces that cater to a variety of users and uses and encourage events that enhance community interaction and experiences
- / Vibrant places by day and by night
- / Authentic places that appeal to locals and visitors alike
- / Amenity that exhibits a distinct Sunshine Coast subtropical character and identity



### Protect and shape the future

The Master Plan will shape a more sustainable future for Mooloolaba by promoting:

- / Public space renewal that provides a platform for community success and a catalyst for enhanced economic development
- / Investment and attractions with the potential for capturing value uplift
- / The creation and use of more sustainable transport options to get to and around Mooloolaba
- / Walking versus driving to enhance street activation and local business trading
- / The integration of residential, employment, tourism, education, community and recreational land uses
- / Protection and enhancement of regional biodiversity and the natural qualities of the foreshore
- / Strategies that look to address environmental challenges such as climate change and sea level rise to ensure there is resilience from storm surges and drought on the foreshore and wider town
- / Rehabilitate river and canal banks to not only protect the water courses from bank erosion but act as a filter to clean waterways and act as a carbon sink to sequester carbon dioxide from the atmosphere

THREE

*illustrative master plan*

**STRENGTHENING AND UNIFYING THE MOOLOOLABA EXPERIENCE**

The Master Plan aims to enhance the quality of connectivity to Mooloolaba's waterfronts, town centre and southern residential areas by creating an integrated walkable open space and town structure that embraces the relaxed, healthy and active lifestyle of its residents and visitors.

A strong hierarchy of connections provide a journey of discovery where distinctive destinations unfold along the foreshore and in the Heart of Mooloolaba, where diverse and unique experiences evolve from day to night and throughout the year.



*Great Waterfront Walks*

Continuous promenades that take in Mooloolaba's stunning ocean and river views and unlock previously inaccessible vantage points



*Discover Mooloolaba's Laneways*

Fine grain cross-town links through active streets and pedestrian lanes that lead visitors to discover an alternative experience to the beach



*Mooloolaba Loop*

A town loop from your doorstep that takes in the ocean, river, canals and leafy residential streets for a daily walk or guided tourist walk



*Distinctive Destinations*

A mix of vibrant and quiet, exciting and relaxing, permanent and changing experiences unfold throughout Mooloolaba



*The Places*

These four precincts each present an opportunity for enhanced connectivity, public realm, built form and activation to shape the future of Mooloolaba. The initiatives in the following section of this report have been developed to address key transport, open space, land use, built form and economic challenges within the Mooloolaba Master Plan area. These initiatives aim to consolidate existing projects and studies while strengthening the overall town structure through new supporting initiatives.



future cross-block links



future light rail route



THREE *illustrative Master Plan*

Sunshine Coast COUNCIL AECOM

### A VIBRANT NIGHT TIME MOOLOOLABA EXPERIENCE

The Master Plan enhances the night time experience of Mooloolaba by creating vibrant feature lighting schemes along key walking routes providing dynamic experiences and destinations throughout the town.

A combination of light, colour, movement and activity combine to create a platform for exciting events and memorable experiences in the public realm that take advantage of the subtropical climate.



*Well Lit Connections*

Continuous well lit connections that are safe and inviting and entice night time strolls around Mooloolaba



*Enhanced Destinations*

Vibrant architectural lighting and use of colour enhances key destinations and wayfinding



*Artistic Illumination*

Art in the form of illuminated elements, catenary lighting, projection and interactive digital installations add a new layer of excitement to the public realm



*Night Time Activation*

Mooloolaba's night time experience is amplified by events, night markets, food trucks, music and roving entertainment



FOUR

strategies



ACCESS AND MOVEMENT

The access and movement strategy for the Master Plan aims to promote healthy, active and sustainable movements to and through Mooloolaba.

Pedestrian and Cycle

Considerations:

- / A lack of dedicated cycle infrastructure
- / Cross town pedestrian and cycle connectivity away from the foreshore is currently limited to the Walan Street corridor
- / Connectivity between the foreshore and the heart of Mooloolaba through private lanes is not obvious and no 24 hour, publicly accessible connection exists

Opportunities:

- / Develop a hierarchy of shared path, recreational and regional cycle links connecting the ocean, river and canal waterfronts to create a Mooloolaba 'loop'
- / Develop a primary commuter cycle corridor with on-street lanes as a major route through the heart of Mooloolaba
- / Investigate opportunities for a new central cross town connection between Mooloolaba State School and the Wharf site that provides pedestrian connections through private property at the time of future redevelopment
- / Enhanced wayfinding presence to and through private retail / resort laneways that are Disability Discrimination Act (DDA) accessible
- / Investigate a new central pedestrian laneway / plaza connection to the beach from 'the Heart' through private property at the time of future redevelopment
- / Enhance bike parking and introduce end of trip facilities in the public realm

Public Transport and Water Transport

Considerations:

- / Public transport connectivity in Mooloolaba is limited to bus services
- / Enhance public transport connections into the Wharf site and The Spit
- / Infrastructure and arrival / departure experience for tour boat patrons and transfer to and from offshore cruise ships is not befitting of a world class destination
- / Limited opportunities exist for formalised public watercraft moorings

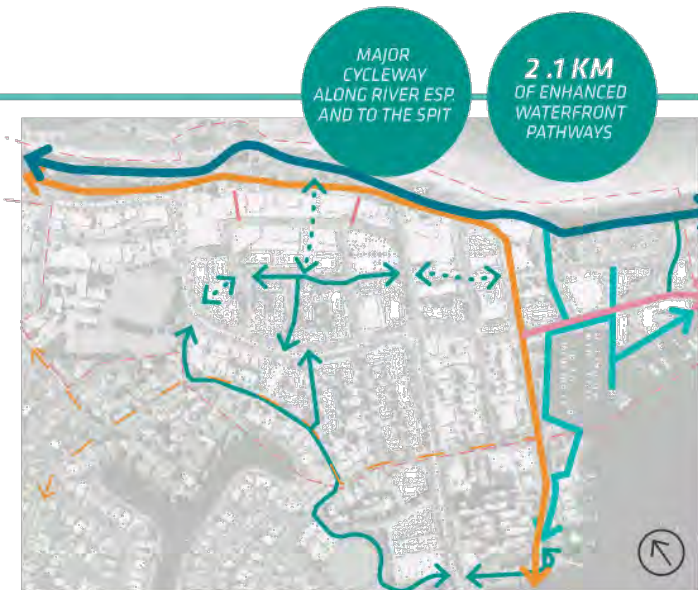
Opportunities:

- / Develop the Venning Street, Walan Street and Brisbane Road corridor as a multi-modal transit corridor that encompasses enhanced vehicle capacity, high frequency bus and future light rail to and through the Heart of Mooloolaba
- / Fast track construction of widened road corridor to enable improved on-road public transport priority leading to the introduction of light rail
- / Investigate a tourist shuttle bus loop connecting the Heart to the Wharf and The Spit
- / Redevelopment of the Wharf provides an opportunity to create a world class arrival experience for tour boat and cruise ship transfers. A signature pier and pontoon within the Wharf marina would facilitate tourist arrivals and departures
- / Small scale, publicly accessible pontoons in the river and canals to provide short-term private boat mooring and launching of non-motorised watercraft
- / Expanded marina berths to cater for increasing demand

Proposed Pedestrian and Cycle Routes

- Headland to Spit "Great Ocean Walk" and coastal path network\* (Regional scale path)
- Major cycle route (dedicated two-way cycle facility)
- Wharf / riverfront promenade (Regional scale path)
- New district scale shared path
- Future cross-block link (through existing property)
- Existing DDA compliant accessible link through private property
- District on-road cycle route
- District cycle route

\*New pathways to align with future Coastal Pathway network plans.



Proposed Public Transport Routes

- Major bus route\*
- Future light rail route (to centre of road corridor)
- Local tourist bus route
- Existing bus stop
- Recommended bus stop
- Commercial jetty
- Kayak launch point
- Mooloolaba Wharf reconfigured marina berths (A)
- Mooloolaba Wharf marina berth expansion into river (B)

\*Priority public transport lanes to align with Coast Connect study



ENHANCED BUS SERVICES TRANSITIONING INTO FUTURE LIGHT RAIL

ENHANCED PONTOON INFRASTRUCTURE FOR PRIVATE BOAT MOORING



place making MOOLOOLABA

ESPLANADE  
 SPEED LIMITS  
 REDUCED TO  
 10-20 KM/HR

NEW  
 LOCAL  
 STREETS TO  
 ENHANCE  
 TRAFFIC FLOW  
 EFFICIENCY

Roads

Considerations:

- / Removal of Beach Terrace prevents eastbound traffic along the foreshore
- / The existing two lane cross section of Brisbane Road and Walan Street constrains access to the primary destination of Mooloolaba, the Esplanade
- / Vehicle connectivity into the heart of Mooloolaba is constrained for vehicles
- / Proposal to widen Brisbane Road to four lanes with public transport priority
- / Allowance for future introduction of light rail into the road corridor

Opportunities:

- / Create a 20 km/hr two-way traffic corridor along Mooloolaba Esplanade from Brisbane Road to Venning Street with distinct pedestrian crossing points
- / Create a 10 km/hr one-way (eastbound) shared zone on Mooloolaba Esplanade from Brisbane Road (i.e. Loo with a View) to the corner of River Esplanade and Parkyn Parade (i.e. Mooloolaba Surf Club) with infrastructure to allow for short-term closures during events or peak seasons
- / Create a new street through the Wharf site to access proposed redevelopment sites and improve traffic flow to Parkyn Parade
- / Extend Naroo Court and Muraban Street to enhance connectivity to the Heart and the Brisbane Road car park site
- / Introduce a new signalised intersection at Naroo Court to allow for right turns out of the Heart onto Walan Street
- / Introduce a new signalised intersection into the Wharf site at the junction of Walan Street, River Esplanade and the new road through the wharf area
- / Acquiring the corridor space required to provide the capacity needed to construct the future widening of the Brisbane Road and Walan Street corridor
- / Enhance streetscape treatments and high quality finishes to First Avenue to promote safe pedestrian crossings from the Brisbane Road car park site to the Esplanade. Consider shared use of this road and flexibility for short-term road closures to hold pop-up events, markets, etc.
- / Consider the potential for another public car park on Smith Street associated with site redevelopment

Proposed Road Alterations and Parking

-  Mooloolaba Esplanade (20 km/hr two-way traffic)
-  Mooloolaba Esplanade shared traffic zone (10 km/hr one-way traffic with ability for short-term closures)
-  First Avenue shared plaza zone (private car park access only)
-  Remove Beach Terrace car park
-  Brisbane Road widening
-  New local street connection (two-way)
-  New traffic signals
-  Retain existing taxi rank
-  Brisbane Road car park site incorporating multistorey public car park
-  Mooloolaba Wharf publicly accessible bays integrated within new development
-  Mooloolaba Wharf multistorey public car park
-  Potential Smith Street public car park
-  School site as flexible car parking zone



1000  
ADDITIONAL  
PUBLIC CAR  
PARKING BAYS

Public Car Parking

Considerations:

- / Existing public car parking provision is insufficient for peak usage, dominates the foreshore and contributes to traffic congestion in and around the Esplanade
- / 1000 additional public car parking bays are required by 2031 to cater to demand
- / Zero net loss of car parking in Mooloolaba
- / Future Brisbane Road widening planning to consider capacity for increased on-street parking capacity

Opportunities:

- / Relocate Beach Terrace foreshore car parking and eastern Esplanade parking (in front of Mooloolaba Surf Club) into new Brisbane Road car park multistorey facility. Reinstate short-term and disabled on-street parallel parking, loading and drop-off zones, and retain existing taxi rank on the Esplanade
- / Consolidate public car parking from the foreshore into the new Brisbane Road car park multistorey facility
- / Future Wharf redevelopment to include increased public car parking provision on new High Street and integrated within new buildings
- / Brisbane Road widening to four lanes to plan for increased on-street car parking
- / Additional on-street car parking associated with Naroo Court and Muraban Street extensions
- / Explore 'Park 'n Ride' facilities on the fringe of Mooloolaba to help transport people during peak times
- / Review traffic and parking requirements in future should Mooloolaba become an even greater tourist attraction, subsequently experiencing increased travel trips beyond what is currently planned for in terms of projected population growth

Clarifications:

While it is appropriate that parking be discussed in this Master Plan, it is also intended that it is formally planned for by a Local Area Parking Plan (LAPP). The Master Plan will inform, not direct, the outcomes of the LAPP.

The adjacent table provides a detailed breakdown of the existing quantities of public car parking bays, relocations, and introduction of new public car parking bays considered by the Master Plan proposal.

These parking figures are a guide only and subject to:

- / Brisbane Road car park site Expression of Interest (EOI) proposals
- / design development of new streets
- / design development of Brisbane Road widening
- / future extension of River Esplanade cycleway
- / design development of Mooloolaba Esplanade and foreshore upgrades
- / future redevelopment opportunities at the Wharf
- / potential amalgamation of lots and redevelopment by private developers

Current total public car parks in Mooloolaba = 1438\*

Proposed Public Car Parking Bays (Removal)		- 725
Beach Terrace (foreshore car park)		- 105
Eastern Esplanade (near MSLSC)		- 41
Existing Brisbane Road car park site (A)		- 179
Existing Wharf car parking lots (B & C)		- 400
Proposed Public Car Parking Bays (Addition)		+ 1725
Western portion of Mooloolaba Esplanade (along dining strip)		+ 20
Eastern portion of Mooloolaba Esplanade (near MSLSC)		+ 10
Redeveloped multistorey facility on Brisbane Road car park site (A)		+ 500 (min)
Redeveloped Wharf car parking lots (B & C)		+ 600
Potential opportunity for an integrated development and public car park on Smith Street (south of Watan Street)		+400
Brisbane Road widening project		+95
New streets in the Heart (i.e. parallel parking)		+ 50
New on-street car parking in the Heart of Mooloolaba through consolidation of smaller sites and less driveway crossovers		+ 50
Proposed Public Car Parking Bays (Total)		= 2438

\* Existing public car parking spaces for Mooloolaba (quantity supplied by SCC and boundary varies slightly to Master Plan area)

Other public car parking opportunities are to be investigated further in order to cater for the future growth of the area. These opportunities will be considered as part of the Mooloolaba LAPP. Opportunities could include:

- / Overflow car parking in the Mooloolaba State School sports grounds during peak holiday season, public holidays and major events
- / Another public car park on Smith Street associated with site redevelopment
- / A southern 'Park 'n Ride' facility at the junction of the Sunshine Motorway and Brisbane Road
- / Developer contributions of public parking bays for new developments

## PUBLIC REALM AND OPEN SPACE

The open space strategy for the Master Plan aims to create an enhanced public parkland outcome that is befitting of the world class beach it lines. The Master Plan proposes to improve the open space experience along Mooloolaba's ocean, canal and riverfront by creating a high quality, well-connected waterfront experience and town 'loop' walk.

### Amenity and Activity

#### Considerations:

- / Foreshore pathways are narrow and cluttered
- / No public foreshore pathway exists to or past the secluded beach in the vicinity of the northern caravan park extending around Alexandra Headland
- / Minimal children's play facilities exist and the existing equipment (outside the MSLSC) is at capacity during peak periods
- / Picnic and BBQ amenities are concentrated towards the Mooloolaba Surf Club in a small constrained area
- / Major events are currently held predominantly along Beach Terrace car parking area and require road closures

#### Opportunities:

- / Relocate Beach Terrace road and associated car parking to create a continuous, wide and uncluttered shared use promenade along the full length of the foreshore
- / Relocate the northern caravan park and create a continuous, shared use promenade along the full length of the northern foreshore. Existing caravan sites to be relocated to other expanded caravan park facilities on the Sunshine Coast.
- / Connect the new northern foreshore promenade to and around the headland to provide uninterrupted views and a world class 'Great Ocean Walk' experience
- / Incorporate a range of children's play environments to cater for a wide range of ages and abilities and enhance activation and surveillance along the foreshore
- / Provide more picnic and BBQ facilities in association with children's play areas spread along the length of the foreshore. This could include a 'long table' for outdoor dining events and large gatherings.
- / Create an amphitheatre to better cater for the needs of events and spectators
- / Refurbish existing toilet facilities and provide new amenities in association with children's play areas, new amphitheatre and tidal pool
- / Explore the potential to extend beach nourishment works that currently occurs to the south of the MSLSC further to the north to maintain beach amenity and manage coastal erosion
- / Dune restoration for the northern stretch of beach should be considered under a future *Coastal Land Management Plan*. This contributes to alleviating short-term storm erosion risk and is a cost effective measure that also contributes to the protection of regionally significant recreational and economic assets



### Proposed Public Realm Amenity

- Amphitheatre
- Tidal pool
- Public toilets
- Children's play area
- Potential visitor and interpretive centre
- Mooloolaba Esplanade shared zone
- Potential plaza space
- Potential pedestrian laneway connection
- Community hub
- Wharf landmark pier
- Additional parkland area
- ● ● ● ● Potential dune restoration & revetment walls



FOUR

strategies



Vegetation and Shade

Considerations:

- / Balance the need for shade provision with a desire for enhanced ocean views and flexible open space needs for events
- / Enhance shade provision to streets to encourage walking

Opportunities:

- / Proposal to level existing undulating terrain (i.e. areas with turf mounding) for parts of the foreshore aim to enhance views and access between the Esplanade and the beach. This concept, along with the proposal to widen the Esplanade to cater for two-way traffic, may require the removal of some existing trees\*.
- / Existing trees are to be retained and protected where appropriate. The addition of new shade trees will help support existing stands of valuable healthy trees, frame views and provide a cooling environment along the foreshore
- / Areas of heavy shade along the 'Great Ocean Walk' pathway network at strategic locations would provide amenity, respite from heat in summer, and allow for open views to the water
- / Implement a street tree planting strategy to shade pedestrian walkways
- / Create a strong, iconic street tree boulevard along the Brisbane Road corridor

\*The grading required for integrating new parkland facilities would aim to minimise clearing of existing trees where possible. Where unavoidable, cleared vegetation would be replaced with new shade trees within the parkland and existing Pandanus species transplanted.

Open Space Edges

Considerations:

- / Balance uninterrupted beach access with the presence of a soft planted beach dune environment
- / The Wharf site currently does not provide uninterrupted waterfront access to the public along the river edge
- / Minimal pedestrian connectivity exists at Mayes Canal and Tuckers Creek

Opportunities:

- / Integrate terraced beach seating and access points into sea/revetment walls (to the ends of the central foreshore) where erosion is occurring
- / Retain and rehabilitate soft dune planting to the sections of dune where erosion is not at threat
- / Retain existing sea/revetment walls near the MSLSC
- / Enhance access to canals and waterfront open space as part of a Mooloolaba pedestrian loop that connects to the foreshore and river
- / Design foreshore and river edges to enhance resilience to storm surge and climate change through a combination of hard and soft edges.
- / New foreshore parkland design shall consider the effects of climate change when determining finished levels, materiality and detailing of promenades, terracing, revetment walls and boardwalks.

Existing and Enhanced Shade

- Brisbane Road beach axis boulevard
- Major boulevard spine
- Green link street and laneway planting
- Retained / rehabilitated Esplanade street planting (south of street edge)
- Retained significant areas of foreshore planting
- Shaded plaza planting
- Parkland planting (subject to detailed design)



FORESHORE PARKLAND TREES RETAINED OR TRANSPLANTED WHERE POSSIBLE

A STRONG SOUTHERN GATEWAY PLANTED BOULEVARD

A BALANCE OF HARD AND SOFT BEACH EDGE CONDITION

A NEW PUBLICLY ACCESSIBLE WATERFRONT WHARF



Soft planted dune edge  
 retained and rehabilitated dune vegetation with integrated passive seating



Hard terraced edge  
 hard terracing for erosion control, spectator seating and easy access to waters edge



Wharf boardwalk edge  
 over-water boardwalk with active frontage and access to marina pontoons

*Lighting*

*Considerations:*

- / Enhanced night time experience to the foreshore and Wharf to improve safety and surveillance
- / Enhance night time experience along key pedestrian and vehicular links through Mooloolaba
- / Safety and Crime Prevention Through Environmental Design (CPTED) considerations associated with increased night time use of public spaces, parks and streets

*Opportunities:*

- / Establish a well-lit foreshore pathway route along the beach, river and canal edges (subject to ensuring no negative impact on marine turtles)
- / Architectural lighting to highlight key destinations / places of interest including interactive coloured light and water show at the Wharf
- / Provide infrastructure along the foreshore to cater to temporary projection light installations for art exhibitions and events
- / Feature architectural street lighting design to reinforce the Brisbane Road, Walan Street and Venning Street route through Mooloolaba
- / Implement coloured light into the foreshore promenade and Brisbane Road arrival axis
- / Consider CCTV infrastructure to address CPTED and safety concerns
- / Install new street, public realm and feature lighting with smart controls to comply with Citelum Australia Pty Ltd public lighting management

*Proposed Lighting Strategy*

- Brisbane Road beach axis boulevard lighting
- Major boulevard architectural lighting
- Green link street light enhancement
- Well-lit waterfront and Mooloolaba loop walkways
- Landmark / place of interest



*Architectural feature lighting*  
 integrated into key elements including interactive coloured light shows



*Promenade lighting*  
 feature light poles along key pathways lining the beach, river and canals



*Highlighting key elements*  
 coloured lighting to highlight feature trees and spaces

FOUR

strategies



**LAND USE, BUILT FORM AND ACTIVATION**

The land use and built form strategy for the Master Plan aims to create distinctive and vibrant destinations throughout Mooloolaba.

*Land Use*

Considerations:

- / Segregated land use activities in areas south of the Esplanade
- / The Wharf site contains a mix of privately held, local and state government tenures and leases, which is not conducive to redevelopment
- / There is no 5 or 6 star hotel located within Mooloolaba

Opportunities:

- / Encourage mixed land use activity across the Master Plan area and horizontally within built form to enliven places during the day and night and activate streets and building edges
- / Encourage fine grain commercial activity to ground floor street and pedestrian lane interfaces to activate public realm
- / Wharf lease mix needs resolution for new development to occur. Encourage redevelopment in the long term to provide a higher amenity, mixed use built form outcome
- / Enhance the quality and diversity of the leisure and tourism offer at the Wharf
- / A mix of land uses and development that appeals to both locals and tourists so as not to reinforce community separation and to encourage more permanent residents
- / Should a 5 / 6 star hotel operator express interest in developing, then site opportunities may require further investigation within Mooloolaba

*Permeability and Active Edges*

Considerations:

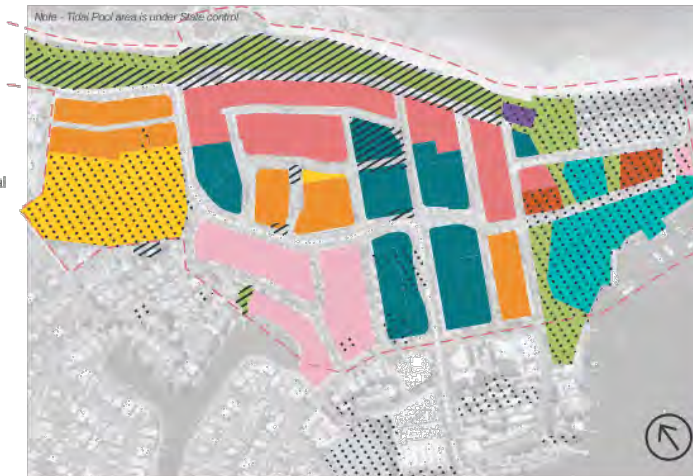
- / Lack of north to south connectivity into the heart
- / Lack of west to east connectivity through the heart between the school and wharf
- / Street interfaces around SEALIFE Mooloolaba (Underwater World) and Brisbane Road car park site are lacking in activation

Opportunities:

- / Investigate opportunities for future redevelopment of existing sites to provide mid-block active laneways that provide public pedestrian links
- / Provide a new canal-front park and landscaped pedestrian link to the heart of the Master Plan precinct
- / Encourage a destination with cultural/community focus at the heart of the Master Plan precinct
- / Potential for future refurbishment at SEALIFE Mooloolaba (Underwater World) to sleeve the facility with active edges providing leisure-based businesses fronting onto enhanced public realm
- / Future redevelopment of Brisbane Road car park site to include active street frontages and integrate a compact public plaza connecting First Avenue and Brisbane Road to the foreshore and Esplanade.

*Indicative Land Use Plan*

- District centre
- High density residential
- Medium density residential
- Mixed use medium density residential
- Mixed use tourist accommodation
- Tourism
- Open space
- Community / arts hub
- Sports and Recreation
- State land
- Council land



*Existing and Proposed Active Edges*

- Primary active edge (pedestrian prioritisation, avoid vehicle entrances)
- Secondary active edge (includes building entrances and services)
- Possible future mid-block pedestrian connections



**Building Heights**

**Considerations:**

- / New development to consider Planning Scheme requirements
- / Creation of distinctive and diverse supply of architecture

**Opportunities:**

- / Encourage the amalgamation of sites to facilitate development to allowable heights
- / Reinforce consistency of building envelopes within each precinct yet contrast outcomes between precincts for distinctive precinct outcomes

**Building Typologies and Character**

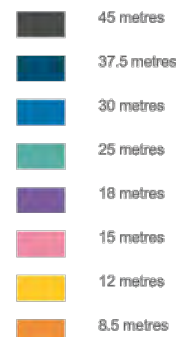
**Considerations:**

- / Promote distinctive Sunshine Coast architecture
- / Consider use of appropriate architectural design and materials that reinforce coastal character and develops unique amenity for each precinct within Mooloolaba
- / Consider the visual impact of above ground car parking levels, particularly for a multistorey facility on the Brisbane Road car park site
- / Retain a sense of coastal character in the Heart of Mooloolaba

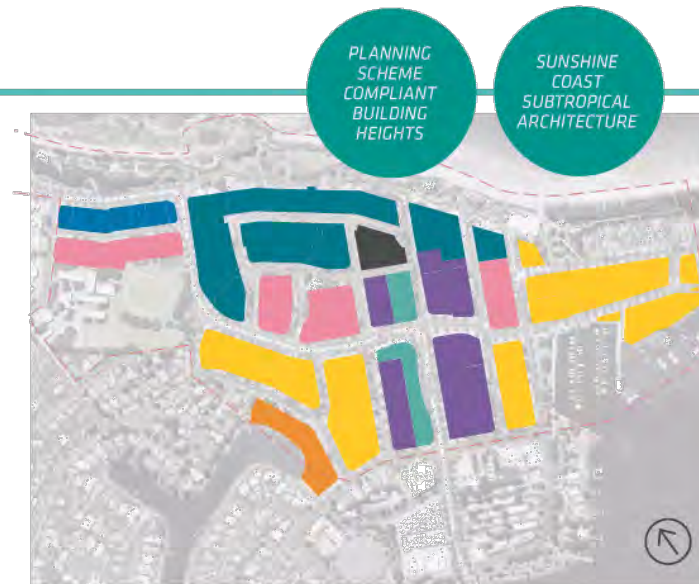
**Opportunities:**

- / It is desirable for new development in Mooloolaba to strive towards achieving leading, best practice architectural outcomes to inspire outcomes in other centres across the coast. New developments should aim to be distinctive places that reflect the local subtropical landscape and coastal character, emphasise sustainability and energy efficiency and use an interesting mix of appropriate materials. For innovative outcomes on key sites, consider holding design competitions.
- / Foreshore: medium rise tower and podium development with active street frontage and predominantly hard paved public realm consistent with the existing beach front development
- / Heart: low to medium rise development with landscaped setbacks, deep planting zones within developed properties and dominant softscape to streets
- / Wharf: low rise, mixed use development characterised by leisure-based businesses, hotel, marina, residential and short-term accommodation, landscaped plazas and connectivity between beach and river
- / Architectural detailing needs to creatively and attractively screen any above ground car parking levels
- / Rooftop gardens and leisure decks to take advantage of views and provide communal areas that are not overshadowed by adjacent buildings
- / Built form to incorporate zones for subtropical landscaping to soften the visual character of the Heart

**Existing Building Height Plan**



\*Building heights derived from Mooloolaba / Alexandra Headland Local Area Plan - Height Overlay Map



Low rise, walk-up apartments  
 2 - 4 Storey (60-80 dwellings / Ha)  
 8.5 - 12m height zones



Low-medium rise, lift apartments  
 4 - 8 Storey (120-150 dwellings / Ha)  
 15 - 25m height limit sites



Medium rise tower and podium  
 8 - 15 storeys (200-250 dwellings / Ha)  
 30 - 45m height limit sites



Mixed use development  
 3 - 15 storeys (100-250 dwellings / Ha)  
 Height limits vary

FOUR

strategies

**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.



**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 responses:

- / 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 responses

- / 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 responses

- / 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

FOUR

strategies

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.



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



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.



**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.



**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.



**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.



FOUR

strategies



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 Year's 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 Year's Eve celebrations with space for temporary big screens and stage/s
- / Promote the Wharf as an alternative nightlife space for New Year's 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

