SUNSHINE COAST ENTERTAINMENT, CONVENTION AND EXHIBITION CENTRE AND SURROUNDING PRECINCT

DESIGN REPORT | 10 AUGUST 2011
PART 1: PRECINCT
1.1 PLANNING CONTEXT

1.1.1 REGIONAL ENTERTAINMENT CENTRES

The Maroochydore Principal Activity Centre is the ideal location for a new regional entertainment centre. As this map shows, there are currently no regional entertainment centres in the north of the South East Queensland region. The Sunshine Coast Entertainment, Convention and Exhibition Centre will provide a much needed facility for the Sunshine Coast, Somerset and Morton bay regions, enriching the social and cultural experiences for residents in these council areas.
1.1.2 MAROOCHY PLAN 2000

The Maroochydore Principal Activity Centre structure plan shows the precinct with two built sections, A and B, and parkland space. The adjusted precinct shows a slightly different orientation and arrangement of the same elements with the addition of C, which represents the opportunity for a hotel or similar commercial venture.
1.2 PRECINCT PLAN

The first diagram shows the precinct plan in the context of the Maroochy Structure Plan. The second diagram outlines key elements of the precinct plan and the specific precinct boundary.
1.3 LAND USE CONTEXT

1.3.1 LAND USE CONTEXT

The proposed site is predominantly surrounded by mixed-use and commercial areas. Residential areas lie to the south east of the site, adjacent to the proposed parkland. (Refer to the Maroochy Plan 2000 - Map 5.2 for more detail).

1.3.2 SURROUNDING LAND USE INTERACTION

The precinct will be compatible with surrounding land uses and meet the following objectives:

- The Precinct must connect to and reflect surrounding mixed-use developments
- Provide clear connection to Sunshine Plaza in order to integrate new development into existing surroundings
- Provide clear connection between residential areas and parkland / open space
- Provide legible transition between SCECEC buildings and parkland / open space
1.3.3 PLACE MAKING SUITABILITY – LAND USE

COMMUNITY FACILITIES

The community facilities within the SCECEC precinct create a much needed link between existing and proposed facilities in Maroochydore. The SCECEC precinct has the potential to become the hub of community and civic activities.

COMMERCIAL

The SCECEC will be a positive influence on the commercial centres in Maroochydore. The SCECEC will generate a higher flow of people in and around the area, providing better opportunities for business owners.

URBAN OPEN SPACE

The SCECEC is located adjacent to proposed urban open space and parkland and along the urban open space corridor that runs through the heart of Maroochydore. Here it will be possible to use community facilities, enjoy the regional entertainment venue and relax in a park all within this precinct.

RETAIL

The proposed location of the SCECEC is in close proximity with surrounding existing and proposed retail centres. The civic and entertainment focus of the SCECEC precinct will enhance these centres, creating an active and lively urban environment in Maroochydore.
1.0 CONTEXT

1.3.4 PLACE MAKING SUITABILITY – TRANSPORT

The precinct design and layout must take into consideration all transport routes and networks. The proposed transit stations to the south and north of the precinct will play a key role in how people are likely to access the SCECEC and precinct. The proposed road network will also determine how the precinct will be accessed.

PUBLIC + ACTIVE TRANSPORT

Connection between the precinct and proposed transit stations will be clear and legible with appropriate way finding in place. The precinct and connections to the precinct will prioritise pedestrians and cyclists providing a safe walking and cycling environment. (Refer to the Maroochy Plan 2000 - Map 5.9 for more detailed information).

VEHICULAR TRANSPORT

The precinct will be accessible from major roads such as Horton Parade, Maroochydore Road and Maroochy Boulevard. Clear and legible way finding devices will be in place for drivers to be easily navigated to parking spaces. A slow zone for vehicles will be enforced where road crosses public open space in the precinct. (Refer to the Maroochy Plan 2000 - Map 5.8 for more information).
2.0 URBAN DESIGN PRINCIPLES

VISION

Simple, legible, permeable space.

The site will provide a connection with the residential, parkland and commercial surroundings. It will be safe and accessible and provide the community with an active, integrated and flexible space suitable for many different uses, day and night, supported by community, civic and commercial building functions.

One seamless open space that flows into and around buildings and parkland, providing a flexible space suitable for a wide range of activities, enhanced by a variety of seating and shelter options.

CONNECTED, ACTIVE, INTEGRATED, DEMOCRATIC, CELEBRATORY.

The above goals are overarching design drivers that will influence the urban design of the proposed development.

This diagram represents specific site uses that will fit within the above urban design goals.
2.1 URBAN FORM

2.1.1 AREA CALCULATIONS
The area of community facilities land in the proposed urban structure increases (in comparison to the MPAC plan) due to the re-alignment of the road network and expansion of the precinct (to the north east). The open space reduces slightly due to the alignment of the precinct on the west of the central road.

<table>
<thead>
<tr>
<th></th>
<th>MPAC Plan</th>
<th>Proposed concept</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community facilities land</td>
<td>26 346 m²</td>
<td>45 957 m²</td>
</tr>
<tr>
<td>Open space</td>
<td>13 717 m²</td>
<td>13 667 m²</td>
</tr>
</tbody>
</table>
INDICATIVE DIMENSIONS

<table>
<thead>
<tr>
<th>Space</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Civic Space</td>
<td>4197 m²</td>
</tr>
<tr>
<td>Plaza Space</td>
<td>3289 m²</td>
</tr>
<tr>
<td>Concourse</td>
<td>4611 m²</td>
</tr>
<tr>
<td>Parkland</td>
<td>11,489 m²</td>
</tr>
</tbody>
</table>

YIELD STUDY

1:5000 @ A3

<table>
<thead>
<tr>
<th>Potential Additional Building</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>957 m² x 6 Storeys</td>
<td>5742 m²</td>
</tr>
<tr>
<td>884 m² x 3 Storeys</td>
<td>2652 m²</td>
</tr>
<tr>
<td>1158 m² x 8 Storeys</td>
<td>9264 m²</td>
</tr>
<tr>
<td>717 m² x 8 Storeys</td>
<td>5736 m²</td>
</tr>
<tr>
<td>2618 m² x 6 Storeys</td>
<td>15708 m²</td>
</tr>
<tr>
<td>2404 m² x 6 Storeys</td>
<td>14424 m²</td>
</tr>
</tbody>
</table>
2.1.2 SUN/SHADE STUDY

The built form of the SCECEC building will determine the amount of sunlight exposure on the concourse during the morning. The built form of the other buildings in the precinct will determine the amount of sunlight exposure on the civic and plaza areas. It is ideal that the concourse, civic and plaza areas receive adequate sunlight, morning and afternoon, whilst also providing shaded areas for refuge during the hottest hours of the day.
SUN / SHADE STUDY - PLAZA

SUMMER
9AM
12AM
3PM

WINTER
9AM
12AM
3PM

KEY PLAN
SUN / SHADE STUDY - CONCOURSE

SUMMER
9AM
12AM
3PM

WINTER
9AM
12AM
3PM

KEY PLAN
**2.1.3 Shelter Strategy**

Due to the climate of Queensland and in particular the Sunshine Coast, it is necessary to have adequate shelter in public open spaces. The shelter strategy demonstrates possible ratios of shelter to exposed area and within this, hard shelter and soft shelter percentages.
2.1.4 VIEW STUDY

The precinct will be enhanced by specific view lines, visually connecting the civic, plaza, concourse and parkland areas. Key view lines will also provide necessary legibility and way finding for pedestrians. Strategic view lines will also enhance the passive surveillance and overall safety of the precinct.
2.1.5 ALTERNATIVE PRECINCT FORMS

Although the previous analysis of the precinct has been determined by a particular layout of buildings and open space elements, alternative arrangements may or may not provide a more appropriate response to the site. The following images show some examples of how the form of the precinct might differ.
2.2 CHARACTER

2.2.1 CHARACTER PLAN

The SCECEC Precinct will become an attractive destination which entices people for its restaurants and dining areas, lively nightlife, diverse commercial spaces, landscaped open space, and relaxing parkland. The character of the area will be highlighted via several key anchor points throughout the area: the civic space, the plaza, the concourse, the parkland, the SCECEC and adjacent civic and retail buildings. While being unique spaces, these key elements will knit together to form a cohesive precinct. The overall design of the precinct will create a new architectural language for the Sunshine Coast while maintaining distinct sub-tropical qualities.

**Civic** – The civic space (similar in scale to King George Square, Brisbane) will provide for a variety of both day and evening activities. The community will enjoy a true Sunshine Coast experience with flexible, safe, sheltered open space and a thriving cafe and restaurant scene. This civic space will become the ‘heart’ of this precinct and a key point in the new Maroochydore CBD network.

**Plaza** – the plaza will be a gathering point between the active civic space and the concourse. It will be a meeting place, an events space, a place to relax, and a place to enjoy comfortable open space and the wonderful Sunshine Coast climate.

**Concourse** – the concourse will provide a relaxing and sheltered break out space for the SCECEC whilst being a transitional space between civic / plaza areas and the parkland. People will be able to stroll along the concourse, mingle between the lush garden beds or grab a coffee from a small cafe. The design of the concourse plays a key role in ensuring the SCECEC engages with the surrounding urban open space and parkland.
5. Parkland - The parkland will be a natural, green inviting space between the SCECEC and adjacent residential areas. It will become an attractive destination for locals, cyclists, walkers and families. Grassed areas, open forest areas, pathways and picnic shelters will provide a welcoming green space for residents and visitors, while maintaining the opportunity for the space to be used for festivals and celebrations. The parkland will be a vibrant addition to Maroochydore’s open space and parkland network.

Indicative Parkland Breakdown

1. Grassed Space - 10% Tree Coverage
2. Concourse Extension - 50% Hard Shelter
3. Sport Playing Field - Flat Grassed Area
4. Playground - 10% Tree Coverage
5. Picnic - 10% Tree Coverage
6. Rest Seating - 80% Hard Shelter
7. Planted Creek Bank - 100% Low Planting
2.2.2 SUGGESTED BUILDING FUNCTION

The six additional buildings must enhance the overall civic and community function of the precinct, whilst providing opportunities for passive surveillance over public open space. The building uses must also complement the SCECEC.
2.3 CIRCULATION

2.3.1 PRECINCT CIRCULATION

The precinct will be easy to navigate, permeable and open creating smooth circulation patterns and movement. The precinct is designed to allow pedestrians to take direct routes to specific destinations while ensuring all areas are universally accessible.
2.4 ENVIRONMENT

The precinct design will be sensitive to the surrounding environment. Located on a Greenfield site, the current environment must be considered. Established trees and significant vegetation will be retained where possible, new plantings will be local species and potentially harmful run-off into the creek will be minimised. The natural environment in the wider context surrounding the precinct must also be taken into consideration. The parkland and landscaping in the precinct will be a valuable addition to the local ecosystem and provide habitat for local fauna.
3.0 INDICATIVE URBAN DESIGN

3.1 INDICATIVE MASTERPLAN

The masterplan shown here is an indication of how the urban design principles discussed might translate into urban forms and elements.

- A CIVIC SPACE
- B PLAZA SPACE
- C CONCOURSE
- D PARKLAND

NOTE: LEVELS YET TO BE RESOLVED
INDICATIVE CONCEPT DESIGN - CIVIC, PLAZA + CONCOURSE

1:1000 @3

NOTE: LEVELS YET TO BE RESOLVED

- GRASSED SPACE
- OPEN PLAZA SPACE FOR COMMUNITY GATHERINGS / EVENTS
- CONCOURSE
- SHELFERED REST AREAS WITH SEATING AND PICNIC FACILITIES
- RAISED TREE PLANTERS WITH ATTACHED TIMBER PLINTH SEATING
- POTENTIAL FOR RETAIL VENTURES E.G. COFFEE CART

- ON-STREET PARKING

- POTENTIAL FOR RETAIL VENTURES E.G. COFFEE CART

PART 1 | 3.0 INDICATIVE URBAN DESIGN

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INDICATIVE CONCEPT DESIGN - PARKLAND

- STREET TREES
- CONCOURSE EXTENSION
- SPORT PLAYING FIELD
- PLAYGROUND AREA
- OPEN GRASS AREA
- PLANTED CREEK BANK
- PICNIC AREAS

NOTE: LEVELS YET TO BE RESOLVED

SCALE: 1:1000 @A3

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INDICATIVE ELEVATIONS

Elevation AA - Civic

Elevation BB - Concourse

NOTE: LEVELS YET TO BE RESOLVED
3.2 EXEMPLAR PROJECTS

CIVIC

Mackay Convention + Exhibition Centre, Mackay, Australia

Manitoba, Canada
PART 1 | 3.0 INDICATIVE URBAN DESIGN

PLAZA

Margo1 + Bill Winspear Opera House, Texas, USA

Parc de la Villette, Paris, France
CONCOURSE

Split Waterfront, Croatia

VC, San Diego

Thuringowa, Townsville, Australia
PARKLAND

Zadar Waterfront, Croatia

Thuringowa, Townsville, Australia

Parc de la Villette, Paris, France