

Place Making MOOLOOLABA

Community Update

December 2015
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Mooloolaba Master Plan Endorsed

Sunshine Coast Council would like to thank the community for taking the time to be part of the conversation about the Place Making Mooloolaba Master Plan project. Your feedback helped to shape the Final Master Plan, which was endorsed by Council at the December 2015 Ordinary Meeting.

The new master plan for Mooloolaba outlines a long-term vision, which includes bringing four key precincts together to revitalise the Sunshine Coast's premier tourist destination – the foreshore and esplanade, the Mooloolaba Heart, the wharf and the Southern Gateway.

Through implementation of the master plan, Mooloolaba will further enhance its reputation as a world class beachfront destination, underpinned by its outstanding natural beauty and healthy active lifestyle where you can ***immerse yourself in, on and under the water.***

The master plan seeks to retain the natural aspects of Mooloolaba and preserve its uniqueness while advancing short, medium and long-term improvements within the area.

Through best practice urban design, the master plan will help council to create better public places including 40% more public parkland, 2.4km of enhanced waterfront pathways, and adaptable spaces for small and large events. It will create a vibrant and active place with a diverse mix of exciting parks and entertainment areas, better pedestrian access, cycle links and car parking, and a stimulated local economy.

Council worked closely with the community to shape the Place Making Mooloolaba Master Plan by undertaking a two-staged community consultation process during 2015. More than 80% of people who provided feedback on the draft proposal supported the master plan and its initiatives.



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Feedback on the Draft Master Plan - what you told us

From 4-30 September 2015, council sought feedback from the community, local businesses and visitors on the Draft Master Plan for Mooloolaba

Feedback was captured predominantly via survey submission, as well as one-on-one conversations and public feedback event days. The 38 question survey asked for comments and indications of support on a range of Draft Master Plan initiatives.

Key findings from the survey include:

- 82% support for the intent of the Draft Master Plan and 87% support for the Master Plan vision
- All initiatives were well supported with the exception of the one-way shared road option at the southern end of the Esplanade, with the results not clearly resolved and outcome subject to further traffic investigations
- 72% support for the removal of the northern portion of Mooloolaba Beach Holiday Park in order to create increased public open space
- The car parking strategy for 1000 additional public spaces across Mooloolaba was supported by 91% of respondents

A few things really stood out in the feedback – car parking and relocation of the northern caravan park site were hot topics.

Of the 1086 validated respondents, most respondents were from the Sunshine Coast area, either residing in Mooloolaba (31%), business owners (7%) or workers (13%) in Mooloolaba, or residents living elsewhere in the Sunshine Coast region that visit Mooloolaba (34%).

Next steps

The adopted Master Plan will facilitate the development of a detailed implementation and staging plan, which provides direction for the next phases of delivery. Proposed funding of \$500,000 to allow development of detailed designs and further studies for the foreshore parkland will be considered by council for inclusion in its 2016-17 budget. This funding will enable designs of priority projects to be “shovel ready” for applications for future government grant schemes.

Council will also consider an activation program to be overseen by a new Place Management Officer with the aim of creating a year-round schedule of events and activity in Mooloolaba.

The northern caravan park sites will be relocated after the 10-year lease expires in June 2017, and an announcement regarding a proposal to develop the Brisbane Road car park will be released in mid 2016.

Find out more

Visit Council's website at www.sunshinecoast.qld.gov.au or contact Council on (07) 5475 7272.

82% support for the revitalisation of the foreshore & create an additional 40% of public parkland and a 1km ocean walk experience



85% support for the creation of a new 'heart' for Mooloolaba, providing an alternative experience to the waterfront for visitors & locals

94% support for the revitalisation of the Wharf site to include more car parking, new public space and mixed use development



93% support for the revitalisation of Brisbane Road to promote the southern arrival experience into Mooloolaba

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All information contained in this communication is accurate at the time of distribution however works and dates are subject to change due to circumstances outside of Sunshine Coast Council's control.



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