QUALITY INFORMATION

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REVISION HISTORY

<table>
<thead>
<tr>
<th>Revision</th>
<th>Revision Date</th>
<th>Details</th>
<th>Name / Position</th>
<th>Signature</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>10-June-2015</td>
<td>For Review</td>
<td>Mike Gillen</td>
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<td>B</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ONE
Introduction

TWO
Engagement Strategy

THREE
Public Event Day

FOUR
Surveys

FIVE
Stakeholder Meetings

SIX
Workshop

SEVEN
Social Media Engagement

EIGHT
Postcards

NINE
Summary
Introduction

PURPOSE
The purpose of the Community Engagement Report is to identify the key findings from the community engagement exercises. This will assist in determining the desired future character and sense of place of Mooloolaba and ultimately help shape outcomes within the Draft Master Plan.

MASTER PLAN AIM
The Mooloolaba Master Plan will articulate a clear and compelling vision for the future (short, medium and long term) with a strong identity of what Mooloolaba will become. The Master Plan aims to present a transformative vision which encompasses a broad set of place-specific planning and design principles with a definitive staging strategy.

The Master Plan will be strongly underpinned by the delivery of key catalyst projects in order to stimulate public and private investment action.

PROCESS
The Master Plan follows a five stage process, as illustrated in the diagram on the opposite page. The community engagement strategy forms a critical component of Stage 1.

The initial stage has included the preparation of a background review and best practice analysis as well as a guided site investigation. Following on from this, a community engagement process was undertaken with this report summarising the key findings from that exercise and forming the conclusion of Stage 1B of the process.

The next step of the project will be the development of the draft Master Plan which will be strongly guided by the findings from the background review and the various community engagement exercises. This will be followed by a second public engagement phase which will concentrate on achieving support for the direction, outcomes and implementation of the draft Master Plan and allow guidance for the finalisation of the Master Plan document.
Community engagement encompassed both public event day and stakeholder workshops.
A comprehensive engagement exercise has been undertaken with participation and input from a number of key stakeholders including community groups, landowners, program partners, state government departments and the general public.

State government departments include Economic Development QLD (Department of Infrastructure, Local Government and Planning), Department of Natural Resources & Mining, Department of Transport and Main Roads, Department of Education & Training, and Department of Public Works & Housing.

Three key engagement methods formed part of the engagement strategy (see opposite) including a public event day, stakeholder meetings and a stakeholder workshop.

In addition to the events, a public survey was devised which provided the opportunity for members of the public to provide their ideas and comments in response to a set of key questions. A summary of the findings from the survey questionnaire has been included within this report which draws out the key attributes of Mooloolaba that the community values.

Community consultation for the project was advertised through council’s website, a letter mail out to 1,800 property owners, walk through and chat with 300 businesses, adverts in local newspapers, on local radio and television, display/hand out of flyers and posters, and notifications on social media.

Social media was used as a community engagement tool with members of the public given the opportunity to participate through Facebook, Twitter and Instagram.

The participatory approach undertaken throughout the process has allowed a variety of ‘place’ ideas and aspirations to emerge for Mooloolaba.
Public Event Day
1. Community visioning
2. Street activation
3. Interactive feedback
4. Survey questionnaire

Stakeholder meetings
1. Opportunities and issues
2. Ideas-focused
3. Coordinated stakeholder response

Workshop
1. White-wall vision & ideas
2. Focus on key areas:
   • ‘the Wharf’
   • ‘the Heart’
   • ‘the Esplanade’
   • ‘the Southern entry’

Next Steps
Development of the Draft Master Plan
A public event day was hosted in Mooloolaba on Saturday 9th May 2015. The purpose of the day was to allow members of the community to provide feedback regarding what they value at Mooloolaba and their desired future vision for the study area. The interactive event day was hosted at the Mooloolaba foreshore from 8am to 11am. It is estimated that 1,000 members of the public participated in the event in some capacity.

Part of the Mooloolaba Esplanade was closed to vehicular traffic which provided the opportunity for participants to express their ideas in chalk on the road. Representatives from Sunshine Coast Council and the planning and design consultants, AECOM, were present on the day to hear views and aspirations, answer questions, and discuss some of the potential Place Making opportunities.

Residents and visitors were also given the opportunity to sign a project mailing list and complete a survey questionnaire, the details of which are discussed in the following section.

Road closure for ‘Chalk Day’ community vision exercise and an opportunity to meet with the SCC project team and have your say
The types of public feedback that was gathered at the public event day are shown below:

**What do you love?**

- *ambient location*  
  “kid friendly - no car needed”

- *the beautiful beach*
  “love the connection with the esplanade and the ocean front”
  “shared pathways & connection to the esplanade and the beach”

- “village atmosphere - low-rise”
  “trees”

- “sense of safety in Mooloolaba”
  “a focus on protecting the environment”

- “the widened walking track to the spit - excellent!”

- “dining”
  “the potential to be on the world map”
  “great council gardens & playgrounds & BBQs”

- “water views”
  “free beach front parking”
  “safe & beautiful oasis for locals & tourists. It is clean...”

- “the vibe”
  “exploring the rock pools”

- “coffee shops & boutique shops”
  “I have travelled a bit... the Esplanade precinct is one of the best on the entire planet”

- “well-maintained & good facilities”
  “casual, relaxed lifestyle - ‘always on a holiday’ feel”

- “so family friendly”
  “leave it as is”

*Bold items indicate comments that were received by multiple respondents*
What would you improve?

“water play activity”
“free shuttle service for parking”
“public transport - ferry access connecting Mooloolaba”
“more free parking”
“less traffic”
“wharf site needs urgent refurbishment”
“wider shared walkways/bikeways”
“update Loo with a View”
“central green space / town square”
“more playgrounds”
“needs more parking desperately”
“pedestrianise the front from Venning St to Surf Club”
“better transport options”
“5-star hotel”
“A multistorey car park”

“build a pool into rocks and landscape area currently used for caravans (opp. Mantra)”

*Bold items indicate comments that were received by multiple respondents*
What’s your vision?

- “dancing water jet lights”
- “water park”
- “amphitheatre”
- “fairy lights in trees”
- “more parking away from esplanade”

- “deck chairs on the beach”
- “no/more nightclubs”
- “artificial point break”
- “more parking away from esplanade”

- “street art”
- “dog bowls”
- “night markets”
- “music festival”

- “free buses like Noosa has”
- “a people place”
- “deck chairs on the beach”
- “dog off-leash area”

- “skate bowl”
- “entertain us on the beach”
- “local festival”
- “soundproof our night clubs for more live music”

- “open air cinema”
- “wind power”

chall on the road

place making Mooloolaba

11
The adoption of a survey questionnaire provided the opportunity for members of the community to respond to six key questions relating to the Mooloolaba study area.

The questions that formed part of the survey included:
1. What currently attracts you to Mooloolaba?
2. What are the things you love most about Mooloolaba?
3. What are the things you would most like to improve and why?
4. What would you like to retain in Mooloolaba?
5. What would make Mooloolaba an even better place to visit?
6. What would you like Mooloolaba to be known for in 5-10 years’ time?

A number of key themes and values were able to be drawn out from the range of responses from each question and these are discussed in the section that follows.

SURVEY SAMPLE GROUP

In terms of the sample group of survey respondents, a total of 161 individuals provided a response to the questionnaire either online or on a hard copy template. The survey was open from 9th to 25th May 2015.

The number of survey respondents from each gender was marginally in favour of females (54%) with 46% of the survey group consisting of males.

Note: Not all survey respondents answered every question and some respondents provided multiple answers for each question. Thus, the sum totals do not add up to 161.

1. WHAT CURRENTLY ATTRACTS YOU TO MOOLOOLABA?

The range of responses drawn from this question clearly indicate that the beach is viewed as the principal attraction within Mooloolaba with over 40% of the respondents citing the beach as their key attractant to the area.

Other prominent attractions that received numerous responses included the walkways, restaurants/cafes and shops.
2. WHAT ARE THE THINGS YOU LOVE MOST ABOUT MOOLOOLABA?

The responses to this question were largely reflective of the responses to question 1 with the beach front identified as the principle feature that the community love most about Mooloolaba.

Other commonly referenced features that the community love most about Mooloolaba include:
/ the restaurants and cafes,
/ shops,
/ the esplanade,
/ the family friendly atmosphere, and
/ the lifestyle.

3. WHAT ARE THE THINGS YOU WOULD MOST LIKE TO IMPROVE AND WHY?

The most common area of improvement identified in response to this question was the issue of car parking. More than half of the respondents cited car parking as the aspect of Mooloolaba that they would most like to improve. A large proportion of the respondents supported the construction of a multi-storey carpark on the Brisbane Road surface level car park site and relocation of car parking here from the foreshore.

The upgrade and refurbishment of the Wharf locality was also a prominent response with 25 of the respondents identifying it as something that they would most like to improve. In addition, better playgrounds for children and more frequent public transport were raised as being in need of improvement.
4. WHAT WOULD YOU LIKE TO RETAIN IN MOOLOOLABA?

It was made clear by the response to the first question that the beach is identified as a valuable asset within the study area. This is also reflected in the number of respondents (43) who wish to retain access to the beach.

Another key theme picked up in the response was the retention of Mooroolaba’s ‘relaxed’ atmosphere/feel and existing walkways along the Esplanade and foreshore. Interestingly, some respondents expressed a desire to see the status quo maintained for Mooroolaba and a proportion wanting limitations on any further high-rise development in the precinct.

5. WHAT WOULD MAKE MOOLOOLABA AN EVEN BETTER PLACE TO VISIT?

In line with the common response to question 3, a significant proportion of the survey respondents identified the improvement/increase in parking provision within Mooroolaba as something that would make Mooroolaba an even better place to visit. Twenty respondents also thought that the introduction of weekly markets would improve Mooroolaba as an attraction.

Other popular responses included the provision of more ‘family friendly’ facilities and improved pedestrian and cycling infrastructure.
6. WHAT WOULD YOU LIKE MOOLOOLABA TO BE KNOWN FOR IN 5-10 YEARS’ TIME?

As identified in the responses to the previous questions, the beach is viewed as the cornerstone of Mooloolaba’s identity and acclaim for Mooloolaba to still be known for its accessible and safe beach into the future.

Another key value of Mooloolaba that is reflected in the response to this question is its family friendly environment and acclaim as a great holiday destination.

ADDITIONAL COMMENTS

In addition to the responses to the six questions outlined previously, the community were given the opportunity to provide additional comments. This drew a variety of responses with some of the more specific issues identified below in no particular order:

/ Introduction of light rail
/ Create parking space outside Mooloolaba with a free shuttle connecting to the Esplanade
/ Provision of more shade, trees and public amenities along the foreshore and Esplanade
/ Improved nightlife opportunities through a mixed offer of activities
/ A focus on positioning, marketing and revitalisation, creating a definitive ‘Mooloolaba brand’

SUMMARY OF FINDINGS

The key findings of the survey can be summarised as:

/ The community place significant value on the beach
/ The identity of the locality is enshrined in the beach and its associated healthy lifestyle
/ Enhanced access to the beach and supporting family friendly facilities are essential for any future master plan
/ Improved car parking provision and relocation of car parking from the foreshore

The Beach is Mooloolaba’s most valued asset

Great beach
Family friendly
Great holiday destination
Natural beauty
Safe place
A series of one-on-one meetings were hosted with key stakeholder groups throughout May.

The following list captures the stakeholders engaged and key themes discussed during each of these engagements:

**MOOLOOLABA TRIATHLON & IRONMAN FESTIVALS**

Attendance:
- Sunshine Coast Council, AECOM, Ironman (event organisers)

Key opportunities:
- International events looking at Mooloolaba as event host
- Success of Ironman and Triathlon will lead to bigger events in 2018

**THE WHARF SITE WITH MERLIN ENTERTAINMENT AND EVANS LONG**

Attendance:
- Sunshine Coast Council, AECOM, Merlin Entertainments, Adams & Sparkes and Evans Long

Key opportunities:
- Mixed use development with tourism, retail, entertainment, dining and cinema offering

**MOOLOOLABA SURF CLUB**

Attendance:
- Sunshine Coast Council, AECOM, Mooloolaba Surf Club President and Committee Member

Key opportunities/Issues:
- Work-in opportunities to align with Triathlon event/s as it’s a major economic driver for the area
- Patrol parking is not adequate – more needed. Any parking improvements / changes needs to make allowance for patrol vehicles
- More space for Nippers program
- Desire for permanent audio/Hi-Fi equipment in public space inc. WiFi, communications, speakers for events
- On-street paid parking would be helpful for turnover of car parks. Preference for monitoring is a new, smart technology, not parking meters

**SUNSHINE COAST DESTINATION LTD**

Attendance:
- Sunshine Coast Council, AECOM, Sunshine Coast Tourism Development Manager

Key opportunities/Issues:
- Mooloolaba marketing / point of difference should focus on:
  - Healthy, natural & unique
  - Refreshing, boutique, relaxing
  - Home of seafood
  - Seafood & fresh produce dining
  - “In, on and under the sea” as the vision for Mooloolaba
- Cruise ships coming to Mooloolaba has great potential for tourism injection into the local economy. It is the fastest growing industry in tourism with 15 cruise ships booked to come into Mooloolaba for 2015/16. 50% of day-trippers will depart for off-shore excursions (i.e. Australia Zoo, Eumundi Markets, Ginger Factory, Noosa National Park, Maleny Food & Wine tours, etc.) The remaining 50% stay in Mooloolaba. Approximately 30% of cruise ship visitors return to the day-trip location within 12 months of the cruise.
  - Opportunity to leverage off the international sporting events coming to Mooloolaba.

**MOOLOOLABA BUSINESS & TOURISM**

Attendance:
- Sunshine Coast Council, AECOM, President elect of Mooloolaba Business & Tourism & approx 24 members

Key opportunities/Issues:
- Free shuttle buses / transport on public holidays from a park ‘n’ ride location
- Lights in Norfolk pine trees
- Christmas light competition for best decorations / show
- Mooloolaba is the 3rd most popular wedding destination on the coast - opportunity to leverage off this
- Provide more wedding gazebos (only 6 existing across Sunshine Coast)
- Activities and events to attract tourism and activation in winter/low season
- Statistics show number of visitors to area has been declining over the past 10 years
- Traffic congestion down Brisbane Road is the main issue for Mooloolaba
- Restaurants do not stay open late enough to cater to needs of tourists and locals
- Locals have stopped coming to Mooloolaba because there is a perception that there’s no parking and the Esplanade offering is “too touristy”
MOOLOOLABA STATE MP - FIONA SIMPSON
Attendees:
Sunshine Coast Council, AECOM, Mooloolaba State MP
Key opportunities/issues:
/ Would like an integrated transport solution as part of the master plan that highlights walking catchment distances and focuses on accessibility
/ Mobility compliance is critical (i.e. disability, prams, walking difficulties)
/ Security & safety is key for improved day and night use. Treatments must consider 24-7 use. Currently great as day space
/ Sporting and event focus is a great opportunity
/ A vision must be set for Mooloolaba and is to be something that is achievable

MOOLOOLABA NEW YEARS EVE EVENT ORGANISERS
Attendees:
Sunshine Coast Council, Event organisers
Key opportunities/issues:
/ Existing paths are constrained in and around the Esplanade
/ Permanent stage that sits at either end of the Beach Terrace (foreshore car park area)
/ Entertainment, AV, communications, power & other associated services to be integrated into new open space where possible
/ 40,000 - 50,000 attendees for 2014/2015 NYE. Numbers increasing every year. Mooloolaba is the main NYE hub for the region
/ Major traffic congestion coming into and through Mooloolaba
/ Improvements needed for mobile phone & telecommunications that are affected by high use of networks

MOOLOOLABA SPIT PROTECTION ASSOCIATION
Attendees:
Sunshine Coast Council, Mooloolaba Spit Protection Association
Key opportunities/issues:
/ “Reclaiming Mooloolaba” aligns with the SPA philosophy to preserve the historical context of the area and natural environment. There are two distinct precincts in Mooloolaba: the north (developed) and south (spit)
/ River walk: from canal to river to ocean
/ Car parking for visitors either at Brisbane Rd car park site, the wharf or a park ‘n’ ride facility on the outer edge with shuttle bus service
/ Local restaurants close too early for dinner and need to have longer opening hours.
/ Loading zone bays along Esplanade deteriorate dining and pedestrian experience along Esplanade.
/ Existing accommodation is all self-contained apartments, no hotel offering
/ Support for a paid parking scheme to be introduced to area.
/ Suggested relocation of Visitor Information Centre from Brisbane Road / First Ave. to Loo with a View. Potentially include the police beat within the same space.

MOOLOOLABA BEACH HOLIDAY PARK
Attendees:
Sunshine Coast Council, Park Operator, Mooloolaba Beach Holiday Park
Key opportunities/issues:
/ No objection to the ‘great walk’ concept providing a boardwalk along the front of the caravans/beach side but would prefer a path along the cliff top.
/ Current lease has approx. 12 months remaining. A shorter-term lease contract would be workable.
/ Northern caravan park is at almost 100% occupancy year-round due to the oceanfront location. It is the highest income generator of the two caravan parks in Mooloolaba.
/ Caravan park users provide a good injection of money into the local economy
/ Many park customers to the northern caravan park site are multi generational visitors returning annually for decades
A two day community workshop was hosted in Mooloolaba on the 20th and the 23rd of May 2015. The format of the workshop involved grouping attendees into areas of key interest, discussing key issues and opportunities for the following distinct precincts:

/ The Mooloolaba Heart,
/ The Wharf,
/ Foreshore and Esplanade, and
/ The Southern Entry.

These precincts were selected as the basis for major activity nodes within the master plan area.

Day One:
The workshop discussed a variety of place making principles, tools and processes that could help guide short and long term outcomes for reinvigorating Mooloolaba. This involved reviews of creative renewal initiatives being employed in other Australian towns and cities, as well as overseas.

The group also went on a site walking tour to review strengths and weaknesses in the study area to help generation of ideas for day two.

Day Two:
The groups focussed on establishing a vision for Mooloolaba and set of strategies and priorities for implementing key ideas. Each table reviewed specific site opportunities and challenges within their precinct, and further developed those items into design solutions and key directions.

The key issues that were identified within each precinct are discussed in the pages that follow.
KEY OPPORTUNITIES/ISSUES:

/ Potential redevelopment of the northern caravan site as public parkland
/ Provision of public event space
/ Children’s water play and adventure play spaces
/ Improved pedestrian and cycle linkages along the beach front to the Wharf
/ Opportunity for public access around the northern face of Alex Headland
/ Enhanced access and connections to the foreshore area
/ Improved presence and wayfinding of pedestrian links through Esplanade buildings between the foreshore and First Avenue
/ Potential closure of Beach Terrace carpark to vehicular traffic to create an enhanced foreshore parkland (relocated to Brisbane Road car park site)
/ Improved picnic and bbq facilities
/ Shady open space character
/ Low speed Esplanade with for and passenger drop off
KEY OPPORTUNITIES/ISSUES:

/ Reinvigorate the wharf as a mixed use precinct
/ Potential development of a new cinema and hotel
/ Improved public and active transport connections to the Wharf and Spit
/ Enhanced pedestrian linkages to Mooloolaba / Heart and the Esplanade
/ Issue of ownership/tenure requires resolution to unlock the sites potential
/ Opportunity for marina berth reconfiguration and expansion
/ Create a pedestrian / parkland spine linking Mooloolaba Beach and SLSC to the Wharf
/ A new central plaza arrival point for the wharf precinct
/ Upgraded riverfront parkland and public pedestrian connection along the marina edge
/ Integration of Underwater World and enhancement of its entry and street interface
/ Opportunity for a new pier as an arrival point for transferring passengers to and from off shore cruise ships and for tourist boat day trips
KEY OPPORTUNITIES/ISSUES:

/ Redevelopment of the Brisbane Road Car Park Site to include public car park and street level retail with potential for conference facilities and hotel / residential accommodation above 
/ Brisbane Road widening and future light rail integration 
/ East - west cross-block connections linking school to the Wharf via Murban Street 
/ Central connection linking First Ave to canal residential area 
/ Improved way finding and presence of existing links through buildings between esplanade and First Ave 
/ Unlocking the school oval site for enhanced community recreational and event uses 
/ Opportunity for central community facilities such as library / gallery 
/ New local street connections to increase permeability and ease traffic load on Brisbane Road – Walan Street intersection 
/ Public transport stops on Walan and Venning Streets to align with key destinations and pedestrian links 
/ Enhanced public access to and use of the canal 
/ Low speed / shared streets 
/ Opportunities for temporary closures of First Avenue for community events
KEY OPPORTUNITIES/ISSUES:

/ Establishment of a ‘gateway’ entry to Mooloolaba
/ Potential widening of Brisbane Road
/ Boulevard verge treatment including avenue tree planting, improved pedestrian paving and lighting
/ Iconic bridge thresholds over Mayes Canal and Tuckers Creek with architectural lighting and dedicated cycle lanes
/ Shared / low speed treatment to Brisbane Road north of the Walan Street intersection
/ Dedicated cycle link up River Esplanade
/ Potential for Park and Ride bus interchange at Nicklin Way
/ Sunshine Motorway Interface with Brisbane Road
Sunshine Coast Council has used social media as a key tool throughout the community engagement process to:

/ Inform the community about the public event day
/ Share photographs and ideas from the community engagement process
/ Provide a link to the online survey questionnaire

The following social media platforms have been used during the community engagement process:

/ Facebook
/ Twitter
/ Instagram

FACEBOOK

The public event day advertisement on Facebook reached a total of 15,180 users with a total of 274 ‘clicks’. An example of some of the Facebook posts are provided below.
A total of 428 users saw a Tweet advertising the public event day on Twitter.
POSTCARDS FROM THE FUTURE
– YOUTH EXERCISE

In order to capture the perspective of local youth in Mooloolaba, council approached three schools - Mooloolaba State School, Mountain Creek State Primary School and St John’s College, and invited students to complete a “Postcard from the Future” activity. Students were asked to write a postcard that asked “what does Mooloolaba look like in the year 2020?” Students were to imagine that they were visiting Mooloolaba for the day and to describe the quality of that space - what it looks like, what they can hear, and what activities they can do there.

150 responses were received from a variety of age groups (all under 14 years.) Responses were creative and can assist council with understanding the broad array of interests and aspirations that the youth hold for the future of Mooloolaba. The postcard messages provide insight into current trends for an age group that is often difficult to gain through typical community consultation methods. The key messages from the students highlighted interest for:

/ Creation of and improvements to social infrastructure and welfare:
- a new local high school for Mooloolaba
- community facilities, such as a library, local hospital, art gallery, community garden
- cheaper housing
- job opportunities
- less cars, better parking
- concern for over population / overcrowded
- better recycling and no pollution
- feeling safe
- family friendly
- natural, not over developed

/ Creation of new recreational activities and spaces:
- water park, slides, wave pool / swimming centre / ocean pool
- skate park / bowl
- volleyball courts on the beach
- formalised sports fields (netball, rugby, cricket, basketball)

/ Enhancement of existing infrastructure and open space:
- better playgrounds with an adventure theme
- greener parks with more shade trees
- introduction of day-rent lockers for securing personal belongings whilst on the beach
- more toilets, garbage bins and drinking taps
- cycle paths
- fairy lights in existing trees
- street art

/ Entertainment facilities and more tourist attractions:
- a museum
- a zoo / pet friendly feature
- a cinema
- water and light shows
- stages for concerts, music festivals and street markets
- more resorts, shops, restaurant
place making Mooloolaba

What does Mooloolaba look like in the year 2020?

Dear Mum and Dad, I went to Mooloolaba Beach yesterday with Reef. We had some fun playing in the water park. There was a huge clock that you rose up on a scooter. We had the best time playing volleyball on the beach. We also went down some water slides.

I am writing to you with my water and wanted to check back at 1:30 PM for dad on tour. It's in everywhere. It was personal! Also, we turned off the water source.

Mooloolaba is only a few blocks away and you can notice. I can't wait for you to visit. I love you lots.

Love,
Mooloolaba
Dear Granny and Grandpa,

I’m here at the Mooloolaba Esplanade and it is amazing! There are so many things to see and do, and there’s even an underground train station! My friends and I have been

playing in the massive water playground. At night, there’s a band that plays music from different decades. The town has been transformed into a real rock and roll mecca with neon lights and vintage music. Little gifts from home.

Kelly Testard
St. Johns

In the year 2020, Mooloolaba has a ferris wheel right in the middle of the esplanade. Kids are eating ice cream and playing and playing in the water fountain. There are bright lights around the market stalls. Location: seating areas on

ships and entering hotels with massive swimmers. There is a big playground, much like Mudjimba in Nambour. There is a massive multi storey car park.

What does Mooloolaba look like in the year 2020?

Less is more

SJC Trent Kunst

The existing wharf will be replaced and improved with longer jetty opportunities for food stalls. A significant tourist attraction such as a hotel and restaurant jetty for "% of the steel structure of the wharf will be recycled and the beautiful design will be reused and used for more family friendly attractions. The issue with increasing volume of people is becoming a major issue. Places such as the Gold Coast and Bendall St where the crowds are so large and lines are excessively long.

What does Mooloolaba look like in the year 2020?

mooloolaba

greetings from

Mooloolaba

What does Mooloolaba look like in the year 2020?

The existing wharf will be replaced and improved with longer jetty opportunities for food stalls. A significant tourist attraction such as a hotel and restaurant jetty for "% of the steel structure of the wharf will be recycled and the beautiful design will be reused and used for more family friendly attractions. The issue with increasing volume of people is becoming a major issue. Places such as the Gold Coast and Bendall St where the crowds are so large and lines are excessively long.

What does Mooloolaba look like in the year 2020?

Mooloolaba will still be a prime tourist destination. It will have a wide range of tourist attractions. A safe and vibrant destination for families with children. The beach area is the perfect place for a day out. It is a perfect place for families and has a safe and vibrant atmosphere. The international airport is busy with flights, but it’s a safe and vibrant place to be.

What does Mooloolaba look like in the year 2020?

Mooloolaba will still be a prime tourist destination. It will have a wide range of tourist attractions. A safe and vibrant destination for families with children. The beach area is the perfect place for a day out. It is a perfect place for families and has a safe and vibrant atmosphere. The international airport is busy with flights, but it’s a safe and vibrant place to be.
Place making MOOLOOLABA

What does Mooloolaba look like in the year 2020?...

Mooloolaba looks like a beautiful clean and thriving place which is alive day and night with street parties and festivals. The beach is empty and clean, there is a half court basketball and outside gym equipment. The Wharf is now a water-based theme park with an earthy look with eco-friendly infrastructure.

Tom McDonald, St. John’s, Nambour

From: Zoe Komarias

Place making MOOLOOLABA

What does Mooloolaba look like in the year 2020?...


Community Garden their...
KEY FINDINGS & EMERGING THEMES

A comprehensive engagement process created the opportunity for the community to have input into the development of a new vision for Mooloolaba and to guide the draft master plan. Key findings from the consultation process are:

- the community place significant value on the beach
- the identity of the locality is enshrined in the beach and its associated healthy lifestyle
- enhanced access to the beach and supporting family friendly facilities are essential for any future master plan
- improved car parking provision and relocation of car parking from the foreshore

The key strengths of the area are considered to be:

- natural assets, particularly the beach and views
- the diversity of recreational opportunities
- the potential of the marina and wharf site
- growing demand and attraction to tourists
- economic opportunities stemming from regional growth, tourism, cultural events, and festivals
- the potential of transforming existing foreshore car parking areas into public open space

The most frequently raised concerns and areas for improvement are:

- traffic and public transport
  - congestion on major roads
  - potential of light rail with a need for a short-term public transport solution
- car parking provision with a zero net loss to existing numbers
- densification, built form and heights
- a need to reinvigorate Mooloolaba as a place for locals

The majority of those consulted were positive and agreeable to changes that would benefit the community, preserve the strengths of Mooloolaba, and be delivered under a prioritised set of actions. The main priorities conveyed were the need to alleviate traffic issues raised followed by reactivating the Wharf and the Esplanade. The potential benefits of a master plan for the area include:

- prioritisation of infrastructure improvements (road and parking)
- ability to cater to the growing international and regional tourism market
- enhanced open space, recreational and community facilities
- improved connectivity and links for pedestrians and cyclists
- integration of infrastructure to better cater for festivals, markets and events
- improved economy and resilience to carry through low tourism seasons
- housing and accommodation diversity and affordability

The community workshop investigated several of the key matters and provided the basis for early conceptual ideas for four critical areas across the master plan study area.

The key findings from the engagement exercise will be used to inform the development of a draft master plan throughout June to August. A second phase of community engagement will take place in August and September once the draft master plan concepts have been developed for further discussion.
Next Steps

Foreshore enhancement of public parkland

Wharf revitalisation

Create a southern gateway to Mooloolaba along Brisbane Road

Improve car parking and establish a vibrant and active ‘Heart’ for Mooloolaba