



# Caloundra Centre Master Plan

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*Aerial view of Caloundra looking north towards Maroochydore*



## Executive Summary

Caloundra is a beautiful seaside centre framed by the spectacular blue of the Pumicestone Passage and the golden sands of Bulcock Beach and Kings Beach. Located towards the southern end of the Sunshine Coast's coastal urban area, Caloundra is an important centre for the southern part of the region, providing a range of activities which attract locals and visitors to the area.

However, Caloundra faces a number of challenges which could impact on its future prosperity. Opportunities exist to improve activation, attract new businesses, increase residential and visitor accommodation and improve connectivity.

Competition from other centres including Maroochydore, Kawana Town Centre, the proposed Caloundra South (Aura) Town Centre and a number of local activity centres will place additional pressure on Caloundra Centre. The development of Caloundra South (Aura) will bring opportunities for Caloundra's economy whilst also placing significant pressure on its beaches and infrastructure.

In response to these challenges, council's *Corporate Plan 2014* identifies the Caloundra 4551 Project as a priority project to progress the design, place development and management of this centre. Council continues to make a significant investment in the delivery of key infrastructure projects in Caloundra including the upgrades to Bulcock Beach foreshore, completion of the Coastal Pathway, ongoing investment in the Bulcock Street Streetscape works and establishment of Caloundra as a Smart City "Living Lab". These initiatives provide a strong platform for the master plan.

In late 2014, the *Caloundra Economic Revitalisation Study* recommended the establishment of a CBD Taskforce to identify short term actions to revitalise Caloundra and the preparation of a master plan to guide long term planning for the centre.

In 2015, council commenced the preparation of the Caloundra Centre Master Plan. The key stages in the preparation of a master plan have included the identification and assessment of key issues and opportunities, preparation of a vision and strategies, master planning and action planning. The master plan consolidates both previous and more recent planning and consultation outcomes into an integrated master plan for Caloundra Centre.

There are also a number of other current council projects which have influenced the master plan including the Sunshine Coast Light Rail Study as well as planning for Maroochydore, Kawana and Caloundra South (Aura). In particular, the Priority Transit Corridor (light rail) offers a significant opportunity for urban renewal in Caloundra.

The master planning process assessed a number of key issues for Caloundra including economic, social, environment and landscape, transport, infrastructure and urban design. This assessment identified that Caloundra has a narrow economic base with limited business and job sectors, a narrow demographic base with a high percentage of older people, restricted accessibility and a fragmented urban structure.

Caloundra also has a number of strengths which can be used as a platform for growth. Existing activities in and around Caloundra including the Caloundra Hospital, the Sunshine Coast Public University Hospital, Sunshine Coast Turf Club, Caloundra Aerodrome and adjoining industrial precincts provide opportunities to attract new businesses and employment. Caloundra's natural beauty, wealth of community facilities and sports activities provide a focus for new residential growth and business development. New transport improvements including light rail, new road entries, a local people mover and new carparking facilities also provide opportunities for renewal.

Based on previous studies and consultation as well as recent investigations, the master plan identifies a strong vision for Caloundra Centre as outlined below.

### Caloundra Centre Vision

*Caloundra is a naturally beautiful, vibrant, creative and sustainable place to live, work, play and visit. Caloundra is known as a City of Beaches, an urban village framed by nature. It is an active and healthy place with a strong community, sport, recreation and outdoor living focus.*

*Located at the southern gateway to the Sunshine Coast Enterprise Corridor, Caloundra is a thriving Major Regional Activity Centre with a vibrant mix of shopping, tourism, community activities, health care, sporting, recreation, education, aviation and living opportunities. The combination of these activities provides Caloundra with its economic advantage.*

*Caloundra is well connected to other centres and employment areas via an efficient public transport and road network. Within Caloundra, areas are connected via a local people mover as well as a network of shady streets and pathways for walking and cycling. Caloundra embraces green initiatives and smart technology.*

*Caloundra Centre is a welcoming and legible centre with an attractive gateway boulevard. It is a destination for business, tourists and locals with a thriving main street, active laneways and attractive links to Bulcock Beach. Enriched community spaces and facilities are the heart of Caloundra, providing a focus for community activities and events. Central Park, other sports facilities and education facilities provide the focus for a renewed housing area offering a variety of residential and retirement opportunities.*

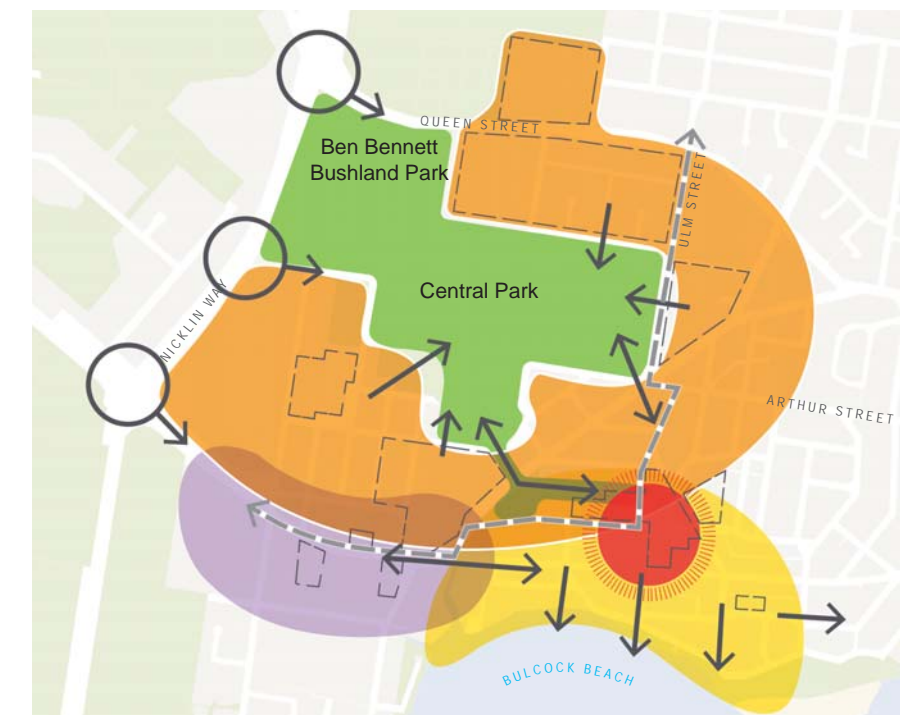
The vision recognises Caloundra's potential to build on its reputation as a place of natural beauty which promotes active and healthy lifestyles. Caloundra offers significant opportunities for redevelopment with mixed use development in and around Bulcock Street and new housing areas focused around Central Park. In particular, council owns significant land holdings and community facilities within the centre which provide opportunities for catalyst redevelopment which will reshape Caloundra's future.

To achieve the vision, the master plan intends to provide capacity within Caloundra Centre for approximately 10,500 jobs, 7,800 dwellings and 14,500 people by 2041.

Bringing the vision for Caloundra to life will be achieved by implementing a number of strategies and initiatives for Caloundra. To assist in the implementation of the vision, the master plan identifies a proposed new urban structure for Caloundra as outlined in **Map A: New Urban Structure** below.

This new urban structure identifies new transport opportunities into Caloundra Centre including a central priority transit corridor (light rail) and new road entries from the Nicklin Way. This new transport network is intended to provide access to a number of interconnected precincts - the Destination Centre precinct, Community and Creative Hub, Gateway Precinct and Central Park Urban Village.

Map A: New Urban Structure



#### Legend

	Key Connection		Transformative Projects		Destination Centre Precinct
	Intersection Upgrade		Public Transport Corridor		Gateway Precinct
	Community and Creative Hub		Central Park, Green space and Connections		Central Park Urban Village Precinct



In accordance with the new urban structure, the master plan identifies a number of centre based strategies and precinct based strategies. Together, these strategies provide a framework for the revitalisation of Caloundra Centre as outlined in **Figure A: Master Plan Strategies**.

Figure A: Master Plan Strategies



The centre based strategies include:

- 1 Regional Role** - reinforce Caloundra's role as a Major Regional Activity Centre by strengthening existing businesses, building on nearby activities to attract new investment in the business, health, education, tourism, sport and aviation sectors and improving connections to other centres.
- 2 Community Connections** - capitalise on the proposed priority transit system to renew Caloundra with transit oriented development around the corridor, create a new, centrally located

transit station, provide a local people mover around the centre, improve road access into Caloundra, provide opportunities for new public carparks in central locations, develop an attractive walking and cycle network and facilities.

- 3 City of Beaches** - embed the colours and textures of the beach into the built form and streetscapes, showcase the spectacular views to the water and to the Glass House Mountains and celebrate the local history of Caloundra.

The precinct based initiatives include:

- 4 Destination Centre** - encourage the intensification of mixed use development in the centre to diversify the offer and create vitality both during the day and at night, connect Bulcock Street to the waterfront with active and attractive streetscapes, improve connections between Bulcock Street and the surrounding areas and embed the "City of Beaches" identity in the public realm and built form.
- 5 Community and Creative Hub** - identify a catalyst redevelopment opportunity for significant mixed use development focussed around a new town square, develop a new library / art gallery, continue to renew The Events Centre and other facilities, connect facilities with Bulcock Street and Bulcock Beach and embed sustainability and subtropical landscape qualities into the design.
- 6 Gateway Precinct** - improve the built form and streetscape quality of Bowman Road, encourage new development or redevelopment of business and employment, strengthen links to the Caloundra Aerodrome and industrial estates and create an attractive gateway into Bulcock Street.
- 7 Central Park Urban Village** - create a new medium density housing precinct focussed around Central Park and adjoining parkland, education and transport facilities, integrate the park into the urban village, build on the strengths of the existing facilities and connect housing to sports facilities, schools, other community facilities, business and employment areas via shady, green streets and pathways.

The master plan recommends a range of public realm, planning and built form provisions for each precinct. The key public realm initiatives include:

- a new town square redevelopment as the focus for the centre
- the creation of a street park in Otranto Avenue
- streetscape improvements to Tay Avenue, Minchinton Street and Knox Avenue as key connections to the water
- the boulevard treatment of Bowman Road as the gateway into Caloundra Centre
- green streets throughout Caloundra to create attractive cycle and pedestrian connections to all areas of the centre.

The master plan makes recommendations on key planning scheme provisions for Caloundra Centre including intent statements, zoning, active street frontages, streetscape requirements, building height and built form. These recommendations will inform future planning scheme amendments to assist in the implementation of the master plan.

In particular, the master plan intends that Caloundra Centre will be recognised for its high quality built form which showcases Caloundra's coastal location and healthy active lifestyle. Development will be required to demonstrate a strong connection to nature and the beach.

The master plan identifies a number of transformative/catalyst projects throughout Caloundra Centre. Transformative projects for Caloundra Centre include the Town Square Redevelopment, gateway sites at the western end of Bulcock Street, the Cooma Terrace Bus and Parking Station site and council's former depot site in Allen Street.

It is noted that the master plan identifies opportunities for redevelopment in the centre and that any site which makes a significant contribution to the centre may be considered a transformative project.

To implement the vision and strategies, the master plan is accompanied by an action plan which details a range of implementation measures. It is recognised that a detailed staged development and delivery plan, including funding opportunities/strategies will be required to implement the actions. The implementation of the action plan will require a shared commitment from a range of stakeholders including government, the Caloundra CBD Taskforce, the private sector, business and community groups.

To kick start the implementation of the actions, five priority projects have been identified as catalyst projects for the revitalisation of Caloundra Centre as outlined below. These projects will provide the framework for change in the short term which will be strengthened through all of the other actions identified in the action plan. A commitment to these priority projects, in conjunction with the full set of actions in the action plan will create a strong framework for the revitalisation of Caloundra Centre as a beautiful, active and community orientated centre.

#### Caloundra Centre's Top 5 Priority Projects

- 1. Town Square redevelopment** – redevelop council owned sites to create a new town square, community facilities and mixed use development which showcase sustainability and subtropical design as a new heart for Caloundra. Link these facilities to Bulcock Street to strengthen the centre
- 2. Road Improvements** – seek the State government's commitment to construct the Arthur Street intersection and the Queen Street ramps to improve access into Caloundra
- 3. New gateway** – reconstruct the Bowman Road/Bulcock Street intersection to create a new gateway into Bulcock Street, include new gateway treatments and encourage gateway redevelopment
- 4. Bulcock Street** – incentivise mixed use redevelopment around Bulcock Street with a focus on increasing residential development and attracting new high standard hotels and vertical retirement facilities to the centre
- 5. Otranto Avenue** – redevelop Otranto Avenue as a street park linking the new town square, Bulcock Street and Bulcock Beach as a focus for businesses, cafes, events and activities





Bulcock Beach



# 1 Introduction

Caloundra is an attractive seaside centre framed by the spectacular blue of the Pumicestone Passage and the golden sands of Bulcock Beach and Kings Beach. The centre is also known for its lush, subtropical landscape with distant views across the water and tree line to the majestic Glass House Mountains. Residents and visitors are attracted to this natural beauty and the relaxed, community oriented lifestyle of Caloundra.

Located towards the southern end of the Sunshine Coast's coastal urban area, Caloundra is an important centre for the southern part of the region. As the traditional heart of the former Caloundra City Local government area, Caloundra has developed as a Major Regional Activity Centre offering significant business, health, community, education, tourism, sport, recreation and aviation activities. These activities provide a strong basis for future growth in Caloundra.

Caloundra Centre is focussed around its authentic main street, Bulcock Street, which offers an eclectic mix of shops, businesses and entertainment. Bulcock Beach also provides a range of retail, residential and tourist activities. The centre also includes a range of community facilities located in and around Felicity Park including the Caloundra Art Gallery, Caloundra Library, Council Administration Building and The Events Centre. Caloundra also offers a range of other community facilities and activities including the Caloundra Hospital, schools, Central Park sports precinct, the Caloundra Returned and Services League (RSL) and Reserve 1000.

However, Caloundra faces a number of challenges which could impact on the prosperity of the centre into the future. Bulcock Street could benefit from greater 24 hour activation and integration with adjoining community facilities and Bulcock Beach. Caloundra also needs to attract high value industries to strengthen the centre. Tourist accommodation is of varying quality and range. Access into and around Caloundra could be improved to reduce congestion and improve connectivity.

Competition from other centres including Maroochydore, Kawana Town Centre, the proposed Caloundra South (Aura) Town Centre and a number of local activity centres will place additional pressure on Caloundra Centre. The development of Caloundra South (Aura) will also bring an additional 50,000 people to live in the area, providing opportunities for Caloundra's economy whilst also placing significant pressure on its beaches and infrastructure.



Caloundra Centre

In response to these challenges, council's *Corporate Plan 2014* identifies the Caloundra 4551 Project as a priority project. Council continues to make a significant investment in the delivery of key infrastructure projects in Caloundra including the Bulcock Beach foreshore, the Coastal Pathway, the Bulcock Street Streetscape works and the Smart City "Living Lab". These initiatives provide a strong platform for the master plan.

In 2014, the *Caloundra Economic Revitalisation Study* analysed economic issues in Caloundra and identified that, whilst the centre offers high levels of amenity, further work is needed to improve services and facilities. This study recommended the establishment of a CBD Taskforce to identify short term actions to revitalise Caloundra and the preparation of a master plan to guide long term planning for the centre.

The Caloundra CBD Taskforce was established in April 2015 and includes representatives from local business and community groups. The CBD Taskforce has adopted a three year action plan with a number of actions intended to kick start the revitalisation of Caloundra. The CBD Taskforce works closely with the CBD Curator to implement these actions.

In 2015, council commenced the preparation of the Caloundra Centre Master Plan. The purpose of the master plan is to create an integrated plan for Caloundra Centre, to revitalise the area and encourage future development in keeping with the vision.

The master plan generally covers the area from Bulcock Beach to the Caloundra Golf Club and from the Nicklin Way to Canberra Terrace as indicated in **Map 1: Study Area**. Caloundra Centre has a strong relationship with and links to adjoining beach communities, particularly Kings Beach and Golden Beach. The centre also has a strong relationship with nearby business and employment precincts at the Caloundra Aerodrome, Caloundra West Industrial Estate, Moffat Beach Industrial Park, Sunshine Coast Industrial Park, Sunshine Coast Turf Club and the new Sunshine Coast Public University Hospital.

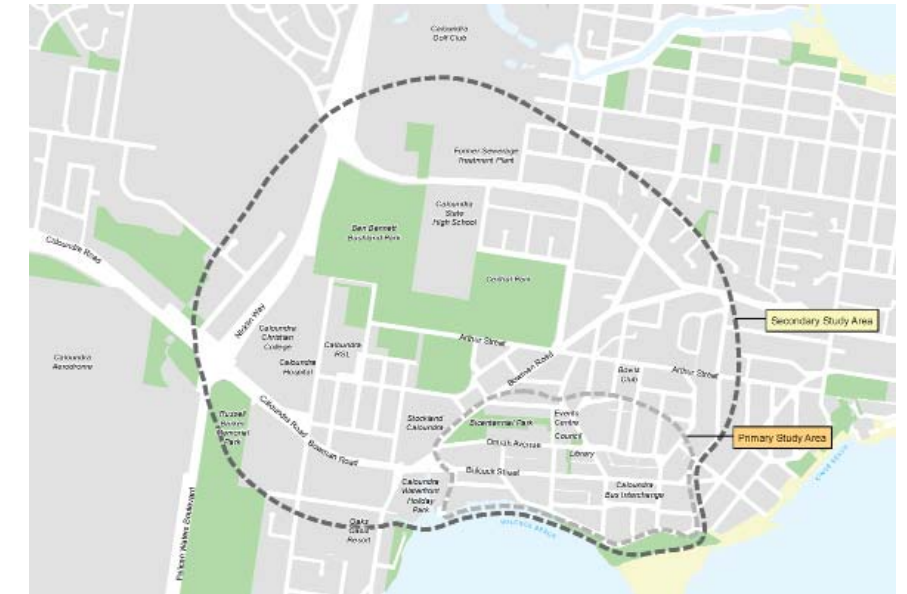
The key stages in the preparation of a master plan include (refer **Figure 1: Master Plan Process** below):

- the identification and assessment of key issues and opportunities
- preparation of a vision and strategies
- master planning including recommendations on public realm, planning and built form outcomes
- preparation of an action plan including implementation measures, responsibilities, funding and timing.

Figure 1: Master Plan Process



Map 1: Study Area



The master plan has been prepared on the basis of input from previous consultation for the *Caloundra Economic Revitalisation Study* and the *Sunshine Coast Planning Scheme 2014*. In addition, the master plan has been prepared in close consultation with the key stakeholder groups including the Caloundra CBD Taskforce and the Caloundra Reference Group. It is intended to undertake broader community consultation on the master plan prior to its finalisation.

In the context of the history, future challenges and initiatives, the Caloundra Centre Master Plan seeks to provide a clear planning and design framework to support the long term revitalisation of Caloundra. To do this, the master plan includes:

- a clear vision for Caloundra
- a number of strategies and key initiatives to implement the vision
- detailed planning on precincts within the master plan area including intentions for public realm, planning and built form
- an action plan to support the implementation of the master plan.



Bulcock Beach Esplanade



## 2 About Caloundra

A summary of key statistics, previous planning and key projects relating to Caloundra is outlined below. This information provided a strong basis for the preparation of the master plan.

### Population

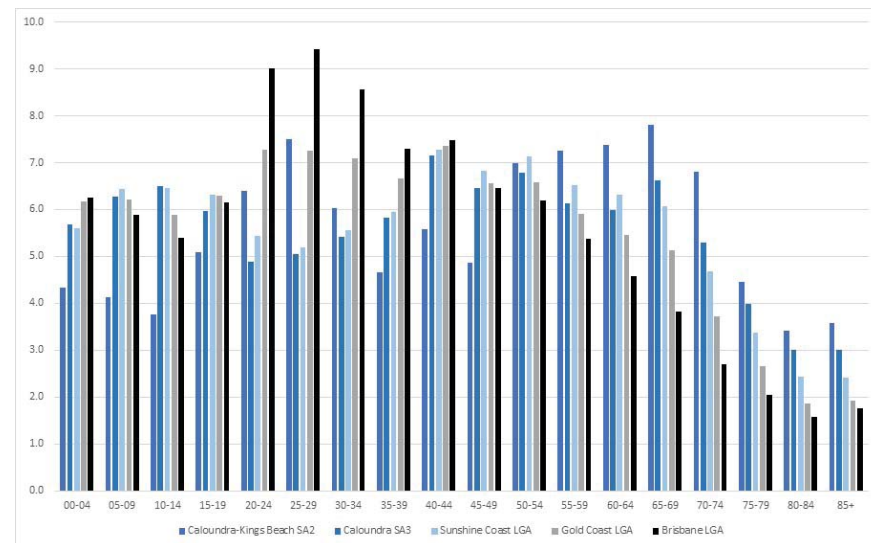
In the late 1800's and early 1900's, Caloundra grew as a popular seaside resort. Growth continued during the inter-war period with land subdivision and improved road connections. In the 1960's, significant growth occurred with further development in the 1980's when many apartments were constructed. The population continued to increase between 1991 and 2006 with higher density housing. Since that time, the population has remained relatively stable.

According to the Australian Bureau of Statistics (ABS), in 2014 the Caloundra-Kings Beach Statistical Area Level 2 (SA 2) had an estimated population of approximately 6,795. The median age was 47.8 years which is higher than the median age for the Sunshine Coast of 40.1 (refer **Figure 2: Age Profile** below), confirming that Caloundra is an older community. The Queensland Government estimates that Caloundra will grow to approximately 10,300 people by 2036, representing an annual growth rate of 2%.

In 2014, there were approximately 2,780 dwellings in Caloundra-Kings Beach (ABS, 2014). Of the total number of dwellings, approximately 65% were apartments, reflecting the large numbers of permanent and visitor units, particularly in Kings Beach. In 2011, the average household size was approximately 1.9 with approximately 40% of all households being lone person households.

In the immediate study area, Council's Population and Employment Assessment estimates that in 2016, there were approximately 5,000 persons and approximately 2,600 dwellings. Council's Population and Employment Assessment estimates that the population in the study area will increase to approximately 10,500 by 2041 and the number of dwellings will increase to approximately 5,800 by 2041.

Figure 2: Age Profile



Source: ABS 3235.0, Population by Age and Sex, Regions of Australia, 2014

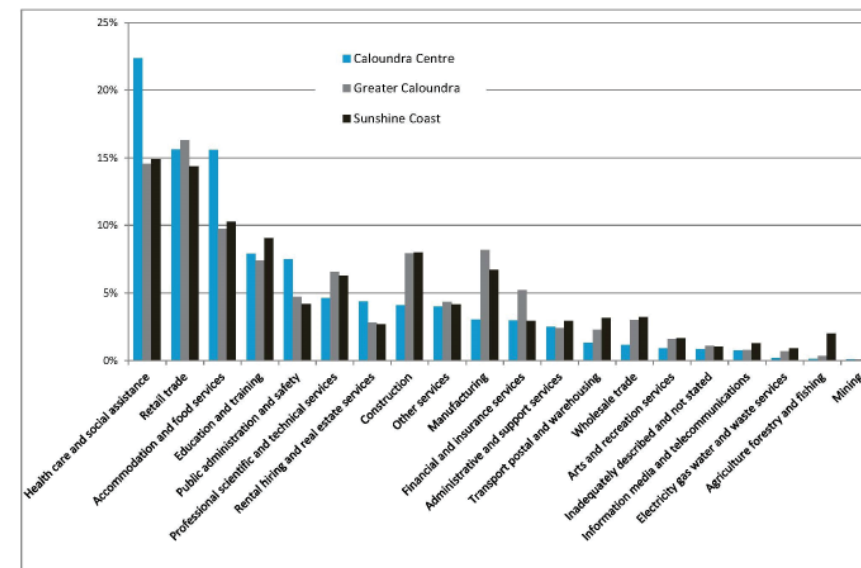
### Employment

In 2011, there were approximately 6,700 jobs in Caloundra-Kings Beach SA 2 (ABS, 2011) which equated to approximately 6.5% of all jobs located on the Sunshine Coast.

In June 2015, the unemployment rate in Caloundra-Kings Beach was approximately 13.1% which is significantly higher than the unemployment rate of 7% for the Sunshine Coast (ABS, 2015). The percentage of workers aged 25-54 years employed full time in Caloundra-Kings Beach SA 2 was 57.7%.

An analysis of the jobs held by the resident population in 2011 shows the three most popular occupations were Health Care and Social Assistance, Retail Trade and Accommodation, and Food Services as indicated in **Figure 3: Employment by industry** below.

Figure 3: Employment by Industry



Source: ABS Census of Population and Housing, 2011 with interpretations by SC Lennon & Associates

Within the master plan area, council's Population and Employment Assessment estimates that jobs will increase from approximately 5,600 now to approximately 8,800 in 2041 based on the planning provisions outlined in the *Sunshine Coast Planning Scheme 2014*. The highest growth in job sectors is expected to occur in the health, office, retail and education sectors.



Caloundra Music Festival

### Tourism

Tourism is an important part of the Sunshine Coast economy, contributing approximately \$2.5 billion annually for the region. In 2014/2015, there were 1,113,205 international visitor nights and 7,020,876 domestic visitor nights recorded on the Sunshine Coast (ABS, 2015). During 2014, Sunshine Coast Destination Limited identified that international visitors to the Sunshine Coast increased by 15.7% including a significant increase in visitors from Germany. The domestic market also grew by 9.2%.

In Caloundra, tourism accommodation and services are important parts of the local economy. In 2011, in the statistical area, approximately 18.1% of all worker were employed in the Accommodation and Food Services sector.

Council's population assessment tools suggest that there were approximately 1,920 tourist dwellings in the study area in 2011 which represents approximately 38% of all dwellings in this area. Data on the number of room nights per month indicates that the Caloundra – Kings Beach SA2 offers between 13,600 and 15,100 room nights per month and the occupancy rate for these rooms is approximately 47% in winter months rising to the highest occupancy rate of 78% in January.

Caloundra's tourist accommodation varies significantly with resorts, apartment complexes, motels, a caravan park and backpackers. Tourist activities also vary significantly from beach and water experiences to sporting and community activities. Caloundra is particularly popular for relaxed and affordable family holidays.

### Existing land uses and tenure

Caloundra Centre contains a range of land uses including business, retail, entertainment, health, community, education, sport, recreation, tourist accommodation and residential. Of all land in the master plan area, approximately 14% is used for commercial and retail purposes and 24% is used for residential activities. Other significant businesses and employment areas are located within close proximity including the Caloundra Aerodrome, Sunshine Coast Industrial Park and the Sunshine Coast Public University Hospital.

Approximately 16% of land is used for community, health and well-being, whilst 22% is used for sport, recreation and education. Approximately 52% of land is in State or council ownership, with 34% managed by council for parks, reserves and community facilities.

Land in State ownership includes the Town Reserve, Ben Bennett Bushland Park, Central Park sports precinct, the former council depot in Allen Street, public housing land around Ulm Street, land in George Street which is currently leased to STEPS and the Caloundra Woodworking Club, Caloundra Hospital and emergency services and the Caloundra Waterfront Holiday Park.

Council also owns land in Caloundra Centre including Bicentennial Park and some adjoining land on Omrah Avenue, The Events Centre, Council's Administration Building and Bill Venardos Park, Caloundra Library, Caloundra Regional Gallery, Felicity Park and 77 Bulcock Street, Ormuz Avenue car park, the Caloundra Bus Interchange in Cooma Terrace and the State Emergency Services site.



## Planning framework

There are a range of planning documents which influence future planning and development in Caloundra. The State government recently released the draft *South East Queensland (SEQ) Regional Plan* for public consultation. It identifies Caloundra as a Major Regional Activity Centre which is intended to provide a focal point for sub-regional employment and services.

Council has adopted a number of strategies and plans which provide a policy framework for the master plan. Council's *Regional Economic Development Strategy 2013-2033* identifies a number of game changer projects and seeks to attract high value industries including health and well-being, education and research, tourism and leisure, knowledge industries and professional services, agribusiness, aviation and aerospace and clean technologies. The strategy identifies Caloundra as part of the Sunshine Coast Enterprise Corridor which will be the focus for business and residential growth in the next 20 years.

The *Sunshine Coast Biodiversity Strategy 2014*'s vision is to ensure "the region's biodiversity is protected, enhanced, healthy, resilient to climate change and valued by the entire community". The *Sunshine Coast Waterways and Coastal Management Strategy 2014* identifies the Pumicestone Passage as an internationally recognised "wetland of natural importance" and identifies threats posed by urban runoff, recreational use and climate change.

The *Sunshine Coast Affordable Living Strategy 2010-2020* identifies that the Sunshine Coast has high housing costs relative to income and poor housing affordability. The strategy seeks to capitalise on the opportunities for a more compact urban form that promotes liveability, sustainability and affordability on the Sunshine Coast.

The *Sunshine Coast Open Space Strategy 2011* identifies that the study area has an under provision of district recreation parks and sports grounds. A significant recreation trail through this area is the Coastal Pathway.

The *Sunshine Coast Social Infrastructure Strategy 2011* identifies that the locality contains a number of community facilities and that future planning is needed to strengthen the community hub. The strategy also recognises that there is a shortage of district level community meeting space.

The *Caloundra Central Park Sport and Recreation Precinct Master Plan 2011* provides a guideline for the development of the sports precinct for the next fifteen years. The key recommendation is to create a premier destination sport and recreation precinct with a range of active and passive opportunities.

The *Sunshine Coast Libraries Plan 2014-2024* recognises that the Caloundra Library is small and does not meet the anticipated needs of the Caloundra community. The plan recognises that co-location with the adjacent council building may present opportunities for permanent expansion.

The *Sunshine Coast Performance and Community Venues Plan 2014-2029* outlines planning for The Events Centre. In 2014, Council adopted a Facility Development and Maintenance Plan which outlines a 15 year program for the centre.

The *Sunshine Coast Planning Scheme 2014* recognises Caloundra as a Major Regional Activity Centre which is intended to be the "dominant centre for the southern part of the region providing a mix of tourism, sport, recreation, cultural, commercial, employment and residential activities". The planning scheme provides guidance on a number of development requirements for Caloundra including zoning, overlays, building height, infrastructure and local elements. These provisions have been considered in the preparation of this master plan.

## Previous studies

There have been a number of previous studies and plans relating to Caloundra. The *Caloundra Economic Revitalisation Study 2014* outlines a number of economic strategies for the revitalisation of the study area including:

- increasing the intensity of residential development
- improving the diversity of mixed use activity
- attracting more high quality employment
- improving access to and within Caloundra.

The *Sunshine Coast Light Rail: Shaping Our Future 2013* outlines the benefits and opportunities that light rail could provide for the Sunshine Coast. In 2014, council undertook consultation on options for light rail routes which identified a preferred route from Maroochydore to Kawana. Further consultation is required to determine a preferred route from Kawana to Caloundra.

The *Bulcock Street Streetscape Master Plan 2010* outlined streetscape planning for Bulcock Street between Maloja Avenue and Canberra Terrace. The *Caloundra CBD Laneways Analysis Report 2010* reviewed existing laneways in Caloundra Centre and examined ways to reactivate these spaces. It considered and reviewed topography, surrounding uses, car parking, access and movement patterns and safety. Design opportunities for specific sites were examined including the Felicity Park/ Civic Precinct and the Transit Centre.

The *Caloundra Central Business Area Master Plan 2002* was prepared following extensive consultation and outlines broad directions for development in the Caloundra Central Business Area (CBA). The master plan included a number of concept plans for areas within the study area including Bulcock Street and the Civic Precinct.

The *Caloundra Central Business Area Vision Creating our Future 2003* summarised the findings of the master plan and outlined the following vision for Caloundra CBA:

*"The Caloundra Business Area is a picturesque seaside community famous for its strategic location, abundance of natural features and traditional values. It is a destination sought by many where people come to live, learn, play and succeed. Caloundra Central Business Area is a prosperous place with local business employing local people of all ages. The welcoming, vibrant community is proud of its identity and strives for excellence".*

The master plan seeks to consolidate and update previous studies as the basis for future planning in Caloundra.

## Current projects

There are a number of current projects underway for the Sunshine Coast and Caloundra which impact on future planning for this centre. Council is planning for the expansion of the Sunshine Coast Airport to meet the needs of the community and to continue to support the development of the region's economy. This project provides an opportunity to attract more visitors to the region, including Caloundra.

Council is also planning for the Maroochydore City Centre, Kawana Town Centre and the Sunshine Coast Public University Hospital and the proposed Caloundra South (Aura) Town Centre which have the potential to impact on the future role and function of Caloundra Centre. In particular, the proposed Caloundra South (Aura) Town Centre is intended to provide a new Major Regional Activity Centre with significant retail and commercial floor space which is likely to compete with Caloundra in the medium to long term.

Council is currently investing approximately \$8.6 million over 10 years on a significant streetscape upgrade for Bulcock Street in accordance with the *Bulcock Street Streetscape Master Plan*. Stage 1 and 2 of the project have been completed providing improvements to Bulcock Street between Otranto Avenue and Felicity Park and Village Lane. Stage 3 is currently under construction and includes works between Felicity Park and Minchinton Street.

The streetscape works include a major stormwater drainage upgrade to reduce flooding and protect the Pumicestone Passage. The streetscape design includes a reshaped roadway and footpath that removes upright curves to provide more flexibility for events. A region first canopy light feature will act as a shade feature during the day and provide a changeable light feature at night. There will also be additional street furniture, landscaping, signage and public art. This significant investment will enhance the look and experience of the area, improve safety and access, and provide a new drawcard for Caloundra.

Council is also making an important investment in Smart City technology. Council has contributed significant intellectual property to identify 13 smart technologies ranging from Smart Power and Water to Smart Signage, WiFi and health services. Caloundra has been identified as the location for a Smart City "Living Lab". The Living Lab will gather data about how people interact with Caloundra and will allow council, business and community to identify which services and infrastructure are most used and when.



Bulcock Street Streetscape Project Stage 3 Concept



### 3 Key Issues and Opportunities

Based on earlier planning and research undertaken for the master plan, the following key issues and opportunities have been identified:

#### Economic issues

The Sunshine Coast is a growing economy with recent reports indicating that it is the second highest performing non capital city in Australia in 2015-2016. Located within 1.5 hours drive from Brisbane, Caloundra is an active location for residents and visitors.

Council's *Regional Economic Development Strategy 2013* outlines a number of game changer projects for the Sunshine Coast including the Sunshine Coast Public University Hospital and health precinct, Maroochydore City Centre, the Sunshine Coast Airport expansion and the University of the Sunshine Coast. The strategy recognises the importance of Caloundra as a Major Regional Activity Centre within the Sunshine Coast Enterprise Corridor (refer **Map 2: Regional Context**). Links between Caloundra, Kawana and Maroochydore City Centre will be important to maximise the economic growth of this corridor. The Priority Transit Corridor (light rail) offers an opportunity to connect these centres and employment areas.

The planned emergence of Maroochydore, Kawana Town Centre and Caloundra South (Aura) major activity centre are likely to have a significant impact on Caloundra. The Caloundra South (Aura) development will bring an additional 50,000 people to live in the area, creating an opportunity for increased activity in Caloundra whilst also placing significant pressure on Caloundra's infrastructure and its beaches. To future proof the centre, it is critical to define Caloundra's role and function and to build on this through the master plan.

Caloundra's demographic profile confirms that it has a narrow social base. There is a lower proportion of people aged 20 to mid 40's, suggesting that there are a lower number of working families in this area. This trend is supported by housing data which suggests that there is a higher proportion of lone person households and couples without children. Residential densities in and around the centre are relatively low contributing to lower economic performance in the centre. Caloundra's extensive education, sport, recreation, health and lifestyle attributes provide a unique opportunity to attract new residents to Caloundra.

Caloundra also has a narrow economic base with a significantly higher proportion of jobs in health, retail, accommodation and food services. Conversely, higher value jobs in sectors like professional services, administration and financial services are only a small proportion of the economic profile.

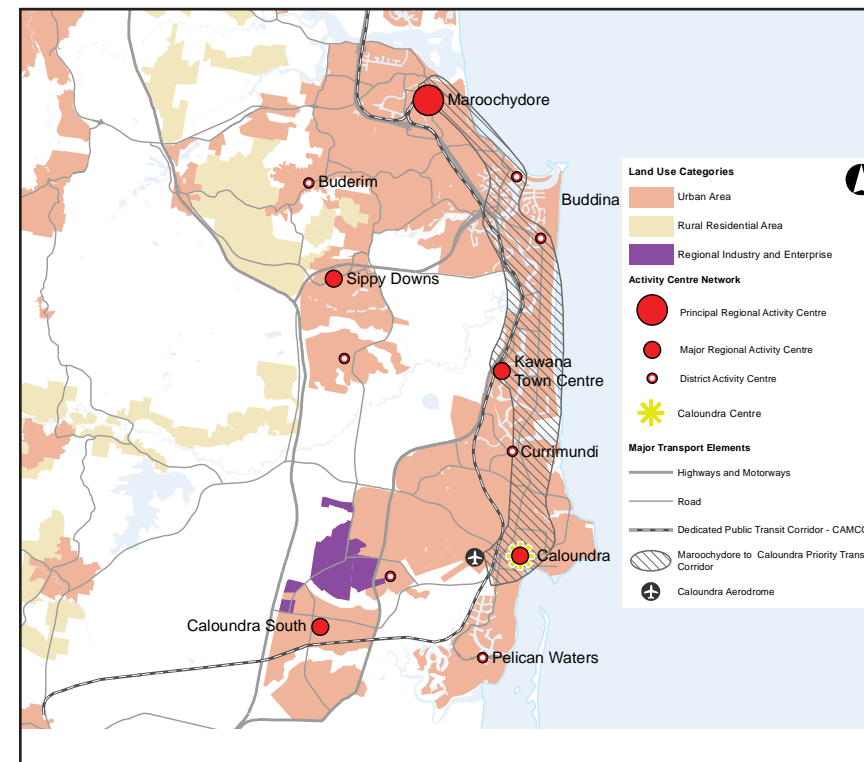
Importantly, Caloundra is the only centre on the Sunshine Coast which adjoins the Pumicestone Passage and provides panoramic views to the Glass House Mountains. It is also the only centre with an authentic main street located within 100 metres of a spectacular beach. Council is making an investment in streetscape improvements in Bulcock Street, the Smart City "Living Lab" and in community facilities such as The Events Centre. These strengths give Caloundra its regional point of difference, providing a strong platform for future growth.

Bulcock Street is known for its eclectic mix of uses. However, to be competitive in the longer term, a broader range of mixed use retail, commercial and entertainment uses will be required. Opportunities to encourage local and emerging businesses could be provided through pop-up stalls, temporary tenancies, shared tenancies and other centre management activities. Opportunities also exist to increase night time activities by staging events, encouraging dining in key locations and supporting local entertainment. Consideration should be given to increasing development capacity in the centre to encourage mixed use development.

Visitor numbers in Caloundra have been strong over the past decade, with a sound visitor economy focussed on affordability and the family market. However, to maximise its share of the regional tourism market, Caloundra needs to strengthen its accommodation offerings and provide additional services and activities to attract new visitors throughout the year. In particular, opportunities to provide a high standard hotel, strengthen connections to the water, introduce entertainment and grow night time activities need to be considered.

Caloundra's wealth of sports and recreation facilities including the Sunshine Coast Turf Club, Caloundra Golf Club, Central Park, Reserve 1000, parks and beaches provide an opportunity to attract related activities including allied health, sports management, events, training and accommodation. These sports facilities could work collaboratively with surrounding educational facilities to develop schools of excellence programs, sporting programs and accommodation to attract new businesses into the centre. In a similar way, Caloundra's diversity of community and cultural facilities including The Events Centre, the art gallery, library, community centres and spaces provide an opportunity to create a niche destination for events, creative and design industries, technology and professional services. These facilities make a valued and significant contribution to the community and the local economy.

Map 2: Regional Context



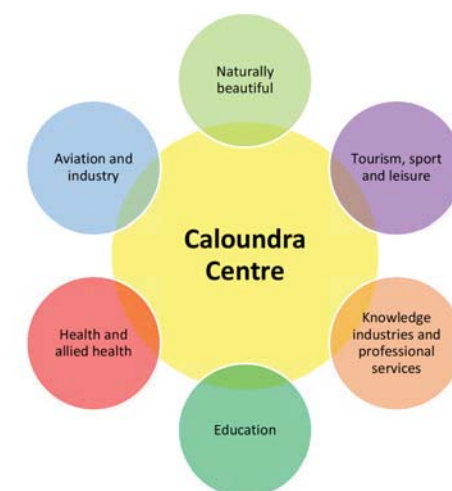
Caloundra is also located in close proximity to the Sunshine Coast Public University Hospital providing opportunities for health, allied health, related businesses and accommodation which could strengthen the services provided by the Caloundra Hospital and provide a strong base for the retiree community. Caloundra Centre could also attract other tourism, business and employment opportunities related to the nearby Caloundra Aerodrome and the Queensland Air Museum which offers helicopter and aircraft engineering, maintenance, training and aviation heritage. The Sunshine Coast Industrial Park, Caloundra West Industrial Estate and the Moffat Beach Industrial Park also offer opportunities for a range of industrial development including manufacturing, warehousing, transport and services.

Building on these combined opportunities will provide Caloundra with its economic advantage.

In summary, the key **economic opportunities** for Caloundra include (refer **Figure 4: Caloundra's Regional Economic Role** below):

1. Natural Beauty – brand Caloundra as a City of Beaches, a naturally beautiful seaside destination
2. Activation – increase capacity and encourage mixed use development which increases both day and night time activity
3. Tourism, sports and leisure – strengthen tourist activities, events, experiences and accommodation and attract sports related activities including allied health, sports management and events training and accommodation
4. Knowledge industries – create a niche destination for events, creative and design industries, technology and professional services
5. Education – attract new education related activities including schools of excellence programs, sporting programs and student accommodation
6. Health and well-being – attract health and allied health activities associated with the Caloundra Hospital and the Sunshine Coast Public University Hospital
7. Aviation and industry – grow aviation related activities including helicopter and aircraft engineering, maintenance and training.

Figure 4: Caloundra's Regional Economic Role





## Social and community issues

The Sunshine Coast is known as the healthiest region in Queensland with a community which is committed to maintaining the region's values and lifestyle. Similarly, the Caloundra community has a longstanding commitment to retain the natural beauty of this area, including views to the Pumicestone Passage, Bribie Island and the Glass House Mountains.

The community has a strong sense of history including its Aboriginal heritage and European early settlement. The name Caloundra was derived from the Aboriginal word Kal'owen-dha or Cullawanda, meaning place of beech trees. Throughout this history, Caloundra has maintained a strong connection to the beach and ocean. In particular, Caloundra is well known for its beaches including Bulcock Beach and Kings Beach. In 2015, Kings Beach was recognised as Queensland's Top Beach, Safest Beach and Most Family Friendly Beach. This beach culture is an important part of Caloundra's identity.

Caloundra provides a broad range of community and cultural activities which are mostly located on council owned land. The Events Centre provides a valuable regional performance facility in the centre of Caloundra. The Caloundra library is a major local attractor offering evolving educational opportunities. The Caloundra Regional Gallery is a successful regional art gallery showcasing local and other talent. Council owned land and facilities provide a significant opportunity for catalyst redevelopment in the heart of Caloundra.

Caloundra is also well known for its extensive sport and recreational facilities. Central Park is a regional sports complex offering a range of sports activities including rugby, tennis, swimming and soccer. Reserve 1000 provides facilities for netball, basketball, football, AFL, rugby league and other sporting activities. Caloundra Golf Club is a popular local club on the northern edge of the centre.

The Town Reserve and Ben Bennett Bushland Park provide natural bushland for recreation activities including bush walking. Bicentennial Park and Bill Venardos Park provide passive recreation opportunities. The foreshore parkland and the Coastal Pathway provide opportunities for walking, cycling, picnicking and play activities which attract locals and visitors to Caloundra.

These facilities provide a prime opportunity to attract new residents into Caloundra, particularly young families and professionals to broaden the social and economic base. The range of education, sport and recreation activities is a strong attractor to families seeking to live within cycle/walking distance of these facilities.

To attract these new groups, new housing opportunities will be required. In the centre, opportunities for mixed use development including 1, 2 and 3 bedroom units should be encouraged. In residential areas, opportunities for a range of housing from townhouses to unit complexes should be encouraged. Caloundra has an opportunity to create an alternative, more compact housing offer, compared to the proposed housing at Caloundra South (Aura) and Palmview. Caloundra could market itself as a great lifestyle community providing alternative housing options in a well serviced community which is in close proximity to Bulcock Street and Bulcock Beach.

Retirees will continue to be attracted to the natural beauty, health and community services in the area. Opportunities for new and innovative retiree developments which allow retirees to be active participants in the community should be considered. In particular, there are opportunities for vertical retirement developments located within the centre and adjoining key facilities.

## Environment

Caloundra is located in an area of significant environmental value. Caloundra is located at the northern tip of the Pumicestone Passage, which is part of the Moreton Bay Marine Park and is an important marine habitat containing a declared fish habitat area and Ramsar wetlands.

Approximately one third of Caloundra Centre is reserved for open space, sport, recreation or conservation purposes. There are five land parcels in and around Caloundra which form important connecting habitat, providing some of the last remaining refugia for koalas in the Caloundra area. The Town Reserve and Ben Bennett Bushland Park contain high biodiversity values including regional ecosystems and important habitat. Better linkages between these reserves, other parkland and the centre would improve access and usage.

A key pedestrian and cycle circuit could be developed from Moffat Beach, Tooway Creek to Ben Bennett Bushland Park through to Central Park, Bicentennial Park and Felicity Park to Bulcock Street and Bulcock Beach. From Bulcock Beach, the Coastal Pathway links back to Moffat Beach, completing the circuit. This "Bush to Beach" trail would provide a valuable connection for locals and visitors alike.

Caloundra's spectacular views are a key part of the centre's identity and experience. Views from the Caloundra Lighthouse, Maltman Street and Regent Street to the Glass House Mountains are important to locals and visitors. Knox Avenue, Minchinton Street, Otranto Avenue and Tay Avenue all provide views of the Pumicestone Passage and Bribie Island. Views from Golden Beach back towards the centre are also important.

Caloundra's unique coastline, environmental reserves and spectacular views are key elements of the study area and define the centre's character and potential for branding as a "City of Beaches" which is "embedded in nature".



Ben Bennett Bushland Park

## Urban design

The urban structure of Caloundra has evolved over time as a series of disconnected hubs. Connections between surrounding areas, Bulcock Street and Bulcock Beach are interrupted by busy roads such as Bowman Road. The Mayes Avenue area, to the west of Stockland Shopping Centre, is disconnected from Bulcock Street, creating two separate commercial areas.

Bulcock Street is an authentic and attractive main street. In conjunction with the associated laneways, this precinct provides an urban framework for an engaging, vibrant centre. However, Bulcock Street is a long street with a number of undefined sections. The western entry into Bulcock Street provides a poor entry experience into the main street. Towards Knox Avenue the incline increases, making walking more difficult.

The central part of Bulcock Street is currently undergoing a transformation with a major streetscape upgrade. Opportunities to build on this improvement should be explored including better links to the community facilities and Bulcock Beach.

Public spaces form the basis for how a centre is experienced, connecting and cohering places and activities. The public realm of Caloundra is fragmented with opportunities to improve connections to the community facilities, Bulcock Street and Bulcock Beach. Activating all parks including Bicentennial Park and Bill Venardos Park and connecting these to Bulcock Street will improve vitality and connectivity.

Caloundra's built form is characterised by a mix of lower scaled buildings to the west and north and 6-12 storey buildings around Bulcock Street. The planning provisions for Caloundra identify a range of building height limits across the centre from 8.5 metres in the north to 30 metres on The Events Centre site. Bulcock Street has a variation in height limits from 16 metres to 25 metres. Opportunities to reduce the number of height variations and increase height limits should be considered to incentivise development.

In summary, the **key social, environmental and urban design** opportunities for Caloundra include:

1. Community activities – build on the existing facilities as a catalyst for redevelopment and renewal
2. New residents – broaden housing options to attract families and professionals, encourage new retiree developments promoting active living
3. Natural elements – showcase the coastline, environmental reserves and views
4. Urban structure – create a focal point for the centre, improve the connections between areas
5. High quality design – build on current improvements to the public realm, encourage high quality built form outcomes



## Transport

Transport is an important issue for Caloundra. Improving access into and within Caloundra will provide a catalyst for revitalisation of the centre and contribute to economic strength.

Both regional and local bus connections are available with all routes terminating at the Caloundra Transit Centre, an outdated bus and car parking station in Cooma Terrace. Opportunities for improved bus connections and a new centrally located transit centre should be considered to improve connections to Caloundra, particularly in the short to medium term.

Council is currently investigating a potential priority transit corridor (light rail) connection from Maroochydore to Caloundra. As part of the feasibility study, council identified three potential routes into Caloundra for further investigation. As part of the preparation of the master plan, further consideration has been given to the potential routes. This investigation identified that a centralised option is preferred as it provides the best opportunity for urban renewal (refer **Map 3: Preferred light rail route for further investigation**).

Further consideration has also been given to the route from Queen Street into the centre. Opportunities to provide a route along Minchinton Street to a new station in Omrah Avenue would ensure that the light rail would provide access into the heart of Caloundra Centre. Opportunities may also exist in the future to connect light rail from Caloundra to Caloundra South (Aura), potentially via Bowman Road or North Street.

Road access is currently concentrated on Bowman Road which experiences congestion, particularly at peak times. Traffic counts show that Bowman Road currently carries approximately 35,000 vehicles per day. Traffic modelling indicates that the demand is expected to rise to 64,000 vehicles per day by 2031.

In response, Council commissioned the *Caloundra Area Transport (CAT) Study 2013* which developed and investigated a number of potential road improvements for Caloundra (refer **Map 4: Potential Road Improvements**) including:

- extension of Burke Street to Pelican Waters Boulevard
- north facing ramps at Queen Street and the upgrading of Queen Street and Ulm Street to provide a link to the centre
- a new intersection on the Nicklin Way mid-way between Queen Street and Caloundra Road and a new road connection through an existing power easement to Arthur Street, Third Avenue and Oval Avenue.

Council has committed funding in the 10 year capital works program to construct the new link between Bourke Street and Pelican Waters Boulevard, to provide an alternative access to Golden Beach and reduce traffic volumes on Bowman Road. This road work is scheduled for construction in 2017.

Modelling undertaken for the CAT Study indicated that both the north facing ramps at Queen Street and the Arthur Street extension would limit traffic flows on Bowman Road to about 45,000 vehicles per day. The Queen Street ramps would improve access to Kings Beach and Shelly Beach, whilst the Arthur Street extension could provide more direct access to the Bulcock Street area.

The detailed design of these new road connections would need to be undertaken in conjunction with the Department of Transport and Main Roads and Energex.

Careful consideration would also need to be given to the location and design of the Arthur Street road link to minimise impacts on the environmental value of the adjoining Ben Bennett Bushland Park and West Terrace Reserve. There should be no net loss of open space values as a result of this road improvement.

The Arthur Street extension and associated road works is likely to be less expensive to construct than the Queen Street ramps and associated road works. For this reason, it is considered that the Arthur Street extension should be the first priority, to be supported by the Queen Street ramps as the second priority.

It is noted that the Nicklin Way and Bowman Road (to Park Place) are State controlled roads. The Department of Transport and Main Roads is currently investigating planning for the Nicklin Way/Caloundra Road intersection. As part of this assessment, the State government is considering the potential benefits of the Queen Street ramps and the Arthur Street extension. Council is continuing to discuss these potential road improvements with the State government to achieve improved road access into Caloundra.

The CAT Study also considered a number of significant intersection improvements in the study area including:

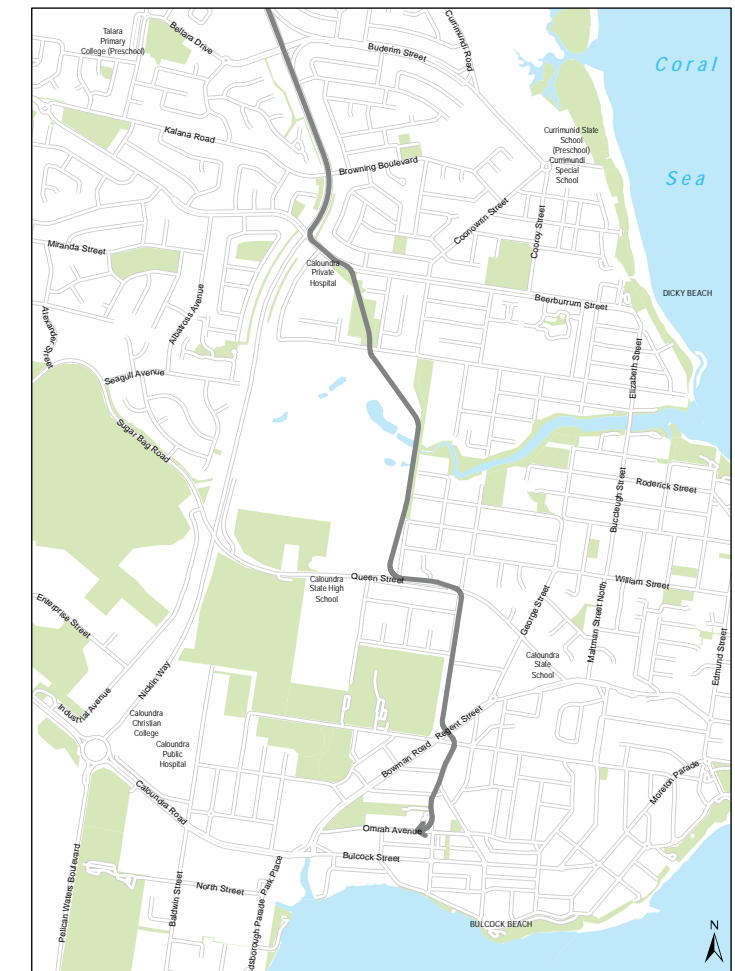
- Ulm Street/Minchinton Street intersection to link the new road from Ulm Street into Minchinton Street
- Gosling Street intersection and potential extension across the southern section of Bicentennial Park into Omrah Avenue to improve road, cycle and pedestrian connections from Oval Avenue to Omrah Avenue
- Bowman Road/Bulcock Street intersection to reduce road width, improve legibility and create opportunities for a new gateway entry into Bulcock Street.

These intersection improvements are important to enhance connectivity into Bulcock Street, Omrah Avenue and surrounding areas.



Light rail concept

Map 3: Preferred light rail route for further investigation



Access within Caloundra Centre itself can also be problematic. Bulcock Street is a long main street with challenging topography. From Bulcock Street, it is a long walk to other parts of the centre including Stockland Shopping Centre and the Caloundra Hospital. To link these activities, opportunities for a local people mover could be considered connecting Bulcock Street, Bulcock Beach, Oval Avenue and Bowman Road.

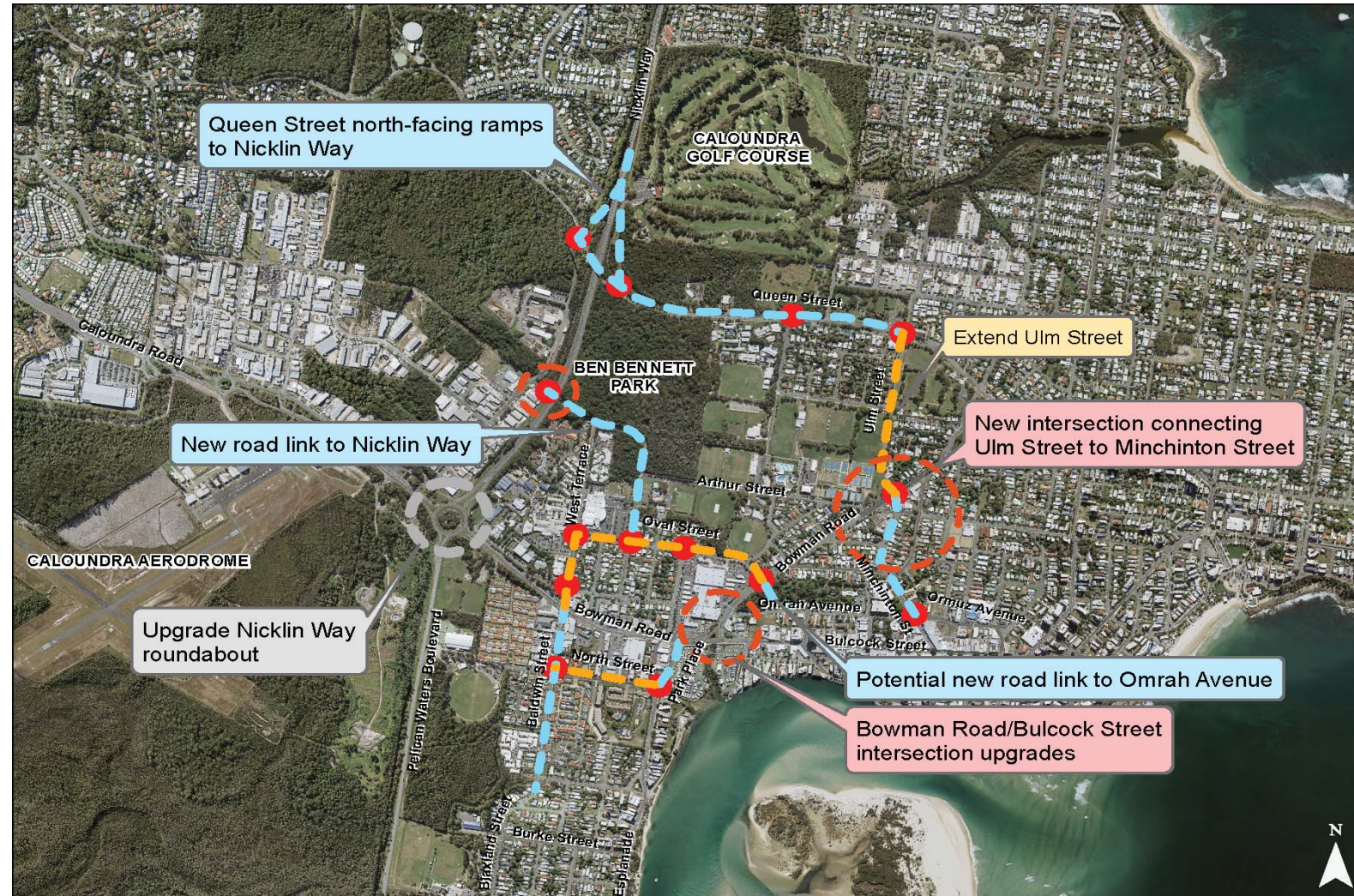
There are also a number of current active transport routes in Caloundra including the Coastal Pathway, the pedestrian and cycle path through Central Park as well as a number of pathways and cycleways on key streets. However, opportunities to improve connections can be made by upgrading Bulcock Street across Bowman Road to Oval Avenue and Central park.

The Ulm Street/Minchinton Street intersection will need to be designed in conjunction with the proposed light rail corridor. The Gosling Street extension will need to minimise the impact on Bicentennial Park and maintain connectivity through the park. The Bowman Road/Bulcock Street intersection will need to consider drainage requirements associated with Pumicestone Creek.

The Caloundra Aerodrome activities include general aviation and related activities, light fixed wing aircraft and helicopters. Consideration needs to be given to the safety and operational requirements of the aerodrome in planning for Caloundra Centre.



Map 4: Potential Road Improvements



### Carparking

Caloundra is currently well serviced with approximately 3,374 public carparks including 71 metered carparks, 678 free, time limited carparks, 33 disabled car parks and 408 off street carparks in the Cooma Terrace, Ormuz Avenue and Nutley Street carpark facilities. Recent surveys have indicated that the 2P parking areas are generally at 50% utilisation on weekdays but can rise to over 70% during peak periods. The Cooma Terrace carpark can be underutilised whilst the Ormuz Avenue carpark is consistently achieving about 80% occupancy.

It is noted that the revenue from the metered parking in Caloundra provides a valuable Parking Fund which is used to fund CBD revitalisation projects in Caloundra.

As Caloundra grows, it is expected that additional consolidated public carparking facilities will be required. These facilities should be located close to Bulcock Street and the community facilities in and around Omrah Avenue.

Whilst the master plan will give some recommendations on carparking, it is recognised that further consideration will be given to carparking as part of a Local Area Parking Plan which is currently being prepared by council.

### Other infrastructure

The Caloundra CBD Drainage Study (SMEC, 2015) analysed the adequacy of the stormwater drainage network around the Caloundra CBD. The study identified improved drainage infrastructure for Bulcock Street that could be incorporated as part of the Bulcock Street Streetscape upgrade, which is currently underway. This drainage study will provide the basis for prioritising future stormwater drainage improvements in the Caloundra CBD.

Stormwater runoff from Caloundra discharges to the Pumicestone Passage. This is a High Environmental Value Waterway and the needs of this waterway are recognised in the Local government Infrastructure Planning undertaken by Council for Stormwater Quality. A number of projects are identified to treat stormwater discharge from the Caloundra Centre Master Plan area. These include projects like the installation of gross pollutant traps at Otranto Avenue and Arthur Street, which remove large pollutants from stormwater prior to release into Pumicestone Passage. Any streetscape upgrades proposed as part of the master plan should incorporate water sensitive urban design principles to improve storm water quality.

An Energex substation is located in Minchinton Street. A 132KV power line runs along Arthur Street to the substation. A second 132KV power line travels from the substation along Ulm Street and into Queen Street. These facilities service the existing and projected development in the study area. As part of future planning, consideration will need to be given to design requirements for development in close proximity to Energex infrastructure.

Unitywater has indicated that based on existing modelling, there are no plans to upgrade water supply and infrastructure in Caloundra Centre for the next 5 years and there is approximately 10-15% additional capacity to service any increased demand in that time. In response, Unitywater and council are giving consideration to the identification of Caloundra as a possible target area for reduced infrastructure charges to incentivise redevelopment.

Council is making a significant investment in Smart City infrastructure in Caloundra. The Living Lab project will provide a range of Smart City technology including smart lighting, public WiFi, parking sensors, CCTV based security platform, waste management sensors and water quality sensors.

This technology will gather data about how people interact and how systems are managed throughout the centre.

In summary, the **key transport and infrastructure opportunities** for Caloundra include:

1. Light rail – ensure that Caloundra is transit ready, use the light rail corridor as a catalyst for renewal and redevelopment
2. New access – secure the Arthur Street extension and Queen Street ramps and associated road upgrades to provide improved access into the centre, create a new connection between Oval Avenue and Omrah Avenue for vehicles, cyclists and pedestrians, ensure no net loss of parkland in Bicentennial Park
3. Bulcock Street entry – create a new intersection with reduced road width to provide opportunities for gateway development, artwork and signage
4. Local people mover – introduce a local people mover to improve access around the centre
5. Carparking – consider new public carparking facilities in Omrah Avenue and in conjunction with the Community and Creative Hub
6. Infrastructure contributions – investigate opportunities to reduce infrastructure charges to incentivise development in Caloundra
7. Living Lab – brand Caloundra as a Smart City and utilise the Living Lab technology.





*Aerial view of Caloundra from the west*



## 4 A vision for Caloundra

Based on previous studies and consultation as well as recent investigations, the following vision has been developed for Caloundra Centre.

*Caloundra is a naturally beautiful, vibrant, creative and sustainable place to live, work, play and visit. Caloundra is known as a City of Beaches, an urban village framed by nature. It is an active and healthy place with a strong community, sport, recreation and outdoor living focus.*

*Located at the southern gateway to the Sunshine Coast Enterprise Corridor, Caloundra is a thriving Major Regional Activity Centre with a vibrant mix of shopping, tourism, community activities, health care, sporting, recreation, education, aviation and living opportunities. The combination of these activities provides Caloundra with its economic advantage.*

*Caloundra is well connected to other centres and employment areas via an efficient public transport and road network. Within Caloundra, areas are connected via a local people mover as well as a network of shady streets and pathways for walking and cycling. Caloundra embraces green initiatives and smart technology.*

*Caloundra Centre is a welcoming and legible centre with an attractive gateway boulevard. It is a destination for business, tourists and locals with a thriving main street, active laneways and attractive links to Bulcock Beach. Enriched community spaces and facilities are the heart of Caloundra, providing a focus for community activities and events. Central Park, other sports facilities and education facilities provide the focus for a renewed housing area offering a variety of residential and retirement opportunities.*

To implement this vision, a new urban structure is proposed for Caloundra Centre as outlined in **Map 5: New Urban Structure** below.

The proposed structure is built on four interconnected precincts with distinct attributes and opportunities as follows:

- **Destination Centre** is focussed around Bulcock Street and Bulcock Beach. The precinct is intended to evolve into a key destination for the region attracting visitors and locals with a mix of activities, services, living options and employment. The centre capitalises on its geographic location, authentic main street and laneways and thriving community facilities.
- **Community and Creative Hub** is a key element of the Destination Centre Precinct and provides a significant opportunity for catalyst development and renewal.
- **Gateway Precinct** is intended to develop as an attractive and successful business area with strong links to Caloundra Aerodrome and provide a memorable gateway into Caloundra Centre.
- **Central Park Urban Village** intends to capitalise on the extensive health, education, sport and recreation activities in and around Central Park to create new housing options in a healthy living community.

These precincts will be connected to each other and, in particular, to Bulcock Street and Bulcock Beach by improved transport and public realm initiatives.

Within each of these precincts, there are a number of transformative redevelopment projects which can drive transformation in Caloundra Centre.

The new urban structure provides the framework for a suite of strategies and initiatives to implement the vision for Caloundra as outlined in **Section 5** of this master plan.



View of Caloundra Centre from Canberra Terrace Lighthouse

Map 5: New Urban Structure





## 5 Strategies

Bringing the vision for Caloundra to life will be achieved by implementing a number of centre wide and precinct based strategies (refer **Figure 5: Master Plan Strategies**).

The master plan identifies centre wide strategies for economic development, transport and character. For each centre wide strategy, the master plan outlines the strategic intent and key initiatives to achieve the strategy.

The master plan also identifies precinct based strategies for the Destination Centre Precinct, the Community and Creative Hub, the Gateway Precinct and Central Park Urban Village. For each of the precinct based strategies, the master plan identifies the strategic intent, key initiatives, public realm, planning outcomes, built form and transformative projects.



Destination Centre Precinct

Figure 5: Master Plan Strategies







## 5A CENTRE BASED STRATEGIES

### 5.1 Regional Role

#### Strategic intent

The strategic intent for Caloundra's Regional Role is as follows:

*Caloundra is a naturally beautiful, vibrant, smart, creative and community oriented place to live, work, visit and play!*

*Located 1.5 hours from Brisbane, Caloundra is the first surf beach to the north of Queensland's capital city making it a popular destination to live and visit. Caloundra, known as the City of Beaches, is edged by the spectacular waters of the Pumicestone Passage and the golden sands of Bulcock Beach and Kings Beach, with easy access to Golden Beach, Shelly Beach, Moffat Beach and Dicky Beach. These beaches attract both national and international visitors with Kings Beach recently winning Surf Lifesaving Queensland's Top Beach, Safest Beach and Most Family Friendly Beach. Caloundra is known as an active and healthy, family friendly destination providing easy access to great beaches, foreshore parklands and nearby family friendly accommodation. Caloundra also showcases amazing views to the heritage listed Glass House Mountains, providing a unique backdrop to the centre. Caloundra's natural beauty is an important part of its identity and branding.*

*Caloundra is located at the southern end of the Sunshine Coast's Enterprise Corridor and plays a key role in the region's economy. Designated as a Major Regional Activity Centre, Caloundra offers a high level of centre based activities including retail, commercial, entertainment, tourism, community, health, education, sport and recreation activities. With its increasing mix of entertainment, employment and residential in the centre, Caloundra is an active centre with lively day time activities and a popular night life. Bulcock Street is an authentic main street, providing niche shopping, restaurants, bars and entertainment for locals and visitors. Other shopping is available in nearby shopping centres which serve the needs of the growing resident population.*

*Building on its existing strengths, green initiatives and Smart City technology, Caloundra attracts new health and health related activities associated with the Sunshine Coast Public University Hospital and the Caloundra Hospital. Caloundra also attracts new industries associated with the Caloundra Aerodrome, Sunshine Coast Industrial Park and other industrial areas including helicopter and aircraft engineering, warehouse and distribution and service industries. The Queensland Air Museum, adjoining the Caloundra Aerodrome, showcases aviation heritage attracting visitors from Australia and overseas.*

*Caloundra is a renowned creative industries destination. Caloundra's Community and Creative Hub provides a wealth of community, creative and education activities which are the heart and focus of the centre's residents and visitors. Located at the centre of Caloundra, the new town square and associated mixed use redevelopment is a catalyst for the revitalisation of the centre.*

*The Events Centre, a new library, art gallery, museum and other community facilities are a destination for residents and visitors and attract new creative, design and entertainment industries which add to the vibrancy of the centre. Education related activities such as schools of excellence and sporting programs are attracted to Caloundra to build on the opportunities provided by schools, community and creative industries. Professional services are also attracted to Caloundra's high amenity and accessibility. Smart City technology is utilised in new development.*

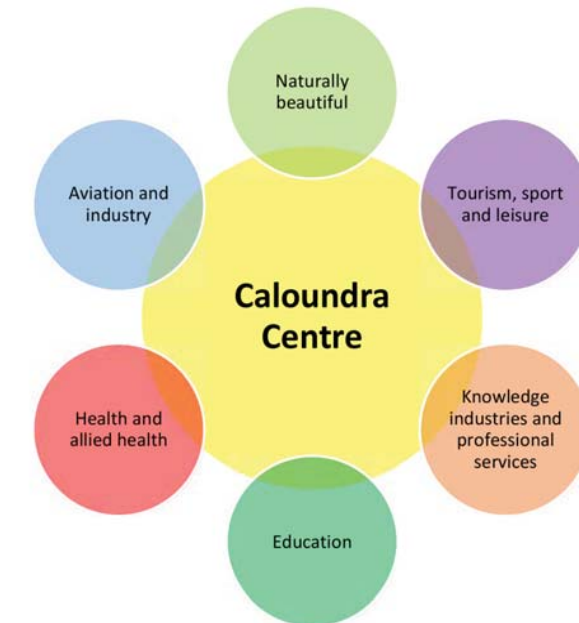
*The Sunshine Coast Turf Club, Caloundra Golf Club, the Central Park sports precinct, Reserve 1000, parks and beaches provide regionally significant sports and recreation facilities which make a significant contribution to the local and regional economy. Caloundra promotes wellness and is known as a sports destination, attracting visitors to sporting events, sports camps, training and allied services to use its state of the art facilities. Racing events attract visitors and competitors to Caloundra. Central Park sports precinct is the heart of new residential development which provides residential, sports related accommodation and allied health facilities. Caloundra is also a magnet for recreational activity with residents and visitors drawn to the Coastal Pathway, a new "Bush to Beach" trail, beaches and foreshores and a network of parks, cycleways and pathways which promote active and healthy lifestyles.*

*These strengths attract new residents to Caloundra. Destination Centre provides a range of inner centre living opportunities where residents can enjoy the day and night time activities. Central Park Urban Village provides an alternative residential offering with a mix of townhouses and units focussed around schools, sports facilities and parkland. Caloundra residents are well connected to other centres and employment areas including the Sunshine Coast Public University Hospital by an efficient public transport system and an improved road network.*



Caloundra Fringe Festival

#### Caloundra's Regional Economic Role



#### Key initiatives

##### 5.1.1 Building on the economic base

*Reinforce Caloundra's role as a Major Regional Activity Centre by building on existing industries and attracting high value industries to broaden the economic base.*

To strengthen Caloundra's regional role, it is intended to consolidate and build on the centre's existing businesses and attract new high value industries to reinforce Caloundra as a Major Regional Activity Centre. Caloundra is known as an active and healthy community which promotes green technologies, cultural, sports and recreation programs.

Caloundra has a strong base of existing retail, professional services, tourism and community facilities, particularly focussed around Bulcock Street. It is intended to reinforce the main street character of Bulcock Street by creating a new heart as the focus for retail, professional services and community activity and connecting these new activities to the waterfront.

New opportunities for tourist activities, experiences and accommodation will be encouraged in and around Bulcock Street and Bulcock Beach to increase the tourism offer. The Queensland Air Museum, Sunshine Coast Turf Club, the beaches, sports facilities and community uses will all contribute to the tourism offer. New opportunities for sports, allied health, sports management and accommodation as well as recreation activities are intended to be located in and around Central Park and other sports facilities.

Caloundra's proximity to the new Sunshine Coast Public University Hospital makes this area an ideal location for health professionals, allied health and accommodation. The Caloundra Hospital also provides an opportunity to attract a range of medical, health and allied professional services in and around the Gateway precinct. Opportunities may also be available for pre-retiree and retiree living in adjoining areas.





Caloundra's schools, sports, community and creative industries provide a strong base to attract new education activities including school of excellence programs, sports programs and student accommodation.

The Caloundra Aerodrome and adjoining industrial precincts provide a significant opportunity to attract aviation related activities including engineering services maintenance and training in close proximity to Caloundra Centre. Strong links from these activities to the centre will ensure that residents can live in close proximity to potential employment areas.

Specific industries which could be attracted to Caloundra to build on the economic base include:

- Planning, design and construction industries that will produce buildings and infrastructure reflective of the Sunshine Coast architectural style
- Environmental industries specialising in local natural assets
- Health care and well-being industries specialising in aged and disability care
- Regional sporting and recreational activities
- Educational industries expert in coastal living and environment, aged and disability learning
- Transport industries specialising in tourism movements and short recreational visits
- Aviation industries which respect Caloundra's values
- Arts, craft and music building on current facilities and activities.

The combination and integration of these activities provides Caloundra with its competitive advantage.

A range of planning scheme amendments, marketing and economic programs will be used as tools to attract these new businesses to the Centre.



Coastal Pathway

### 5.1.2 Activation

*Encourage mixed use development which activates the street frontages and provides new retail, commercial, entertainment and residential development.*

In Destination Centre, Bulcock Street is an authentic main street which currently offers a variety of shops and restaurants which primarily operate during the daytime. To broaden the variety of retail and commercial development, it is intended to encourage new mixed use development with ground floor retail and restaurants, second floor commercial activity and upper floor residential development. The retail and restaurants will broaden the offering, whilst increasing the number of workers and residents will provide more people to activate the centre both during the day and at night. The Bulcock Street streetscape upgrade will provide a strong basis for attracting new development.

In other parts of the centre, residential development will also be encouraged to increase activation. New residential development will be encouraged in the Gateway precinct as part of mixed use development, with opportunities to attract pre-retirees and retirees to adjoining areas. Central Park Urban Village is intended to provide a range of residential options focussed around schools, sports facilities and parks with easy access to Bulcock Street. This additional residential development will increase activity within the centre.

### 5.1.3 Visitor destination

*Build on Caloundra's natural beauty, health, community, sport and recreation activities to make Caloundra the healthy and active holiday destination for the Sunshine Coast.*

Caloundra has high quality health, community, sports and recreation facilities which can provide an extensive range of visitor experiences with a focus on healthy and active holidays. Visitors can enjoy the beaches, try adventurous water sports, walk or cycle along the Coastal Pathway, visit a show at The Events Centre or attend a racing event at the nearby Sunshine Coast Turf Club.

Visitors will also be attracted to events and activities in Caloundra. The Caloundra Music Festival at nearby Kings Beach provides opportunities for related activities in Caloundra. Other festivals such as Beachfest provide significant opportunities to attract new visitors to Caloundra.

It is intended that visitor accommodation will improve to meet growing and changing demand with a focus on higher standard facilities with large balconies and generous open spaces. Opportunities for additional hotel facilities and other tourist accommodation will be encouraged, particularly in and around Bulcock Street. Future marketing could position Caloundra as a key part of the Sunshine Coast's "naturally refreshing" experience.

### 5.1.4 A network of centres

*Connect Caloundra to other key centres in the Sunshine Coast Centres Network to strengthen the regional economy.*

By improving transport and technology, Caloundra can market itself as an attractive business and home base for professionals, workers and students. For example, businesses which are related to the Sunshine Coast Public University Hospital could locate in Caloundra with easy access to Kawana. Professionals, workers and students can choose to live in Caloundra and work from home using technology or travel by efficient transport to other centres and employment areas such as the Sunshine Coast Public University Hospital and health precinct, Maroochydore City Centre and the University of the Sunshine Coast.

Improved connectivity will also increase opportunities for visitors to the Sunshine Coast to access activities in Caloundra, broadening the visitor base. Visitors can also base themselves in Caloundra and travel conveniently to other parts of the Sunshine Coast.

Smart City technology which is currently being installed in Caloundra provides a platform to attract new business which can utilise this technology such as designers, knowledge based businesses and digital services.



Lamkin Lane Coffee Shop



## 5.2 Community Connections

### Strategic intent

The strategic intent for Community Connections is as follows:

Caloundra is well connected to other centres by a dedicated public transport system. A Priority Transit System (light rail) is integrated into Caloundra Centre providing opportunities for significant urban renewal along the corridor. A new transit station is centrally located with easy access to the new town square and Bulcock Street, providing a centralised hub for transport in Caloundra.

New entry roads into Caloundra provide high levels of accessibility to the centre. A new intersection on the Nicklin Way is provided mid-way between Queen Street and Caloundra Road with a new road connection through an existing power easement to Arthur Street, Third Avenue and Oval Avenue. From Oval Avenue, a new road link is provided across Bowman Road and into Omrah Avenue, providing improved road, cycle and pedestrian links into the centre. This road is carefully designed to minimise impacts on environmental values and energy infrastructure.

A second new road access is provided with north facing ramps at Queen Street, providing direct access for people travelling from the north into Caloundra and for people travelling north from Caloundra. From the ramps, a new road connection is provided along Queens Street and into Ulm Street to a new intersection at Bowman Road. Traffic would then continue across Bowman Road into Minchinton Street to access the centre.

The combination of the Arthur Street extension and the Queen Street ramps allows Bowman Road to be renewed as an attractive and successful entry boulevard. The Bowman Road/Bulcock Street intersection is improved to reduce road width, increase cycle and pedestrian connectivity and provide opportunities for gateway treatments and wayfinding.

A local people mover could provide access for visitors and locals from the transit station to key attractors including Bulcock Street, Bulcock Beach, Bowman Road, Central Park and West Terrace. A local people mover could also connect public carparking areas to the centre and other facilities.

Caloundra is known as an active and healthy place to live and visit. A network of green and shady pedestrian and cycleways are provided linking residential areas, education, sport and recreation activities to Bulcock Street, Bulcock Beach and the Coastal Pathway. The "Bush to Beach" trail is popular with visitors and locals.

### Key initiatives

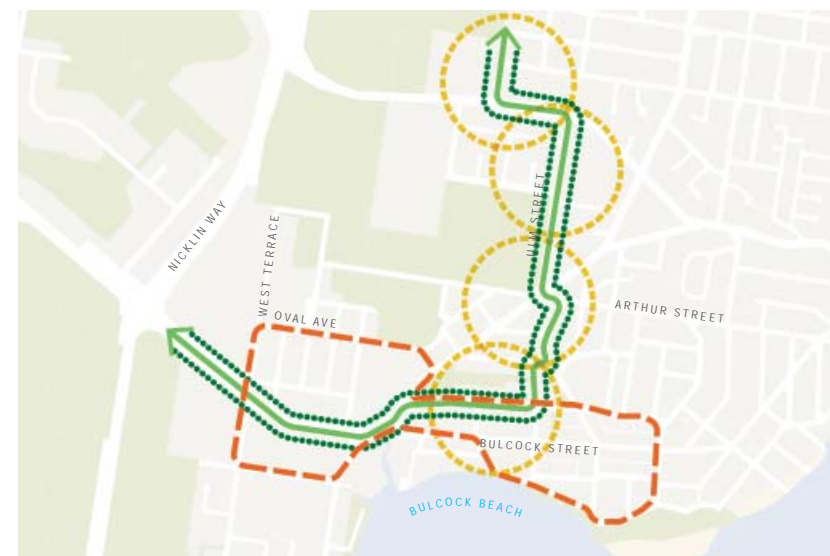
#### 5.2.1 Light rail

Increase public transport services and usage in Caloundra. Capitalise on the proposed priority transit system to renew Caloundra with transit oriented development around the corridor. Create a new, centrally located transit station providing a public transport hub with direct access to Bulcock Street and Bulcock Beach.

In the short term, it is intended to lobby the State government to review and improve bus services to and from Caloundra to encourage greater public transport use. As part of the master plan, further assessment of the potential priority transit system (light rail) routes determined that a centralised route from Beerburum Street to Allen Street, Ulm Street, Minchinton Street, Nutley Street and Omrah Avenue is the preferred route for further investigation. This route provides the greatest opportunity to encourage transit oriented development in and around the transit system. Further consideration will need to be given to detailed planning and protection of the light rail corridor.

In the future, consideration could be given to extending this priority transit system from Omrah Avenue to Caloundra South (Aura). Options for the light rail route from Omrah Avenue would be subject to further investigation, however it is recognised that Bowman Road or North Street may provide opportunities for urban renewal in conjunction with a light rail corridor.

Council owns land on the corner of Nutley Street and Omrah Avenue which provides an ideal centralised location for a new transit station. Nutley Street is intended to be a shared zone and appropriate streetscape treatment across Omrah Avenue could facilitate connections from the transit station to Bulcock Street. The transit station could also provide a base for a local people mover linking Bulcock Street to Bulcock Beach, Bowman Road, the Caloundra Hospital and other public carparking facilities which could be located around the centre.



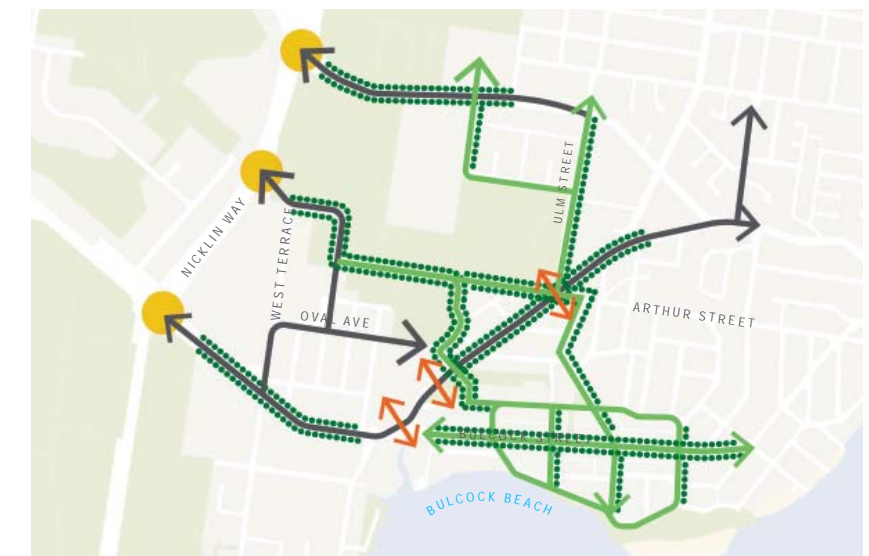
Legend  
 - - - 5minute walking radius  
 ●●●● Improved street amenity  
 <img alt="Green double-headed arrow symbol" data-bbox="365 885 380 898"/> Sunshine Coast Light Rail Preferred Route for Further Investigation  
 - - - Proposed People Mover Route

#### 5.2.2 Road improvements

Improve road access into Caloundra by creating new entries from the Nicklin Way, renewing Bowman Road as an entry boulevard and creating a new gateway entry to Bulcock Street. Provide new public carparking opportunities in the centre.

To improve access into Caloundra, it is intended to lobby the State government to provide new intersections from the Nicklin Way. A new intersection is proposed from the Nicklin Way mid-way between Queen Street and Caloundra Road. From the new intersection, a new road is proposed along an existing power easement with a new road connection into Third Avenue, Oval Avenue and Gosling Street to Bowman Road.

Careful consideration should be given to minimise impacts on the adjoining aged care communities in West Terrace and to the potential impacts on environmental values in Ben Bennett Bushland Park and West Terrace Reserve both during construction and operation. The new intersection and road corridor is not intended to impact on the environmental values of Ben Bennett Bushland Park with no nett loss of open space values. The design of the new road corridor will also need to provide pedestrian connections, maintain access to Ben Bennett Bushland Park and consider impacts on Energex infrastructure.



Legend  
 <img alt="Black arrow symbol" data-bbox="665 715 680 725"/> Sub-arterial road  
 ●●●● Improved street amenity  
 <img alt="Green arrow symbol" data-bbox="665 730 680 740"/> Local street  
 ● Upgraded intersection  
 <img alt="Red double-headed arrow symbol" data-bbox="790 725 805 735"/> Cross block connection





From Bowman Road, a new road connection is proposed across the southern corner of Bicentennial Park into Omrah Avenue, providing improved road, cycle and pedestrian connections to the centre. Other opportunities to improve pedestrian and cycle connections across Bowman Road will also be considered.

At Queen Street, north facing ramps are proposed to the Nicklin Way providing access from the north to Caloundra and from Caloundra to the north. From this intersection, a new road connection is proposed via Queen Street, Ulm Street and Minchinton Street to the centre with a reconfigured intersection at Bowman Road. The combination of these new entries is intended to limit traffic flow on Bowman Road, allowing Bowman Road to be streetscaped as an attractive entry into the centre.

It is also intended to work with the Department of Transport and Main Roads to redesign the intersection of Bowman Road and Bulcock Street to reduce the road surface, improve pedestrian connections and provide additional areas for gateway treatment and wayfinding. Further consideration will need to be given to flood management and the protection of water quality in Pumicestone Creek.

A local people mover could also be investigated for Caloundra Centre to move residents and visitors between Bulcock Street, Bulcock Beach, Bowman Road, Central Park and West Terrace. Consideration could also be given to extending the local people mover to areas such as the Caloundra Aerodrome. The local people mover could also connect carparking located around the centre to key locations and facilities.

Opportunities for new public carparking facilities are intended to be provided in Omrah Avenue and in conjunction with the proposed new Town Square Redevelopment. The new carparking facilities should replace any public carparking affected by redevelopment, cater for the needs of community facilities located in the Community and Creative Hub and provide for additional demand to service the growing Destination Centre precinct.



Light Rail Concept

### 5.2.3 Greening streets

*Improve street planting along streets within Caloundra Centre to encourage interaction, walking and cycling.*

Street greening and shade tree planting is proposed to enhance walkability and create a cool subtropical coastal environment. A program of street planting will be required with initial stages to focus on key connectors including Ulm Street, Arthur Street, Oval Avenue, Bowman Road, Minchinton Street, Omrah Avenue, Bulcock Street and linking streets to the water.



Greening local streets



Legend  
— Indicative key pedestrian links  
- - - Indicative primary bike route

### 5.2.4 Pedestrian and cycle links

*Create attractive and shady footpaths and cycleways linking surrounding areas to Bulcock Street and the waterfront.*

To improve connectivity, it is intended to create a pedestrian and cycle friendly centre and promote a healthy and active living environment. Key routes include Ulm Street, Arthur Street, Oval Avenue, Bowman Road, Minchinton Street, Omrah Avenue, Bulcock Street and links to the water. At the intersections with Bowman Road, well designed cycle and pedestrian crossings would improve safety and encourage use.

The pedestrian pathway through Central Park is intended to be upgraded and extended to create attractive landscaped connections from Queen Street to Bower Street, through Central Park, along Gosling Street, across Bowman Road, through Bicentennial Park and Otranto Avenue to the Coastal Pathway. This link will provide an attractive “Bush to Beach” trail to add to Caloundra’s healthy and active offering. Other connections will also be strengthened to the Town Reserve, Tooway Creek and Kings Beach.

Opportunities for cycle hire facilities will also be considered to promote cycle use around Caloundra.



Encouraging active transport





### 5.3 City of Beaches

#### Strategic intent

The strategic intent for City of Beaches is as follows:

*Caloundra's exceptional geographic setting defines Caloundra's identity, uniqueness and competitiveness. Caloundra is known as the beautiful "City of Beaches" boasting easy access to Bulcock Beach, Golden Beach, Kings Beach, Shelly Beach, Moffat Beach and Dicky Beach. The colours and experiences of the beach and water are embedded in the built form and public realm of Caloundra.*

*Locals and visitors enjoy watching the passing ships and water-based activity whilst walking along the Coastal Pathway. The foreshore parkland provides barbecues, seating, parkland and playgrounds and is a popular place for locals and visitors. Families are attracted to Caloundra's outdoor lifestyle which utilises these facilities and nearby family friendly accommodation. Bulcock Street and surrounding areas are connected to the beach and water via new street environments which reinforce the centre's seaside location. Otranto Avenue provides a key connection from Bulcock Street to Bulcock Beach and the Coastal Pathway.*

*The green backdrop of Caloundra is also infused into streetscapes throughout the centre, providing a verdant subtropical coastal landscape. Residents and visitors are encouraged to be active and healthy and to be part of nature through generous outdoor living spaces and attractive walkable streets. Public spaces are designed to invite use and enjoyment incorporating subtropical planting, capturing views and breezes and providing cool, shady places in summer and sunny places in winter.*

*Caloundra welcomes residents and visitors to the centre with attractive entry gateways, artwork and interactive signage.*

*Development is designed to contribute to Caloundra's place experience, encourage outdoor living and interactivity. Buildings showcase sustainability initiatives and subtropical design outcomes. Building heights reflect Caloundra's role as a Major Regional Activity Centre whilst protecting significant views to the Glass House Mountains and Pumicestone Passage.*

*Caloundra's history is recognised including Aboriginal cultural heritage, early settlement, surfing culture and maritime activities. Landscape elements and markers provide interpretation and reinforcement of local history in key locations throughout the centre. A heritage walk highlights important historical features. Important memorabilia is showcased in a museum or as part of a learning and education facility.*

#### Key initiatives

##### 5.3.1 Beach presence

*Embed the colours and textures of the beach into the built form and streetscapes of Caloundra to reinforce its setting and its point of difference.*

Caloundra's beach side location is its unique point of difference with easy access to six beaches. Council's current investment in streetscape upgrades seek to showcase coastal elements throughout the public realm, providing a strong base for future work.

To build on these current improvements and showcase its location, the master plan recommends that the materials, colours and textures of the beach are linked in the streetscapes, art work, public spaces and buildings throughout the centre. Views to the water are intended to be showcased and connections to the beach are to be strengthened.

This strong beach presence is intended to inform the branding and marketing for Caloundra, helping to reinforce Caloundra as the "City of Beaches". Development is intended to showcase exemplar architecture which includes slender towers with generous setbacks, attractive design features, large balconies, light weight materials and colours. Caloundra's public realm and built form outcomes will be required to showcase sustainability and subtropical design and respond to changing climate conditions to create an adaptive and resilient beach side community.

##### 5.3.2 Landscape setting

*Showcase the green backdrop of Caloundra and the spectacular views to the water and to the Glass House Mountains through the public realm and built form experiences.*

Caloundra's subtropical landscape also helps to define its character as a shady, green and lush centre. Enhancing the landscaping in streets and public spaces will continue to define Caloundra as an attractive place to live, work and visit.

From key vantage points throughout the centre, there are spectacular views to the water and the Glass House Mountains. Key view corridors to the Glass House Mountains include Regent Street, Arthur Street and views from the Caloundra lighthouses. Key views to the water are available from Knox Avenue, Minchinton Street, Otranto Avenue and Tay Avenue. The Coastal Pathway also offers spectacular views over the water and to the Glass House Mountains. The coastlines and particularly Wickham Point, offer spectacular views of passing ships in the shipping channel. These views are protected and framed as important elements of the local character. Consideration is given to tree management programs along key view corridors to protect views.

There are several important gateways into Caloundra which can be improved to welcome visitors and residents. The Sugar Bag Road intersection provides a first glimpse over Caloundra and the Pumicestone Passage. The Bellvista Boulevard intersection includes a welcome sign which could be updated to create a modern entry statement. The Nicklin Way intersection provides another opportunity for welcome signage. The Bowman Road/Bulcock Street intersection provides an opportunity for a gateway entrance into Bulcock Street.

Caloundra's built form has evolved over time. It is intended that development will be required to provide high quality built form outcomes to contribute to Caloundra's place experience. Building heights are intended to be increased to encourage redevelopment which activates and revitalises the centre whilst protecting significant views to the Glass House Mountains and the Pumicestone Passage.

##### 5.3.3 Celebrate local history

*Celebrate the local history of Caloundra through art work, streetscape elements, heritage activities and facilities as an important part of Caloundra's character.*

Caloundra's history is an important element of its character. The Caloundra Lighthouse, the Norfolk Pines and the Kings Beach Bathing Pavilion are some of the remaining places of historical significance (refer **Figure 6: Local History**). Council's digital heritage walk showcases the history of Caloundra including its original guest houses, shops, World War II emplacements and navel connections. Future reviews of the region's cultural heritage values may identify further sites of heritage significance in Caloundra.

Opportunities to showcase Caloundra's history are to be provided through streetscapes, heritage walks and displays. A local museum or facility could also be considered to add to the character of the centre and provide another attraction for the visitor market.

Figure 6: Local History



Historical Significance

- 1 Caloundra Lighthouse, Canberra Terrace
- 2 Norfolk Pines, The Esplanade
- 3 Caloundra Waterfront Holiday Park, Bulcock Beach
- 4 William Landsborough Monument, Golden Beach
- 5 The Landsborough Tree, Golden Beach
- 6 Kings Beach Bathing Pavilion, Kings Beach
- 7 Caloundra Cemetery



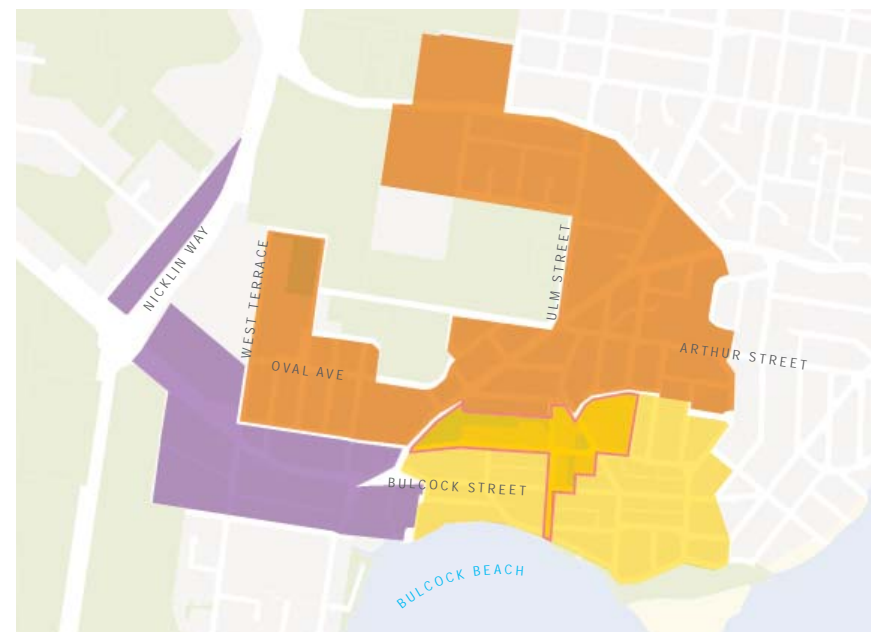
## 5B PRECINCT BASED STRATEGIES

The precinct-based strategies apply to the four precincts identified in the strategies - Destination Centre, Community and Creative Hub, Gateway Precinct and Central Park Urban Village as indicated in **Map 6: Precincts** below.

For each precinct, the master plan outlines the following:

- strategic intent
- key initiatives
- precinct planning including intentions for the public realm, planning provisions and built form outcomes.

**Map 6: Precincts**



- Legend
- Destination Centre Precinct
  - Community and Creative Hub
  - Gateway Precinct
  - Central Park Urban Village Precinct



*Bulcock Street Streetscape upgrade*

### 5.4 Destination Centre

The Destination Centre precinct, focussed around Bulcock Street and the Community and Creative Hub, is a thriving mixed use activity centre providing a bustling main street, exciting laneways and active links to Bulcock Beach.

#### Strategic intent

The strategic intent for the Destination Centre precinct is as follows:

*Destination Centre offers an extensive range of business, tourism, community, entertainment and living opportunities. With an interesting, fine grain mix of retail on streets and in laneways, a vibrant cultural heart, a focus on entertainment and a variety of residential and visitor accommodation, the centre is a compelling local and regional destination.*

*Building on the current streetscape improvements, Bulcock Street is intended to be revitalised as a vibrant main street attracting an eclectic mix of shops, restaurants and businesses in an active streetscape. The western end of Bulcock Street provides a gateway into the precinct with an attractive entry statement at Bowman Road and signature accommodation buildings between Bowman Road and Omrah Avenue.*

*The central part of Bulcock Street is integrated with the town square and provides day and night time entertainment, eating and community facilities which are the heart of the Destination Centre Precinct.*

*The eastern end of Bulcock Street around Knox Avenue provides commercial and residential activities which maximise views to the water and the Glass House Mountains. Opportunities to refurbish or redevelop the cinema complex are encouraged in this area. This part of Bulcock Street is also important for its links to Kings Beach.*

*Otranto Avenue is an active street park linking the Community and Creative Hub to Bulcock Beach. Active uses are located at street level including shops and restaurants with outdoor dining. The road width is reduced and the widened pedestrian area is renewed with landscaping and street furniture providing an attractive and shady street environment. Alfresco dining is encouraged along Bulcock Street and Otranto Avenue. Tay Avenue, Minchinton Street and Knox Avenue are also activated and landscaped to provide attractive connections to the water.*

*The water connecting streets are linked to Bulcock Beach by improved pedestrian connections across The Esplanade. A ceremony location is provided on the foreshore showcasing water and beach views.*

*Bulcock Street is connected to surrounding areas by cycle paths and shady footpaths. In particular, a “Bush to Beach” trail is created from Otranto Avenue, through Bicentennial Park, to Central Park and Ben Bennett Bushland Park providing a strong connection between Destination Centre, Gateway Precinct and Central Park Urban Village. Local streets provide cycleways and shady footpaths to encourage the community to visit the centre.*

*Caloundra’s “City of Beaches” identity is embedded in the Destination Centre Precinct through public realm and built form initiatives. Streetscapes include local vegetation, beach colours and art work which evokes the centre’s beachside location. Buildings are designed to connect to the beach and nature through colours, textures and treatments. Residential buildings encourage outdoor living and interaction with nature.*

*Caloundra’s Destination Centre attracts residents, businesses and visitors to its natural beauty, vibrancy and accessibility. The centre is well connected to other businesses and employment areas including the Sunshine Coast Public University Hospital, Maroochydore City Centre and the University of the Sunshine Coast.*



*Minchinton Street (water connecting street)*



*Knox Avenue (water connecting street)*







### Key initiatives

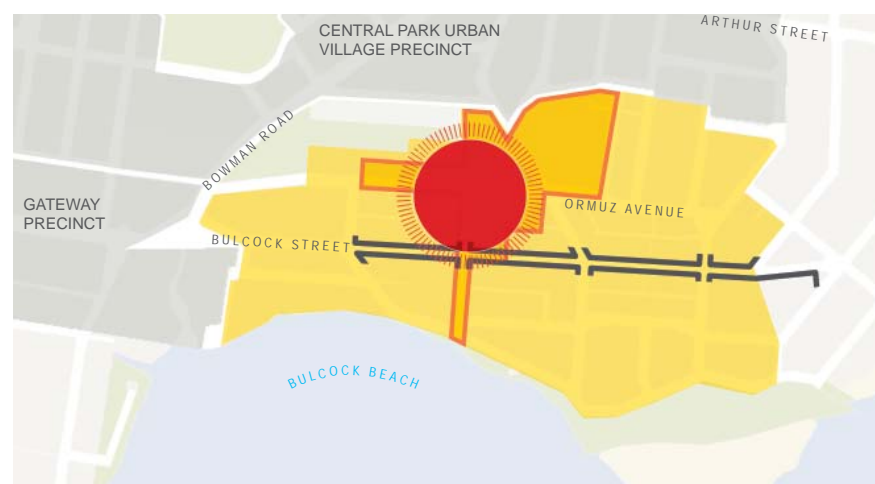
#### 5.4.1 Intensify centre activities

*Encourage the intensification of mixed use development in the centre to diversify the offer and create vitality in the day and at night.*

Destination Centre is intended to be a vibrant mixed use centre offering a range of retail, business, community and entertainment activities with high quality residential and tourist accommodation. Speciality retail will be attracted to Bulcock Street with a particular focus on emerging local businesses which complement the character of Caloundra. Restaurants and entertainment activities are encouraged along Bulcock Street and Otranto Avenue to create a vibrant day and night time experience. The Bulcock Street streetscape upgrade will provide a strong basis for attracting new activities to this precinct.

Community activities, creative and design industries and entertainment are intended to be attracted to the central part of Bulcock Street around the new town square (refer Section 5.5). Creating this new heart will also attract professional services, education providers and other knowledge based industries.

New residential accommodation will form part of mixed use development along Bulcock Street particularly along the western end of Bulcock Street. Residential and entertainment activities are intended to be located in the eastern end of Bulcock Street building around the Caloundra CBX hotel and cinemas. Opportunities to redevelop the cinemas would be supported to add to the mix of Bulcock Street. A variety of residential tourist accommodation and facilities are intended to be located overlooking Bulcock Beach.



Legend  
- Bulcock Street Traditional Retail Focus Area  
- Community and Creative Heart  
- Destination Centre Precinct - Intensification of Uses  
- Community and Creative Hub

#### 5.4.2 Stronger water connections

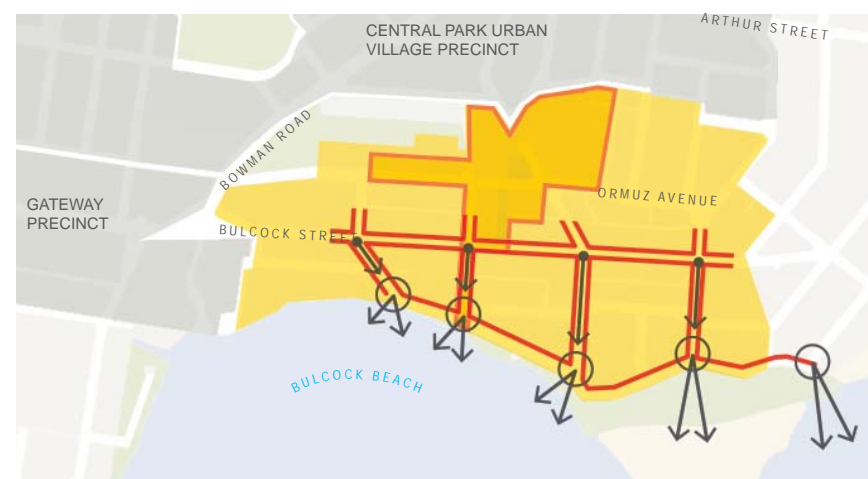
*Connect Bulcock Street to the waterfront with active and attractive streetscapes which reinforce Caloundra's identity as a beautiful and vibrant "City of Beaches".*

Otranto Avenue provides an ideal opportunity to create a street park linking Bulcock Street to the water. Through setbacks and reclaiming some on-street carparking, the footpath can be widened and landscaped with shady trees, beach textures and colours, and themed art works.

View lines to the water will be enhanced and framed by built form and landscaping. It is envisaged that restaurants and shops will spill out into the street park creating activity and vitality.

The Otranto Avenue / Bulcock Street and Otranto Avenue / Esplanade intersections are intended to be redesigned to facilitate pedestrian movement. Tay Avenue, Minchinton Street and Knox Avenue will also provide active and landscaped pedestrian links between Bulcock Street and Bulcock Beach.

It is intended to investigate opportunities for a potential ceremony location at Bulcock Beach to contribute to the foreshore park and provide an additional offer for Caloundra.



Legend  
- Activated Street Frontages  
- Street Connection  
- View to beach and Glass House Mountains  
- Destination Centre Precinct  
- Community and Creative Hub

#### 5.4.3 Enhance local accessibility

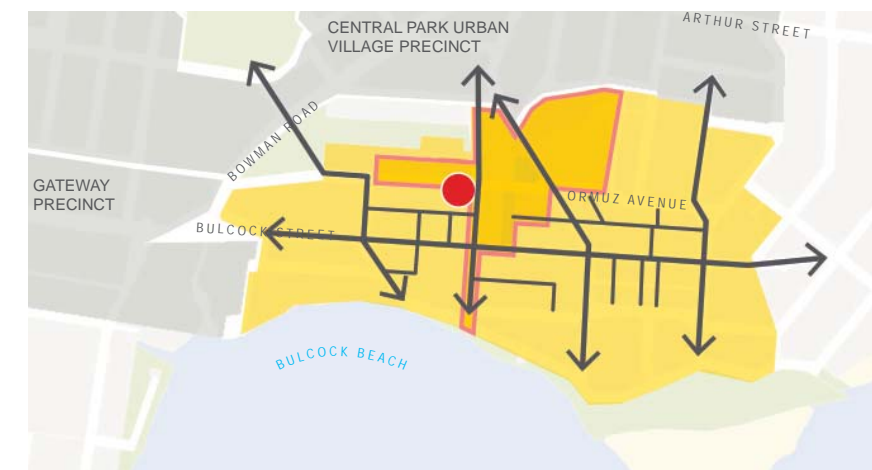
*Improve connections between Bulcock Street and Bulcock Beach and the surrounding areas to encourage the local community to use the centre and support healthy and active living.*

A new transit station is intended to be centrally located in Caloundra with easy connections to the Community and Creative Hub, Bulcock Street and Bulcock Beach. This transit station will provide a centralised location for trains, buses and local people movers to improve connectivity.

Attractive and shady pedestrian pathways and cycleways are to be provided along key routes including Bulcock Street, Otranto Avenue, Tay Avenue, Minchinton Street, Knox Avenue and Omrah Avenue.

A network of activated and interesting laneways will provide alternative connections and points of interest. Laneways will include some activation, improved streetscaping and art work to provide a new offering for locals and visitors.

Smart City technology is intended to be integrated into new development to attract technology based activities to locate in Caloundra.

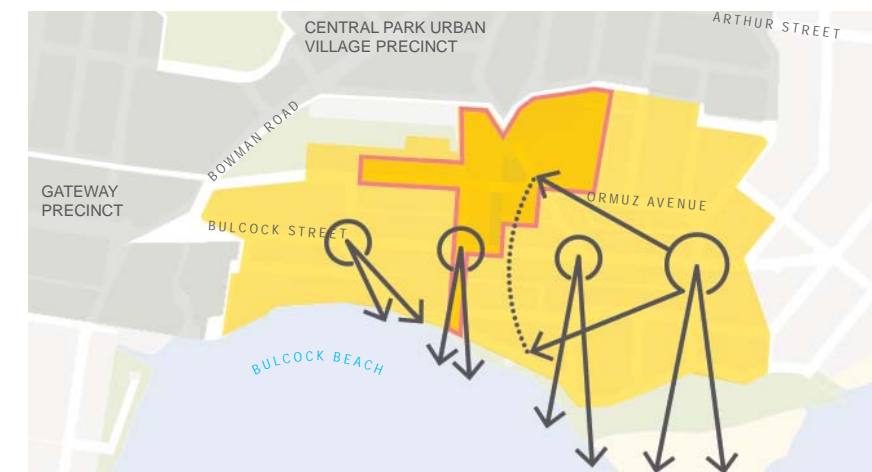


Legend  
- Key Pedestrian, Cycle and Vehicular Connectors  
- Laneway Network  
- Public Transport Hub  
- Destination Centre Precinct  
- Community and Creative Hub

#### 5.4.4 Special place identity

*Embed the "City of Beaches" identity in the public realm and built form of the Destination Centre Precinct to strengthen its point of difference.*

It is intended to embed the materials, colours and textures of the surrounding beaches into the streetscape, art work, public spaces and building design within Destination Centre Precinct. These features will form an important part of the character and branding of Caloundra.



Legend  
- Views to the beach and Glass House Mountains  
- Destination Centre Precinct  
- Community and Creative Hub



## Destination Centre Precinct Planning

**Map 7: Destination Centre Precinct Plan** (page 19) provides an integrated plan for the precinct which combines public realm, planning and transformative project initiatives. These initiatives are described in further detail below.

### 5.4.5 Public realm

Creating a vibrant, safe and attractive public realm is fundamental to the successful revitalisation of Caloundra. The activation of public spaces is intended to be achieved through a combination of streetscape improvements, surrounding active street frontages and a comprehensive community and events program.

For Destination Centre, the key public realm initiatives are to build on the current streetscape improvements in Bulcock Street, provide a street park along Otranto Avenue, improve water connections and enhance laneways as described below. In these locations, the master plan seeks to create attractive, multi use streets and places with improved streetscape outcomes which encourage activity and stimulate the economy. In particular, opportunities to underground powerlines as part of any redevelopment is recommended.

A proposed ceremony location could be considered in parkland at the Bulcock Beach foreshore to provide a new offering for Caloundra. Throughout the public realm, opportunities to embrace Smart City technology should be considered. In particular, Caloundra provides an opportunity for smart lighting, signage and public art.

### Otranto Avenue

As a key connector to Bulcock Beach, it is intended that Otranto Avenue will become Caloundra's "Eat Street" set within a shady street park. Between Bulcock Street and The Esplanade, it is intended to setback buildings and remove car parking on the eastern side to create a wide street park. Alternative car parking is planned nearby as part of the Community and Creative Hub.

In the street park, outdoor dining terraces are proposed to capture water views. The dining is to be interspersed with green pockets of coastal planting, creating a coastal dining and urban experience. Otranto Avenue offers opportunities for flexible use of the public realm for outdoor during and after hours use. It is intended that the street park will host night markets / food markets connected with adjoining businesses, creating an alternative dining and entertainment offering.

To reinforce the connection to the beach, the landscape treatments in the park are intended to draw on the local subtropical coastal vegetation and the colours and textures of the nearby beaches. The master plan envisages that the street park will be created in conjunction with the redevelopment or renewal of sites on the eastern side of Otranto Avenue.

At the intersection of Otranto Avenue and The Esplanade, it is intended to reduce the road area and improve the pedestrian crossings from Otranto Avenue to the waterfront (refer **Figure 7: Otranto Avenue Eat Street and Urban Park Sectional Diagram**).



Otranto Avenue

**Figure 7: Otranto Avenue Eat Street and Urban Park Sectional Diagram**



- Street Type: Primary Foreshore Connector
- Decrease from 4 lanes (including car parking)
- Establish street park
- Provision of tree planting x 2 in narrow park
- Eat street markets
- Active retail edge to ground floor
- Existing road reserve: 13 metres



Vacant land at the corner of Otranto Avenue and The Esplanade offers an opportunity for a signature development to reinforce the connection of Otranto Avenue to the waterfront.

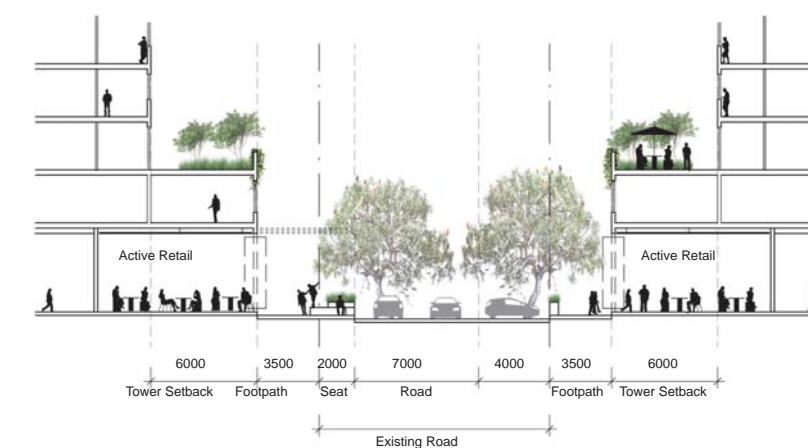
Between Bulcock Street and Omrah Avenue, the streetscape treatment will be continued to complement both the street park and the adjoining new town square. This streetscape treatment will facilitate pedestrian and cycle connections between the transit hub, the town square, Bulcock Street and Bulcock Beach.

### Tay Avenue, Minchinton Street and Knox Avenue

Other key beach connecting streets are proposed to be upgraded over time to reinforce the connection of Bulcock Street to the water. Streetscapes are intended to provide attractive green and shady pedestrian pathways to the beach with opportunities for sheltered gathering spaces. The streetscape treatment will include shady coastal planting and colours and textures which reflect the nearby beach. Connections between these streets and the waterfront (across The Esplanade) are to be enhanced with attractive streetscape treatment and wayfinding.

Over time, where possible in redevelopment or renewal of sites fronting Tay Avenue and Minchinton Street, active street frontages are encouraged. In particular, cafes providing outdoor dining opportunities which interact with the upgraded streetscape treatment and provide views to the water are supported (refer **Figure 8: Tay Avenue, Minchinton Street and Knox Avenue typical streetscape section**).

**Figure 8: Tay Avenue, Minchinton Street and Knox Avenue typical streetscape section**



- Street type: Secondary foreshore connector
- Planting to both sides of street
- Pedestrian friendly / walkable
- Decrease road reserve
- Angled parking with intermittent trees
- Active retail edge to ground floor
- Existing road reserve: 13 metres







Map 7: Destination Centre Precinct Plan



Legend

- Transformative Projects
- Study Area
- Park/ Green Space
- Active Street Front
- Primary Pedestrian Connection
- Laneway Connection
- Potential Intersection Upgrade
- Preferred Light Rail Route for Further Investigation
- Proposed Town Square
- Proposed new road access
- Potential ceremony location

Key Deliverables:

Concentrate and Intensify Activity in the Town Centre

- A. Retail and street frontage activation through encouraging character retail
- B. Enhance laneway opportunities - improve access and visibility
- C. Priority mixed use and residential area
- D. New potential residential/ accommodation development

Stronger Water Connections

- E. Otranto Avenue Green link provides pedestrian access between creative precinct, esplanade and beachfront
- F. Transformative site opportunity
- G. Mixed use redevelopment opportunity with water and mountain views (following relocation of bus station)

Enhance accessibility

- H. New transport terminal on Omrah Avenue enhances connectivity. Opportunities for new community/ accommodation activities overlooking Bicentennial Park
- I. Bicentennial Park connects Central Park Urban Village and the town centre. Bicentennial Park to become a highly used and activated green space for shared, community and recreational uses

Embed The Special Place Identity of Caloundra

- J. New creative precinct and residential/ retirement living development
- K. Major street greening to coastal connector streets
- L. Cornerstone marker building with plaza, interfacing with and activating Bowman Road







Concept view along Otranto Avenue







### Laneways

Caloundra's laneways are intended to be activated and connected to Bulcock Street, the new town square and Bulcock Beach as a key point of difference for the centre. The laneways provide opportunities for transformative small scale spaces, community projects, artworks as well as transitional and pop-up uses.

Opportunities to activate the laneways and provide attractive and shady streetscapes are provided through the redevelopment and renewal of adjoining sites. As part of any redevelopment, opportunities to provide mid-block linkages between the laneways and Bulcock Street are encouraged. Streetscape treatment will reflect the coastal theme of surrounding streets and complement the Bulcock Street streetscape.

Carter Lane and Lamkin Lane which run parallel to Bulcock Street provide an exciting opportunity to showcase Caloundra's laneways. In the short term, opportunities for pop-ups, temporary events and community projects are encouraged. In the longer term, opportunities for the redevelopment of sites adjoining these laneways which partially activates the laneways and contributes to streetscape improvements are supported.

There would be significant benefits to securing an improved connection between these laneways. As part of any redevelopment of 51 Minchinton Street, it is intended that the provision of a laneway or arcade and a new crossing at Minchinton Street will be provided.



Carter Lane

### Public art

It is intended that art and entertainment will be a key feature of Caloundra's identity and competitive offering. In the short term, public art activities could be focussed on events and works that attract people to the centre particularly in Bulcock Street, Otranto Avenue, Carter Lane and Lamkin Lane and Bill Venardos Park. These art projects include festivals, arts based entertainment, street performances, ephemeral and interactive visual art which will provide Caloundra with a point of difference to shopping centre based entertainment. Once the new town square is developed, it is intended that this area will provide a focus for arts based entertainment in conjunction with The Events Centre, library and art gallery.

In the longer term, it is intended that permanent art works would form part of Caloundra's unique identity. Art works which reflect historical and locational elements could be located in key areas including the laneways and connecting streets to the water, which may become part of a heritage and art interactive trail using Smart City technology.

### Street furniture and materials

The palette for streetscape furniture and materials is intended to reflect the colours, patterns, natural stone, timber and water that showcases Caloundra's coastal environment. Signage, seating, paving and other materials are to be designed to consistently reflect the coastal palette, contributing to Caloundra's unique identity. Public seating and gathering places will be accompanied by coastal planting to contribute to the green, shady branding of Caloundra. Where possible, water elements will also be introduced into the public realm. Examples of the types of streetscape treatments intended for Caloundra are illustrated below.

### Lighting

Lighting throughout the centre is intended to improve safety and encourage night time activities. Lighting should be designed to reflect the streetscape palette and incorporate Smart City technology. Lighting should contribute to the attractiveness of Bulcock Street and key water connectors. Shops should also be encouraged to improve lighting in shop front displays.



Examples to guide streetscape treatment



## 5.4.6 Destination Centre planning provisions

### Outcomes

In the Destination Centre Precinct, it is intended that development will:

- contribute to the centre's role as a Major Regional Activity Centre by strengthening existing businesses and attracting new tourism, sport and recreation related businesses, professional services and education activities
- enhance the role of Bulcock Street as an authentic main street with small scale and fine grained activities at street level
- provide for residential development above the street with setbacks to encourage outdoor living and healthy, active lifestyles
- provide for a range of business, retail and residential development in and around Ormuz Avenue
- activate Bulcock Street, Otranto Avenue, Minchinton Street, part of Knox Avenue and the eastern side of Tay Avenue
- activate laneways and connect these to Bulcock Street by through block pedestrian linkages
- on Otranto Avenue, Knox Avenue and Minchinton Street south of Bulcock Street, setback buildings from the property boundary to showcase views to the water
- encourage a range of entertainment activities in the Bulcock Street and the Bulcock Beach Hospitality Areas with night clubs permitted in the Bulcock Street Hospitality Area
- provide a variety of high quality visitor accommodation which caters for different groups
- cater for a variety of age groups including facilities for active and healthy retirees
- reflect the seaside character of Caloundra
- protect and enhance views to the water and the Glass House Mountains
- improve pedestrian and cycle connections
- provide for new transport connections into the precinct.

### Zoning and land use

It is generally intended to maintain the current zonings in the Destination Centre Precinct. The Major activity centre zone will cater for the proposed business, community, entertainment and residential activities. The Tourist accommodation zone will ensure that this use continues to be encouraged at Bulcock Beach. The High density residential zone will provide for permanent residential living adjoining Bulcock Street and Bulcock Beach.

### Local elements

As indicated in **Map 8: Destination Centre Proposed Local Elements Plan** below, the master plan envisages that primary active street frontages and streetscapes will be encouraged in key streets and laneways throughout Destination Centre. Through block links are to be encouraged throughout the centre linking streets and laneways. Key view lines are protected and enhanced through the planning scheme.

A pedestrian and cycle link is proposed from Ben Bennett Bushland Park and Central Park to Bicentennial Park, Otranto Avenue and Bulcock Beach creating a "Bush to Beach" trail linking to the Destination Centre precinct. New transport links are intended to be provided into Destination Centre with new gateways at Bulcock Street, Gosling Street/Otranto Avenue and Minchinton Street.

**Map 8: Destination Centre Proposed Local Elements Plan**



### Building height

Building heights in the Destination Centre Precinct are intended to encourage development and increase densities in and around Bulcock Street and the proposed town square whilst protecting views to the Glass House Mountains, showcasing views to the water and protecting the amenity of Caloundra Centre.

An analysis of building heights was undertaken as part of the preparation of the master plan. This assessment determined that existing building height limits range from 8.5 metres to 30 metres with 11 different height limits applied across the study area. The master plan intends to reduce the number of height limit categories applied to the area. The proposed height limits have been identified in conjunction with the proposed rationalisation of building height increments in the *Sunshine Coast Planning Scheme 2014*.

Based on this analysis, the intended building height limits for Destination Centre are shown on **Map 9: Destination Centre Proposed Building Heights** and summarised below.

Heights in and around the intersection of Bulcock Street and Otranto Avenue and the new town square are intended to be 30 metres to maximise development opportunities in this key focus area. A height limit of 30 metres is also intended for parts of Otranto Avenue to promote mixed use activity. Building setbacks are to be retained for the eastern side of these streets to maximise view corridors and improve the streetscape. In areas overlooking Bulcock Beach, a height limit of 15 and 16 metres is recommended to protect the amenity of the waterfront.

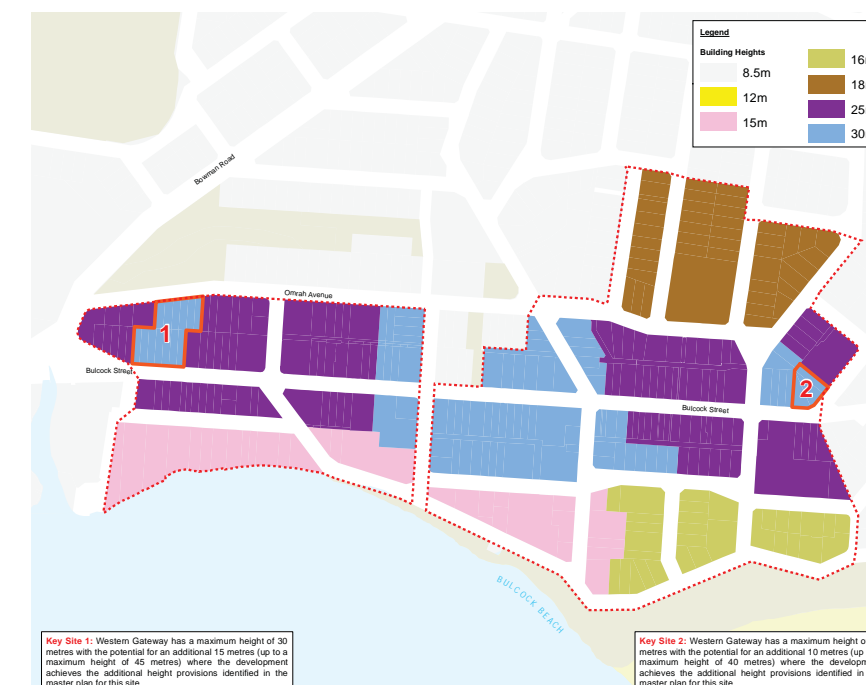
The western gateway into Bulcock Street and Omrah Avenue is intended to have a height limit of 25 metres. However, a transformative site located between Bulcock Street and Omrah Avenue is intended to have a base height limit of 30 metres to encourage a mixed use development which makes a significant contribution to the western gateway into Bulcock Street. This site is also nominated as Key Site 1 which allows for an additional 15 metres (up to a maximum height of 45 metres) where development provides a high standard hotel (4 star minimum) or vertical retirement facility (catering for different levels of care in an integrated facility), exemplar architecture and public realm outcomes and makes a significant contribution to Caloundra Centre. The provisions relating to this additional building height are outlined in Section 5.4.7.

At the eastern gateway, the Top of Town transformative site has a maximum building height of 30 metres to encourage redevelopment which maximises views to the Glass House Mountains and the water. Land at the corner of Canberra Terrace and Bulcock Street is nominated as Key Site 2 and has a base height of 30 metres with the potential for an additional 10 metres (to a maximum height of 40 metres) where development provides a high standard hotel (4 star minimum) or vertical retirement facility (catering for different levels of care in an integrated facility), exemplar architecture and public realm outcomes and makes a significant contribution to Caloundra Centre. The provisions relating to this additional height are outlined in Section 5.4.7.

It is noted that council intends to measure progress on transformative sites which are intended to be given incentive building height provisions through planning scheme amendments. Where building height incentives are not taken up, council may remove the incentive height provisions for this site. The maximum building height may return to the base height limits identified for these sites.

Land adjoining Ormuz Avenue has a proposed height limit of 18 metres to facilitate redevelopment for mixed use activity including residential development which supports the Destination Centre Precinct.

**Map 9: Destination Centre Proposed Building Heights**







Development within Destination Centre is intended to showcase exemplar architecture including:

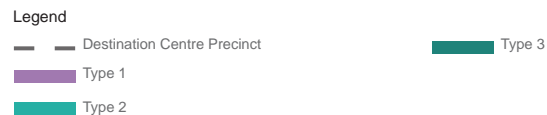
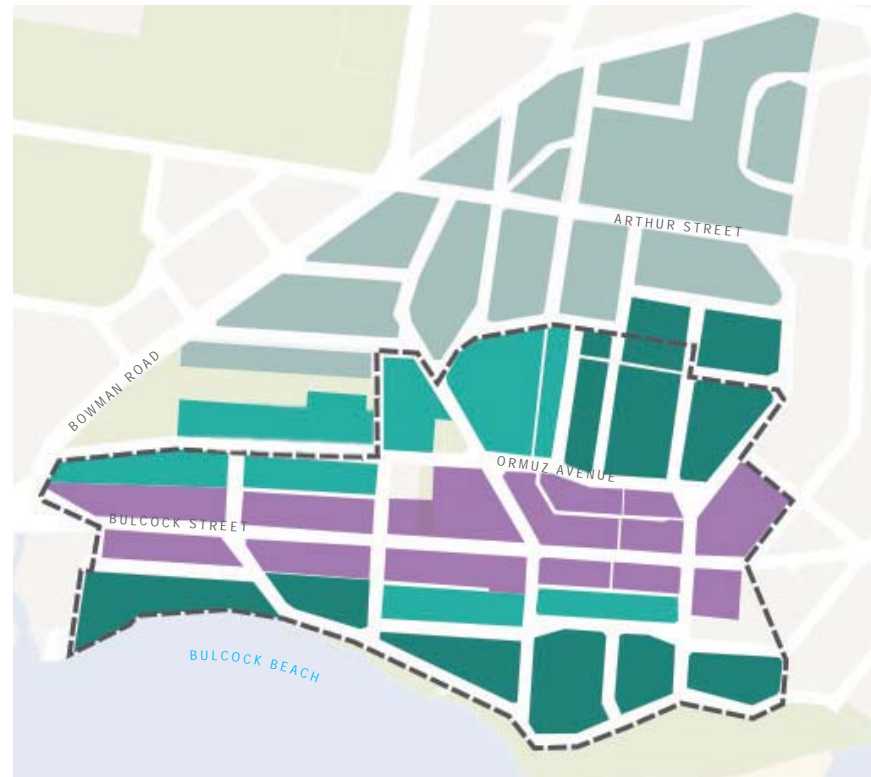
- high quality streetscapes
- podiums which maintain street scale and include landscaping
- slender towers with generous setbacks
- articulation and design features which contribute to Caloundra's attractiveness and competitive advantage.

### Built form

It is intended that high quality built form outcomes will enhance the character and liveability of Destination Centre by:

- providing mixed use development which enhances the vibrancy of the Destination Centre precinct and the Community and Creative Hub
- providing attractive residential development which increases the permanent residential population
- enhancing connectivity and activity along connecting streets to the water
- creating a place experience that underscores Caloundra's connection to nature, to the beach, its colours, textures, plantings, light, breezes and landscapes
- creating a highly liveable generation of buildings which encourage outdoor living and interaction with nature without compromising privacy and amenity.

Map 10: Destination Centre Built Forms



To guide future development, the master plan identifies a number of general outcomes and specific built form "types" for Destination Centre. **Map 10: Destination Centre Built Forms** indicates the general location for building types in Destination Centre.

The general built form development outcomes include:

- parking is in basements, semi-basements or secured podiums
- setback areas are deeply planted including shade trees which contribute to street amenity
- setbacks between buildings are sufficient to allow ventilation and landscaping and maintain views
- podium levels are well planted and provide generous outdoor living opportunities
- towers which are slender and have increased setbacks from the street and side boundaries to maintain ventilation, solar access and views
- articulation and design features which include large balconies, interesting designs, light weight coastal materials and colours
- public spaces are attractive, open areas which encourage use and social interaction
- dwellings and living spaces are oriented to look over streets and laneways
- generous outdoor living spaces provide an extension of the dwellings and contribute to street amenity
- where possible, a naturally ventilated core is used
- materials and detailing invoke the colours and textures of surrounding beaches.

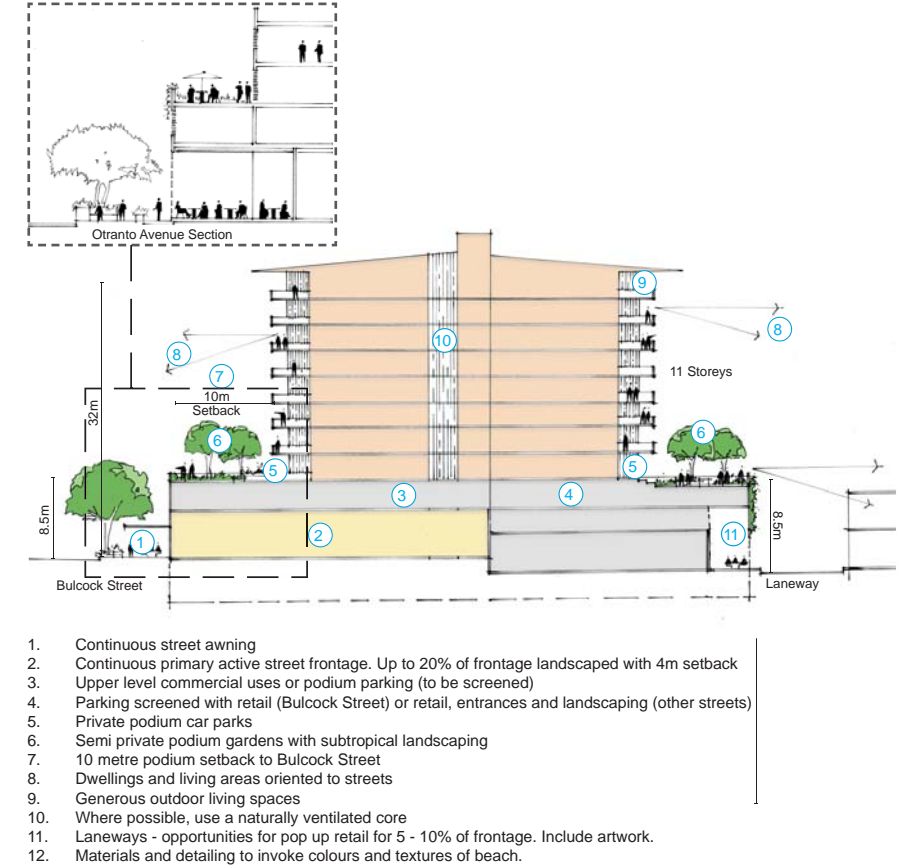
The specific outcomes for built form types are summarised below and illustrated in **Figures 9, 10 and 11**. It is noted that the major difference between these built form types is at the street and podium levels where frontage uses and treatments change to suit their location.

### Type 1: Bulcock Street 25 and 30 metres

This built form type provides guidance for buildings fronting Bulcock Street with a height limit of 25 metres or 30 metres. This type proposes a continuous street activating podium to Bulcock Street with the tower setback by 10 metres to provide for outdoor living and improve the street scale. This type incorporates podium gardens to capture street and beach views and encourage outdoor living.

Car parking is intended to be fully sleeved with access via laneways. The laneway frontages provide opportunities for pop-up or micro retail for 5 to 10% of the laneway frontage. The laneway façade is to include artwork to contribute to the laneway experience.

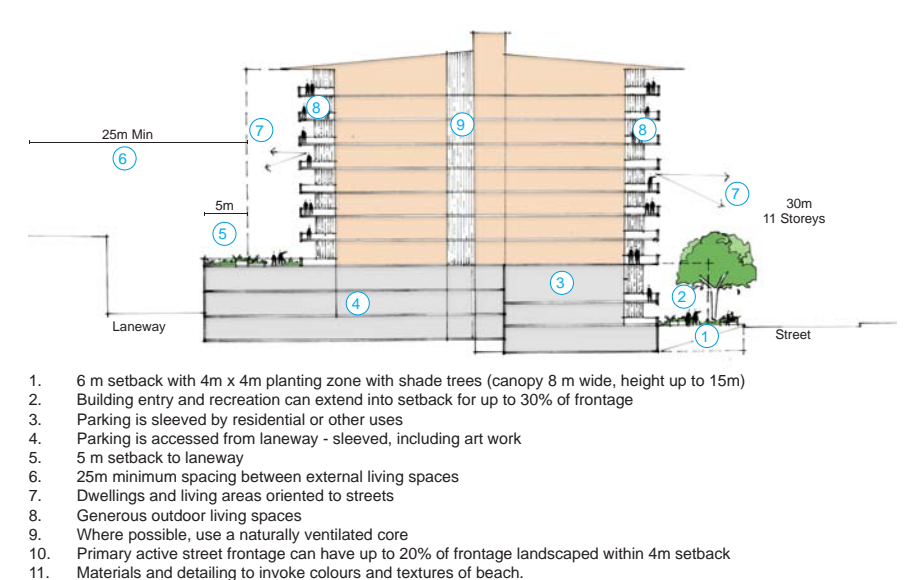
Figure 9: Type 1 Built Form Preferred Development Outcomes



### Type 2: Surrounding streets 25 and 30 metres

Built form Type 2 provides guidance on 25 metre and 30 metre high buildings on Omrah Avenue, Leeding Terrace and Cooma Terrace. Where active street frontage is not required, this form provides for a 6 metre setback with a planting zone and dwellings to be orientated towards the street. Where active street frontages are required, up to 20% of the frontage can be landscaped with the building line setback by 4 metres. Parking is to be accessed via the rear laneway.

Figure 10: Type 2 Built Form Preferred Development Outcomes

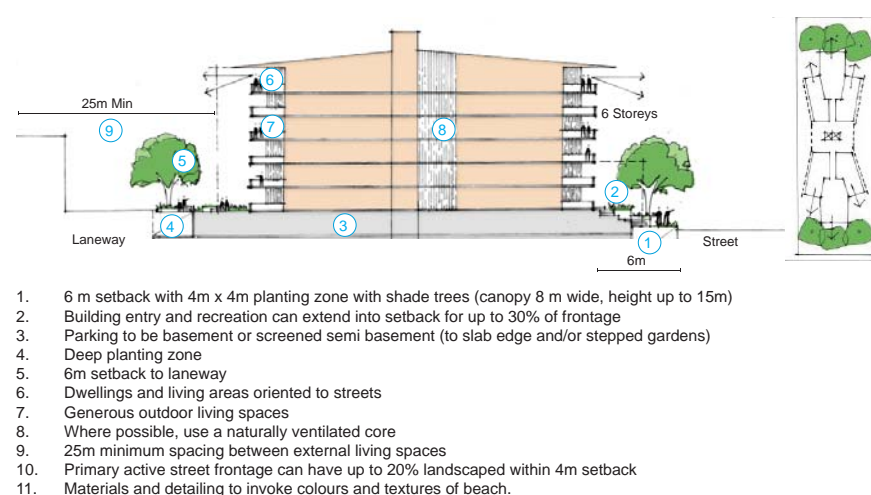




### Type 3: Residential up to 18 metres

This type provides guidance on residential development with a height of 15 or 18 metres in waterfront or northern residential areas. Where active street frontage is not required, this form provides for a 6 metre setback from the street and laneway with a generous planting zone. Where active street frontages are required, up to 20% of the frontage can be landscaped with the building zone setback by 4 metres.

Figure 11: Type 3 Preferred Development Outcomes



### Carparking

The Caloundra Local Area Parking Plan (LAPP) study is giving further consideration to carparking requirements in Destination Centre. Public off-street carparking is currently provided at Cooma Terrace, Ormuz Avenue and Nutley Street. To meet the long term needs for carparking in Caloundra, additional off-street carparking is likely to be required. Opportunities for new carparking facilities are intended to be considered along Omrah Avenue and in conjunction with the Community and Creative Hub.

Opportunities for new public carparking should replace any public carparking affected by redevelopment, cater for the needs of community facilities located in the Community and Creative Hub and provide for additional demand to service the growing Destination Centre precinct.

#### 5.4.7 Destination Centre transformative projects

Within Destination Centre, the master plan identifies the following transformative projects which could make a significant contribution to Caloundra's vitality and character.

Transformative projects are identified for sites which could provide a significant catalyst for redevelopment in a precinct. To encourage redevelopment on these transformative sites, the master plan provides specific guidance on the intended uses, built form and other planning parameters for each site. Site specific intents give further detail about the preferred development outcomes. It is anticipated that these intents will inform future amendments to the planning scheme to provide further guidance to the development industry and council during the development assessment process.

The master plan only identifies known transformative projects at this time. However, it is recognised that other projects may emerge in the future which, because of their scale and potential contribution, may also be considered to be transformative projects. The general precinct provisions will provide guidance for development on these sites.



Destination Centre Transformative Projects

### Top of Town

This area includes private redevelopment sites located at the corner of Knox Avenue, Bulcock Street and Canberra Terrace, Caloundra. The site has the potential to act as a significant anchor to the eastern gateway into Bulcock Street. The site's elevated location offers spectacular views down Knox Avenue to the Pumicestone Passage and to the west towards the Glass House Mountains. Any redevelopment of this area is intended to showcase these views, providing a new offering for residents and visitors (refer **Figure 12: Top of Town Plan**).

The maximum building height for the Top of Town transformative site is 30 metres. However, for land on the corner of Canberra Terrace and Bulcock Street, the maximum building height may be up to 40 metres where the development provides a high standard hotel (4 star minimum) or vertical retirement facility (catering for different levels of care in an integrated facility), delivers exemplar architecture and public realm outcomes and makes a significant contribution to Caloundra Centre. Hotel facilities should include the following elements or similar:

- minimum 4 star rating
- over-sized guest rooms with large balconies
- expansive lobby and wide passageways
- multiple restaurants and conference facilities
- high ceiling heights
- dedicated service lift
- housekeeping and linen store on every floor
- covered porte cochere capable of bus set down
- rooftop amenities and facilities (e.g. restaurant, day spa and pool).

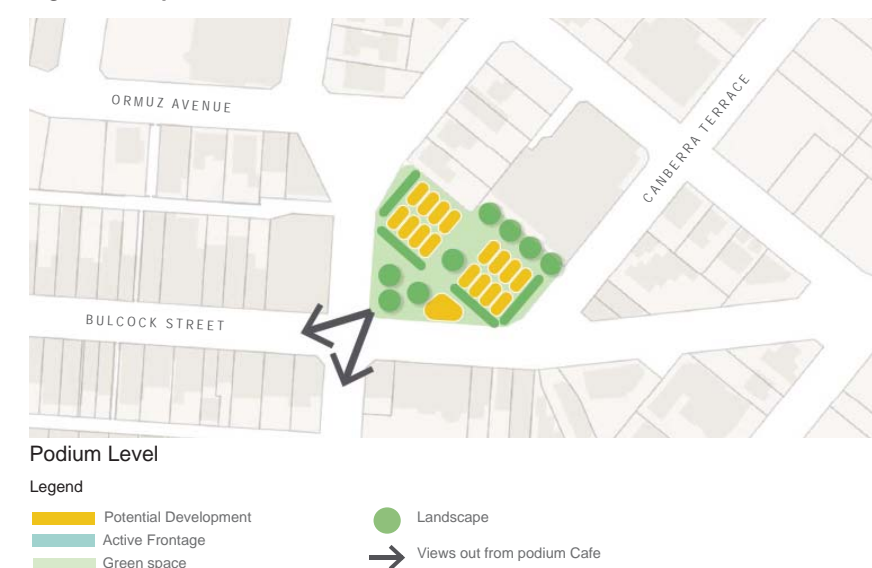
Vertical retirement facilities should include the following elements or similar:

- vertically integrated exemplar retirement care facilities including different levels of care
- flexible internal layout which can adopt to changing requirements
- hotel like facilities including shared community recreation and open space components
- high levels of accessibility for residents and visitors and strong connectivity with the surrounding areas
- a focus on individual privacy whilst promoting community interaction.

The preferred development outcomes for this site include:

- exemplar architecture and public realm outcomes which respond to this gateway location and contribute to the eastern end of Bulcock Street
- a mixed use development with active street frontages to Canberra Terrace, Bulcock Street and Knox Avenue
- a maximum of one larger eastern tower and one smaller western tower which are slender and separated from each other to maintain ventilation, solar access and views (Note: building height limits in accordance with Map 9)
- towers which are setback from Bulcock Street by 10 metres and from other streets by a minimum of 6 metres to maintain street scale and character
- development which is articulated with attractive design features which include large balconies, interesting designs, light weight coastal materials and colours
- streetscape improvements to Canberra Terrace Bulcock Street and Knox Avenue
- a landscaped podium terrace providing opportunities for dining and entertainment which showcase the spectacular views
- residential development on upper levels which contributes to the vitality of this area.

Figure 12: Top of Town Plan







### Cooma Terrace Bus and Parking Station

The Caloundra (Cooma Terrace) Bus and Parking Station is a council owned strategic renewal site located in Cooma Terrace, Caloundra. The current bus station and car park on the site is outdated and the Department of Transport and Main Roads is considering its longer term relocation. Following the construction of a new transit station, this site offers opportunities for a significant mixed use development, offering views over the Pumicestone Passage and to the Glass House Mountains. Opportunities to expand the site towards Minchinton Street should also be considered. Consideration could also be given to including public carparking as part of any redevelopment.

Because of its location and ownership, the redevelopment of this site is intended to provide an exemplar of the next generation mixed use development which showcases subtropical design and outdoor living. The ground level offers opportunities to activate Williamson Lane and create a strong connection from Bulcock Street through the site to Cooma Terrace. Any redevelopment of the site will be required to improve the Cooma Terrace streetscape whilst recognising the residential uses to the south (refer **Figure 13: Caloundra Bus and Parking Station (Cooma Terrace) plan and typical section**).

The preferred development outcomes for this site are:

- a mixed use building or buildings with street level activation and upper level residential development
- towers above the podium should be setback from adjoining residential development to minimise overshadowing and over looking and protect views
- street level activation of Williamson Lane and improved connection from Bulcock Street to Cooma Terrace through the site. Investigate opportunities to work with owners of buildings fronting Bulcock Street to co-develop dining facilities fronting on to the walkway and lane
- ground floor activities are focussed towards the middle and western end of the Cooma Terrace frontage to respect adjoining residential development
- the street level treatment to Cooma Terrace creates a subtropical coastal streetscape with generous shade planting and encourages street activity
- vehicle access is provided from Cooma Terrace into sleeved parking which is not visible from the street
- the building design showcases exemplar architecture with subtropical design incorporating generous outdoor living spaces, podium gardens and a naturally ventilated core.

### Otranto Avenue sites

Sites on the western side of Otranto Avenue and the southern side of Bulcock Street which overlook the new town square provide an opportunity for transformative development which will complement the town square, Otranto Avenue street park and Bulcock Street main street.

These sites are intended to provide for mixed use activity with street level and podium activation and upper storeys of residential activity. Ground floor activities are intended to provide multiple opportunities for dining and outdoor dining to contribute to the Eat Street focus of this area.

Figure 13: Caloundra Transit Centre (Cooma Terrace) plan and typical section



Buildings will be required to showcase exemplar subtropical design and make a significant contribution to the streetscape.

The preferred development outcomes for these sites are:

- mixed use development which complements the adjoining town square including retail and dining at the ground level or podium level and residential development above
- at the street level, extensive use is made of the widened footpaths to include lush landscaping, informal meeting places and outdoor dining opportunities which contribute to the street park environment
- above podium level, residential development is set back 6 metres from the eastern side of Otranto Avenue and 10 metres from Bulcock Street to improve street scale and provide solar access. Podiums are planted and provide opportunities for private and/or public activity overlooking the street and showcasing views to the water
- development contributes to the vitality and amenity of laneways encouraging pop-up retail activities, events and art works
- vehicle access is provided from laneways to sleeved parking areas which are not visible from the streets
- development enhances pedestrian and cycle access and streetscape treatment
- building design showcases subtropical design with generous outdoor living spaces, podium level planting and a naturally ventilated core.

### Western sites

Development on land fronting Bulcock Street and Omrah Avenue at the western end of Destination Centre is intended to provide an attractive and inviting entry into the Bulcock Street area.

At the corner of Bowman Road and Bulcock Street, it is intended that gateway development/s will mark the entry into Destination Centre and include wayfinding to key attractions and locations. Further information on this gateway development is outlined in Section 5.6 of the master plan.

The transformative site between Bulcock Street and Omrah Avenue provides opportunities for significant mixed use redevelopment to create an attractive entry into Bulcock Street. Development is intended to provide activation at street level along Bulcock Street with significant streetscaping to all street frontages. Above the podium, residential development is provided in a slender tower or towers with generous setbacks to Bulcock Street. Development is designed to showcase exemplar architecture, including subtropical design and outdoor living.

Development on this site has a maximum building height limit of 30 metres. However, where the development includes a high standard hotel (4 star minimum) or vertical retirement facility (catering for different levels of care in an integrated facility), delivers exemplar architecture and public realm outcomes and makes a significant contribution to Caloundra Centre, consideration may be given to increasing the maximum building height to 45 metres.

Hotel facilities should include the following elements or similar:

- minimum 4 star rating
- over-sized guest rooms with large balconies
- expansive lobby and wide passageways
- multiple restaurants and conference facilities
- high ceiling heights
- dedicated service lift
- housekeeping and linen store on every floor
- covered porte cochere capable of bus set down
- rooftop amenities and facilities (e.g. restaurant, day spa and pool).

Vertical retirement facilities should include the following elements or similar:

- vertically integrated exemplar retirement care facilities including different levels of care
- flexible internal layout which can adopt to changing requirements
- hotel like facilities including shared community recreation and open space components
- high levels of accessibility for residents and visitors and strong connectivity with the surrounding areas
- a focus on individual privacy whilst promoting community interaction.



Development between Bulcock Street and Maloja Avenue is intended to provide for mixed use development which activates both Bulcock Street and Maloja Avenue. The design of this area should consider surrounding development and be appropriate for the site's dual street frontage. It is intended that streetscape treatment will support the proposed extension of the Coastal Pathway along Maloja Avenue. Development in this area is also intended to provide a through block linkage between Bulcock Street and Maloja Avenue.

The preferred development outcomes for the western sites include:

- exemplar architecture and public realm outcomes which showcase subtropical design, generous outdoor living spaces, coastal materials and colours and sustainability initiatives
- predominantly residential activities with some complementary retail and dining activities along Bulcock Street interspersed by street planting
- podium levels up to 8.5 metres provide non-residential activities which activate the street frontage
- podiums which are landscaped with shade trees providing opportunity for private outdoor living overlooking the streetscape
- above the podium, residential development which is located in a slender tower or towers which are setback at least 10 metres from Bulcock Street
- vehicle access via the laneways or secondary streets with sleeved parking which is not visible from the street
- development which enhances pedestrian access and public realm treatment and makes a significant contribution to the western gateway.



Felicity Park

## 5.5 Community and Creative Hub

The Community and Creative Hub is the vibrant heart of Destination Centre and Caloundra, providing community, cultural, civic and educational activities which attract locals and visitors to the region.

### Strategic intent

The strategic intent for the Community and Creative Hub is as follows:

*The Community and Creative Hub is the focal point for community activities and events in Caloundra. At the heart of the hub, the new town square is a popular and well used public space for a range of community events and activities. The new town square builds on the legacy provided by Felicity Park and showcases Caloundra's coastal character and lifestyle. Public car parking is provided in conjunction with the new town square and associated redevelopment.*

*Within the Community and Creative Hub, the Town Square Redevelopment area provides a catalyst opportunity for new and renewed community and commercial activities focussed around a new town square. Buildings showcase sustainability initiatives and embrace subtropical design outcomes which contribute to Caloundra's amenity and character.*

*In conjunction with the town square, the adjoining library site is redeveloped for a significant mixed use development which activates the town square and Carter Lane and provides residential and/or visitor accommodation. The Town Square Redevelopment is a catalyst project for Caloundra.*

*A new library/resource centre, art gallery, museum and other community facilities are provided within or adjoining the town square as a focus for community activities, events and entertainment.*

*From the town square, a direct link is provided to an upgraded Bill Venardos Park, an activated council Administration Building and a refurbished Events Centre with improved entry and connection to Bill Venardos Park.*

*The Kronks site is an important transformative project which complements the Community and Creative Hub. The Kronks redevelopment provides mixed use development with a focus on residential retirement living and/or visitor accommodation.*

*The town square is also linked to a new transit station on Omrah Avenue and a revitalised and activated Bicentennial Park which provides attractive cycle and pedestrian connections to other areas. Community, education and accommodation uses overlook Bicentennial Park. A new public carpark is provided along Omrah Avenue to service the centre.*

*From the town square, Otranto Avenue provides an active and attractive street park connecting the Community and Creative Hub to the Esplanade and Bulcock Beach.*

## Key initiatives

### 5.5.1 New heart

*Create a new vibrant, community heart in Caloundra through the Town Square Redevelopment as the focus for the revitalisation and renewal of community, cultural, creative arts, civic and educational activities.*

At the centre of the Community and Creative Hub, it is intended to develop a new town square as the focus for new and renewed facilities including The Events Centre, council's Administration Building, Bill Venardos Park, Felicity Park, the library, art gallery and 77 Bulcock Street. Future planning and design for the Town Square Redevelopment will need to be undertaken within the context of planning for the broader Community and Creative Hub.

The design of the town square will be subject to further investigations, however it is intended to provide a lively and activated public space incorporating interesting landscape elements, art work, water features and subtropical landscaping. The new town square is intended to improve and expand on the current landscaping, community space and connections.

It is proposed that the town square will provide a venue for community activities including events, pop-up facilities and markets, providing both day time and night time activities. Activities in the square will complement development in the adjoining Bulcock Street, Omrah Avenue, Otranto Avenue and Carter Lane. Opportunities for a public carpark under or in association with the town square and the adjoining library site redevelopment should be considered in the detailed design.

In conjunction with the town square, the current library site is intended to be redeveloped as a mixed use development with active ground floor uses fronting the town square and Carter Lane. This redevelopment may also include a range of community uses to contribute to the Community and Creative Hub. Above the active podium level, a hotel or residential development is envisaged to activate the town square and provide additional accommodation in the heart of Caloundra. New buildings will be designed to achieve current 6 star/Green Star Environmental Sustainable Design.







### 5.5.2 Renewal and redevelopment

*Encourage redevelopment around the town square which complements the Community and Creative Hub and strengthens Destination Centre.*

The master plan recommends that a new library / resource centre is developed to activate the town square. There are a number of potential locations for the library including within the town square, adjoining the town square or in Council's Administration Building. The location and design of this facility is subject to further investigation, however it is intended that new buildings will be designed to achieve current 6 star/ Green Star Environmental Sustainable Design. The building should provide strong visual and physical links to Bulcock Street, Otranto Avenue and Omrah Avenue.

A new art gallery and museum could be provided in conjunction with the new library or potentially as part of an adjoining or nearby development within the Community and Creative Hub. Strong connections between these facilities, the library, town square and other community facilities will be required.

It is intended that The Events Centre will continue to be revitalised as a key regional performing arts centre with up to date equipment, an improved entry and a greater emphasis on outdoor entertainment in a redesigned Bill Venardos Park. The master plan also recommends that council's Administration Building is activated on the ground floor with customer service, community and business activities, which interact with a revitalised Bill Venardos Park and link across Omrah Avenue to the new town square. Opportunities for shared work spaces could also be considered to encourage new businesses.

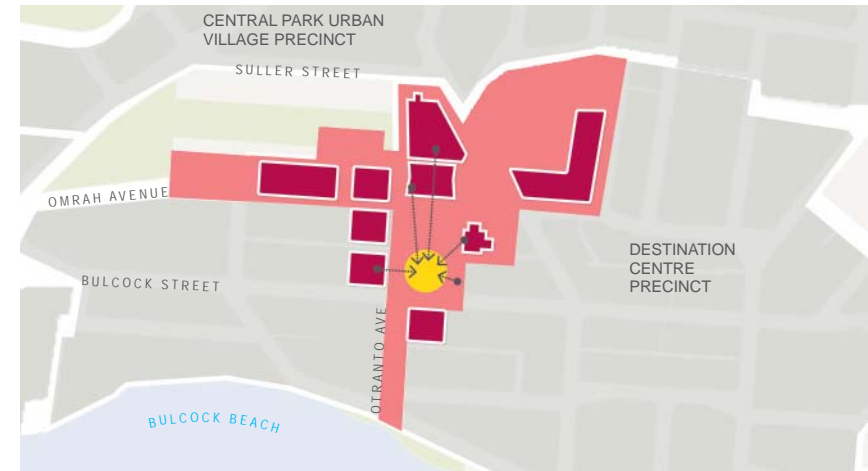
The master plan envisages that a new transit station is developed on the corner of Nutley Street and Omrah Avenue, providing a centrally located public transit system (light rail) and bus station for Caloundra. A direct pedestrian connection is proposed to link the transit centre to Otranto Avenue, the town square, The Events Centre and other community facilities. Along Omrah Avenue, the master plan envisages that new community, education and accommodation activities will overlook Bicentennial Park. Opportunities for a public car park could also be considered in this area. The park is intended to be renewed as an active urban park with safe, attractive cycle and pedestrian links to other areas.



The Events Centre

It is envisaged that the Kronks site will be a transformative project for Caloundra which complements the Community and Creative Hub, including a mixed use development with community uses, residential, retirement living and/or other forms of accommodation.

Sites fronting Otranto Avenue and Bulcock Street which overlook the town square could also be developed for transformative projects which complement the Community and Creative Hub.



Legend  
Facilities Renewal/ Site Redevelopment  
Community and Creative Hub  
Connection to Heart

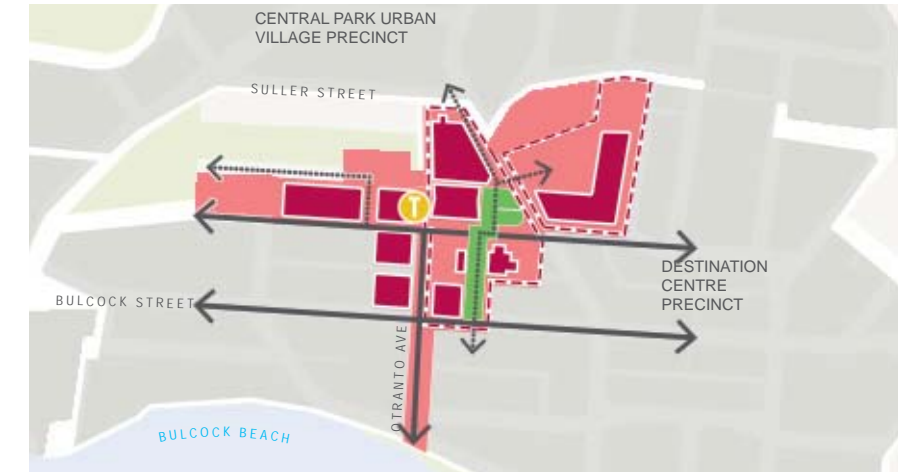
### 5.5.3 Integration and connection

*Integrate the Community and Creative Hub into Caloundra Centre with strong connections internally to all facilities and externally to Bulcock Street, Otranto Avenue, Bulcock Beach, the Gateway Precinct and Central Park Urban Village.*

Within the Hub, it is intended that the town square will be integrated with the redevelopment of the library site, council's Administration Building, The Events Centre, Bulcock Street, Otranto Avenue and Carter Lane. Around the town square, Omrah Avenue and Otranto Avenue are proposed to be streetscaped to create pedestrian priority zones linking the town square with The Events Centre, council's Administration Building and the new transit centre. Otranto Avenue will provide an activated pedestrian zone to Bulcock Beach.

From the Community and Creative Hub, it is proposed that locals and visitors will be able to cycle and walk through an upgraded Bicentennial Park to Bowman Road, where an easier crossing will be provided to the Stockland Caloundra shopping centre and the Gateway Precinct. This link is intended to continue north via shady landscaped pathways to Central Park and surrounding residential areas. Similarly, shady and attractive streetscape treatments are to be implemented along key streets including Minchinton Street, Arthur Street and Ulm Street.

From the new transit centre, the master plan proposes that locals and visitors will be able to travel easily to other centres on the Sunshine Coast, making Caloundra a sought after base for professionals. Visitors arriving in Caloundra will be able to find their way easily to the new town square, Bulcock Street and Bulcock Beach.

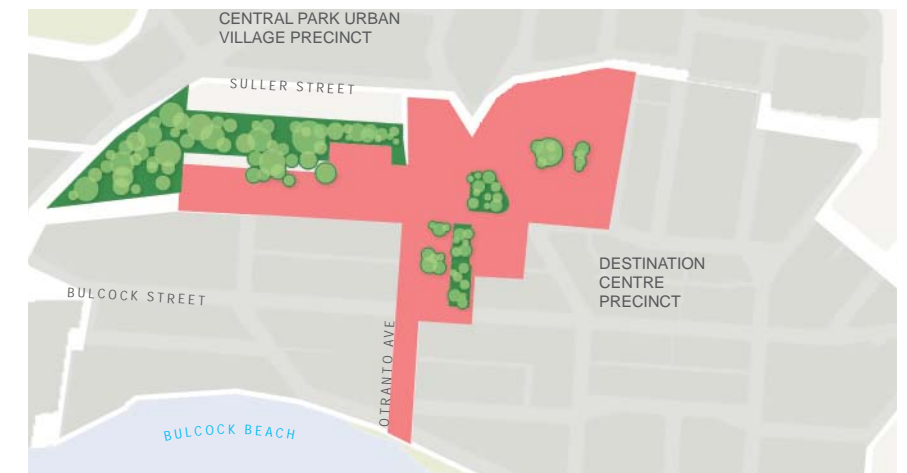


Legend  
Primary Connection  
Secondary Connection  
Facilities Renewal/ Site Redevelopment  
Community and Creative Hub  
Landscape/ Green Space  
Transit Centre

### 5.5.4 Subtropical character

*Embed the lush subtropical character of Caloundra in the Community and Creative Hub to showcase the natural beauty and support healthy, active lifestyles.*

The generous subtropical landscape qualities of Felicity Park and Bill Venardos Park are intended to be applied throughout the Community and Creative Hub. The master plan envisages that the town square will respect the existing trees in Felicity Park and embellish these trees with additional shade trees and native planting to create green and shady areas for informal use throughout the town square. A water element could also be considered to invoke the proximity of the town square to the beach. These landscape elements are intended to be carried through into Otranto Avenue and Carter Lane, creating a cool and green network for locals and visitors.



Legend  
Landscape/ Green Space  
Community and Creative Hub



Map 11: Community and Creative Hub Precinct Plan



**Legend**

- Transformative Projects
- Study Area
- Park/ Green Space
- Active Street Front
- Pedestrian Connection
- Laneway Connection
- Proposed Town Square
- Preferred Light Rail Route for Further Investigation
- Catalyst Redevelopment Opportunity

**Key Deliverables:**

**New Heart**

- A. New town square and potential community activities
- B. Improved and integrated community information systems throughout the precinct

**Renewal and redevelopment**

- C. Redevelopment of library site
- D. Refurbishment of Events Centre
- E. Activation of ground floor Council administration building
- F. Redevelopment and activation of development around the Hub, including Carter Lane

**Integration of Precinct**

- G. Redeveloped Kronks site to complement cultural precinct
- H. New transit centre and community/accommodation facilities on Omrah Avenue

**Subtropical Character**

- I. New green link provides pedestrian access from Community and Creative Hub to Esplanade and beachfront
- J. Improvements to Bill Venardos Park and Bicentennial Park
- K. Potential plaza development to connect street park to foreshore







The master plan also intends that Bill Venardos Park will retain its lush subtropical feel, whilst allowing for some redesign to encourage more use for events and other gatherings. Bicentennial Park is to be redesigned to showcase Pumicestone Creek, encourage active use of the park and provide improved cycle and pedestrian connections. Within this new design, it is intended that the subtropical landscape treatment will be enhanced as an extension of the landscape treatment throughout the Community and Creative Hub.

### Community and Creative Hub precinct planning

**Map 11: Community and Creative Hub Precinct Plan** (page 28) provides an integrated plan for this precinct which combines public realm, planning and transformative project initiatives as described below.

#### 5.5.5 Public realm

The Community and Creative Hub will be defined by its memorable and popular public spaces including an active town square, revitalised Bill Venardos Park and renewed Bicentennial Park. The public realm is supported by adjoining mixed use development with active street frontages including shops, cafes and businesses which activate public spaces.

#### Town square

The new town square is intended to provide a large public space as the focus of the Community and Creative Hub and the heart of Caloundra Centre. The town square is envisaged as a multi-use and events space with a large central area and some smaller spaces to cater for different activities and uses.

The centralised open space is proposed to include hardstand areas for events and activities, interspersed with grassed areas. Shade trees and smaller structures may be used throughout this area to provide a cooler environment. A central water feature could be included within the open area to evoke the shapes and textures of the nearby water. The town square is intended to be framed by the existing trees in Felicity Park which will provide shady areas for informal use and relaxation. The town square is intended to respect the legacy provided by Felicity Park.

#### Bill Venardos Park

Bill Venardos Park is intended to be upgraded to provide an open area for events and gatherings framed by some of the existing large shade trees. The events space is proposed to be integrated with ground floor activities in the council Administration Building and a new entrance into the adjoining Events Centre. Bill Venardos Park is to be linked to the new town square via a pedestrian friendly zone in Omrah Avenue. Landscape treatment in the park is to complement treatments throughout the Community and Creative Hub including colours, materials and landscaping which reflect the coastal location.

#### Bicentennial Park

It is intended that Bicentennial Park will be redesigned as an attractive urban parkland which will complement the Community and Creative Hub. The master plan envisages that access to the park will be provided from the new transit station and other points along Omrah Avenue and Nutley Street, to increase use and visibility.

Further consideration could be given to the future needs of the Caloundra Committee to Services to the Ageing (CCSA) and other community activities as part of the Community and Creative Hub. The CCSA activities make an important contribution to the community and Caloundra Centre.

Pumicestone Creek is to form a natural focus for the park with enhanced vegetation, seating and pathways framing the creek. Opportunities for active play areas such as multi-use courts or gym equipment could also be considered. It is envisaged that the park will provide an attractive focus for adjoining community, education and accommodation on Omrah Avenue. This development will improve access to the park and increase safety through casual surveillance.

The master plan recommends the creation of a new road corridor linking the intersection of Bowman Road and Gosling Street to Omrah Avenue. This road is intended to provide improved cycle and pedestrian connections from Bicentennial Park to Bowman Road, Oval Avenue and the Central Park. It is recognised that this new link would sever part of the park near the intersection of Bowman Road and Omrah Avenue. Careful design of the new road would be required to minimise impacts on vegetation and Pumicestone Creek.

The eastern part of the park is intended to be redeveloped as active urban parkland as outlined above. The south-western part of the park could provide an opportunity to create a gateway entry with artwork and a water feature. Both sections of the park could be linked by a pedestrian crossing across the new road link to improve connectivity.

Regardless of the road proposal, it is intended that there would be no net loss of open space in this area and equal land is to be provided as an offset to any loss.

#### 5.5.6 Community and Creative Hub planning provisions

##### Zoning and land uses

The Community and Creative Hub is currently included in three planning scheme zones – the Major centre zone, the Community facilities zone and the Open space zone. It is intended that The Events Centre, council Administration Building, library, town square and Kronks site will continue to be included in the Major centre zone as this zone will cater for a range of community, education, commercial, retail and residential activities on these sites. It is intended to include Felicity Park in the Major centre zone to allow for this area to be considered as part of planning for the Town Square Redevelopment.

Whilst the proposed transit station site is currently included in the Community facilities zone, it is recommended that this site is included in the Major centre zone to facilitate the transit station. Other properties in Omrah Avenue are intended to be retained in the Community facilities zone, which will allow a range of community, education, accommodation and carparking on these sites.

It is intended to retain Bicentennial Park and Bill Venardos Park in the Open space zone. However, following further design and planning for this precinct, it may be necessary to amend the zoning to recognise the new town square and adjoining development.

#### Local elements

As shown on **Map 12: Community and Creative Hub Proposed Local Elements Plan**, active street frontages are envisaged on the ground floor of the council Administration Building fronting Bill Venardos Park and Omrah Avenue. Active street frontages are also to be encouraged around the new town square and Carter Lane. Streetscape treatment is intended for all streets in the Community and Creative Hub.

A through block link is proposed from Omrah Avenue to Bicentennial Park in the vicinity of Centaur Street, providing a pedestrian and cycle link from Bicentennial Park to Bulcock Beach and the Coastal Pathway.

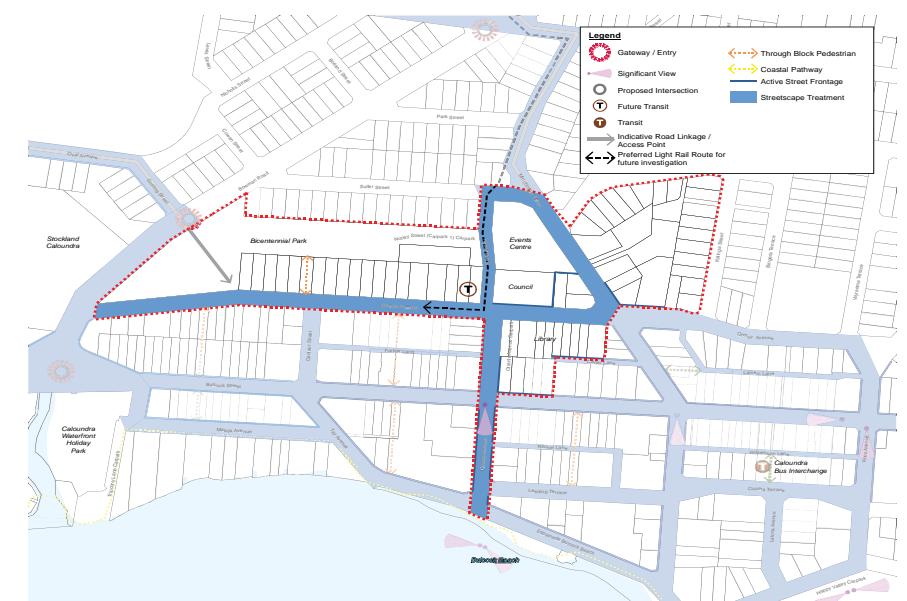
A new transit station is proposed at the corner of Omrah Avenue and Nutley Street with direct links to the town square, Bulcock Street, Otranto Avenue and Bulcock Beach.

#### General outcomes

In the Community and Creative Hub, it is intended that development will:

- reflect the seaside character of Caloundra by using coastal colours and materials
- contribute to improved streetscape outcomes including a street park along Otranto Avenue
- provide a town square as a focus for the Community and Creative Hub including an events space, lush landscaping and a water feature
- provide a multi-use library, art gallery and education facility with strong connections to the town square and Bulcock Street
- renew other facilities including The Events Centre and council's Administration Building
- provide a mixed use development with active uses on the ground levels fronting the town square and Carter Lane, and a hotel or residential apartments overlooking the town square
- provide a new transit centre at or near the Omrah Avenue / Nutley Street intersection with a pedestrian priority connection to the town square

Map 12: Community and Creative Hub Proposed Local Elements Plan





- provide strong connections to Bulcock Street, Otranto Avenue, Carter Lane, the proposed transit centre, Bill Venardos Park and The Events Centre.
- provide for a range of community, education and short term accommodation overlooking Bicentennial Park, with strong connections to the transit centre and the Community and Creative Hub
- enhance the use of Bill Venardos Park and Bicentennial Park for urban recreation purposes
- provide development for mixed use activities on the Kronks site which complement the Community and Creative Hub
- provide complementary mixed use development around the town square which activates the centre.

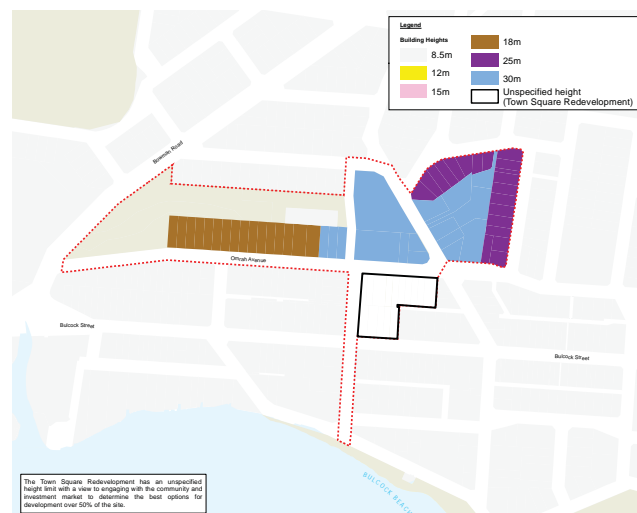
### Building height

As shown on **Map 13: Community and Creative Hub Proposed Building Heights**, the intended maximum building height on land included in the Major centre zone within the Community and Creative Hub for the Town Square Redevelopment is unspecified in the master plan to allow for further consultation with the community and the market on the best planning and design outcomes for a catalyst site. Any development on this site is intended to achieve a maximum footprint of 50% to ensure that half of the site is set aside for the new town square. Surrounding sites have a maximum height limit of 30 metres. This height limit is intended to encourage redevelopment of key sites within the Community and Creative Hub for signature community, cultural, civic, education and related activities.

The maximum building height on the Kronks site is intended to be 30 metres to enable redevelopment which complements adjoining community uses, respects surrounding residential development and retains viewlines from Maltman Street. Buildings up to the maximum height on the Kronks site are to be centrally located with reduced heights of 25 metres on surrounding street frontages.

The maximum height for land included in the Community facilities zone along Omrah Avenue is intended to be 18 metres to enable the redevelopment of these sites for a range of community and related activities.

**Map 13: Community and Creative Hub Proposed Building Heights**



### Built form

It is intended that the Community and Creative Hub will showcase high quality built form outcomes by:

- creating a new town square which evokes the centre's beautiful seaside location, builds on the subtropical landscaping and encourages outdoor activity
- designing new buildings which respect the subtropical climate and showcase opportunities for outdoor activity
- revitalising existing facilities to activate surrounding spaces and encourage outdoor activity
- incorporating the local colours, textures and materials in built structures to reinforce the centre's coastal identity and branding.

The built form of new buildings is intended to reflect the principles outlined in Types 1 and 2 of **Section 5.4.6**. For development on the library site, levels above the podium should be setback 6 metres to allow for outdoor living on the podium level.

### Carparking

New public carparking facilities are intended to be located in the Community and Creative Hub to cater for activities within this precinct and the Destination Centre precinct. A new public carparking facility is intended to be located on community purposes land along Omrah Avenue, to replace carparking associated with the redevelopment of the Cooma Terrace Transit Centre as well as additional carparks that may be required for uses within the Community and Creative Hub, Bulcock Street and Bulcock Beach. In the short term, consideration could be given to an at-grade carparking facility on Omrah Avenue which would be replaced by a larger facility as required.

A second public carparking facility may also be considered under the proposed town square and the existing library site to service the Community and Creative Hub. It is anticipated that further planning for these carparking facilities will be undertaken as part of future facility planning for the Community and Creative Hub.

### 5.5.7 Community and Creative Hub transformative projects

#### Community and Creative Hub projects

The Community and Creative Hub is recognised as a catalyst redevelopment project for the revitalisation of Caloundra. There are many opportunities and options which could be considered for the development of this precinct and significant work will be required on the detailed planning and delivery of this project. Therefore, the master plan seeks to provide a framework for this precinct which gives guidance whilst allowing flexibility for future detailed planning and delivery.

The Community and Creative Hub is intended to include the following functions:

- town square
- library/resource centre, art gallery and museum
- performing arts centre
- visitor information centre

- civic facilities
- community meeting spaces (district level)
- transit station and public carparking
- a range of other community, business and accommodation uses.

Some of these facilities may be co-located in a multipurpose building such as a new library/resource centre, art gallery and museum facility.

The key principles for the Community and Creative Hub include:

- create an attractive multi-use town square which caters for a range of community activities in an attractive and safe space
- provide strong physical and visual connections between the town square, Bulcock Street and other community activities
- include Smart City technology and sustainability initiatives including solar energy and water recycling to attract new knowledge based activities and professional services
- showcase views to the water
- integrate existing parks into the hub with improved landscaping, community activities, park facilities and connections
- provide a street park along Otranto Avenue linking the transit centre to the town square and facilities to the water as a potential location for a new Eat Street
- embed the City of Beaches character and lush landscaping into the public realm and building design
- improve access into the centre with new public transport, road, cycle pedestrian and carparking solutions.

A new town square is proposed for land between Omrah Avenue and Bulcock Street, extending the existing open space provided by Felicity Park. The new town square will expand the significant legacy provided by the Steinsen family providing landscaping, art works, signage and well designed spaces to create a memorable experience. The town square is intended to provide a new heart for Caloundra as the focus for a range of community activities as outlined in **Section 5.5.5** above. The library, art gallery and museum could be developed in a number of locations, however these new facilities are intended to be designed as signature developments which contribute to the character and market attraction of Caloundra.

The new development on the existing library site is intended to activate the town square and Carter Lane with retail and dining uses at the ground and podium levels. The podium level is to be landscaped and provide opportunities for outdoor dining and entertainment which overlook the town square. The tower is intended to accommodate hotel and/or residential activities. Vehicle access is to be provided from Omrah Avenue. The built form is to incorporate colours, textures and materials which reflect Caloundra's coastal identity.

It is proposed that the ground floor of the council Administration Building is refurbished to cater for active uses such as a customer service centre, community spaces and cafes. This building could also accommodate a new library, art gallery, museum and for creative spaces. These uses are intended to activate Bill Venardos Park and Omrah Avenue.





The master plan recommends that The Events Centre includes a new entry plaza and foyer from Bill Venardos Park and updated façade treatments which look towards and connect to the town square. Internally, The Events Centre should be refurbished to provide state of the art performance spaces and complementary facilities to serve the broader Caloundra community.

It is envisaged that a new transit centre could be located at the corner of Nutley Street and Omrah Avenue may include transit facilities and carparking. The master plan recommends that it is designed around a plaza which links the transit centre to the new town square, The Events Centre, Bicentennial Park and adjoining community uses. At the street level, uses are intended to be activated around the plaza. Nutley Street is intended to include the light rail in a shared zone which maintains access to facilities and enhances links to the transit centre, community facilities and carparking.

Land fronting Omrah Avenue is intended to be redeveloped for community, education, accommodation and carparking which will improve access to and surveillance of Bicentennial Park. Opportunities may exist to include a range of community activities in new community facilities on Omrah Avenue. Other district level meeting spaces and activities should also be provided. Regardless of the development outcomes, it is intended that there will be no net loss of open space or community facilities in Bicentennial Park.

The master plan recognises that the development of the Community and Creative Hub will take some time to be implemented. Preliminary actions can be undertaken to work towards the vision such as increasing events in Felicity Park and Bill Venardos Park. Following more detailed planning, further consideration can be given to the timing of redevelopment and refurbishment.



Caloundra Bus Station

For the purposes of consultation, two concept plans were prepared for the Community and Creative Hub as indicated in **Figure 15: Community and Creative Hub concepts** (page 32). Concept 1 identifies a new town square with a potential new community facilities, building on the Omrah Avenue frontage. Concept 2 shows the town square with new community buildings on the Bulcock Street frontage.

The feedback received during consultation indicated support for the town square to be located on Bulcock Street with new community facilities located and designed to interact with existing facilities and the town square. Further planning will be required on the Town Square Redevelopment which will consider detailed layout and design for these facilities.

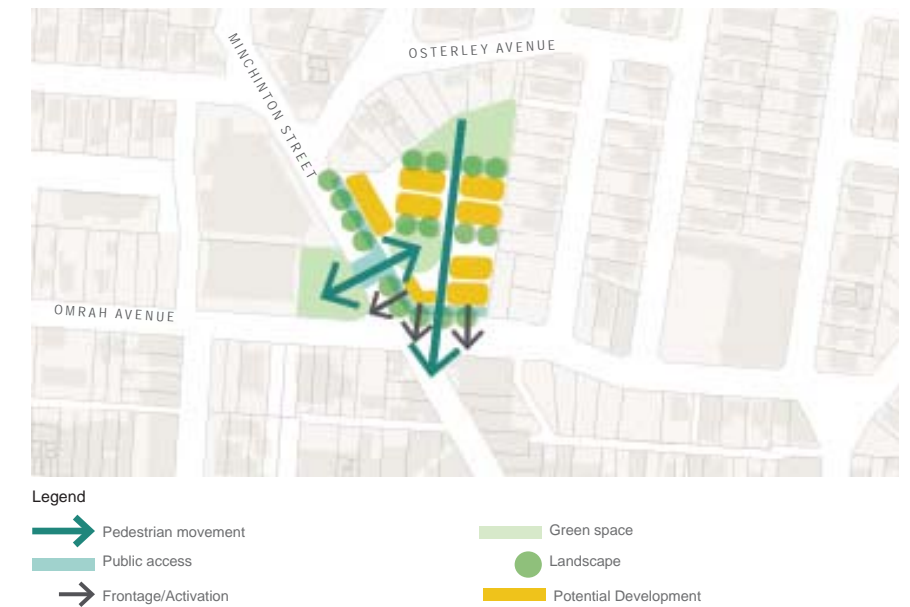
### Kronks site

The Kronks site is intended to be developed as a mixed use complex providing a range of community, commercial, residential and/or hotel activities to complement the Community and Creative Hub. Opportunities may exist for facilities which have a direct connection to The Events Centre, such as visitor accommodation, conference and workshop facilities. The site may also be suitable for retirement living opportunities.

Towers up to 30 metres are to be centrally located on the site with buildings on surrounding streets reduced to 25 metres to minimise impact to surrounding areas. Towers are to be setback above podium level by 6 metres and podiums are to be landscaped and utilised for outdoor living.

A central at grade crossing is intended to connect the site to Bill Venardos Park across Minchinton Street. This crossing would replace the existing at grade crossing in Minchinton Street. Active uses such as shops or cafes should address this connection and Bill Venardos Park. The built form is intended to complement the character of new and refurbished buildings in the Community and Creative Hub (refer **Figure 14: Kronks site plan and typical section**).

Figure 14: Kronks site plan and typical section



The Community and Creative Hub



Figure 15: Community and Creative Hub Concepts for discussion purposes

Concept 1



- Legend
- ① Transport hub
  - ② Community uses
  - ③ Events Centre renewal and addressing Park
  - ④ Bill Venardos Park activated as an events space
  - ⑤ Ground floor of Council Building with uses to activate precinct
  - ⑥ Redeveloped community/ creative facilities
  - ⑦ New Town Square
  - ⑧ Mixed use development and cultural/ community uses
  - ⑨ Activation of Carter Lane

Concept 2



- Legend
- ① Transport hub
  - ② Community uses
  - ③ Events Centre renewal and addressing Park
  - ④ Bill Venardos Park activated as an events space
  - ⑤ Ground floor of Council Building with uses to activate precinct
  - ⑥ Redeveloped community/ creative facilities
  - ⑦ New Town Square
  - ⑧ Mixed use development and cultural/ community uses
  - ⑨ Activation of Carter Lane





Community and Creative Hub Town Square Concept



## 5.6 Gateway Precinct

### Strategic intent

The strategic intent for the Gateway Precinct is as follows:

*Bowman Road is a vibrant and attractive gateway into Caloundra Centre, which provides a focus for business and employment growth to support the role of Caloundra as a Major Regional Activity Centre. This corridor provides a valuable connection between Caloundra Centre and the nearby aviation businesses and employment opportunities at the Caloundra Aerodrome and adjoining industrial precincts.*

*Bowman Road is redesigned and enhanced with improved streetscape outcomes including wider pedestrian and cyclist zones, shade trees and landscaping to create an attractive and inviting boulevard into Caloundra Centre.*

*The Bowman Road and Bulcock Street intersection is redesigned to reduce unwanted roadway and create opportunities for gateway development. Opportunities may exist on both the eastern and western sides of the new intersection to develop signature buildings which announce the entrance into Destination Centre. Development in these locations includes streetscape treatment which complements Bulcock Street as well as gateway artwork and directional signage.*

*The revitalisation of Bowman Road provides an attractive location for business including offices, professionals and health related activities which improve the depth and scope of business and employment in Caloundra. New development fronting Bowman Road is required to contribute to improved frontages and streetscape enhancements. Complementary business activities are located in Mayes Avenue, Baldwin Street and North Street.*



Bowman Road

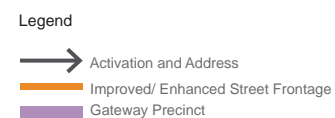
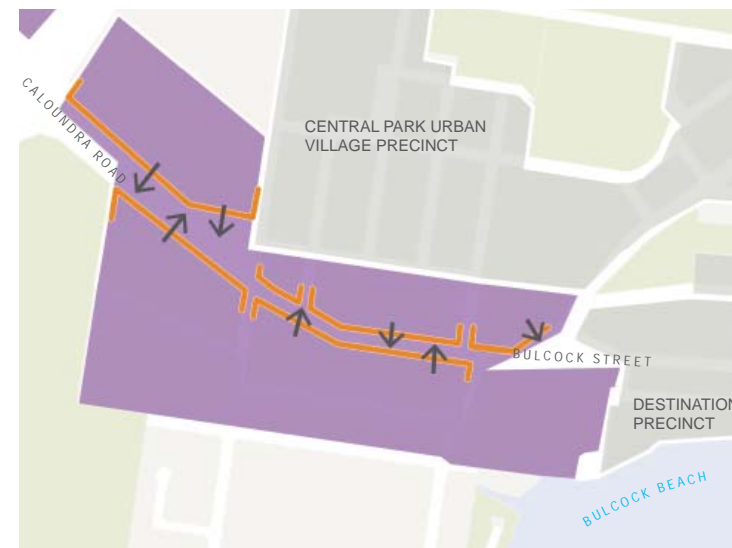
### Key initiatives

#### 5.6.1 Enhance street amenity

*Improve the built form and streetscape quality of Bowman Road to create an attractive gateway into Caloundra Centre.*

It is intended to create new road access ways into Caloundra via Queen Street and an extension to Arthur Street. These improvements are planned to ease traffic congestion on Bowman Road, providing opportunities for improved pedestrian and streetscape outcomes. Attractive signage is proposed to improve wayfinding to community activities, Bulcock Street and Bulcock Beach.

It is recognised that Bowman Road is a main road and that further discussion will be required with the Department of Transport and Main Roads on the road and streetscape design.

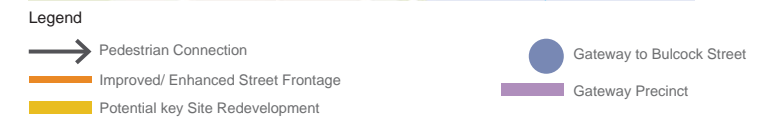
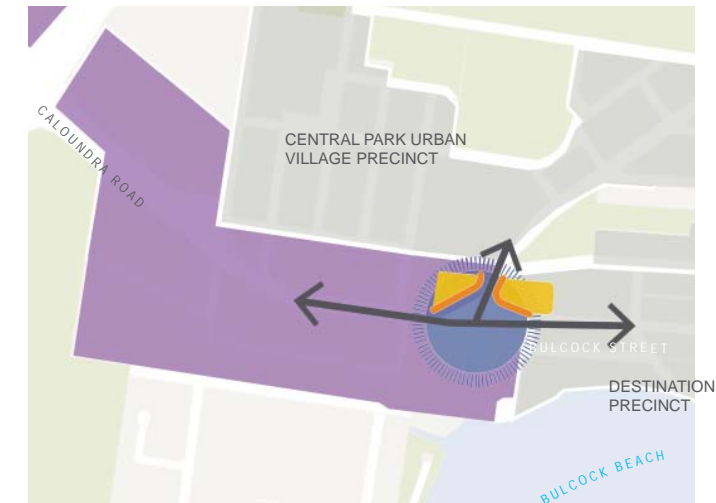


#### 5.6.2 Employment opportunities

*Encourage new development or redevelopment for business and employment as part of a revitalised gateway into Caloundra Centre.*

The Gateway Precinct is intended to provide a focus for new development or redevelopment for business and employment purposes. Development sites such as the Caloundra Motel site provide opportunities for significant mixed use development.

To the north of Bowman Road, business and health related activities are to be encouraged which build on the Caloundra Hospital and the nearby Sunshine Coast Public University Hospital. This area has the potential to attract health, allied health and well being activities as well as pre-retiree and retiree residential development which will benefit from access to a range of health facilities. In addition, the precinct could attract aviation related businesses which may seek to locate in Caloundra with easy access to Caloundra Aerodrome and adjoining industrial areas.

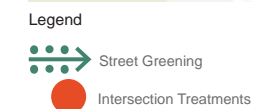
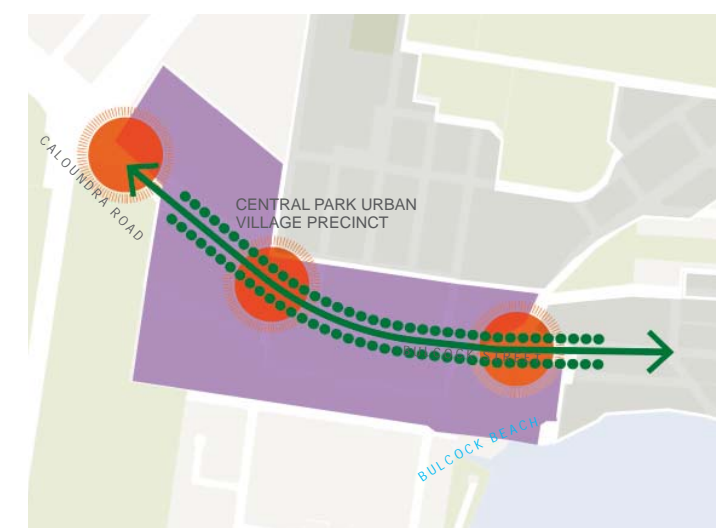


To the south of Bowman Road, business and large scale retail may be considered where these developments make a significant contribution to the Gateway Precinct through good quality urban design and amenity.

#### 5.6.3 Destination Centre gateway

*Create an attractive gateway into Bulcock Street with improved streetscape outcomes, artwork and directional signage.*

As part of broader road improvements, it is intended to redesign the intersection of Bowman Road and Bulcock Street to provide improved streetscape outcomes. These improvements are planned to provide opportunities for adjoining gateway redevelopment with signature buildings which showcase Caloundra's coastal location, identity and outdoor lifestyle. Opportunities for new signage and gateway artwork should be provided as part of new development.





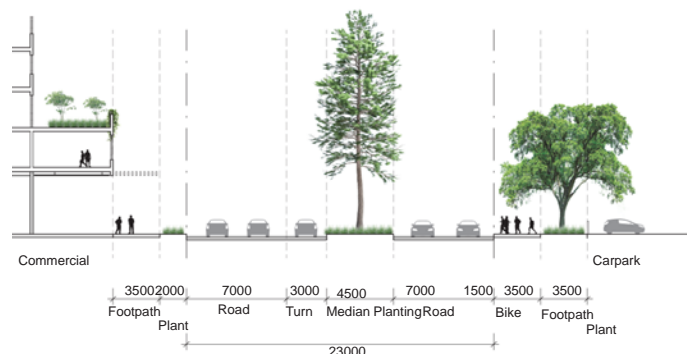
## Gateway Precinct Planning

**Map 14: Gateway Precinct Plan** (page 36) provides an integrated plan for this precinct which combines public realm, planning and transformative project initiatives.

### 5.6.4 Public realm

The Bowman Road streetscape is intended to provide an attractive and inviting public realm for visitors, locals and employees (refer **Figure 16: Bowman Road cross section** below). The redesign of the roadway may provide opportunities for landscaped build-outs including shade trees and attractive ground cover opportunities. Footpaths and pedestrian crossings are intended to be widened and improved to encourage active use. Streetscape materials, colours and textures are intended to complement streetscape treatments in Destination Centre. Directional signage and place signage are to be integrated into the streetscape and form part of an attractive entry into Caloundra.

**Figure 16: Bowman Road cross section**



### 5.6.5 Gateway Precinct planning provisions

#### Zoning and land use

Land within the Gateway Precinct around Bowman Road is intended to be retained in the Major centre zone to support a range of mixed use centre activities including retail, business, health care, other employment activities and residential development.

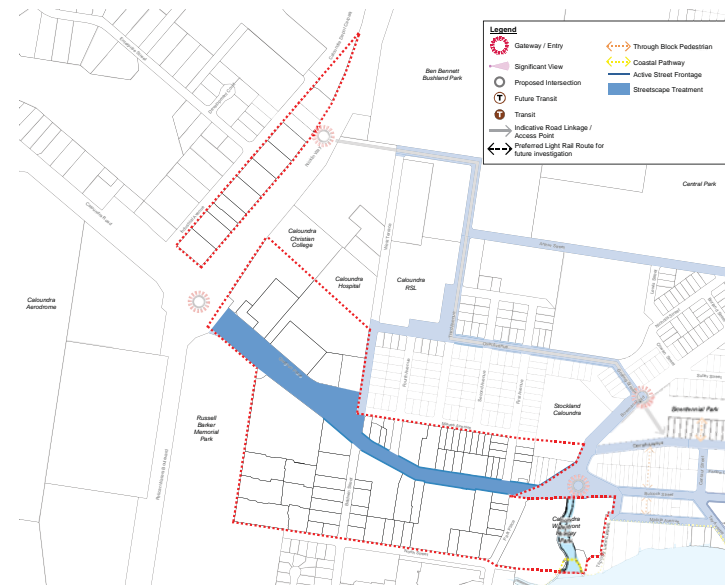
Land around West Terrace which accommodates the hospital, school, other community facilities and retirement facilities is intended to be retained in the Community facilities zone.

Land on the western side of the Nicklin Way along Industrial Avenue is currently included in the Medium impact industry zone. However, the master plan recommends the construction of a new intersection with the Nicklin Way which could provide improved access to Industrial Avenue. This new intersection is subject to further discussion with the State government. If approved and constructed, further consideration could then be given to including land on the eastern side of Industrial Avenue in the Specialised centre zone, to provide opportunities for a range of large format retail activities which will benefit from high visibility to the Nicklin Way.

## Local elements

As indicated on **Map 15: Gateway Precinct Proposed Local Elements Plan** below, development fronting Bowman Road is intended to provide primary streetscape treatment to create an attractive gateway entry into Caloundra Centre. Intersection upgrades and gateway treatments are proposed for the Nicklin Way roundabout and the Bowman Road / Bulcock Street intersections.

**Map 15: Gateway Precinct Proposed Local Elements Plan**



## General outcomes

In the Gateway Precinct, it is intended that development will:

- reflect the seaside location of the area by using coastal colours, textures and materials
- contribute to improved streetscape outcomes and create an attractive entry boulevard along Bowman Road
- provide mixed use development with a component of active uses at the ground level fronting Bowman Road where appropriate
- demonstrate high quality built form with designs which positively contribute to the Gateway Precinct
- limit direct access to sites on Bowman Road with access generally provided from Mayes Avenue, West Terrace or North Street
- for buildings fronting the intersection of Bowman Road and Bulcock Street, development is encouraged to provide signature buildings, streetscape and signage which creates a defined gateway into the Bulcock Street area
- development on land intended to be included in the Specialised centre zone will provide large format retail with a high quality built form which contributes to the amenity of the Nicklin Way, provides high quality landscape treatment to the Nicklin Way frontage and integrates signage outcomes
- access, circulation and car parking for the Caloundra Hospital and surrounding government activities contributes to safety and accessibility in and around West Terrace.



Caloundra Hospital

### 5.6.6 Gateway Precinct transformative projects

#### Bulcock Street gateway

The proposed redesign of the Bowman Road / Bulcock Street intersection provides an opportunity for gateway redevelopment on the eastern and western side of the intersection.

On the eastern side, land fronting Bowman Road and Bulcock Street could be developed into a significant gateway development with high quality built form, gateway streetscape treatment and way finding signage.

Similarly on the western side, new land could be developed to create a new gateway building or buildings for the entrance to Bulcock Street. The adjoining Stockland Shopping Centre has an existing approval for an expansion of the shopping centre. However, in the future opportunities may exist to redevelop the Bowman Road frontage for mixed use development to contribute to the new gateway treatment.

The design would need to incorporate high quality built form, gateway streetscape treatment and way finding signage. As part of the redesigned intersection, an attractive pedestrian crossing is planned to link Bulcock Street to Stockland Shopping Centre, providing better connection between retail activities.

As part of any road improvements and redevelopment, streetscape works are proposed along the frontage of the Caloundra Waterfront Holiday Park, including planting shade trees at regular intervals. Any future refurbishment/redevelopment of the caravan park should provide a strong physical and visual connection from the Bulcock Street gateway to the waterfront along Pumicestone Creek.



Map 14: Gateway Precinct Plan



Legend

- Transformative Projects
- Study Area
- Park/ Green Space
- Active Street Front
- Pedestrian Connection
- Proposed new road access

Key Deliverables:

Consolidate Employment Opportunities and Improve Street Address

- A. New commercial developments along Bowman Road and in Mayes Avenue
- B. Redevelopment expansion of Stockland Shopping Centre

Gateway to the Town Centre

- C. New gateway treatment at intersection of Bowman Road and Bulcock Street
- D. New cornerstone marker building with plaza, interfacing with Bowman Road

Enhance Street Amenity

- E. New boulevard treatment along Bowman Road
- F. Improve streetscape treatments at intersections







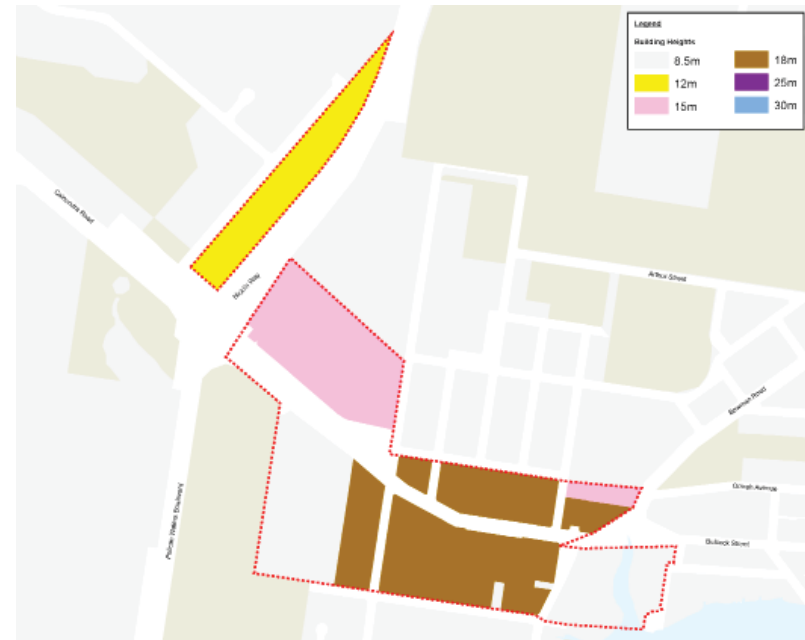
Concept view along Bowman Road looking east



## Building height

The maximum building height for land included in the Major centre zone within the Gateway Precinct is intended to be 18 metres to encourage a range of mixed use development outcomes which will improve amenity along Bowman Road (refer **Map 16: Gateway Precinct Proposed Building Heights** below).

Map 16: Gateway Precinct Proposed Building Heights



The maximum building height on the Community facilities zoned land is intended to be 15 metres. For land included in the Specialised centre zone on the Nicklin Way, the maximum building height limit is intended to be 12 metres.

## Built form

Development in the Gateway Precinct is intended to transform Bowman Road into a modern and inviting business gateway into Caloundra Centre by delivering the following outcomes (refer **Figure 17: Bulcock Street Gateway Indicative Plan and Section**):

- primary public entrances face and are directly visible from Bowman Road
- where new development fronts Bowman Road, active building frontages occupy 50% of the frontage and other parts of the building are setback 3 metres, to allow for additional landscaping and pedestrian connections
- shady street planting is included in the setbacks and in the streetscape to shade the pedestrian area
- built form and streetscape treatment contributes to the amenity and function of Bowman Road as an entry boulevard
- as part of any new development, vehicle access is limited to properties fronting Bowman Road with development encouraged to provide access from alternative streets and/or to provide shared access into sites.

Figure 17: Bulcock Street Gateway Indicative Plan and Section



Bulcock Street Gateway Indicative Street Section



Bulcock Beach





## 5.7 Central Park Urban Village

### Strategic intent

The strategic intent for Central Park Urban Village follows:

*Central Park Urban Village is an attractive housing precinct focussed around Central Park, the schools and other community facilities with convenient access to Bulcock Street and the waterfront.*

*Central Park Urban Village is a renewed housing precinct within Caloundra Centre which offers a range of family, retiree and student residential options in an attractive, affordable and convenient location.*

*The proposed priority transit (light rail) system through this area provides a significant catalyst for housing renewal. Caloundra residents will be able to travel to other centres and employment areas including the Sunshine Coast Public University Hospital, Maroochydore City Centre and the University of the Sunshine Coast.*

*Central Park sports precinct is the focus for the new urban village, providing a range of active and passive recreation in an attractive and well loved urban park setting. Housing is designed to overlook the park, improving natural surveillance and safety. Attractive streetscapes and park landscaping is integrated, creating a seamless edge between the residential streets and the parkland.*

*The residential areas support and strengthen the park, schools and community facilities as important parts of the urban village. These facilities are connected to the residential development via a pleasant pedestrian and cycle network which links the urban village to Bulcock Street.*

*The Central Park Urban Village showcases the benefits of living within an existing centre, providing an attractive alternative to living in a new master planned community.*

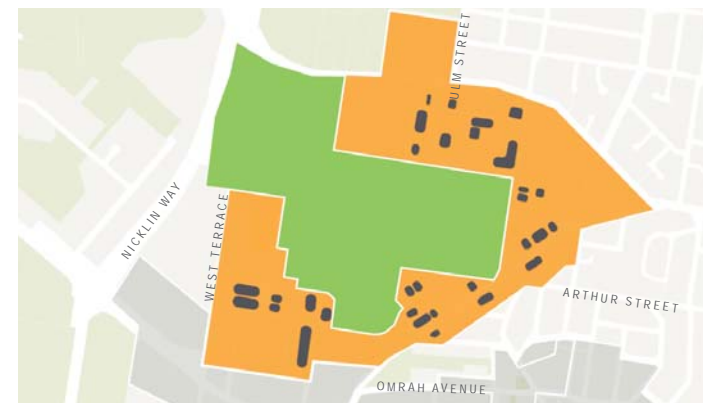
### Key initiatives

#### 5.7.1 Housing renewal

*Create a new multi-generational housing precinct focussed around Central Park which encourages a more diverse housing offer for Caloundra Centre.*

In the western, northern and north-eastern parts of Caloundra Centre, it is intended to encourage a range of housing to attract new residents, with a particular focus on families, professionals, students and retirees. Housing options may include apartments overlooking the park, vertical retirement living, apartments as part of mixed use development and terrace housing near the schools. Affordable housing opportunities should also be considered in this precinct.

Council owned or controlled sites offer an opportunity for significant mixed use development which could provide community, accommodation, sport and educational activities.



Legend  
Central Park and Green Space  
Central Park Urban Village Precinct

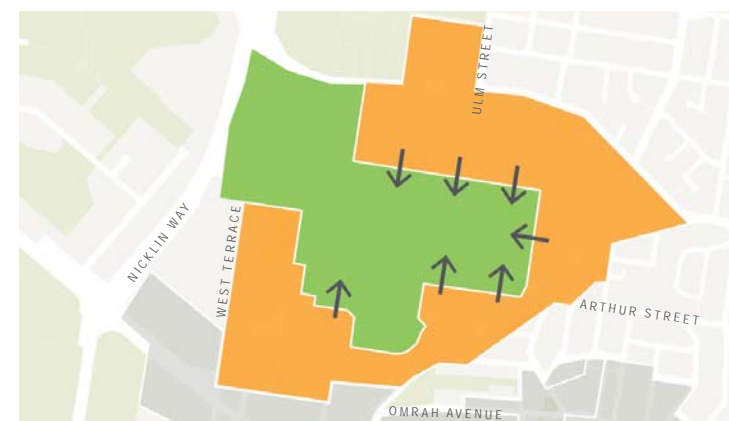
New housing will be designed to achieve high quality built form outcomes which contribute to Caloundra's place experience and respect the amenity of adjoining residential development.

Consideration will need to be given to the design of surrounding residential development to manage impacts associated with sporting activities. Central Park Urban Village is intended to be a multi use precinct which embraces the broad range of urban uses that exist within this area.

#### 5.7.2 Park interactivity

*Integrate Central Park into the urban village with strong visual and physical connection to surrounding housing.*

Central Park is intended to continue to develop as an important district park offering a range of passive recreation and sports facilities and activities. Housing around the parkland is to be encouraged to face the park and include outdoor living areas which overlook the park activities. The master plan also envisages that the surrounding streets will be landscaped and provide crossings to the park.



Legend  
Connections  
Central Park and Green Space  
Central Park Urban Village

#### 5.7.3 Leverage key attractors

*Build on the strengths of the existing facilities as the basis for Central Park Urban Village.*

The urban village is intended to have strong connections with the schools, health facilities and other community facilities to create a strong sense of community. The master plan recommends that schools of excellence programs are developed to attract new students and residents to the area. Partnerships between residents, the schools, sports and community groups are encouraged to create a strong sense of community and better use of facilities. To the south of Central Park and on transformative sites, opportunities for sports related activities could be considered as part of mixed use development.



Legend  
Connections  
Central Park and Green Space  
Mixed Use Housing and Community Facilities

#### 5.7.4 Local connectivity

*Connect housing to Central Park, the schools, other community facilities, business and employment areas within Caloundra Centre.*

It is intended that an attractive pedestrian and cycle network will link the redeveloped housing areas to community, business and employment areas. Shady pedestrian and cycle friendly streets are planned throughout this area, creating a safe and accessible neighbourhood. Key streets including Ulm Street, Minchinton Street, Arthur Street and Bowman Road are to provide shady, attractive connections from residential areas to Bulcock Street. It is envisaged that a key pedestrian and cycle link will connect the schools, through Central Park, Oval Avenue, Bicentennial Park, Otranto Avenue to Bulcock Beach, creating a "Bush to Beach" trail for the Central Park Urban Village community.



Legend  
Pedestrian and Bicycle Links  
Central Park and Green Space  
Central Park Urban Village Precinct



## Central Park Urban Village Precinct Planning

**Map 17: Central Park Urban Village Precinct Plan** (page 41) provides an integrated plan for this precinct which combines public realm, planning and transformative project initiatives as described below.

### 5.7.5 Public realm

In Central Park Urban Village, it is envisaged that the street environments will contribute to the amenity of the neighbourhood by improving connections to Central Park and other facilities, as well as connections to Bulcock Street and Bulcock Beach.

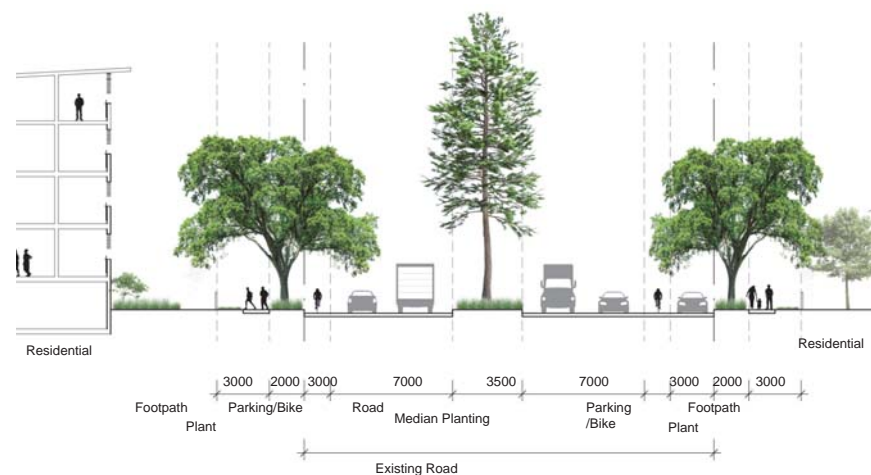
### Central Park Streets

Streets surrounding Central Park including Plover Parade, Ulm Street and Arthur Street are intended to become attractive and shady streets which encourage street activity and interaction. The master plan envisages that streets will be multi-use areas where all modes of transport are encouraged and regular crossings will be provided between adjoining housing development and Central Park. The edges of the sports precinct are intended to be landscaped to create an attractive edge to the parkland and soften surrounding streets.

### Bowman Road

It is intended that Bowman Road (North) will become an integrating rather than separating road corridor by improving intersections and streetscape treatments. As part of a broader road strategy, it is intended to improve the intersections of Bowman Road to Arthur Street and Bowman Road to Gosling Street. At these locations, build out planting and signage could be used to enhance connectivity across Bowman Road. Median tree planting in key locations would also reduce the perceived width of the road and improve its overall character and amenity (refer **Figure 18: Bowman Road Indicative Section**). Other opportunities to improve pedestrian and cycle connections across Bowman Road may also be considered.

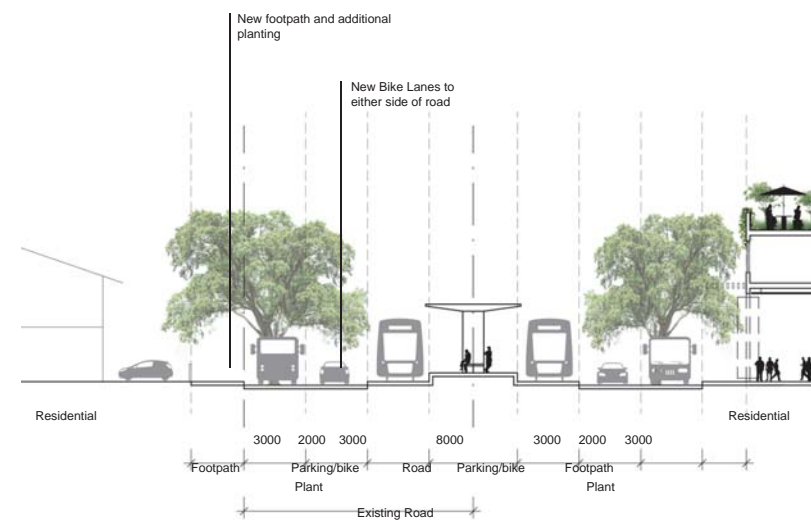
**Figure 18: Bowman Road Indicative Section**



### Linking streetscapes

Ulm Street, Arthur Street, Minchinton Street and Oval Avenue are also intended to have improved streetscapes with footpath upgrades, build

**Figure 19: East West Links**



outs, shady trees and landscaping. On street bike lanes would help to identify these streets as key connections into the centre (refer **Figure 19: East West Links**).

### 5.7.6 Central Park Urban Village planning provisions

#### Zoning and land use

Land to the north and west of the centre which is included in the Medium density residential zone is intended to be retained in this zone to facilitate a range of residential outcomes. Additional land is intended to be included in this zone in the vicinity of Edith Street to facilitate additional medium density residential development in this area.

Land to the east is to be retained in the Low density residential zone in recognition of its steeper topography.

Land between Arthur Street, Mary Street and Regent Street which is currently included in the Specialised centre zone is likely to be impacted by the proposed new road intersection at Ulm Street/Bowman Road/ Arthur Street. The new intersection will require further detailed planning and protection of the corridor. In conjunction with this work, it is intended to transition the area over time to the Medium density residential zone.

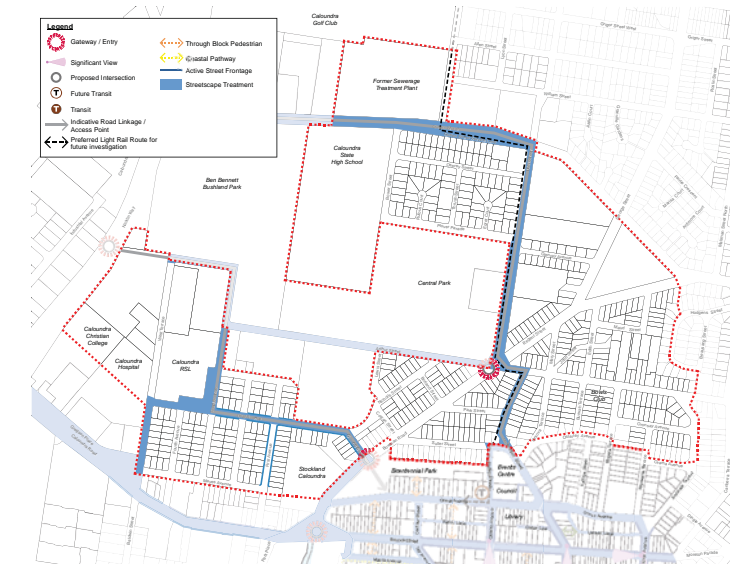
Land included in the Community facilities zone in Ulm Street and the former council depot land in Allen Street are intended to be retained in the Community facilities zone.

#### Local Elements

As indicated on **Map 18: Central Park Urban Village Proposed Local Elements Plan**, the preferred light rail route for further investigation would provide a significant opportunity for housing renewal in this precinct. The proposed road improvements along Queen Street, Ulm Street and Minchinton Street and Arthur Street, Third Avenue and Oval Avenue are identified for primary streetscape treatment.

The master plan proposes that intersection upgrades are made along the Nicklin Way and Bowman Road to facilitate improved vehicle access into Caloundra Centre. These intersections would provide a prime opportunity

**Map 18: Central Park Urban Village Proposed Local Elements Plan**



for gateway treatments. A major pedestrian and cycle link is proposed from Central Park to Bulcock Beach, providing an attractive “Bush to Beach” trail for Caloundra.

#### General Outcomes

In the Central Park Urban Village, it is intended that development will:

- create an integrated urban village which provides a variety of residential options focussed around Central Park and nearby community uses, sports and recreation facilities
- contribute to improved streetscape outcomes which encourage activity and interaction in the streets and adjoining parkland
- demonstrate high quality built form with designs which encourage outdoor living and activity
- contribute to new transport links within the urban village and to other precincts.

#### Building height

Land included in the Medium density residential zone to the west of Bowman Road is intended to have a maximum building height of 15 metres (refer **Map 19: Central Park Urban Village Proposed Building Heights** below). Land included in the Medium density residential zone around Minchinton Street and Orsova Terrace is intended to have a maximum building height limit of 18 metres, to facilitate redevelopment in conjunction with the light rail.

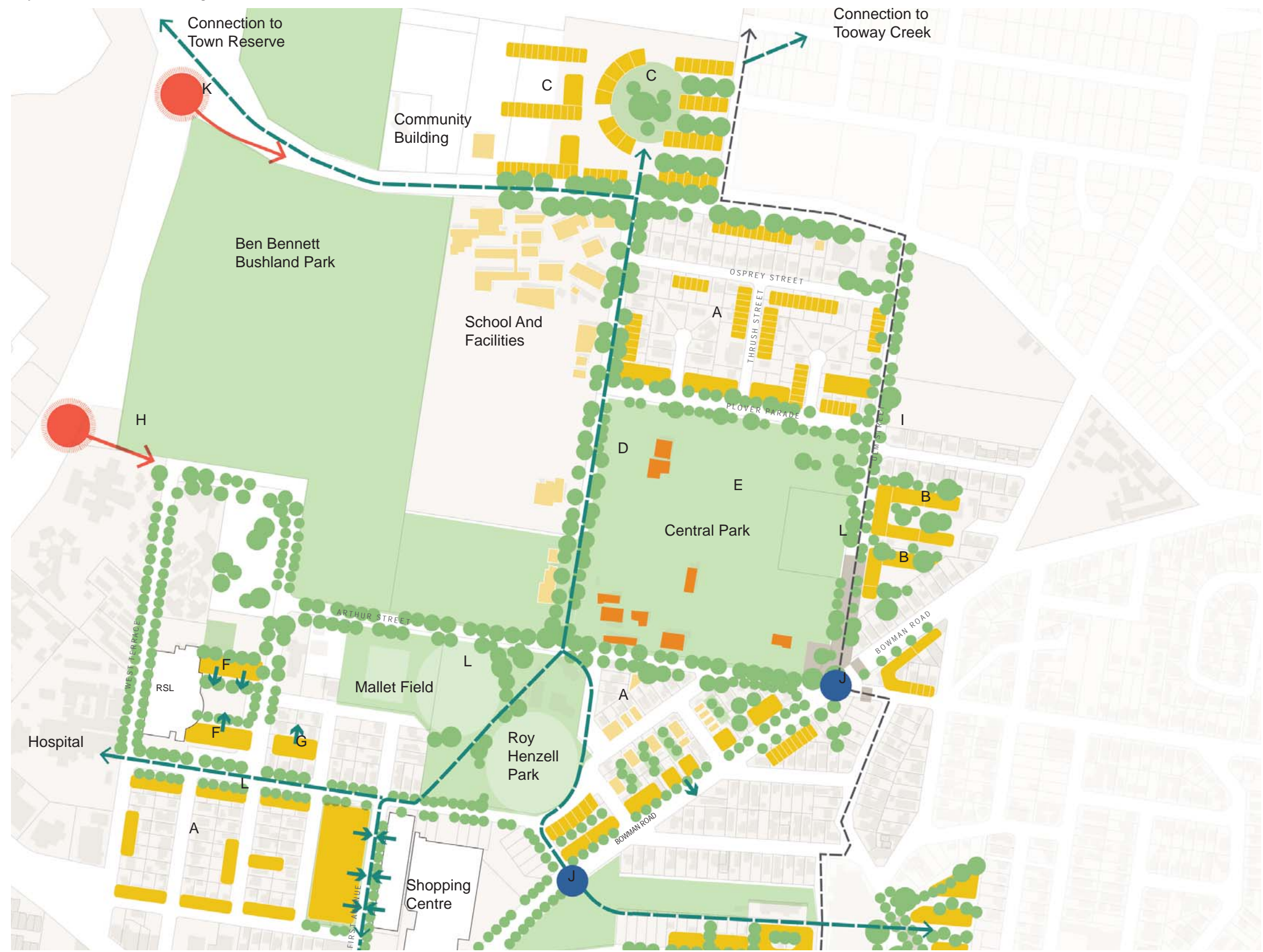
Development in areas with a maximum height limit of 15 metres or 18 metres will need to achieve high quality built form outcomes including appropriate scale, setbacks and design which contributes to improved built form outcomes.

Land to the east of Mary Street and south of Arthur Street is intended to have a building height limit of 15 metres. Land to the north of Arthur Street between Edith Street and Maud Street is to have a building height limit of 12 metres as a transition, to the Low density residential zone to the east.





Map 17: Central Park Urban Village Precinct Plan



Legend

- Housing and Community Renewal Opportunities
- Park/ Green Space
- Pedestrian Connection
- Preferred Light Rail route for further investigation
- Intersection Improvements
- Proposed new road access

Key Deliverables:

Housing Renewal

- A. New mixed use/residential development
- B. Multistorey community (eg. sports industry, social enterprise, student accommodation) and residential development
- C. Redevelopment of former depot site for mixed use development

Park Interactivity

- D. Green pedestrian and cycle link encouraging access between town centre and new residential development
- E. Sports and recreation regional facility. Build on existing sporting and educational facilities

Leverage and Enhance Key Attractors

- F. Opportunity for RSL extension and residential development overlooking existing bowls club and green space
- G. Potential for aged care facility to be located in proximity to; hospital, shopping centre and sporting fields

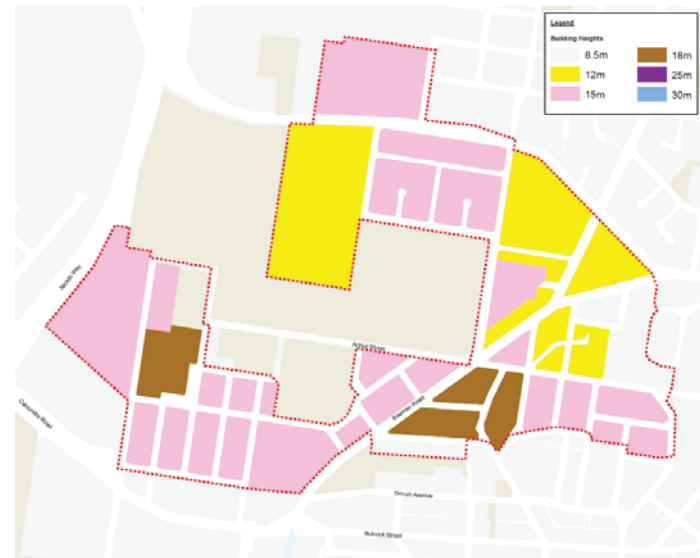
Local Connectivity

- H. New road link to be established connecting Nicklin Way to Arthur Street
- I. Mixed transport treatment to Ulm Street (public transport, cars, bikes, pedestrians)
- J. New entry intersection to accommodate all transport modes
- K. New intersection at Queen Street
- L. Greening to Arthur Street, Ulm Street, Oval Avenue and Bowman Road to encourage pedestrian use and connectivity



The former depot site and Ulm Street sites are intended to have a maximum building height limit of 15 metres to facilitate mixed use residential, community and education outcomes on these sites.

Map 19: Central Park Urban Village Proposed Building Heights



### Built form

Built form in Central Park Urban Village is intended to promote outdoor living, encourage street activity and integrate development with Central Park. Central Park Urban Village should create a place experience that is an “extension of the park” – a green subtropical living environment with a high degree of integration with the outdoors.

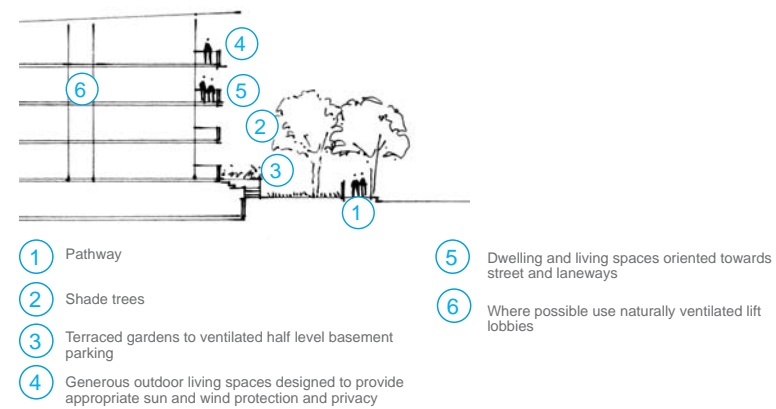
The desired built form outcomes for residential buildings are as follows:

- 6 metre setbacks to streets to contain a deep planting zone with a minimum of 4 metres x 4 metres provided within the front setback. Shade trees are to be included in this zone with tree species capable of growing to a canopy diameter of 8 metres and a height of up to 15 metres
- building entrance and recreation uses can protrude into setback for up to 30% of the length of the frontage
- dwellings and living spaces are to be oriented to the street, and where applicable, Central Park
- generous outdoor living spaces are provided for each dwelling, providing appropriate sun and wind protection and privacy
- car parking is in basement or semi-basement with appropriate screening. No parking faces the street
- where possible, development allows for a naturally ventilated core.

The desired built form outcomes for attached housing include:

- garages are incorporated into the front façade with front entries to dwellings being visible from the street. Double garages are avoided through either rear loading or tandem design
- outdoor living spaces are oriented towards the street and, where applicable, Central Park.

Figure 20: RSL indicative street section



### 5.7.7 Central Park Urban Village Transformative projects



### Returned Services League (RSL) Club

There may be opportunities to build on the RSL to create additional housing opportunities, particularly for retirees (refer **Figure 20: RSL indicative street section**). Car parking could be located in a semi-basement structure with residential development above interspersed by green spaces.

It is intended that the design would include apartments with generous outdoor living areas looking north towards Ben Bennett Bushland Park and Central Park, creating a strong connection to nature and active, healthy living. This development is ideally located near the hospital and related health facilities with easy access to the nearby shopping centre and Bulcock Street.

### Ulm Street sites

It is intended that these Council owned/controlled sites are developed for mixed use community, education and accommodation, potentially associated with a sporting centre of excellence, student accommodation and social enterprise. A strong interactive edge will be made to Central Park with entrances and living spaces overlooking the park.

### Plover Parade

There are a number of housing renewal sites within this area where sensitive infill development is intended to be implemented to increase the variety of accommodation on offer. A strong interactive edge can be made to the park with entrances and living spaces overlooking the park. Where several sites can be amalgamated, multiple dwellings are intended to be supported.

### Bowman Road

There are also sites closer to the town centre and the light rail that can be amalgamated to be redeveloped for apartments or attached housing. This will increase the diversity of residential offer close to both Central Park and the town centre.

### Former depot site

The former council depot site is intended to be redeveloped for a range of community, education and accommodation options with close connections to light rail, the schools and Central Park. The site is intended to include community and education uses on the ground floor, potentially in conjunction with a Priority Transit (light rail) station (refer **Figure 21: Former Depot Site** below).

At upper levels, accommodation could be developed overlooking and potentially linked to the adjoining Caloundra Golf Club. There may be opportunities to consider golf related activities within the former depot site redevelopment. The redevelopment is intended to provide a major link to Bower Street, the schools and Central Park.

Figure 21: Former Depot Site







Oval Avenue concept



## 6 Action Plan

To implement the vision and strategies, the master plan outlines the following action plan to guide future planning, program and projects. The actions are organised under each strategy and initiative. The relationship between each strategy, initiative and the actions is outlined in **Figure 22: Master Plan Structure** below.

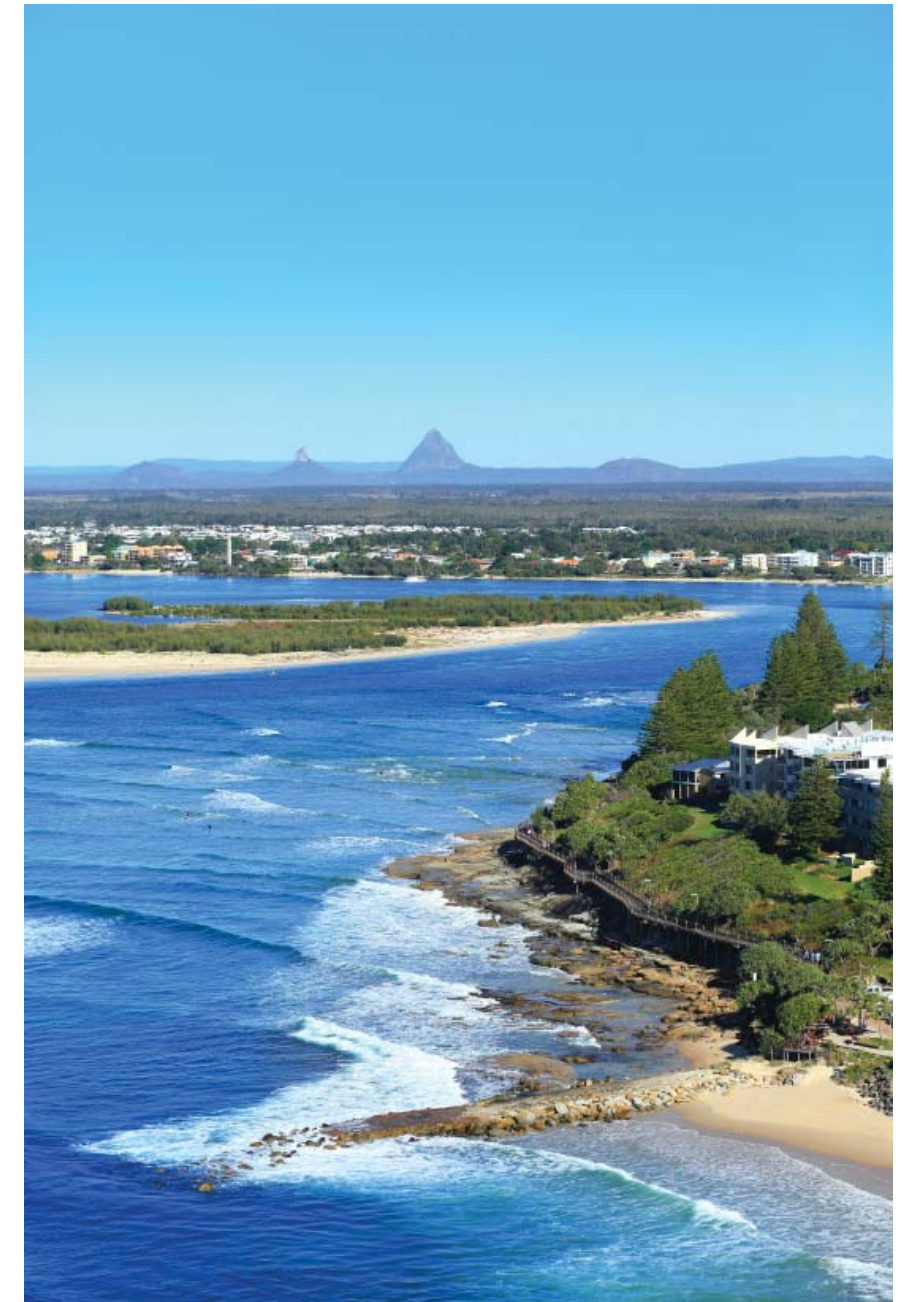
For each action, this plan identifies the lead responsibility, partnerships needed to deliver the action, sources of funding and timing. The timing for each action is based on short term (0-5 years), medium term (5-10 years) and long term (10+ years). In addition, the action plan identifies a number of Priority Actions which are recognised as significant catalyst projects for the revitalisation of Caloundra Centre.

It is recognised that a staged development and delivery plan, including the identification of funding opportunities/strategies will be required for reporting to Council and to inform future budget works considerations.

It is intended that the actions outlined in the following action plan will be used to measure the implementation of the master plan. Progress will be measured regularly (within 5 years) to assess the delivery of outcomes. Council will use a range of tools to measure progress including development assessment monitoring and population modelling.

As part of this review, council will assess progress on transformative sites which have incentive building height provisions. Where building height incentives have not been taken up, council may remove incentive provisions relating to building height on these sites. The maximum building height for these sites will return to the base height limits identified for the site.

Figure 22: Master Plan Structure



Looking towards the Glass House Mountains



CALOUNDRA CENTRE MASTER PLAN – ACTION PLAN

STRATEGIES		KEY INITIATIVES		ACTIONS		LEAD ROLE	PARTNERSHIPS	POTENTIAL FUNDING SOURCES (subject to further investigations)	TIMING		
No	Strategy	No	Initiative	No	Action				Short (0-5 years)	Medium (5-10 years)	Long (10+ years)
S 1	REGIONAL ROLE	S 1.1	Building on the economic base	A 1.1	Continue the revitalisation program for Caloundra to introduce new retail, business, events and other activities	CBD Taskforce	SCC, Caloundra Chamber of Commerce	Parking fund Private funding	S		
				A 1.2	Prepare and adopt planning scheme amendments which facilitate the master plan, including amended building height limits and improved built form provisions which encourage exemplar architectural outcomes	SCC – Planning and Environment Department	State government	Council Operational	S		
				A 1.3	Review the building height incentives applied to transformative sites and, where incentive provisions have not been taken up, retract these provisions.	SCC – Planning and Environment Department	State government	Council Operational	S		
				A 1.4	Include works and acquisitions identified in the master plan in the Capital Works Program and Local Government Infrastructure Plan.	SCC – Infrastructure Services Department and Planning and Environment Department	SCC	Council Operational	S		
				A 1.5	Promote Caloundra as a premier location for renewed and new industries including tourism, sport, creative industries, health, education, professional services, aviation, residential and retirement activities.	SCC - Economic Development and Major Projects Department	CBD Taskforce	Council Operational and Budget Bid	S		
		S 1.2	Visitor destination	A 1.6	Support new events in Caloundra that have broad demographic appeal and which encourage visitors, particularly during off peak times	SCC – Economic Development and Major Projects Department	CBD Taskforce SCDL	Council Operational	S		
				A 1.7	Attract and facilitate the development of a new tourist facilities including a high standard hotel/s and small conference facilities in or close to Bulcock Street and the Community and Creative Hub	SCC – Economic Development and Major Projects Department	Private sector	Council Operational	S	M	
S 2	COMMUNITY CONNECTIONS	S 2.1	Public transport (light rail)	A 2.1	Work with the State Government to design and deliver a new transit centre within the Community and Creative Hub to accommodate priority transit, local buses and car parking	SCC – Economic Development and Major Projects Department	Translink/DTMR Private sector	To be investigated	S	M	
				A 2.2	Protect and acquire the alignment for a dedicated public transit system (light rail) which connects Caloundra to other centres	SCC – Corporate Services Department	Private, State, Federal	To be determined	S	M	
				A 2.3	Advocate for a local people mover to connect people within Caloundra Centre	SCC – Planning and Environment Department	Translink	To be determined	S	M	
		S 2.2	Road improvements	A 2.4	Lobby the State government to upgrade the Nicklin Way/Caloundra Road intersection and deliver the Arthur Street and Queen Street intersections	SCC – Planning and Environment Department	Department of Transport and Main Roads	State Revenue Council Operational	S	M	
				A 2.5	Undertake environmental studies, surveys, complete detailed design and financial modelling for proposed road improvements. Construct new road accesses into Caloundra from the Arthur Street intersection (Third Avenue, Oval Avenue, Gosling Street, Omrah Avenue) and the Queen Street ramps (Ulm Street, Arthur Street intersection, Minchinton Street)	SCC - Infrastructure Services Department and Planning and Environment Department	Department of Transport and Main Roads	Council's Capital Works Program	S	M	
		A 2.6	Finalise and implement a Local Area Parking Plan for Caloundra, including the identification of future public car parking requirements	SCC – Planning and Environment Department	-	Council Operational Parking fund	S	M			
		S 2.3 S 2.4	Greening local streets Pedestrian and cycle links	A 2.7	Plan, design and construct a network of landscaped cycle and pedestrian links throughout Caloundra Centre. Develop a cycle and pedestrian “Bush to Beach” trail from Tooway Creek to Bulcock Beach. Consider bike hire facilities for the centre.	SCC – Infrastructure Services Department		Council's Capital Works Program	S	M	
S 3	CITY OF BEACHES	S 3.1 S 3.2	Beach presence and verdant landscape	A 3.1	Implement a branding strategy which builds on Caloundra as a “city of beaches”, a naturally beautiful place to live, work and visit.	SCC – Economic Development and Major Projects Department	Sunshine Coast Destination Ltd	To be determined	S		
				A 3.2	Develop gateway and signage treatments for Caloundra which reinforces the coastal location and directs visitors to Bulcock Street, activities and the waterfront	SCC – Infrastructure Services Department	CBD Taskforce	Council's Capital Works Program	S		
				A 3.3	Prepare a Public Realm and Streetscape plan and investigate options for the delivery of public realm outcomes in Caloundra Centre	SCC – Infrastructure Services Department		Council's Capital Works Program	S	M	
		S 3.3	Celebrate local history	A 3.4	Prepare Tree Management Programs for key view corridors, including Regent Street	SCC – Infrastructure Services Department		Council operational	S		
				A 3.5	Investigate and program for undergrounding powerlines in Regent Street to enhance views to the Glass House Mountains	SCC – Infrastructure Services Department		Council's Capital Works Program		M	
				A 3.6	Continue to develop a Smart Technology heritage walk which showcases local heritage and significant viewlines. Include the lighthouses, significant places, views, art work and other features in the public realm which tell the history of Caloundra	SCC – Community Services Department	Local heritage group CBD Taskforce	Council's Capital Works Program	S	M	
				A 3.7	Investigate the delivery of a local museum or display as part of a broader community use which has a unique focus to attract new visitors to Caloundra	SCC – Community Services Department	Local heritage group Private	To be determined	S	M	
S 4	DESTINATION CENTRE	S 4.1	Intensify centre activities	A 4.1	Incentivise development in Caloundra by considering the introduction of temporary infrastructure charging incentives	SCC – Planning and Environment Department	Unity Water	Unity Water	S		
				A 4.2	Encourage mixed use development including residential in and around Bulcock Street, Otranto Avenue and the new town square as the new heart of Caloundra	SCC – Planning and Environment Department	Private sector	Council Operational	S	M	



Priority Projects



CALOUNDRA CENTRE MASTER PLAN – ACTION PLAN

STRATEGIES		KEY INITIATIVES		ACTIONS		LEAD ROLE	PARTNERSHIPS	POTENTIAL FUNDING SOURCES (subject to further investigations)	TIMING		
No	Strategy	No	Initiative	No	Action				Short (0-5 years)	Medium (5-10 years)	Long (10+ years)
				A 4.3	Require development on transformative sites to provide exemplar mixed use development at an appropriate scale for the site and surrounding area.	SCC – Planning and Environment	Private sector	Council Operational	S	M	L
				A 4.4	Relocate the bus station from Cooma Terrace (to the Community and Creative Hub) and facilitate the redevelopment of this site for mixed use development	SCC – Economic Development and Major Projects Department	Private sector	To be determined		M	L
		S 4.2	Stronger water connections	A 4.5	Create a street park along Otranto Avenue creating a green link from Omrah Avenue to the waterfront and investigate opportunities to create an “Eat Street” precinct. Implement a priority streetscape renewal program in Tay Avenue, Minchinton Street and Knox Avenue to improve connections to waterfront. Complete the Coastal Pathway along Maloja Avenue	SCC – Infrastructure Services Department	Caloundra CBD Taskforce Private sector	Council’s Capital Works Program	S	M	
		S4.3	Enhance accessibility	A 4.6	Implement streetscape improvements to laneways, with priority given to Carter Lane and Lamkin Lane to enhance accessibility around the centre	SCC – Infrastructure Services Department	Private sector	Council’s Capital Works Program	S	M	
		S 4.4	Special place identity	A 4.7	Prepare and implement a Public Art Strategy targeting art works which showcase the special place identity of Caloundra	SCC – Community Services Department	Private sector	Council Budget Bid	S	M	
S 5	COMMUNITY AND CREATIVE HUB	S 5.1	New heart	A 5.1	Increase community and creative activities in and around Felicity Park to increase day and night time activity in the short term	SCC – Community Services Department	Caloundra CBD Taskforce	Council Operational & Budget Bid	S		
				A5.2	Complete detailed site planning for the Town Square Redevelopment (catalyst redevelopment project) and seek Expressions of Interest for redevelopment.	SCC – Economic Development and Major Projects Department	Private sector	Council Operational & Budget Bid	S	M	
				A 5.3	Prepare and implement a Facilities Development Plan for the Community and Creative Hub to deliver a new town square, library, art gallery, museum and other community facilities, transit centre and residential development	SCC – Community Services Department	The Events Centre Art gallery, Library, Community groups Private sector	Council Operations and Budget Bid	S	M	
		S 5.2 S 5.3 S 5.4	Renewal and redevelopment Integration and connection Subtropical character	A 5.4	Activate the ground floor of the council administration building. Continue to support the Events Centre including the development of a new entry to Bill Venardos Park. Revitalise Bill Venardos Park and Bicentennial Park as active urban parkland within the Community and Creative Hub	SCC – Infrastructure Services Department		To be investigated	S	M	
				A 5.5	Purchase strategic sites and develop them for community and accommodation purposes.	SCC – Economic Development and Major Projects Department	-	Council’s Capital Works Program	S	M	
				A 5.6	Encourage the redevelopment of the Kronks site for a mixed use development which complements the Community and Creative Hub	SCC – Planning and Environment Department	Private sector	Council Operational Private Funding	S	M	
				A 5.7	Develop new off street public car park/s in conjunction with the redevelopment of the Community and Creative Hub	SCC – Infrastructure Services Department	-	To be determined	S	M	
S 6	GATEWAY PRECINCT	S 6.1	Enhance street amenity	A 6.1	Prepare and implement a Streetscape Master Plan for Bowman Road to create an attractive entry boulevard and improve pedestrian connections	SCC – Infrastructure Services Department	-	Council’s Capital Works Program	S	M	
				A 6.2	Work with Queensland Health to identify opportunities to attract health related businesses	SCC – Economic Development and Major Projects Department	Caloundra CBD Taskforce Private sector	Council Operational Private Funding	S	M	
		S 6.3	Destination Centre gateway	A 6.3	Prepare a new intersection design for the Bulcock Street intersection and seek approval from DTMR and DNRM. Once approved, construct the new Bulcock Street intersection and associated streetworks, art work and gateway treatments	SCC – Planning and Environment Department, Infrastructure Services Department	Department of Transport and Main Roads Department of Natural Resources and Mining	State Funding Council Budget Bid	S	M	
				A 6.4	Facilitate the redevelopment of transformative sites at this intersection to provide a gateway to Bulcock Street	SCC – Planning and Environment Department	Private sector	Private		M	L
S 7	CENTRAL PARK URBAN VILLAGE	S 7.1	Housing renewal	A 7.1	Prepare development plans for council owned / controlled sites in this precinct. Facilitate the redevelopment of these sites for mixed use, community and accommodation with close interaction with Central Park and the Golf Club	SCC – Planning and Environment Department	Community Groups Private sector	Council Budget Bid		M	L
				A 7.2	Encourage the redevelopment of sites in Central Park Urban Village for residential and mixed use community activities which achieve high quality built form outcomes and respect the amenity of adjoining residential development.	SCC – Planning and Environment Department	Private sector Community Groups	Council Operational Private Funding		M	L
		S 7.2	Park interactivity	A 7.3	Continue to implement the Central Park Master Plan to improve urban function, connectivity and interaction with surrounding areas.	SCC – Community Services Department	-	Council Budget Bid	S		
		S 7.3	Leverage key attractors	A 7.4	Work with the RSL to identify opportunities for further retirement living in conjunction with the RSL	SCC – Planning and Environment Department	Returned Services League Private sector	Council Operational		M	L
		S 7.4	Local connectivity	A 7.5	Improve cycle and pedestrian connections across Bowman Road to improve connectivity to Bulcock Street and Bulcock Beach.	SCC – Infrastructure Services Department	-	Council’s Capital Works Program		M	



Priority Projects



## 7 Conclusions and Key Recommendations

Caloundra Centre is known for its great natural beauty, coastal character and relaxed lifestyle. Caloundra is a Major Regional Activity Centre servicing the southern coastal area of the Sunshine Coast.

Caloundra is well positioned with access to other businesses and employment centres including the Sunshine Coast Public University Hospital, Maroochydore City Centre and the University of the Sunshine Coast. The nearby Caloundra Aerodrome, Sunshine Coast Industrial Park and other industrial precincts provide opportunities for aviation and industrial activities.

Within the centre, Bulcock Street and Bulcock Beach offer retail, tourism, creative and entertainment activities. Other business and employment activities include the Caloundra Hospital, Central Park, Reserve 1000, schools and community facilities.

However, Caloundra faces a number of challenges. The centre lacks a breadth of business and employment opportunities, resulting in a narrow economic base. The demographic profile is also narrow with a significant proportion of the population aged over 65 years. Access into Caloundra could be improved to relieve congestion on Bowman Road and difficulties with wayfinding to Bulcock Street and Bulcock Beach. In addition, Caloundra's urban structure is fragmented adding to a lack of connectivity.

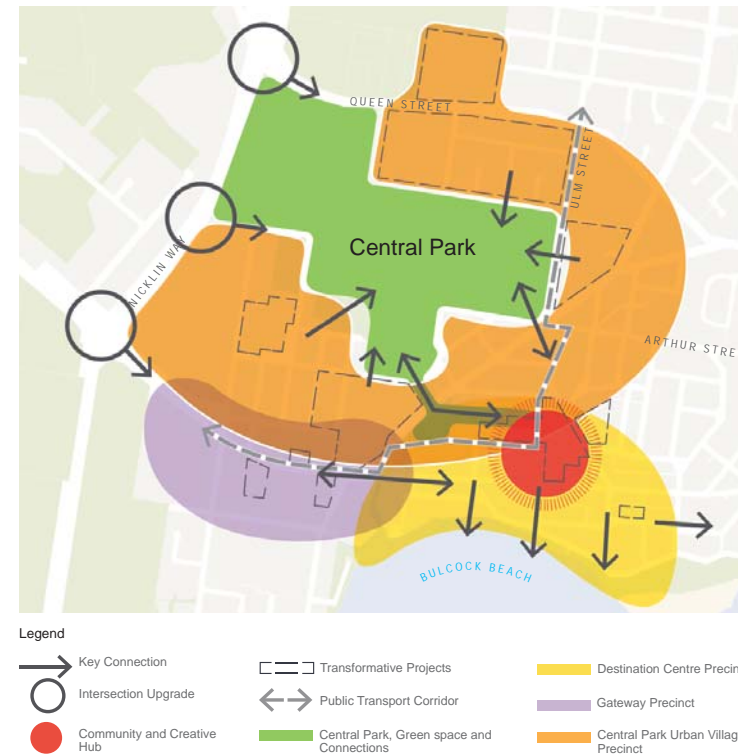
Council is currently making a significant investment in streetscape upgrades and Smart City technology. This investment as well as Caloundra's natural beauty, wealth of community facilities and sports activities create a strong framework for economic growth. These strengths can provide a focus for new residential growth and business development to activate the centre. In particular, council owned land and facilities within the centre provide a significant opportunity for catalyst redevelopment. New transport improvements including priority transit (light rail), new road entries from the Nicklin Way, and new carparking facilities will also provide opportunities for renewal.

The master plan identifies a vision for Caloundra Centre as well as a guide to the future revitalisation and redevelopment of Caloundra. The vision recognises Caloundra's natural beauty and its opportunities for growth. Caloundra offers significant opportunities for redevelopment with mixed use development in and around Bulcock Street and renewed housing areas focused around Central Park. In particular, the Community and Creative Hub will provide opportunities for catalyst redevelopment in the heart of Caloundra.

To achieve the vision, the master plan intends to provide capacity within Caloundra Centre for approximately 10,500 jobs, 7,800 dwellings and 14,500 people by 2041.

The vision is intended to be implemented through a New Urban Structure which envisages four interconnected precincts – Destination Centre, Community and Creative Hub, Gateway Precinct and Central Park Urban Village as indicated in **Map 20: New Urban Structure**.

Map 20: New Urban Structure



The master plan identifies a range of strategies as follows:

- 1 Regional Role** - reinforce Caloundra's role as a Major Regional Activity Centre by strengthening existing businesses, building on nearby activities to attract new businesses in the business, health, education, tourism, sport and aviation sectors and improving connections to other centres.
- 2 Community Connections** - capitalise on the proposed priority transit system to renew Caloundra with transit oriented development around the corridor, create a new, centrally located transit station, provide a local people mover around the centre, improve road access into Caloundra, provide opportunities for new public carparks in central locations, develop an attractive walking and cycle network and facilities.
- 3 City of Beaches** - embed the colours and textures of the beach into the built form and streetscapes, showcase the spectacular views to the water and to the Glass House Mountains and celebrate the local history of Caloundra.

The precinct based initiatives include:

- 4 Destination Centre** - encourage the intensification of mixed use development in the centre to diversify the offer and create vitality both during the day and at night, connect Bulcock Street to the waterfront with active and attractive streetscapes, improve connections between Bulcock Street and the surrounding areas and embed the "City of Beaches" identity in the public realm and built form.
- 5 Community and Creative Hub** - identify a catalyst redevelopment opportunity for significant mixed use development

focussed around a new town square, develop a new library / art gallery, continue to renew The Events Centre and other facilities, connect facilities with Bulcock Street and Bulcock Beach and embed sustainability and subtropical landscape qualities into the design.

- 6 Gateway Precinct** - improve the built form and streetscape quality of Bowman Road, encourage new development or redevelopment of business and employment, strengthen links to the Caloundra Aerodrome and industrial estates and create an attractive gateway into Bulcock Street.
- 7 Central Park Urban Village** - create a new medium density housing precinct focussed around Central Park and adjoining parkland, education and transport facilities, integrate the park into the urban village, build on the strengths of the existing facilities and connect housing to sports facilities, schools, other community facilities, business and employment areas via shady, green streets and pathways.

To implement the vision and strategies, the master plan is accompanied by an action plan which details a range of implementation measures. It is recognised that a detailed staged development and delivery plan, including funding opportunities/strategies will be required to implement the actions.

The implementation of the action plan will require a shared commitment from a range of stakeholders including government, the Caloundra CBD Taskforce, the private sector, business and community groups.

To kick start the implementation of the actions, **five priority projects** have been identified as catalyst projects for the revitalisation of Caloundra Centre as outlined below. These projects will provide the framework for change in the short term which will be strengthened through all of the other actions identified in the action plan.

A commitment to these priority projects, in conjunction with the full set of actions in the action plan will create a strong framework for the revitalisation of Caloundra Centre as a beautiful and vibrant centre.

### Caloundra Centre's Top 5 Priority Projects

- 1. Town Square redevelopment** – redevelop council owned sites to create a new town square, community facilities and mixed use development which showcase sustainability and subtropical design as a new heart for Caloundra. Link these facilities to Bulcock Street to strengthen the centre
- 2. Road Improvements** – seek the State government's commitment to construct the Arthur Street intersection and the Queen Street ramps to improve access into Caloundra
- 3. New gateway** – reconstruct the Bowman Road/Bulcock Street intersection to create a new gateway into Bulcock Street, include new gateway treatments and encourage gateway redevelopment
- 4. Bulcock Street** – incentivise mixed use redevelopment around Bulcock Street with a particular focus on increasing residential development, attract new high standard hotels and vertical retirement facilities to the centre
- 5. Otranto Avenue** – redevelop Otranto Avenue as a street park linking the new town square, Bulcock Street and Bulcock Beach as a focus for businesses, cafes, events and activities