GREATER AIRLIE BEACH MASTERPLAN 2022





INTRODUCTION

The Greater Airlie Beach Masterplan aims to enhance liveability, health, wellbeing, town beautification and small business success in Airlie Beach and surrounds. The following strategic objectives highlight our vision for the Masterplan:

- To enhance the tourism experience and promote the area as an internationally recognised tourism destination;
- To promote art and culture; and
- To support community open space investment, which benefit visitors and the local community.

Many of the projects and timings within this Masterplan are subject to more detailed investigations. If the investigation does not identify a positive and cost-effective way forward, Council will receive a recommendation to cease further action on the project.

Cost effectiveness will include consideration of community benefits weighed alongside establishment and long-term maintenance, capital and operational costs.

We invite you to read on and discover the projects that will be investigated or delivered in the coming years, to enhance community wellbeing and create new opportunities for Airlie Beach and surrounds.

VERSION DRAFT 1.6: Approved SN 08/10/2021 VERSION 2: Approved SN 22/04/2022



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### GREATER AIRLIE BEACH MASTERPLAN

# A MESSAGE FROM YOUR MAYOR



Airlie Beach is the heart of adventure and nature discovery in the Whitsunday Region, as the gateway to the Whitsunday Islands.

Vibrant town centres in Airlie Beach and Cannonvale celebrate our art and culture, and support our diverse communities. Recently, Whitsunday Regional Council have invested in significant improvements to our public spaces, foreshores and parklands. With the iconic Heart Reef and Whitehaven Beach on our doorstep, opportunities are endless to continue growing as a key small-town destination on the Queensland coast.

This Masterplan will guide a wholistic direction for Greater Airlie Beach, with several key projects to boost liveability for our residents and enhance the experiences of our visitors. It outlines a framework and vision for the area over the next few years, while also protecting our core values.

To support our residents we are investing in improving our pedestrian connections, main street façades, parks and sporting facilities. We are proposing a new fishing jetty at Cannonvale and new civic infrastructure, which will promote community connection.

To support our tourism industry, which employs many of our residents, we are investing in new tourism signage, advocating for mountain bike trails, attracting events to our Airlie Beach foreshore and defining our character through public art and placemaking.

I welcome your comments and feedback on these exciting projects and our vision for Greater Airlie Beach.

Regards, Andrew Willcox Mayor Whitsunday Regional Council





# LIGHTING, PLACEMAKING AND LANDSCAPING

### Overview

Lighting, placemaking and landscaping are key elements that contribute to a vibrant town centre and nightlife. These initiatives would consider the unique character of the town's history, cultural heritage, wildlife, tropical climate and visitor experience. Initiatives such as atmospheric lighting of picnic areas, public art and creative seating in foreshore areas will increase foot traffic in the evenings, encouraging vibrant night dining precints and public spaces for visitors and residents. Landscaping with endemic shade trees and plantings that attract unique native wildlife will further cultivate the tropical sense of place.

### Timing: 2023 (Stage 1)

EST. COST (COUNCIL/GRANT \$): \$20,000 (Stage 1) STATUS: Planning **PROJECT CHAMPION: Development Services** 

#### Implementation

Proposed actions will be conceptually designed in Stage 1 in collaboration with local artists, community groups and Traditional Owners, before undergoing detailed design and costing in Stage 2. Investigations will inform best practice design for wildlife sensitive lighting. Each action will be implemented in stages over the next 5 years.

Table 1: Lighting and placemaking strategy costings

| STAGE   | DESCRIPTION                                                                   | COST                                        | TIMING |
|---------|-------------------------------------------------------------------------------|---------------------------------------------|--------|
| Stage 1 | Lighting and<br>Placemaking<br>Strategy Concept<br>design and<br>consultation | \$20,000                                    | 2023   |
| Stage 2 | Detailed design & grant applications                                          | TBD                                         | 2024   |
| Stage 3 | Construction                                                                  | Subject to Stage<br>2 and grant<br>funding. |        |

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# SHUTE HARBOUR STAGE 2

#### Overview

The Whitsunday Region has one of the highest rates of boat registrations in Queensland, as a result of access to pristine islands, resorts, fringing reef, fishing grounds and the worldrenowned Great Barrier Reef.

The project will deliver additional port based facilties required to service the Whitsunday marine and tourism industries. The proposed Stage 2 redevelopment is to fill and reclaim the embayment west of Shute Harbour to develop additional marine and industrial opportunities. The proposal will support the region's growing population and lifestyle into the future.

| EST. COST (GRANT \$):    | \$1,000,000 (Investigation) |
|--------------------------|-----------------------------|
| STATUS:                  | Planning                    |
| <b>PROJECT CHAMPION:</b> | Office of Mayor & CEO       |
|                          |                             |





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### GREATER AIRLIE BEACH MASTERPLAN

### Implementation

Council will liase with the Queensland Department of Transport & Main Roads, boating groups, environmental groups and the community to investigate potential for expanded opportunities at Shute Harbour within a Feasibility and Environmental Impact Assessment.

Investigations will identify costs, planning, environmental and engineering requirements to support the options at Shute Harbour.

Timing: 2022 - 2024 (Investigation)

The restored Shute Harbour Marine Terminal will reopen by the end of 2021 after a complete rebuild of the seawall, terminal, pontoons and carpark, under the Natural Disaster Relief and Recovery Arrangements (NDRRA).



## **MOUNTAIN BIKE TRAILS**

### **Overview**

Mountain bike trails are growing in popularity around the world, with other tourism destinations in Australia receiving tens of thousands of visitors, and millions of dollars, every year from visiting bike riders. Mountain bike trails are also a key land-based tourism activity, providing tourists an option for nonwater based activities. Airlie Beach is a prime location to take the opportunity to create world class trails, with its proximity to major airports, favourable climate, coastal location and views, excellent topography, suitable soil type and excellent proximity to urban infrastructure.

#### Implementation

Council will act as faciltiators in the development of the proposed trails, working in conjunction with Department of Environment and Science, local mountain bike enthusiasts and prospective investors to determine suitable operational and environmental management models. Proposed trails may involve a staged development, pending funding from State Government grants and investment from private enterprise.

| EST. COST (GRANT \$): | N/A                  |
|-----------------------|----------------------|
| STATUS:               | Advocating           |
| PROJECT CHAMPION:     | Economic Development |

**ADVOCATE** 

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Stage 1 of the project includes around 50km of new mountain bike trails located in the Conway National Park near Airlie Beach, which may benefit local mountain bike focused ecotourism businesses, local riders, attract vistors and attract major events which will have flow on benefits to the town. During the Airlie Beach Mountain Bike Trails consultation occuring in February 2021, Council received 335 submissions in support of the proposal.

Timing: Ongoing advocacy

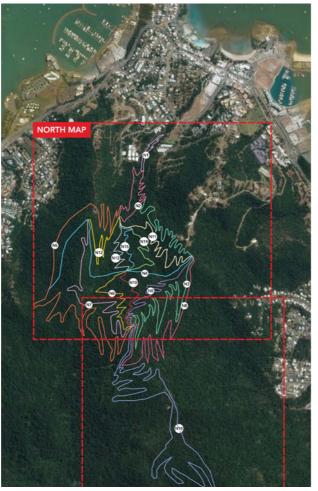


Figure 3: Mountain Bike Trails concept design.

PAGE

# FACADE IMPROVEMENT POLICY

#### Overview

The Façade Improvement Policy was The Façade Improvement Policy offers property owners in the Airlie Beach Main Street an implemented by Council in 2019 to build upon economic incentive to improve the aesthetics recent investments in town centres across the of their shop front. The Program requires an Region. Improvements to building façades help investment from the shop owner which may be reinvigorate the town and provides an incentive matched by Council and involves anything from to fill empty shop fronts in the main street. a new coat of paint, murals, lighting or façade Subject to available budget, Council will improvements.

Timing: Ongoing

| EST. COST (COUNCIL \$): \$50,000       |
|----------------------------------------|
| STATUS: Ongoing                        |
| PROJECT CHAMPION: Development Services |



Figure 4 : Facade improvement strategy on offer in Airlie Beach

### Implementation

contribute up to 50% of the works for each shop front to a maximum value, depending on the length of the shopfront:

- 12m long or less, a maximum of \$3,000 is to be contributed; or
- Over 12m long, a maximum of \$5,000 is to be contributed.



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## **TOURISM SIGNAGE**

### **Overview**

The proposed signs will include both 'wayfinding' and 'interpretive' signage, which adds to the enjoyment of a place. Wayfinding signs directs and guides users to their needs, and interpretive signage connects them to the area's local culture. Interpretive signage themes will highlight heritage, wildlife education and important habitat linkages between the Airlie Beach Foreshore and the Cannonvale Foreshore, as shown in Figure 6.

Consistently themed wayfinding signs are required throughout Airlie Beach at key points, to assist visitors not familiar to the town to find attractions, amenities and transport. Wayfinding signs often include central information maps, detailing key attractions, universal symbols, amenities and plazas, as shown in Figure 5.

### Timing: 2023 - 2024 (Stage 1)

| EST. COST (GRANT/COUNCIL \$): | \$20,000 (Stage 1) |
|-------------------------------|--------------------|
| STATUS:                       | Planning           |
| PROJECT CHAMPION:             | Various            |
|                               |                    |

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Signage themes and design

visitors with the latest news.

annual budgets.

will be consistent with signs created in the Airlie Foreshore Revitalisation in 2019. Stage 1 of

enhanced via the creation of interpretive videos,

this project that will also identify old signage

connections to public consultation or Council

news update videos, to provide residents and

QR codes located on the signage, which can connect users to further information and video

Detailed Design can be completed inhouse with

Government Grants or Council funding in future

implementation of the project through State

This video content could be accessed via

content via their personal devices.

for renewal. Some signage may be further

Implementation

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Table 2: Description of works, costings and timings for signage upgrades.

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| STAGE                                                                                         | DESCRIPTION                                                                                                                                                                                             | COST                         | TIMING                                 |
|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|----------------------------------------|
| Stage 1<br>(Project champion<br>- Strategic<br>Planning &<br>Communications<br>and Marketing) | <ul> <li>Audit existing signage;</li> <li>Define interpretive signage locations<br/>and themes;</li> <li>Define wayfinding signage; and</li> <li>Concept design and public<br/>consultation.</li> </ul> | \$20,000                     | 2023                                   |
| Stage 2<br>(Project champion<br>- Strategic<br>Planning &<br>Infrastructure<br>Services)      | - Detailed design and costing, including<br>updating existing or aged signage<br>themes.                                                                                                                | TBD                          | 2023 - 2024<br>(Subject to<br>Stage 1) |
| Stage 3<br>(Project champion<br>- Infrastructure<br>Services)                                 | Grant applications and construction                                                                                                                                                                     | Subject to S<br>grant fundin | •                                      |

### **GREATER AIRLIE BEACH MASTERPLAN**



Major interpretive signage station examples



Figure 5: Examples of locations and themes of interpretive signage in Airlie Beach.



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Figure 6: Examples of wayfrinding signs and central information maps to aid wayfinding.

Interpretive signage example

### GREATER AIRLIE BEACH MASTERPLAN



### **CANNONVALE LAKES PARK**

### Overview

The Cannonvale Lakes Park on Parker Road is undergoing significant upgrades. Since 2017, Council have installed new playgrounds, shade sails, BBQs, seating,footpaths, a carpark, toilet block, half-basketball court and an upgraded timber boardwalk.

Current and future works include extra footpaths, solar lighting, more seating, shelters and drinking fountains, educational signage with a focus on wildlife, revegetation and bridges that connect eastern residential areas.

#### Implementation

The Cannonvale Lakes Park upgrades will be completed under Works for Queensland funding. Revegetation projects in collaboration with Landcare will be conducted in stages with funding sourced from Government grants.

The Great Barrier Reef Foundation, Local Marine Advisory Committee, Whitsunday Landcare, Traditional Owner Reference Group, Reef Catchments and Whitsunday Regional Council recently collaborated to revegetate at nearby Twin Creek.

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Council will continue to improve the connections between Cannonvale Lakes Park and surrounding parkland areas, as shown on Figure 7. Additional revegetation projects will be staged over the coming years in the nearby drainage paths, to reduce maintenance, keep urban areas cooler and encourage greater biodiversity. Fire breaks will remain to protect private properties.

Timing: 2021 - 2022 Cannonvale Lakes Park 2021 to 2025 - Surrounding Parks

| \$3,200,000 (Lakes Park)       |
|--------------------------------|
| \$295, 825 (Surrounding parks) |
| \$101,700 (Re-vegetation)      |
| Commenced                      |
| Infrastructure Services        |
|                                |

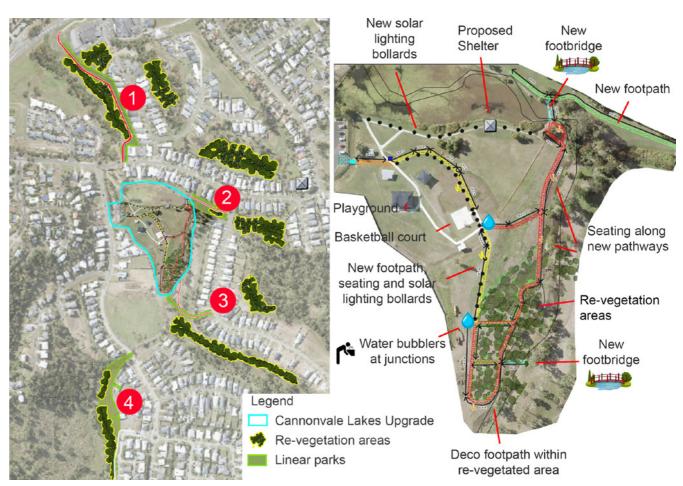


Figure 7: Examples of signage and central information maps to aid wayfinding.

Table 3: Description of works, costings and timing at Cannonvale Lakes parks.

| ITEM                | DESCRIPTION                                                                                                                                                                                                                                                                       | COST                                                                                                                           | TIMING                                          |
|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|
| Cannonvale<br>Lakes | <ul> <li>Upgrade park with new playground equipment, revegetation, decking, ampitheatre and pathways.</li> <li>Includes new footpaths in linear park 2 and 3.</li> </ul>                                                                                                          | \$3,200,000                                                                                                                    | 2021 - 2022                                     |
| Park 1              | <ul> <li>Complete final 50m of footpath to Reef Gateway complex and enhance lighting along entire Waite Creek linear pak foopath; and</li> <li>Revegetate behind Waite Creek Court (2.03ha) and Abell Road (1.21ha); and</li> <li>Installation of recycled water pipe.</li> </ul> | \$22,500 for pathway<br>\$37,500 for lighting<br>\$117,500 Re-veg<br>establishment cost<br>\$50,900 1 year<br>maintenance cost | 2023<br>(Subject<br>to grant<br>funding)        |
| Park 2              | <ul> <li>Revegetate creek line behind Twin Creek Court<br/>and Trader Crescent (7,000m<sup>2</sup>); and</li> <li>Twin Creek Court revegetation is complete.</li> </ul>                                                                                                           | \$25,460 Re-veg<br>establishment cost<br>\$11,030 1 year<br>maintenance cost                                                   | 2021 - 2023<br>(Subject<br>to grant<br>funding) |
| Park 3              | <ul> <li>Revegetate (1.78ha) and create new pedestrian<br/>connection and creek bridge connecting to park.</li> </ul>                                                                                                                                                             | \$64,515 Re-veg<br>establishment cost<br>\$27,940<br>1 year maintenance cost                                                   | 2022 - 2024<br>(Subject<br>to grant<br>funding) |
| Park 4              | Remove weed infestation from creek line and revegetate (7,822m <sup>2</sup> ) to reduce area to be slashed.                                                                                                                                                                       | \$28,350 Re-veg<br>establishment cost<br>\$12,280<br>1 year maintenance cost                                                   | 2023 - 2025<br>(Subject<br>to grant<br>funding) |

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### **GREATER AIRLIE BEACH MASTERPLAN**

### SHARED PATHWAYS & CROSSINGS

### **Overview**

There is a need to improve pedestrian crossing and connections throughout Airlie Beach, and to surrounding destinations such as Coral Sea Marina and Whitsunday Sportspark. This project seeks to investigate pedestrian priority in the Main Street, safe crossings, support of cycle/e-scooter transit and improved

connections along Shute Harbour Road.

#### Implementation

Council will liase with the Queensland Department of Transport & Main Roads and the community, during the development of concept designs for crossings and shared pedestrian/ cycle movement in Airlie Beach. Grant assistance may also be sought.

| EST. COST (COUNCIL \$): | \$25,000 (Stage 1) |
|-------------------------|--------------------|
| STATUS:                 | Planning           |
| PROJECT CHAMPION:       | Various            |
|                         |                    |

Timing: 2023 (Stage 1)

Table 4: Proposed staged delivery, costing and timing of actions.

| STAGE                      | DESCRIPTION                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | COST                   | TIMING         |
|----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|----------------|
| Stage 1 -<br>Investigation | <ol> <li>Investigate Main Street pedestrian movement and signage<br/>to encourage through-traffic to utilise Waterson Way;</li> <li>Investigate alignment and line marking of shared path<br/>through the Foreshore to reduce pedestrian and cycle<br/>conflicts;</li> <li>Investigate access to Coral Sea Marina and Mazlin Street,<br/>from Airlie Beach entrance statement; and</li> <li>Investigate boardwalk or improved pathway safety to<br/>Whitsunday Sportspark.</li> </ol> | \$25,000               | 2023           |
| Stage 2 - Design           | <ol> <li>Assess suitable solutions, consult stakeholders and<br/>undertake detailed design.</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                | TBD                    | 2023 -<br>2024 |
| Stage 3 -<br>Construct     | 1. Acquire grant funding as necessary and construct proposals.                                                                                                                                                                                                                                                                                                                                                                                                                        | Subject to and grant f | •              |

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Figure 8: Areas for investigation within Stage 1 of action.

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# **CANNONVALE FISHING JETTY**

#### Overview

The existing fishing jetty at Shute Harbour is popular with locals and tourists as it provides excellent opportunity to fish for a variety of species, without needing a boat. However, it is not easily accessible from Airlie Beach without a vehicle.

The proposed Cannonvale fishing jetty would provide a strong benefit to tourism as it is easily accessible via the existing pedestrian and cycle network from Cannonvale and Airlie Beach, and has sufficient parking nearby. The depth of water at the end of the proposed jetty will be approximately 0.5m at Lowest Astronomical Tide (-2.4m AHD), allowing for fishing opportunity at all times and tides. The jetty would be designed to be approximately 45m long and 3m wide.

Timing: 2023 - 2024 (subject to funding)



### Implementation

The new jetty will be placed next to the footings of the old Cannonvale jetty which was damaged by cyclones in the late 1950's. The concept image below shows how interpretive signs with historic images of the old structure could be incorporated, further adding to the tourist appeal. Fishing pollution will be mitigated through educational signage and toe rail mesh barriers to catch waste. With current technologies and design standards it is possible to construct a jetty that can withstand cyclonic events and provide an easy to maintain asset for Council. Council would require grant funding to complete this project.

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| EST. COST (GRANT \$): | \$2,000,000             |
|-----------------------|-------------------------|
| STATUS:               | Planning                |
| PROJECT CHAMPION:     | Infrastructure Services |



### **GREEN ENTRANCE GATEWAY**

#### **Overview**

Cannon Valley is expected to have the most residential growth in the Whitsunday Region in the future. This project proposes to plant significant long-living trees along Shute Harbour Road at the entrance to the town, creating an 'Avenue of Honour' boulevard.

Presently, 597 Avenues of Honour have been created throughout Australia, as living memorials to those who lost their lives during wars. These boulevards serve as important reminders of the sacrifice made by Australians, and the importance of peace.

### Implementation

Stage 1 of the project will involve the development of a recycled water network in Cannonvale to maintain the green boulevard.

Stage 2 will involve developing a detailed design and staged delivery plan over the next decade.

Council would seek to collaborate with the local RSL for the Avenue of Honour, the Queensland Department of Transport & Main Roads and Ergon Electricity to develop the design.

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| EST. COST (COUNCIL/GRAN | T \$): \$10,000 (Stage 1) |
|-------------------------|---------------------------|
| STATUS:                 | Planning                  |
| PROJECT CHAMPION:       | /arious                   |
|                         |                           |

Table 5: Proposed delivery of recycled water and green boulevard, Shute Harbour Road.

Timing: 2023 - 2024 (Stage 1)



Figure 10: Boulevard at Kings Park, Perth.

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| STAGE                                                                                  | DESCRIPTION                                                                                                                                                                                                                                                                                                                                                                                           | COST                                     | TIMING         |
|----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|----------------|
| Stage 1<br>Project<br>Champion:<br>Development<br>Services &<br>Whitsunday<br>Water    | <ul> <li>Liase with Department of Transport<br/>and Main Roads and Ergon to identify<br/>constraints and tree planting locations;</li> <li>Investigate partnership with 'Avenue of<br/>Honour', in collaboration with local RSL;</li> <li>Develop concept plan to inform whole of<br/>life landscaping costs and recycled water<br/>infrastructure costs alongside Shute<br/>Harbour Road.</li> </ul> | \$10,000                                 | 2023 -<br>2024 |
| Stage 2<br>Project<br>Champion:<br>Development<br>Services &<br>Whitsunday<br>Water    | <ul> <li>Undertake detailed design and develop<br/>staging plan for incrementally developing<br/>green entrance gateway.</li> </ul>                                                                                                                                                                                                                                                                   | TBD                                      | 2023 -<br>2025 |
| Stage 2<br>Project<br>Champion:<br>Infrastructure<br>Services &<br>Whitsunday<br>Water | <ul> <li>Install recycled water network;</li> <li>Select signature trees and landscaping to<br/>form the basis of the boulevard and infill<br/>landscaped gardens between existing<br/>gardens on Shute Harbour Road.</li> </ul>                                                                                                                                                                      | Subject to Stage 1<br>and grant funding. |                |
|                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                       |                                          |                |

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# **CULTURAL & CIVIC HUB**

### Overview

As the area is the fastest growing township in the Whitsunday Region, it is proposed to investigate a future Cultural and Civic Hub in Cannonvale. The facility would accommodate a library, customer service centre and include facilities to function as a local disaster resilience centre, as required.

The art gallery, library and customer service centre will most likely be located in the same place, albeit the local disaster resilience centre and associated place of refuge or shelter may not be in the same location. Stage 1 of the project will investigate locations and desired function to service the community during a disaster event.

Table 6: Proposed stages to deliver the Cultural and Civic Hub

| STAGE                                                                                  | DESCRIPTION                                                                                                                                                                                                                   | COST                          | TIMING                                 |
|----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|----------------------------------------|
| Stage 1 - Land<br>suitability<br>assessment<br>Project Champion:<br>Corporate Services | <ul> <li>Identify suitable available land to acccommodate<br/>the proposed uses;</li> <li>Commence preliminary discussions with land<br/>holders to short-list preferred site;</li> <li>Preliminary concept design</li> </ul> | \$45,000                      | 2022                                   |
| Stage 2 - Land<br>acquisition and<br>concept design<br>Project Champion:<br>Various    | <ul> <li>Acquire land; and</li> <li>Refine a concept design to inform costings and future grant applications.</li> </ul>                                                                                                      | TBD                           | 2022 - 2024<br>(Subject to<br>Stage 1) |
| Stage 3 - Construct<br>Project Champion:<br>Infrastructure<br>Services                 | Acquire grant funding to undertake detailed design<br>and construct proposal.                                                                                                                                                 | Subject to S<br>grant funding | •                                      |

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### Implementation

Council will investigate suitable land to accommodate the proposed hub, in an area central to existing and future residential growth.

Following this investigation, Council will seek to secure land and develop concept designs for the vision and function of the community hub. Council will seek grant funding to undertake detailed design and construct the hub.

Timing: 2022 - 2024 (Stage 1 & 2)

| EST. COST (GRANT \$): | \$45,000 (Stage 1) |
|-----------------------|--------------------|
| STATUS:               | Commenced          |
| PROJECT CHAMPION:     | Various            |
|                       |                    |

### **GREATER AIRLIE BEACH MASTERPLAN**



# **EVENT SPACES & OUTDOOR CINEMA**

#### Overview

Events are part of Airlie Beach's culture, and providing suitable spaces to attract and operate high quality events is a priority. Currently, Airlie Beach hosts regular markets on the foreshore and a wide range of events.

The recent Airlie Beach Foreshore Revitalisation Project significantly enhanced the Foreshore parkland, created an ampitheatre and enhanced sound stage for day and night events. To build upon this investment, several target areas are proposed to be investigated to cater for new and existing events.

Proposed upgrades include enhancements to the Central Lagoon Car Park, installation of the new foreshore outdoor cinema screen and creation of hardstand area for food vans to complement existing or future events.

### Implementation

The new outdoor cinema screen will be completed under Works for Queensland Funding in 2021. The proposed hardstand area in the Foreshore for food vans is subject to detailed design, costing and funding.

Investigations into enhancements of the Central Lagoon Carpark event space will occur over two stages as shown by Table 7 below. Proposed actions and investigations will be subject to grant funding.

Timing: 2023 (Foreshore Cinema Screen)

| EST. COST (COUNCIL/GF | RANT \$): \$5,000 (Stage 1) |  |
|-----------------------|-----------------------------|--|
| STATUS: Planning      |                             |  |
| PROJECT CHAMPION:     | Infrastructure Services     |  |

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Table 7: Proposed staged delivery of enhancements to the Central Lagoon Carpark event space.

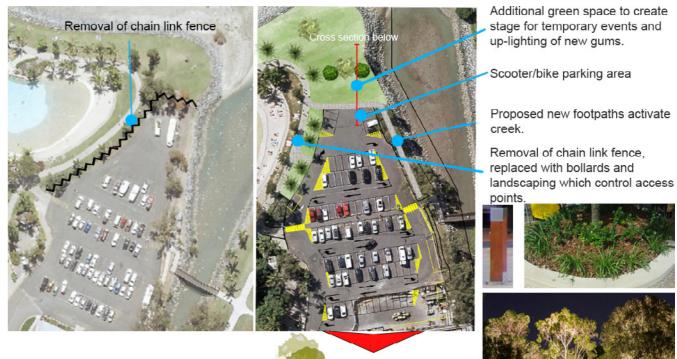
| STAGE                                                | DESCRIPTION                                                                                                                                                                                                           | COST                    | TIMING         |
|------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|----------------|
| Stage 1 - Central<br>Lagoon carpark<br>investigation | <ul> <li>Investigate Central Lagoon car park upgrades, to remove<br/>unnecessary fencing, improve line marking, formalise a stage,<br/>enhance landscaping and create vibrant lighting (see Figure<br/>11)</li> </ul> | \$5,000                 | 2023           |
| Stage 2 -<br>Detailed design                         | <ul> <li>Assess suitable solutions, consult stakeholders and<br/>undertake detailed design for Central Lagoon car park event<br/>space.</li> </ul>                                                                    | TBD                     | 2023 -<br>2024 |
| Stage 3 -<br>Construct                               | • Acquire grant funding as necessary and construct proposals.                                                                                                                                                         | Subject to<br>and grant |                |

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ACTION





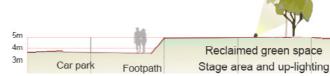


Figure 12: Proposed landscaping, lighting and stage upgrades within the Central Lagoon car park.

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Figure 11: Proposed outdoor cinema screen to be located within the Airlie Beach Foreshore, near the Sailing Club.

Lagoon Foreshore





## **INFORMAL SPORT FACILITIES**

### Overview

Sport and recreation brings communities together and provides a way for visitors to connect, making their stay more enjoyable.

The Airlie Beach population is predominately young (42% aged 18-34) and the town attracts young visitors from all over the world. This project will help develop social connections and improve the destination experience for visitors, by identifying a suitable space for recreational sporting infrastructure, such as a skatepark, basketball court or volleyball nets.

The nearest infrastructure at the Cannonvale Botanic Gardens or the Whitsunday Sportpark is over 1.5km from the tourist hub, which doesn't cater for visitors or the informal sporting needs of young people who live in Airlie Beach.

Table 8: Staged investigation into sport and recreation infrastructure in Airlie Beach.

| STAGE                                                      | DESCRIPTION                                                                                                                  | COST                        | TIMING         |
|------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|-----------------------------|----------------|
| Stage 1<br>Project Champion:<br>Infrastructure Services    | Identify suitable sites for sporting infrastructure<br>within Airlie Beach and develop concept design<br>to inform costings. | \$5,000                     | 2022 -<br>2023 |
| Stage 2<br>Project Champion:<br>Communications & Marketing | Undertake community consultation on proposal.                                                                                | Nil                         | 2023           |
| Stage 3<br>Project Champion:<br>Infrastructure Services    | Acquire grant funding to construct.                                                                                          | Subject to St grant funding | •              |

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ACTION

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Figure 13: Examples of other sporting infrastructure that may support events and informal recreation in Airlie Beach.

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### Implementation

Council will investigate potential locations for a variety of sporting infrastructure, ranging from volleyball net supports to hard infrastructure, such as basketball courts or a skatepark. In shortlising potential locations and costs, Council will work with the community, prior to seeking grant approval to undertake the works.

Timing: 2022 - 2025 (subject to funding)

| EST. COST (COUNCIL/GRANT \$): \$5,000 (Stage 1) |   |
|-------------------------------------------------|---|
| STATUS: Planning                                | _ |
| PROJECT CHAMPION: Various                       | _ |

## **OVERVIEW**

This Masterplan establishes a strong vision for Airlie Beach and surrounds, to enhance destination appeal, art, culture, economic opportunity and liveability into the future.

Each of these actions aims to build upon recent investments in the town, such as the Airlie Beach Foreshore Revitalisation, to

Table 9: Summary of Masterplan Actions.

|    | PROJECT                                  | COST                                                                   | ESTIMATED TIMING                            |
|----|------------------------------------------|------------------------------------------------------------------------|---------------------------------------------|
| 1  | Lighting, Placemaking and<br>Landscaping | \$20,000                                                               | 2023 (Stage 1 - Investigation)              |
| 2  | Shute Harbour Stage 2                    | \$1,000,000                                                            | 2022 - 2024 (Investigation)                 |
| 3  | Mountain Bike Tracks                     | \$0                                                                    | Ongoing                                     |
| 4  | Façade Improvement Policy                | \$50,000                                                               | Ongoing                                     |
| 5  | Tourism Signage                          | \$20,000                                                               | 2023 - 2024 (Stage 1 - Investigation)       |
| 6  | Cannonvale Lakes Park                    | \$3,200,000*<br>\$295,825<br>\$101,700 (1 year re-<br>veg maintenance) | 2022<br>2023 - 2025 (Stage 2 re-vegetation) |
| 7  | Shared Pathways and<br>Crossings         | \$25,000                                                               | 2023 (Stage 1 - Investigation)              |
| 8  | Cannonvale Fishing Jetty                 | \$2,000,000                                                            | 2023 - 2024                                 |
| 9  | Green Entrance Gateway                   | \$10,000                                                               | 2023 - 2024 (Stage 1 - Investigation)       |
| 10 | Cultural and Civic Hub                   | \$45,000                                                               | 2022 - 2024 (Stage 1 - Investigation)       |
| 11 | Event Spaces and Outdoor<br>Cinema       | \$5,000                                                                | 2023 (Stage 1 - Investigation)              |
| 12 | Informal Sport Facilities                | \$5,000                                                                | 2022 - 2023 (Stage 1 - Investigation)       |

Costs subject to funding

\* Grant funding allocated

attract events and business investment, while enhancing the amenity of the Town.

Council aims to investigate and deliver these actions over the next decade, by allocating in annual budgets, applying for grants and advocating for funding from State and Federal Governments.





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