

Marcoola North Placemaking Project

Draft Park & Streetscape Master Plan

Phase 3 Community Engagement
'Have we got it right?'

June 2022



Acknowledgements

Sunshine Coast Council acknowledges the Traditional Owners of this region, the Gubbi Gubbi/Kabi Kabi and Jinibara People. Council commits to working in partnership with the Traditional Owners and the broader First Nations community to support self-determination through economic and community development.

Community contribution

Council wishes to thank all contributors and stakeholders involved in the development of this document.

Document control

Date	Prepared by	Revision for	Prepared by	Revision	Revision
07.06.22	Design and Placemaking Services Landscape Design	Internal Review	LF, GW	GW, LF, AH	A
08.06.22	Design and Placemaking Services Landscape Design	Final Draft	LF, GW	ME	B

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Contents

One Introduction

Have Your Say
Project Aims
Budget and Timeframe
Project Phases

pg 4

Five Site Analysis

Site Context
Existing Site Conditions
Existing Facilities
Site Opportunities

pg 16

Two Sunshine Coast Design Principles

pg 6

Six Concept Master Plan

Artist impression - Streetscape upgrade
Artist impression - Park upgrade

pg 20

Three Community Involvement

Phase 1 activities and participation
What we have heard so far
'Values and vision' themes
Summary of placemaking ideas

pg 8

Four Key Design Ideas

pg 12

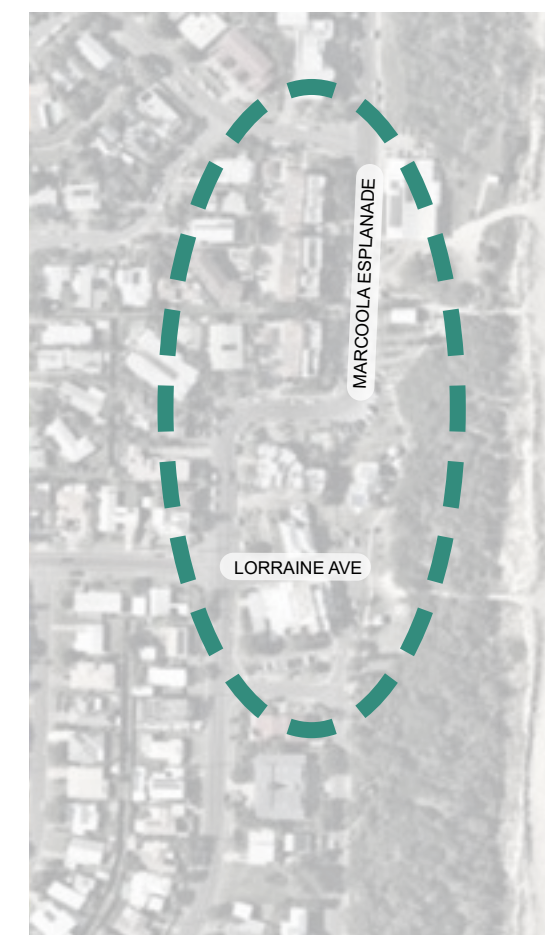
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One Introduction

Council is undertaking a placemaking process with the Marcoola community to develop a Draft Park and Streetscape Master Plan (the Master Plan). The Master Plan will be informed by community feedback and will provide guidance for future planning and Council construction projects.

The Master Plan includes the areas just north of the Marcoola Surf Life Saving Club (SLSC) at the Tamarindus Street intersection, through to the car park south of the Loraine Avenue shops. Within this area is Felix Parry Park, and part of Lorriane Avenue. The project does not extend into the foreshore or foreshore vegetation or involve any private land.



Have your say

Council has been working with the local community, businesses, and other stakeholders since early 2021 to gain ideas to guide the development of this Draft Master Plan.

From the ideas and feedback provided in the first phase of engagement, the Master Plan has been developed, ready for the community's further feedback. Council is asking the community, 'have we got it right?' in translating the community's 'values and vision' into a draft Master Plan.

Project aims

Based on a place assessment and initial community feedback, the Master Plan will seek to:

- Improve pedestrian access to the park and the beach
- Strengthen Marcoola's identity and sense of place
- Create flexible public spaces that cater for all users
- Retain and enhance existing meeting places
- Improve or replace the existing playground and toilet facilities
- Respect the environment and protect the foreshore vegetation
- Retain existing infrastructure where possible and seek maximum value for money
- Embed the Sunshine Coast Design principles.

Budget and timeframe

The Master Plan presents key ideas for consideration to guide future park and streetscape improvements in the project area.

These improvement ideas and projects may be considered in Council's ongoing and future programs through annual budget allocation as well as partnerships between council and other levels of government or grants programs. The ideas in the Master Plan are indicative and subject to further investigation and change.

Current available funding for the project includes:

- \$30,000 allocated in 2022 from the Councillor Minor Capital Works Program. This budget is for scoping of park improvements;
- \$300,000 allocated 2023-2025 from the Place Revitalisation (Capital Works) Program, Marcoola Beach Streetscape Renewal project. This budget is for streetscape upgrades, but may be allocated to other aspects of the Master Plan where there is demonstratable value for the community.

The \$330,000 total is being partially spent to develop the Master Plan which will guide logical and coordinated improvements over time. The Master Plan may be staged so that some of the identified improvements can be delivered from the current Place Revitalisation budget.

Project phases

The precinct Master Plan will be developed in four phases:

Phase 1

'Values and vision' – What do you love and value? What is your future vision?
Completed late 2021 / early 2022

Phase 2

Making a plan – Developing a Draft Streetscape and Park Master Plan
Completed early / mid-2022

Phase 3

Have we got it right? - Have your say on the Draft Master Plan
We are here - June to July 2022

Phase 4

Finishing and staging – Presenting your plan
Late 2022

Two

Sunshine Coast Design Principles

Sunshine Coast Design is part of a long term design strategy to help our community and Council manage the challenges of population growth, economic development and climate change so that the liveability of the Sunshine Coast is maintained and enhanced into the future.

The following 10 design principles from Sunshine Coast Design are based on what our community values about the Sunshine Coast. The principles should be considered in the design process for all built form at any scale, including homes, pathways, streets, parks, public spaces, commercial and public buildings, and neighborhoods – everything we construct that contributes to the place where we live, work and play.





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Community involvement

From December 2021 to January 2022 Council undertook the first round of engagement to understand the community's values and vision for Marcoola. Council used a placemaking approach to engagement, which aimed to gain community input and ideas to inform the development of the Master Plan.

Activities and participations

Council undertook a number of activities to involve the community and gain feedback including a survey, workshop and market stall at the Marcoola markets:

- 146 surveys completed
- 46 community members and stakeholders participated in the workshop
- Numerous conversations
- Meetings with key stakeholders including the SLSC, shop owners, operators, and community groups.

Community feedback has been summarised into key themes and informed the development of Master Plan.

What we have heard so far

Marcoola has an active and engaged community who are passionate about their local area and have clear ideas about what makes it a great place. Many of the ideas put forward during the engagement are insightful, logical, and actionable within the scope of the Master Plan.

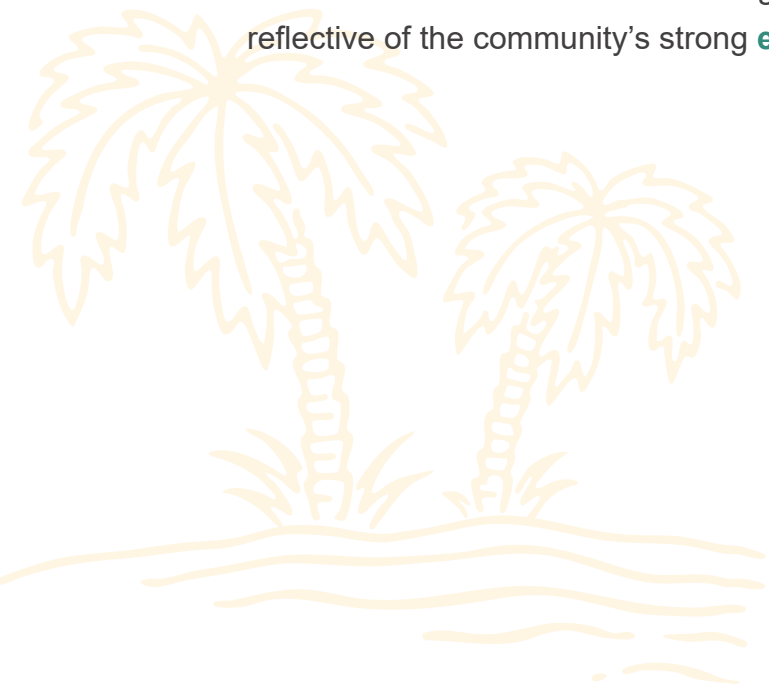
Marcoola is loved by its residents, who enjoy living in a 'community by the sea' that is well located to everything, but feels far away from the bustle of other centres. While many aspects of Marcoola as a place are highly valued and treasured, there are some aspects the community feel can be improved to make it an even better place.



‘Values and vision’ themes

Community feedback received so far suggests that future planning and improvements in Marcoola should respond to the following overarching ideas:

- Preserve **Marcoola’s ‘vibe’** characterised by its casual and relaxed feel, it’s value of community, and respect for the natural coastal environment.
- Enhance **Felix Parry Park and playground** as well-loved local destinations used by the community and visitors. The Park is valued as a place to bump into friends or neighbours while going for a walk, getting a coffee, or checking the surf.
- Improve **pedestrian access** across Marcoola Esplanade and Petrie Avenue. These sometimes feel unsafe to cross.
- **Improve footpaths** in the town area. Consider pedestrian safety sharing paths with fast moving bicycles and scooters as it can also feel unsafe. Improve existing facilities like the toilet block and the playground.
- **Maintain parking** especially close to the shops and the SLSC. Do not lose car parking or greenspace to accommodate potential changes to car parking areas or paving areas.
- Add **more trees** to the park and surrounding streets for shade.
- **Preserve the foreshore** and existing vegetation. Ensure any improvements are reflective of the community’s strong **environmental values**.



Summary of placemaking ideas

The following placemaking ideas have been suggested by the community as ways to improve the area and experience for the community.



Protect and value the environment

- Plant new trees and protect existing vegetation
- Natural playgrounds that educate the next generation about the environment
- Minimise light spill for turtles
- Less concrete and more green spaces
- Plantings of native species that extend into surrounding streets
- Plant more street trees



Retain and celebrate the Marcoola 'vibe'

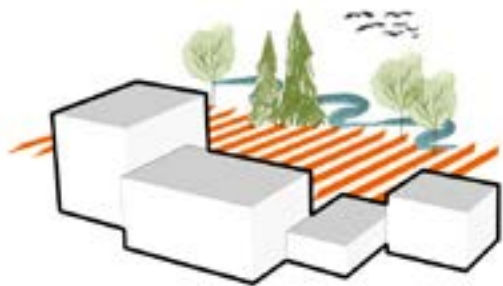
- Retain the existing community feel and relaxed Marcoola 'vibe'
- Retain and increase shade in the park area
- Plant more street trees
- Anything new in the park must be low scale
- Connect pathways to existing viewing platforms
- Facilities that better integrate with the park



Quality infrastructure and facilities that are accessible to all

- Infrastructure improvements including seating, shelter, recreational facilities, play spaces, community meeting spaces and water refill stations
- Safe beach accesses
- Parking spaces close to the shops and SLSC
- Relocate the toilet block and include storage for the SLSC
- Separate cycle and pedestrian paths
- Safe pedestrian crossings on Petrie Avenue
- Natural environment play

Four Key Design Ideas



Transition from natural form to built environment

Situated between the Coral Sea and the suburb of Marcoola, Felix Parry Park plays a transitional role from the natural environment of beach and foreshore vegetation to the man-made. To soften the transition from the natural form to the built form, any built structures such as new amenities or park shelters will be modest in scale. Additional vegetation could be used to blur this transition and permeate west into the surrounding street areas.

Natural landscaped play space

The existing playground in Felix Parry Park is scheduled for renewal within the next 10 years. A future playground design could be inspired by the lifecycle of the loggerhead turtle and be reconfigured to take a linear layout to better use the available space. The playground will cater to children aged two to twelve years and encourage learning through play, with educational and storytelling components. Rather than conventional plastic play equipment, materials selected in future will reflect natural elements such as grass mounds rocks, and logs.

Some static outdoor exercise equipment is also proposed to respond to community feedback.

Key connections and view

The park is anchored by two main activity points, the Marcoola Surf Life Saving Club (north) and the Lorraine Avenue shops (south). Despite only being 150m apart the activity points feel distant and the park feels cluttered with ad-hoc infrastructure placement and interrupted view lines. The positioning of new infrastructure should consider potential views and linkages to create a strong connection through the park from the Lorraine Avenue shops to the Marcoola Surf Life Saving Club (SLSC) beach access.

The Master Plan also seeks to establish stronger east-west connections between the residential streets and the beach, with particular emphasis on improving the main beach access adjacent to the SLSC which is a key view corridor between Marcoola Esplanade and the beach.

Car parking

Future improvements within the project area seek to maintain the current number of car park spaces. While eight car parks are proposed to be reorganised adjacent to the park, these spaces will be off-set by line-marking along Marcoola Esplanade and formalising the gravel parking area south of the shops at Lorraine Avenue. The Master Plan could also investigate a more space-efficient arrangement on the Council owned lot at the rear of the Lorraine Avenue shops.



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Pedestrian safety and Streetscape

Three new pedestrian refuges are proposed to facilitate safer pedestrian east-west access from the Marcoola residential area to the park across Marcoola Esplanade and Petrie Avenue. The crossings provide convenient access to the Lorraine Avenue shops and the Marcoola Surf Life Saving Club (SLSC).

The location and design of the proposed pedestrian crossings has taken into consideration a number of factors including advice from traffic engineers and environmental consultants; constraints such as existing bus stops, parking bays, drainage areas, traffic movements; and lighting to minimise impacts to turtle nesting sites.

The Master Plan also seeks to fill-in missing gaps in the pedestrian footpath network along Lorraine Avenue from the shops to the bus stop on David Low Way.

Logical upgrades to the existing streetscape in front of the Lorraine Avenue shops include uniform footpath surfaces, new street trees and reviewing infrastructure placement (like bin locations and sign posts) to prioritise pedestrian movement is supported. Major streetscape changes to Lorrane Avenue would erode the Marcoola vibe and are not supported in the scope of the Master Plan. Community participation in activation projects like painting and stencilling on the road surface would help create a sense of place and involve local artists.



Amenities hub

The existing amenities are scheduled for renewal within the next 10 years. Connectivity and view corridors through the park are restricted by the existing amenity block, which no longer meets accessibility standards. A modern amenities 'hub' combining different functions is proposed and will be a focus for community activity. They could include unisex toilets, a storage area, drinking fountain, and a deck area - which could function as a place to sit or as a stage area for community events.

The hub will also be co-located with bike racks, seating areas, and will connect with the existing beach viewing platform. The hub will encourage coastal pathway pedestrians and bicycle users to slow down, take a break and stop at the shops and cafes.

The design of the proposed structure should aim to minimise visual impact with a more efficient building footprint and orientation that preserves key sight lines. The structure should be constructed of materials appropriate for coastal environments and the storage area in the northern half of the structure could be used by community groups such as the Surf Life Saving Club (SLSC).



Preserve the Marcoola 'vibe'

The Marcoola 'vibe' is characterised by its casual and relaxed feel, it's value of community, and respect for the natural coastal environment. This will be reinforced by creating inclusive, flexible, and informal community spaces that reflect and enhance the natural surrounds.

The natural environment should be visually dominant and built elements should be visually minimised where possible. Any new built infrastructure will aim to be at an appropriate scale and seek to retain as much existing infrastructure (such as park shelters and seating) as practical and possible. Environmental sustainability will be embedded in all aspects of the design and material choices.

Future park and streetscape areas should welcome the whole community and be flexible and accessible. Park spaces should be designed for a range of uses and activities and favour passive and flexible lawn and landscape areas over formal, built infrastructure. Flexible park spaces could support community events such as live music, markets, or festivals, as well as passive recreation like picnics and lawn activities.

Any future projects in public areas have an opportunity to reflect local character and 'look and feel'. Where possible interpretive and artistic elements should involve local artists. This could include integrating subtle art elements into various areas of the street such as furniture, murals, street and pavements, signage, or sculptural elements.

A planting palette of local resilient planting species established in the park will create a connected canopy connecting the established foreshore vegetation with Marcoola residential areas further enhancing the informal, natural, and green feel of the place.

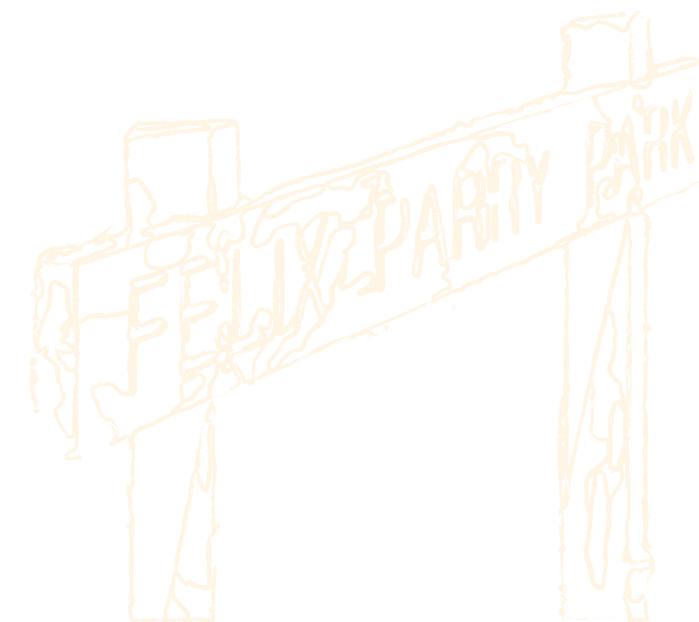


Timing and staging

The Master Plan presents key ideas for consideration to guide future public realm improvements in the project area however currently not all ideas are funded for delivery.

Delivery of the ideas identified in the Master Plan are subject to budget availability and alignment with renewals and grants programs.

Should budget become available, it is anticipated that pedestrian amenity such as crossings would be prioritised for delivery, followed by park improvements. Community feedback will also help to prioritise which aspects are most important for the community.

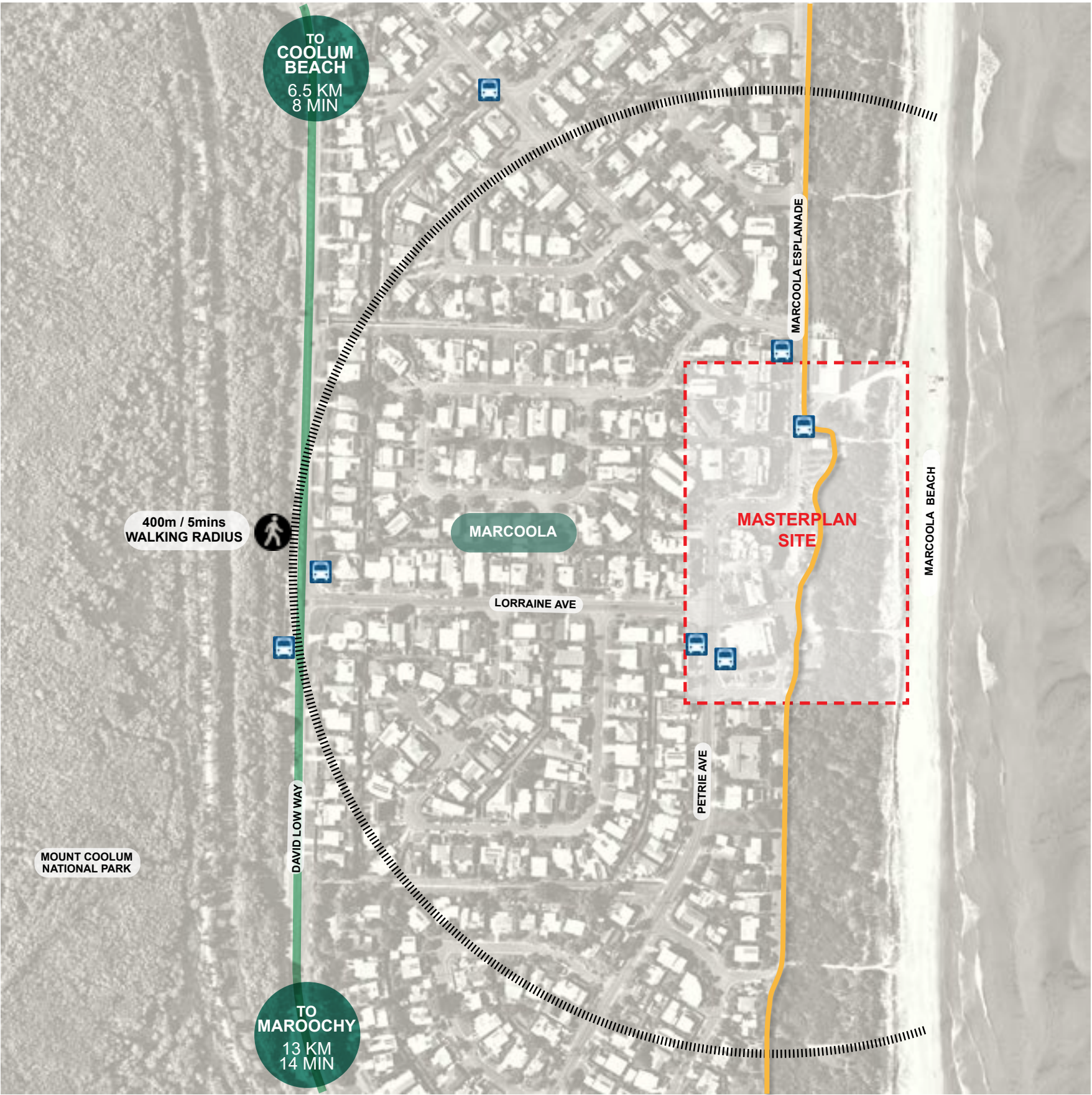


Five Site Analysis

Site Context

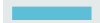






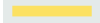

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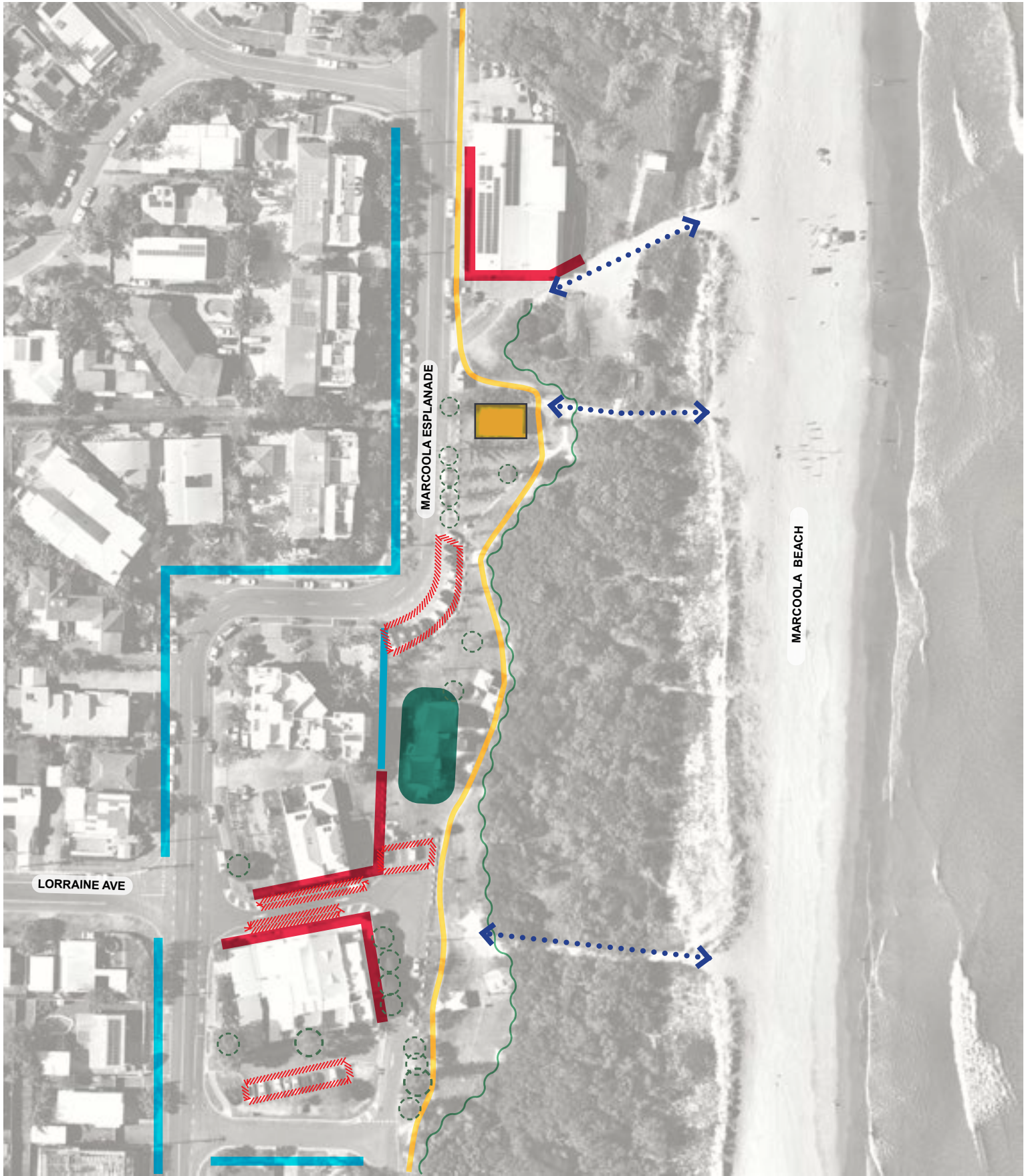
<div></div>	Masterplan site
<div></div>	Sunshine Coast Coastal Pathway
<div></div>	Arterial road connection (driving time to other centres indicated)
<div></div>	Bus stop
<div></div>	400m / 5 minutes walking radius



Existing Site Conditions

LEGEND

	Site interface with private residence and holiday stays
	Site interface with commercial edge
	Site interface with coastal vegetation zone
	Local scale playground & adjacent park facilities
	Toilet block
	Parking bays
	Beach access
	Sunshine Coast Coastal Pathway
	Existing significant tree canopy



Existing Facilities



Facility Level	Local
Size	Approximately 95m²
Observations	- Structure is large in size with minimal utilities
	- Location is close to beach access and approx. 60m from playground
	- Toilets within building are not to current accessibility standards
- Building can be better integrated into site flow and connectivity through orientation and layout	



Facility Level	Local
Size	Approximately 350m²
Observations	- Playground offers little imaginative play value for large footprint
	- Location is centre of Felix Parry Park and directly adjacent to park furniture and facilities
	- Playspace is adjacent to the natural beach vegetation and Coastal Pathway

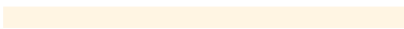


Facility Level	Local
Size	N/A
Observations	- Parking bays located throughout study area are close to Park and shop facilities
	- Numerous parking bays are not to current standard parking widths
	- Parking bays can be consolidated with renewed widths and strategic positioning for enhanced accessibility to the Park, whilst still connecting to the SLSC.



Facility Level	Regional
Size	N/A
Observations	- The Coastal Pathway traverses the site north/south alignment
	-Pathway is mostly flat and shaded
	-Variety of users including joggers, cyclists, dog walkers and scooters

Site Opportunities



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Concept Master Plan

For Park and Streetscape Areas





LEGEND

1	Pedestrian refuge crossing point
2	Priority beach access and emergency vehicle parking
3	Beach lawn with access to viewing deck
4	Proposed amenities block (includes open play layout with storage, ambulant and accessible toilet cubicles, cyclist restop, multi-use deck and drinking fountain)
5	Beach shower
6	Celebration and event space
7	Consolidated street parking
8	Sunshine Coast Coastal Pathway
9	Exercise equipment
10	Nature themed playground upgrade with diversity in play challenge and learning opportunities
11	Shade tree park planting
12	Picnic shelters and group gathering spaces (existing and new)
13	Communal seating edge
14	Informal open space
15	Priority parking bays
16	Streetscape tree planting
17	Community pavement art opportunity
18	Possible reconfiguration of parking
19	Extension of kerb and verge
20	Precinct street tree shade canopy planting
	Bus stop
P1	Artist impression 1 - Indicative streetscape upgrade
P2	Artist impression 2 - Indicative park upgrade



Design subject to technical feasibility and budget considerations. All proposed components and layout subject to further design investigations and detail considerations.

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Artist impression - streetscape upgrade



Artist impression - park upgrade



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For further information, please contact Council's
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Have your say: <https://haveyoursay.sunshinecoast.qld.gov.au/mnfp>



Our region.
Healthy.
Smart.
Creative.