



MISSION
BEACH
STRATEGIC
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Cassowary Coast
REGIONAL COUNCIL

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DISCLAIMER

The Mission Beach Strategic Master Plan provides an overarching redevelopment vision and strategic direction for the revitalisation of the Mission Beach town centre and will be used to inform redevelopment decisions. Implementation of the projects listed within the Master Plan is a matter for Council's further consideration and are subject to detailed design and final costings during Council's annual budget deliberations and implementation of its works and maintenance programs. The plan will be used (where appropriate) to apply for Federal and State Government funding to assist in the delivery of the plan. Some projects may require further negotiations with Federal and State Government departments and approvals under the relevant legislation. Information contained in this document is based on available information at the time of writing. Whilst all care and diligence have been exercised in preparing this Master Plan, Cassowary Coast Regional Council does not warrant the accuracy of the information contained within and accepts no responsibility for any loss or damage that may be suffered as a result of reliance on any material contained in this document.



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MAYOR'S MESSAGE

It's an exciting time for Mission Beach and the Cassowary Coast region as Council presents the Mission Beach Strategic Master Plan.

Council is pleased to be able to bring this project to fruition for Mission Beach. As well as providing a collaborative approach for the community to become involved in shaping its future, the project represents a tangible way for Council to identify practical economic activation objectives. Projects such as this can spearhead the Council and the region's communities beyond the usual "roads, rates and rubbish" and help set a better course for our prosperity.

The purpose of the project is to design a liveable and vibrant town centre for Mission Beach with a unique master plan that results in a prosperous region that attracts people to visit, live, work, play and invest in the Cassowary Coast. The master plan will also provide further

opportunities for visitors and locals to experience and appreciate Mission Beach's natural assets and laid back atmosphere.

A key principle of the master plan is to reflect the values of the two adjacent World Heritage Areas, being the Wet Tropics and Great Barrier Reef, as these two natural wonders are at the heart of what makes Mission Beach so special.

Together, we can make Mission Beach's town centre one that not only meets the growing needs of our community, but showcases our unique tropical lifestyle and exceptional natural environment to the rest of Australia and the world.

Yours sincerely

John Kremastos

Mayor

Cassowary Coast Regional Council



1.0 INTRODUCTION

Mission Beach, Queensland, is a unique and special place surrounded by world-class natural beauty such as the Great Barrier Reef, Wet Tropics World Heritage rainforest and diverse natural and cultural attractions.

The Cassowary Coast Regional Council has acknowledged the potential to tap into this strong existing regional tourism market by embarking on a master planning process aimed at rejuvenating economic activity in the town centre to help the area recover from Tropical Cyclone Yasi and the Global Financial Crisis.

Tourism is a key sector of the Cassowary Coast's economy and is pivotal to the region's economic re-activation. The region has a long-standing recognition of its incredible scenic beauty. The Cassowary Coast is one of the few locations where both the Great Barrier Reef and Wet Tropics World Heritage rainforest can be experienced in their relative natural state, side-by-side.

What follows is a vision for a liveable, dynamic and vibrant town with

a unique laid back atmosphere that connects the World Heritage rainforest through the Village Green onto kilometres of golden, sandy beaches with views to Dunk Island and beyond.

Such revitalisation provides opportunities for visitors and residents to use and value Mission Beach's public spaces and beachfront as well as experiencing activities such as fishing, boating, sea kayaking and extreme sports including tandem skydiving and white-water rafting.

This master plan document summarises key strategies to create a revitalised townscape for Mission Beach. It includes an analysis of the opportunities and devises strategies to show off Mission Beach's tropical lifestyle, distinctive character and exceptional natural environment to the rest of Australia and the world. Respecting and showcasing the natural environment, laid back atmosphere and beauty of Mission Beach is integral to this vision.





1.1 WHAT WE SAW

WHERE'S THE BEACH?
WHERE CAN I SIT?
LACK OF NATURAL SHADE
OPPORTUNITY
FRIENDLY PEOPLE
HOT POTENTIAL AD HOC
RUN DOWN
TIRED AND DATED
NO CONSISTENCY

1.2 WHAT WE HEARD

CHARACTERS
DUNK ISLAND VERY IMPORTANT
VILLAGE ATMOSPHERE
INDIVIDUAL CHARACTER
FARMS
STUNNING
SIZE AND QUAINNESS
CASSOWARIES
REF
LAID BACK
ATMOSPHERE
LOVE THE VIBE OF THE PLACE
BRIGHT BLUE, RICH GREEN
VILLAGE FEEL
PEOPLE COME BACK YEAR AFTER YEAR AND STAY FOR MONTHS FOR A REASON
SPECIAL - NOBODY ELSE HAS WHAT MISSION BEACH HAS
JEWEL OF THE CASSOWARY COAST
ICONIC WILDLIFE AND TREES GREEN-UP THE VILLAGE GREEN
CULTURAL EXPERIENCES
COMMUNITY
WANDER AROUND
VILLAGE
TROPICAL FEEL
BEACH
RELAXED
FALL IN LOVE WITH THE PLACE
BE CAREFUL NOT TO OVER LANDSCAPE WITH NON-NATIVE PLANTS
LIVE MUSIC IMPORTANT
FEELINGS AND SMILES
JOY TO SHARE
NATURAL BEAUTY
FRIENDLY PLACE
KEEP IT NATURAL
NIGHTLIFE IS GREAT
MEETING SPACE FOR COMMUNITY
RAINFOREST
NEED TO ENGAGE WITH YOUNG PEOPLE
PEDESTRIAN FRIENDLY
NEED ALL AREAS TO BE CONNECTED AND CONSISTENT

WHAT IMPROVEMENTS WOULD YOU LIKE TO SEE IN THE MISSION BEACH TOWN CENTRE?

BUILT AREAS SHOULD NOT DETRACT FROM NATURE
KEEP BUSINESSES HEALTHY DURING UPGRADES
UPGRADE BUT MAINTAIN IDENTITY
TAKE ALL OF MISSION BEACH INTO ACCOUNT
BEAUTIFY THE AREA
UNDERGROUND POWER
NO TRAFFIC LIGHTS
COVER THE DRAIN
VIBRANCY
VILLAGE GREEN NEEDS WORK
PROVIDE A LINE OF SIGHT THROUGH VILLAGE GREEN TO THE BEACH
DIRECTIONAL SIGNAGE PRESENT WORLD HERITAGE VALUES - THESE SHOULD DOMINATE THE LANDSCAPE
DRAINAGE IS BAD **HISTORY AND STORIES ARE IMPORTANT**
PROVIDE A DECK AND SELFIE FRAME (CRADLE MOUNTAIN GOOD EXAMPLE)
PROVIDE JOBS FOR YOUNG PEOPLE TO STAY
VIEWING DECK TO SEE DUNK ISLAND & SKYDIVERS POLICIES TO IDENTIFY & MAINTAIN CHARACTER
SHOWERS

WHAT ARE THE HEROES AND STORIES OF MISSION BEACH?

WET TROPICS WORLD HERITAGE WALK
CONSIDER INFORMATION CENTRE
WET TROPICS EXPERIENCE
WEALTH & PROSPERITY NEEDS COUNCIL & BUSINESSES WORKING TOGETHER
ARTISTS, FOOD, COFFEE ATTRACT TOURISTS AND JOBS
NEED TO BE CAREFUL NOT TO LOSE THE NATURAL BEAUTY
ARTISTS AND CONSERVATIONISTS - EJ BANFIELD, HELEN WILTSHIRE, JOHN BUUST
BIRTHPLACE OF GREAT BARRIER REEF MARINE PARK
COME FOR THE NATURAL BEAUTY AND PROTECT IT
SEAVIEW STREET - NARRAGON COVE ONLY PLACE WHERE VOLCANIC SOIL IS SO CLOSE TO THE COAST
RAINFOREST TO REEF

2.0 CONTEXT

The Mission Beach area is a dynamic, multi-faceted montage of pristine natural wonders, boutique food experiences, spectacular islands, reefs and beaches, ancient rainforests, rich indigenous art and culture, and friendly local characters. The Mission Beach region offers an array of nature and adventure-based activities in Australia's and the world's most biodiverse and unexplored destinations.

The area offers a number of highly sought-after experiences that visitors


are seeking. Whether it be a guided experience or choosing your own adventure, diving, snorkelling, hiking, mountain biking, white water rafting, skydiving, rainforest walks, and fishing are popular activities throughout the region. The region offers the laid back style of specialty shops, markets, and restaurants with the opportunity to meet local characters along the way.

The Wet Tropics World Heritage Area which is on Mission Beach's doorstep is abundant with animals and birdlife

including some 30% of the nation's marsupials and 48% of its bird species. The pristine habitat boasts as many as 85 species of animal. The warm tropical waters have made the area home for many species of exotic marine life and it is not unusual to sight turtles and dugongs playing freely in the water. Above the ground is home to butterflies, mahogany gliders and so many types of birdlife including the Cassowary; the bird that gave the Cassowary Coast its name.

Agriculture has also diversified into

an additional tourism experience with the potential of becoming a world-class food-producing region. While the abundance of natural beauty appeals to visitors, a variety of boutique food and beverage experiences are emerging to place the region as a tropical food bowl destination. The region is also popular for its annual sports and community events such as Ona Mission Multisport Adventure Race, Cassowary Festival, Billfish Classic, and the Outdoor Film Festival, just to name a few.



The region offers the laid back style of speciality shops, markets and restaurants...

...with the opportunity to meet local characters along the way.

2.1 DEMOGRAPHY, HISTORY AND CLIMATE

Mission Beach is situated between Townsville and Cairns and is made up of four villages; Bingil Bay, North Mission Beach, Wongaling Beach, and South Mission Beach. Dunk Island lies approximately 4 kilometres offshore. With a population of approximately 3,500 people, Mission Beach has a tropical climate, with an average annual temperature of 23.8°C and experiencing an average annual rainfall of 3133mm.

Mission Beach was named after the Hull River Mission, an Aboriginal mission which was set up at South Mission Beach by the Queensland government in 1914. The mission was completely destroyed

by a cyclone in 1918. Mission Beach was again impacted by Cyclone Larry in 2006 and Cyclone Yasi in 2011, but has since recovered.

Mission Beach has a wide range of accommodation from resorts and upmarket holiday homes to motels and bed & breakfasts. The tourist destination caters for family holidays, weekend getaways, backpackers, adventure travellers, birdwatchers, campers, and caravaners. The area also offers a wide range of activities from Great Barrier Reef trips, fishing and sea kayaking to extreme sports including tandem skydiving and white-water rafting. The beautiful Dunk Island is only a 10-minute boat ride from Mission Beach. There are

also many neighbouring islands.

Mission Beach is home to the endangered southern cassowary, a large and majestic bird living in the surrounding World Heritage Rainforest. Walks through the rainforest are another popular pastime for tourists. The area produces an amazing array of rare and exotic tropical fruits and was the birthplace of the Great Barrier Reef Marine Park conservation movement.

2.2 LAND USE AND ACCESS / SIGNAGE

The dominant land uses surrounding Mission Beach reflect the region's agricultural, conservation and marine

environments. The town centre includes a range of tourism, recreation, residential and conservation uses. There are restaurants, shops, professional offices, dwelling houses, dwelling units, roadside stalls, caravan parks, parks, and foreshore areas.

El-Arish Mission Beach Road to the north and the Tully-Mission Beach Road to the south are key access points from the Bruce Highway to the Mission Beach town centre. Thousands of passenger cars also drive past and continue north and south. There is a need to express the character of Mission Beach, and to entice people in, through revitalised public spaces in the town centre.



BINGIL BAY



MISSION BEACH



WONGALING BEACH



SOUTH MISSION BEACH

3.0 CONSTRAINTS AND OPPORTUNITIES

Tourism has played a significant part in the Cassowary Coast's economic growth. The natural beauty of the area and the relaxed lifestyle that the region offers has also played a significant role in encouraging people to settle in Mission Beach, and helping the area to grow.

Today, the region offers one of the few authentic tropical experiences ranging

from pristine tropical rainforest visits to adventure white water rafting on its natural rivers, sailing its 35 islands or walking its coastal beaches where the rainforest meets the ocean. This has led to a growth in tourist accommodation, support services (e.g. cafes and tourist shops) and access to a range of experiences through tours and the hire of equipment.

The integration of tourism development with the natural environment is vital in ensuring

that the character of the region, as well as its lifestyle attributes, are maintained and showcased for visitors and residents.

The cohesive blend of Mission Beach's tourism, residential, and retail centres is a key factor which has helped to create the laidback character of the area. While reinvigoration of the region's tourism development is essential, maintaining the lifestyle qualities of the area is equally important through careful and engaged

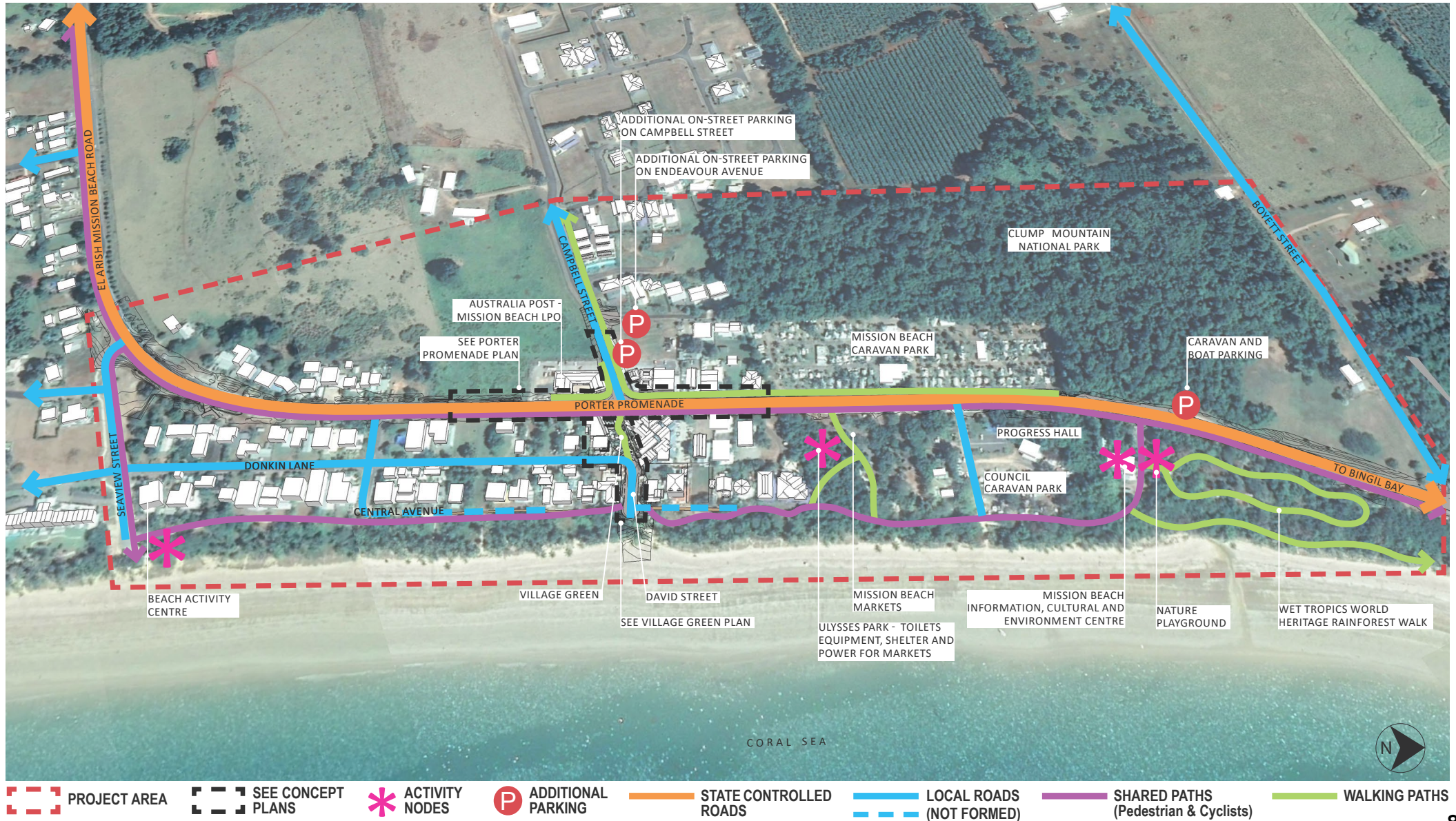
design and planning.

The revitalisation of the town centre is a key step in strengthening the destination appeal of Mission Beach. It is envisaged that the project will help restore visitation to pre-cyclone numbers and beyond, as well as rebuild confidence in the tourism sector to contend with world-renown destinations with similar reef-meets-rainforest offerings.



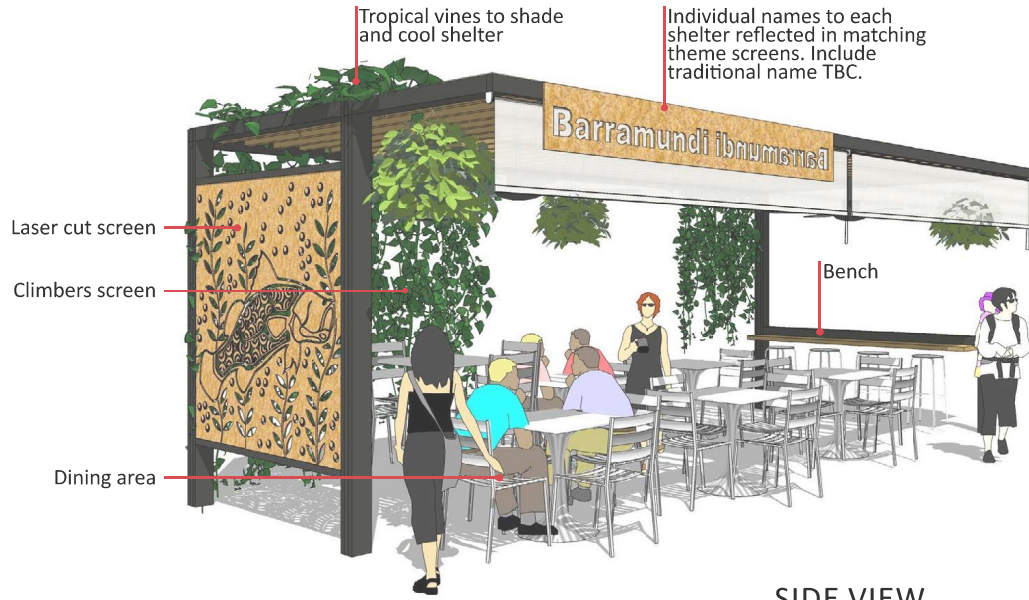
4.0 MASTER PLAN

The Mission Beach Town Centre will be a vibrant hub which provides opportunities for visitors and locals to experience and appreciate Mission Beach's exceptional natural beauty, unique environment, tropical lifestyle, and laid back atmosphere.





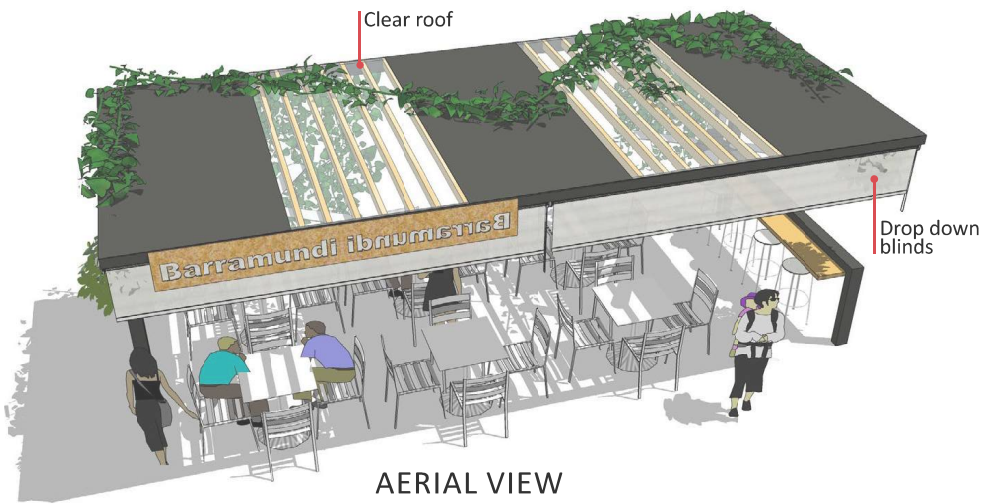
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SIDE VIEW



SIDE VIEW



AERIAL VIEW

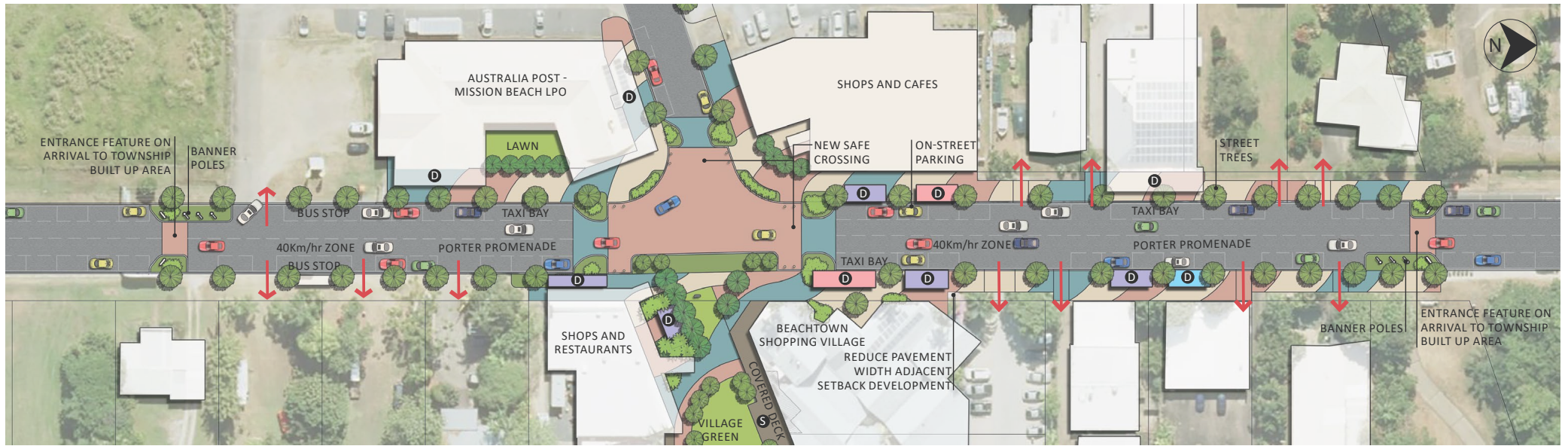


REAR ELEVATION

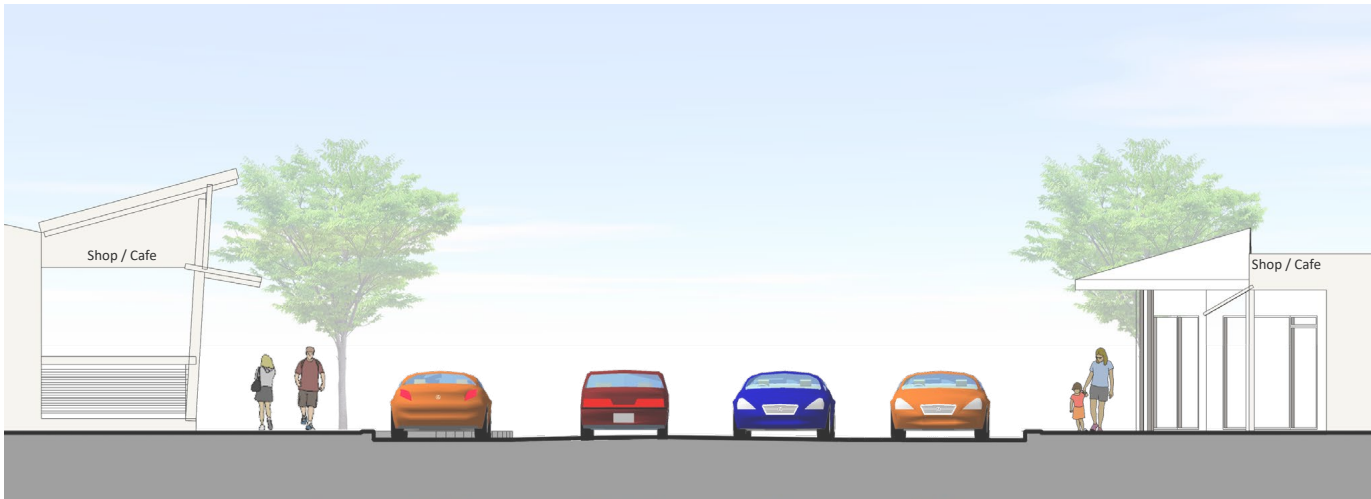
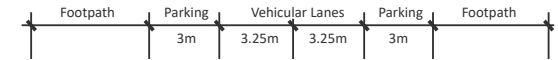
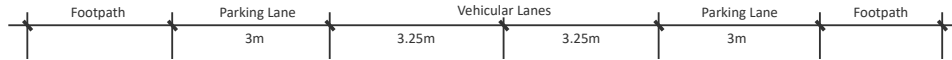
BUSINESS NAME AND LOGO TO BE INCORPORATED INTO SHELTER AT DETAILED DESIGN STAGE.



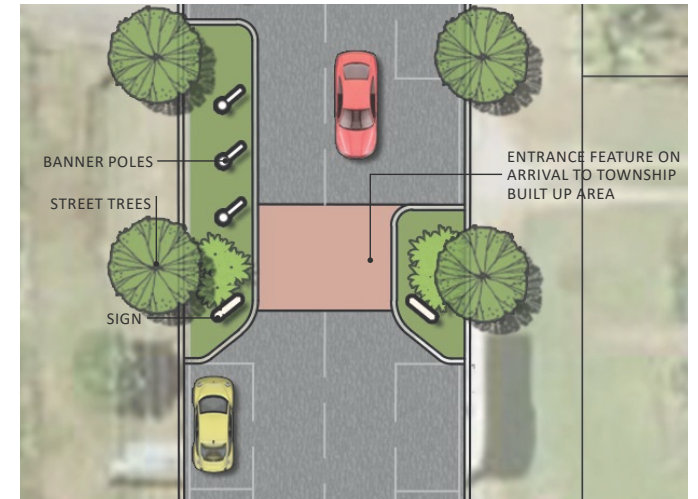
- L LOADING & LOCAL ACCESS ONLY
- D DINING / CAFE STRUCTURE
- T PUBLIC TOILETS
- S PUBLIC SEATING
- U EXISTING UTILITIES



PORTER PROMENADE STREETScape PLAN



PORTER PROMENADE TYPICAL SECTION



SOUTHERN ENTRANCE FEATURE PLAN

4.1 MISSION BEACH OVERALL

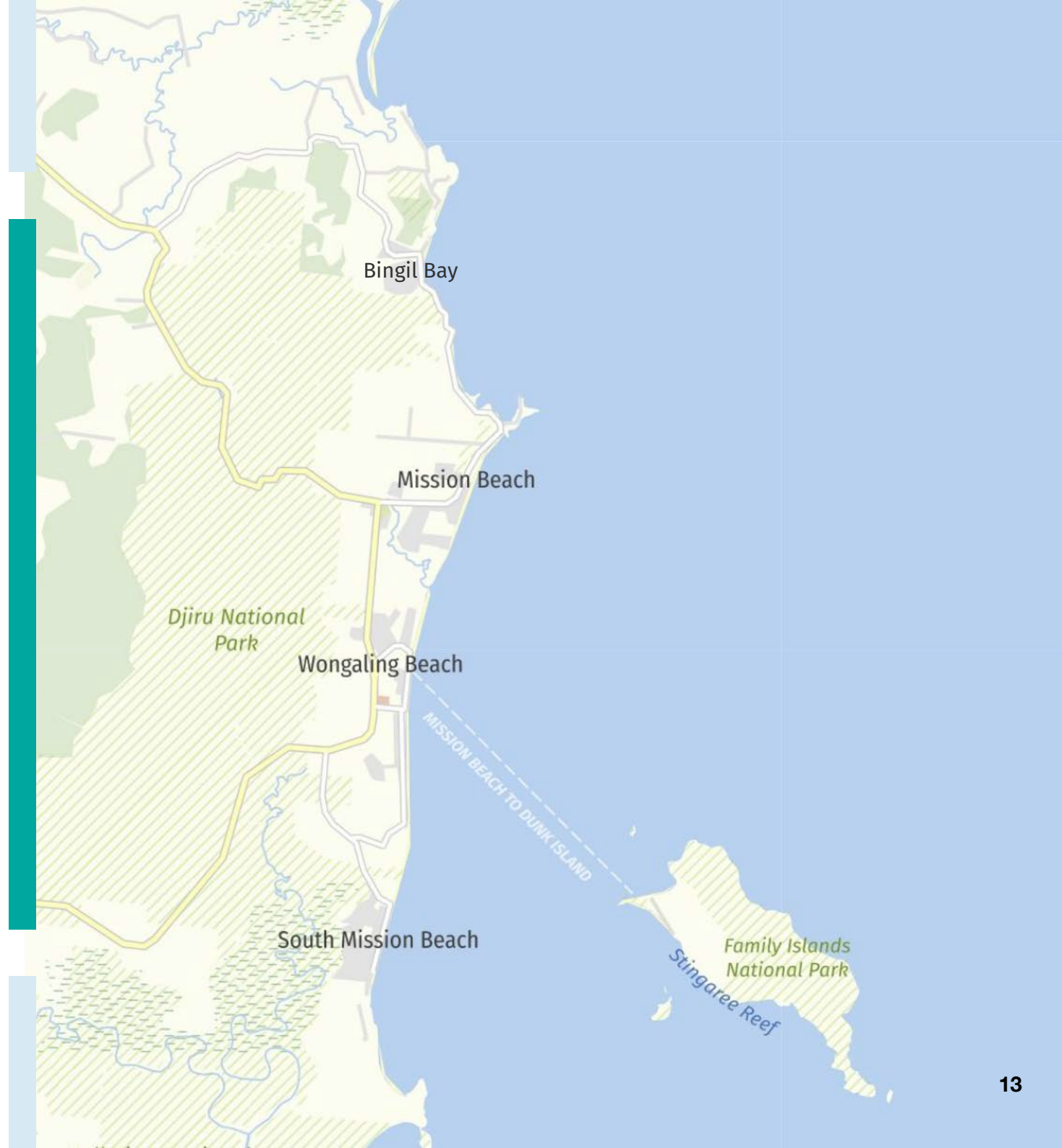
The Mission Beach town centre includes a range of tourism, recreation, residential and conservation uses. There are restaurants, shops, professional offices, dwelling houses, dwelling units, roadside stalls, caravan parks, parks, and foreshore areas.

Residents and visitors enjoy relaxing, shopping, dining, exercising and socialising, in the Mission Beach town centre. People most value the natural beauty, unique wildlife, and laidback atmosphere.

The community's key priorities for the Mission Beach Town Centre Overall are:

- Activation of Porter Promenade and the Village Green;
- Additional commercial activities (e.g. a larger range of restaurants, cafes, shops, takeaways);
- More amenities and facilities (e.g. public toilets, seating and shelters);
- Improved playground facilities;
- More greenery, colour, and endemic plant species to attract butterfly and bird species;
- Improved pedestrian footpaths and safer crossings along Porter Promenade;
- Improved safety at night along Ulysses Link Walking Track;
- Reduction in the speed limit of Porter Promenade within the town centre area;
- Improving connectivity between the west and east of Porter Promenade to allow safer access;
- Provision of delivery, public transport, and taxi spaces;
- Provision of low impact infrastructure for markets and community events in Ulysses Park;
- Provision of an upgraded visitor information, cultural and environment centre; and
- Showcasing the area's natural beauty and unique wildlife by providing a rainforest walking track close by linking with the upgraded visitor information, cultural and environmental centre.

The Overall Project Plan has been prepared to identify opportunities for improvement in the Mission Beach Town Centre area.





4.1.1 SEAVIEW STREET BEACH ACTIVITY CENTRE

There is an opportunity to provide a place for visitors and locals to hire recreation equipment to use on the beach, in the water and adjacent Ulysses Link Walking Track at the end of Seaview Street.



4.1.2 LINE MARKING FOR ON-STREET PARKING ON CAMPBELL STREET AND ADDITIONAL PARKING ON ENDEAVOUR AVENUE

There is a need for reconfigured car parking and improved separation between vehicles and pedestrians in David Street. There is an opportunity to provide line marking for car parking on Campbell Street and additional car parking in Endeavour Avenue. This would create additional on-street parking, free up valuable open space, and better separate vehicles and people.



4.1.3 ULYSSES PARK TOILETS, ELECTRICITY BOX AND EQUIPMENT SHELTER

There is an opportunity to provide more shade, seating, and toilet facilities as well as power and an equipment shelter for the markets and other community events being held in Ulysses park.

The works will complement the Mission Beach Markets which are held on the site, as well as being in the vicinity of two caravan parks.



4.1.4 ARBORETUM WET TROPICS WORLD HERITAGE RAINFOREST INTERPRETIVE WALK AND NATURE PLAYGROUND

It is proposed that the existing Arboretum World Heritage Rainforest walk be revegetated and a new nature playground be provided. This would create a Wet Tropics World Heritage rainforest walking track experience within close vicinity to the Mission Beach town centre which would link up with the existing Ulysses track, upgraded visitor information, cultural and environmental centre. The walk would include interpretive signage at key points along the track, educating visitors about the Wet Tropics and Great Barrier Reef. The walk would also cultural experiences such as a traditional bush tucker garden and shelters built by the local traditional owners, the Djiru people.



4.1.5 UPGRADED VISITOR INFORMATION, CULTURAL AND ENVIRONMENT CENTRE

There is an opportunity to provide an upgraded visitor centre, cultural and environment centre which includes a gallery and cafe which will enable travellers to obtain visitor information that encourages visits to local sites and adventure such as the adjacent Arboretum World Heritage Rainforest walk. The cultural centre will become an immersive experience for visitors to appreciate and experience Indigenous and other cultural aspects that make Mission Beach unique.



4.1.6 NEW CARAVAN AND RV PARKING ON THE WESTERN SIDE OF PORTER PROMENADE NEAR THE UPGRADED VISITOR INFORMATION, CULTURAL AND ENVIRONMENT CENTRE

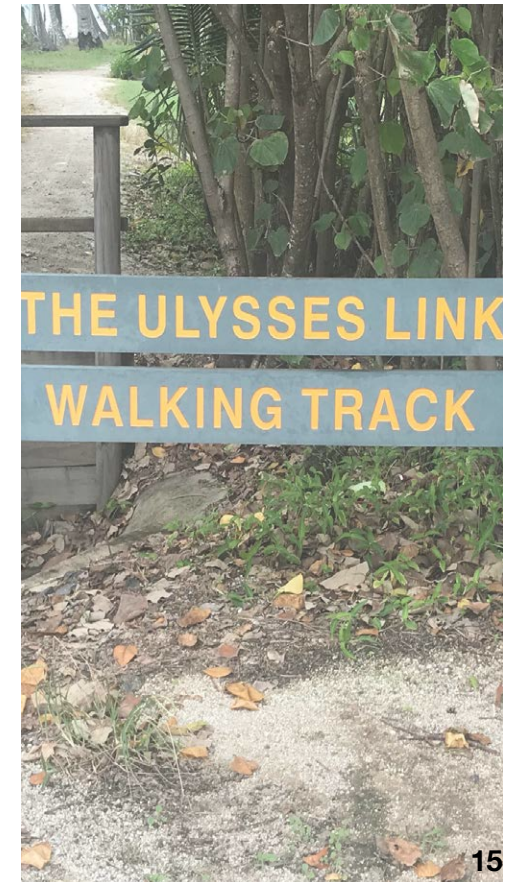
The expansion of dedicated caravan and RV parking on the western side of Porter Promenade will encourage those visiting the area to stop safely, access amenities and be able to manoeuvre their vehicles within walking distance of the Mission Beach town centre and the upgraded visitor information, cultural and environmental centre.



4.1.7 BOLLARD LIGHTING ON THE ULYSSES LINK WALKING TRACK

There is a need to improve safety at night along the Ulysses Link Walking Track as the track is used by pedestrians and cyclists to access the Village Green and other key locations along the Mission Beach foreshore.

Low key bollard lighting will be used intermittently along the track to guide those using the track at night.







4.2 VILLAGE GREEN AND DONKIN LANE

The Village Green is the heart of Mission Beach, residents and visitors use the Village Green to relax, socialise, shop, dine, exercise and attend events. The area comprises a number of commercial businesses including restaurants, bars, and shops. Access to the Village Green is provided via Porter Promenade, Donkin Lane and the Ulysses Link Walking Track.

The community's key priorities for the Village Green are:

- Activation of the Village Green (make it more vibrant and welcoming);
- Additional commercial activities (e.g. a larger range of restaurants, cafes, shops, takeaways);
- Update tired and dated street furniture;
- More amenities and facilities (e.g. toilets, seating, and shelters);
- Improved viewing opportunities and connectivity with the beach;
- Additional greenery and shade;
- Safer pedestrian areas and less interaction with vehicles;
- Provide for pedestrian connectivity between Porter Promenade and the beach.



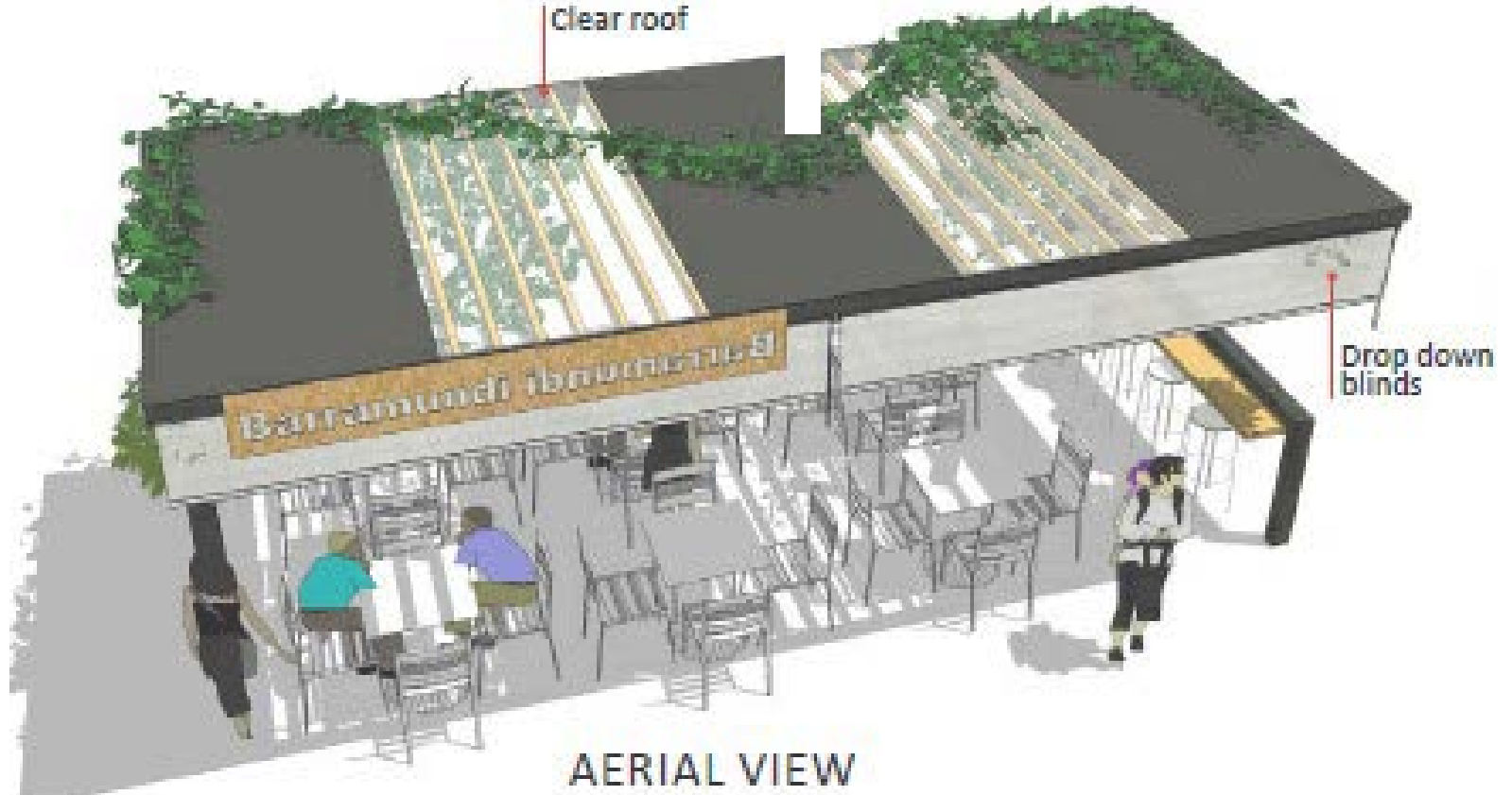
A plan has been prepared to show what opportunities may exist to improve the Village Green.



4.2.1 CONSTRUCTION OF TWO (2) OUTDOOR SEATING / DINING PODS

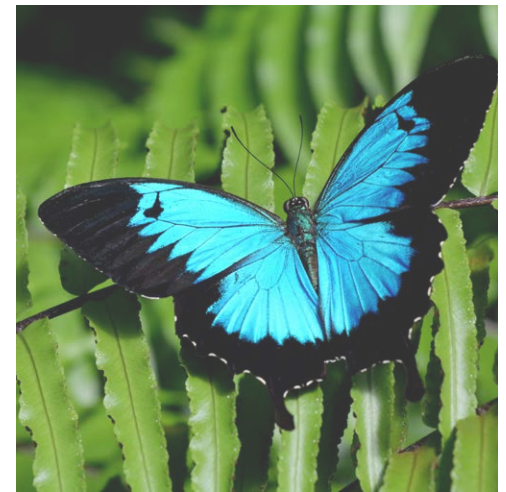
- Cassowary
- Ulysses Butterfly

It is important to create a tropical character and laid back vibe to activate the Village Green during both the day and night. This can be achieved by providing additional outdoor dining and covered seating with design elements such as roofs and wide awnings for shade and weather protection. The structures will have fans and lights and will be available for adjacent businesses to rent (an outdoor dining permit will apply, with Council not charging any fees for the first 2 years and the business responsible for furnishing the pod), those which remain unrented will be retained for public seating, pop up shops or busking opportunities. Each outdoor dining and covered seating pod will be unique as it is named after an animal or plant native to Mission Beach and will also include the Djiru (Traditional owner) name.





SIDE VIEW



4.2.2 CONSTRUCTION OF A RAISED DECK, PROVIDING A WALKWAY AND ADDITIONAL OUTDOOR DINING IN THE VILLAGE GREEN AND DAVID STREET

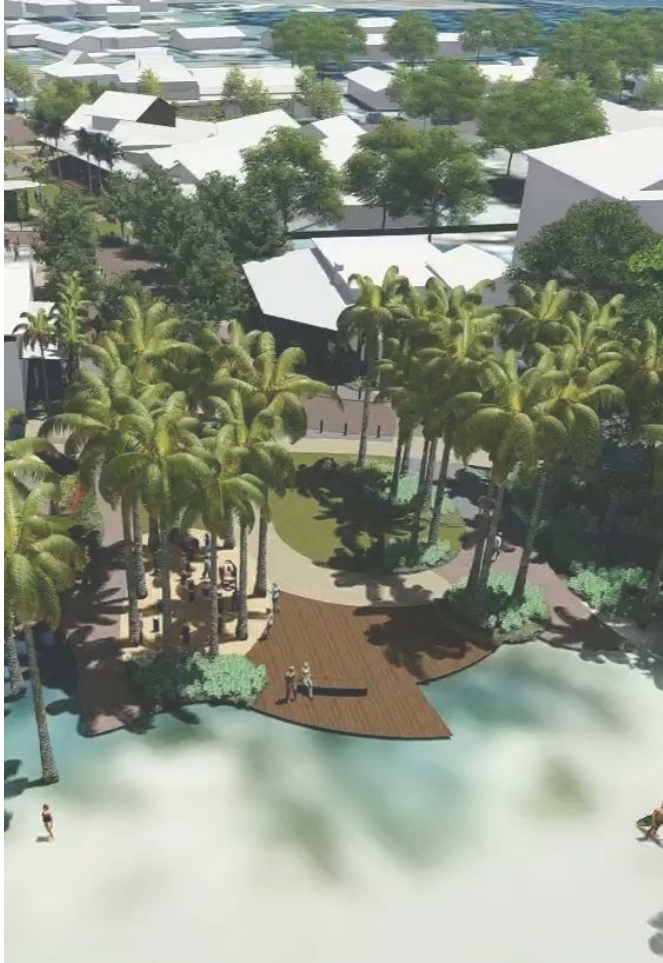
It is important to activate Porter Promenade and David Streets adjacent commercial properties during both the day and night. It is proposed to provide a covered deck area with a public walkway adjoining the existing beach town shopping centre on the northern side of the Village Green and a covered outdoor dining area within David Street adjacent to existing buildings. The deck along the northern side of the Village Green will have access via ramps and stairs, will overlook the Village Green and provide a vantage point to take in the sea breeze, view to the beach down David Street and watch performances on the Village Green stage. The structures will have design elements such as an insulated roof and wide awnings for shade and weather protection. The structures will have fans and lights and will be available for adjacent businesses to rent for additional outdoor dining or advertising space. An outdoor dining permit will apply, with Council not charging any fees for the first 2 years and the business responsible for furnishing the area). The deck will have access via ramps and stairs, will overlook the Village Green and provide a vantage point to take in the sea breeze, view to the beach down David Street and watch performances on the Village Green stage. The covered dining areas will activate David Street and provide a vantage point to view the beach.





4.2.3 NEW TOILET BLOCK WITH OUTDOOR SHOWERS AND DRINKING FOUNTAINS NEAR THE BEACH

There is an opportunity to provide a new toilet block with outdoor showers near the beach. The existing toilet and outdoor shower facilities are outdated and not sufficient for the number of people using the Village Green or the beach. The structure is proposed to be located behind the existing Ergon Energy utility pad mount in order to reduce the visual appearance of the structure when viewed from the Village Green and will include outdoor showers and drinking fountains.



4.2.4 EXISTING ERGON ENERGY UTILITY PAD MOUNT TIMBER CLAD / WRAPPED

There is an opportunity to either screen it using timber cladding and new plantings or wrap it with a photo of the beach in order to reduce the visual appearance of the structure when viewed from the Village Green and the beach whilst still allowing Ergon to access the site.



4.2.5 TIMBER VIEWING DECK WITH ACCESS TO THE BEACH AT THE END OF DAVID STREET

There is an opportunity to provide improved viewing opportunities and connectivity with the beach at the end of David Street through the provision of a timber viewing deck with access to the beach. The view from the end of David Street is spectacular and would provide a great opportunity for visitors to be able to view Dunk Island and the beach.





4.2.6 PICNIC LAWN, NATURE PLAYGROUND AND INTERPRETIVE SIGNAGE AT THE END OF DAVID STREET

There is an opportunity to provide a picnic lawn, small nature playground and interpretive signage at the end of David Street. The area will become activated due to the timber viewing deck and access to the beach. The picnic lawn, nature playground, and interpretive signage would provide visitors with an opportunity to sit in the area adjacent to the beach and learn about Mission Beach, the Great Barrier Reef and the offshore islands.





4.2.7 VILLAGE GREEN LAWN AREA, STAGE WITH MURAL AND TOILETS

The Village Green is the heart of Mission Beach. A number of events are held in the Village Green throughout the year. There is an opportunity to provide a lawn area which overlooks a stage with a mural and toilets. The stage will provide a space for live music and community events, bringing people into the Village Green and activating the area. There may also be opportunities for deck chair or beanbag cinema nights.



4.2.8 REMOVAL OF CAR PARKING IN DAVID STREET, REDUCTION OF SPEED LIMIT IN DAVID STREET CONSTRUCTION OF A TAXI AND LOADING ZONE FOR DELIVERIES, CLOSING DAVID STREET TO ALLOW LOCAL TRAFFIC AND DELIVERIES ONLY AND PROVIDING A TURNAROUND AREA IN MARINE PARADE

David Street is located in the heart of the Mission Beach town centre. By removing car parking, reducing the speed limit to 10km/hr limiting access to David Street to allow local traffic (those residences on Marine Parade) and deliveries only, and providing an alternative treatment to slow traffic down, it will provide for a safer pedestrian area.

Although vehicles will still have right of way, the design will funnel pedestrians to safe crossing locations and limit vehicle numbers in the area. Given the number of businesses which receive deliveries, the plan provides for loading zones which can also act as a turn-around area for smaller vehicles. There is also a turnaround area proposed in Marine Parade for larger delivery trucks and taxis.

In order to offset the removal of car parks, there is an opportunity to provide line marking for car parking on Campbell Street and additional car parking in Endeavour Avenue. This would create additional on-street parking, free up valuable open space, and better separate vehicles and people.

4.2.9 ERECTION OF 'LOCAL TRAFFIC AND DELIVERIES ONLY' SIGN AT THE DONKIN LANE/DAVID STREET JUNCTION AND ERECTION OF 'LOCAL TRAFFIC AND DELIVERIES ONLY' SIGN AT DONKIN LANE / CENTRAL AVENUE INTERSECTION

By removing car parking and limiting access to David Street for local traffic and deliveries only, a turnaround area at the Donkin Lane/David Street junction is required to allow small vehicles to turn around. Signage is also required to provide advanced warning to vehicles, however, a turnaround area is provided for larger vehicles in Marine Parade if required.





4.2.10 VILLAGE GREEN FOOTPATH, LIGHTING, PAVEMENT, SEATING, DRINKING FOUNTAINS AND LANDSCAPING IMPROVEMENTS

Tropical landscaping, streetscaping and footpath improvements will reinforce the unique character of the town centre and provide for a safer pedestrian experience.

4.2.11 PUBLIC WI-FI

There is an opportunity to provide free public Wi-Fi in order to attract visitors to the Village Green and activate the space.

4.2.12 VILLAGE GREEN PUBLIC ART PIECES

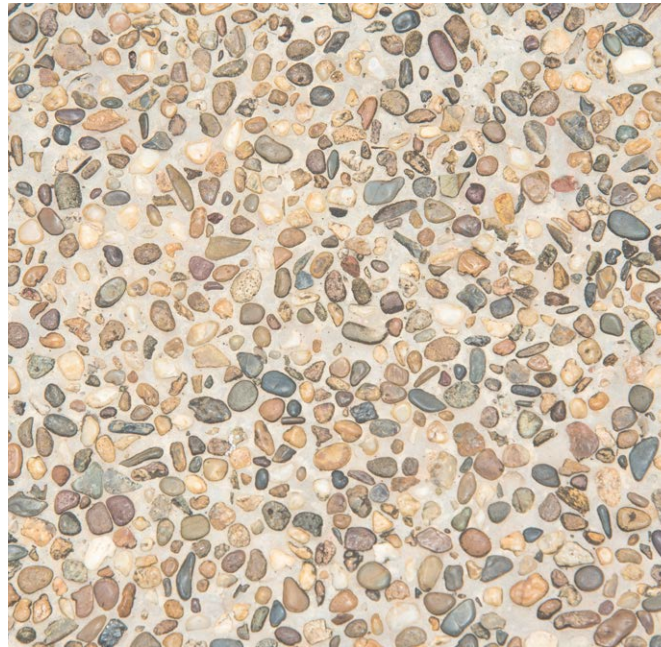
There is an opportunity to provide two permanent public art installations in the Village Green, the details of these public art pieces will be subject to further community consultation.

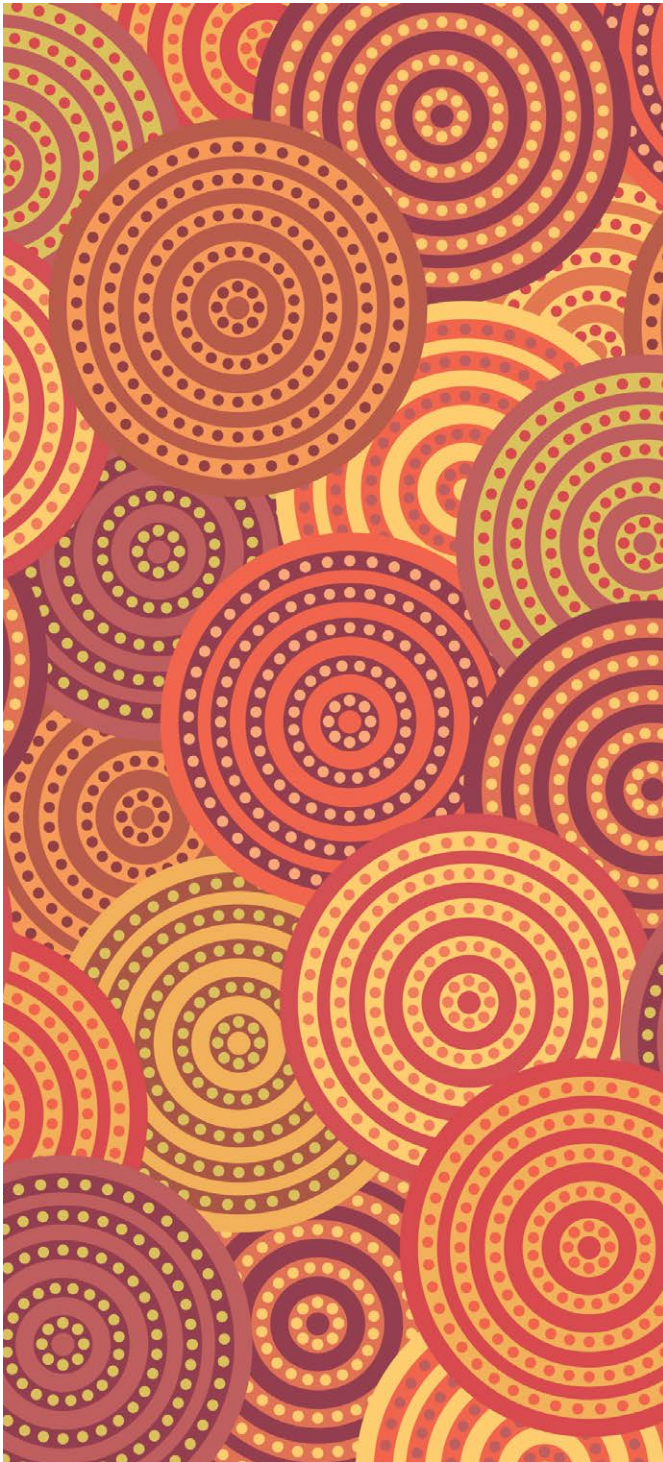
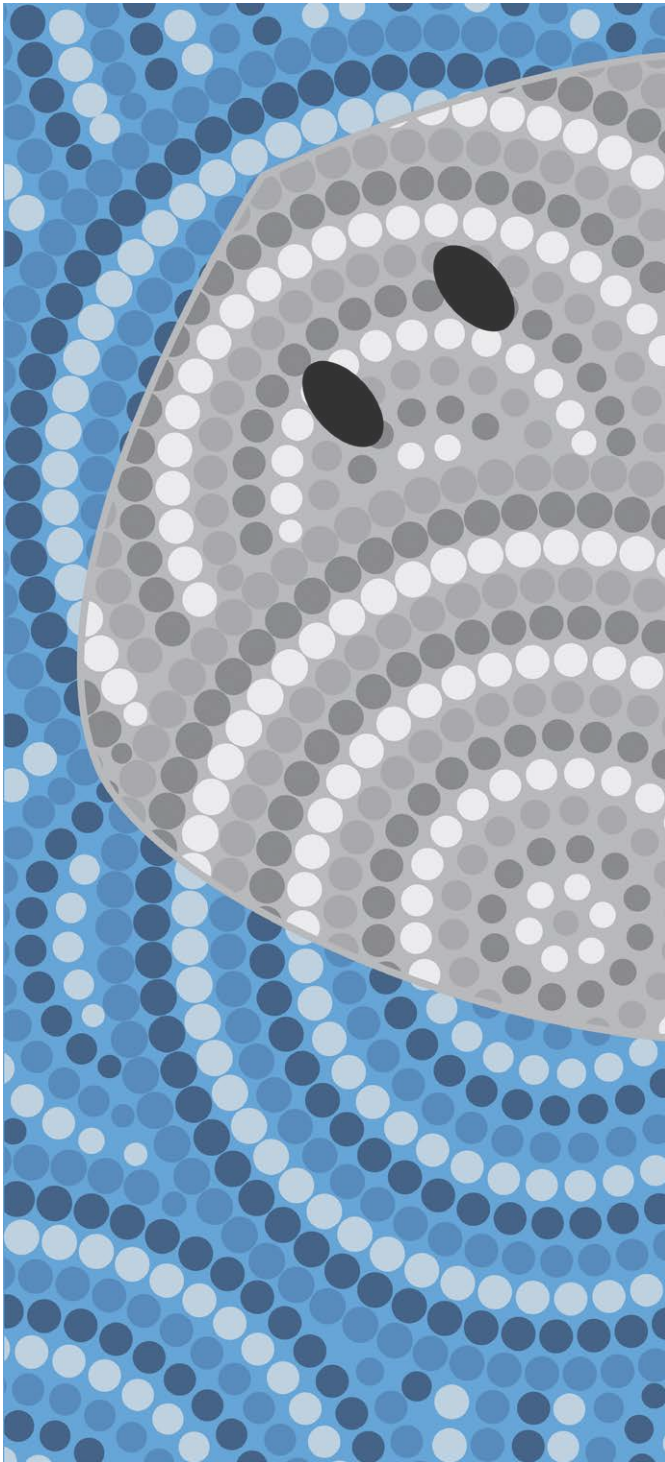
4.2.13 CCTV IN THE VILLAGE GREEN

There is an opportunity to provide for CCTV within the Village Green area to increase the safety of those using the space.

4.2.14 TEMPORARY ART EXHIBITS IN THE VILLAGE GREEN

There is an opportunity to provide for temporary art exhibits in the Village Green, these will be themed and coincide with important events.





Mission Beach

NORTH QUEENSLAND

Ulysses'
BUTTERFLY

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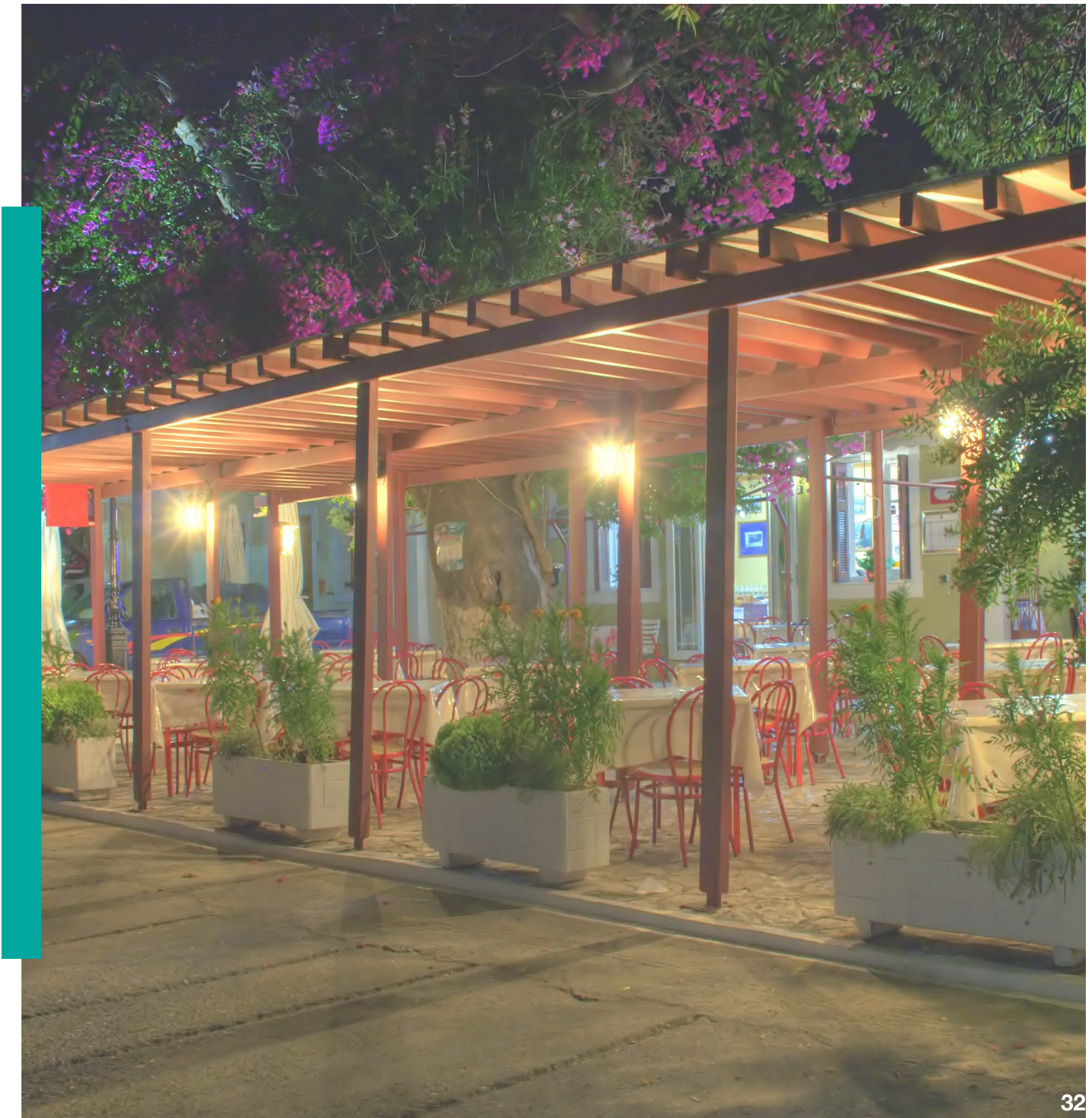
4.3 PORTER PROMENADE

Porter Promenade is the main access road into the town centre and provides connectivity to the Clump Point Boat Ramp. Residents typically use Porter Promenade to access the town centre via vehicle, pedestrian and cycle movements. The speed limit is currently 50km/hr and road is flanked by residential dwellings/units and commercial businesses.

The community's key priorities for Porter Promenade are:

- Activation of Porter Promenade (make it more vibrant and welcoming);
- Additional commercial activities (e.g. a larger range of restaurants, cafes, shops, takeaways);
- More amenities and facilities (e.g. seating and shelters);
- Improved pedestrian footpaths and safer crossings;
- Provision of taxi, loading and bus zones;
- Reduction of the speed limit to 40km/hr; and
- Connectivity between the west and east of Porter Promenade

A plan has been prepared to show what opportunities may exist to improve Porter Promenade.



4.3.1 CONSTRUCTION OF SEVEN (7) OUTDOOR SEATING/DINING PODS

- Crocodile
- Mahogany Glider
- Barramundi
- Licuala
- Turtle
- Green Tree Frog
- Stingray

It is important to create a tropical character and laid back vibe to activate Porter Promenade during both the day and night. This can be achieved by providing additional outdoor dining and covered seating with design elements such as roofs and wide awnings for shade and weather protection. The structures will have fans and lights and will be available for adjacent businesses to rent (an outdoor dining permit will apply, with Council not charging any fees for the first 2 years and the business responsible for furnishing the pod), those which remain unrented will be retained for public seating, pop up shops or busking opportunities. Each outdoor dining and covered seating will be unique as it is named after an animal/plant of Mission Beach and will also include the Djiru (Traditional owner) name.



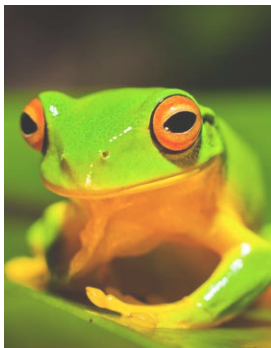
SIDE VIEW



SIDE VIEW



TURTLE



GREEN TREE FROG



STINGRAY



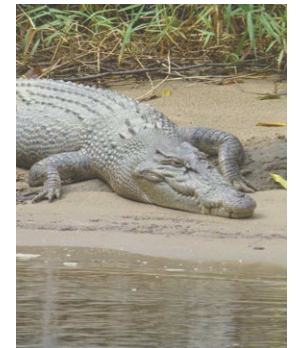
LICUALA



MAHOGANY GLIDER



BARRAMUNDI



CROCODILE

4.3.2 ENTRANCE ROAD TREATMENT WITH SIGN AND BANNER POLES

Creating a sense of arrival into the Mission Beach town centre is important. It is proposed to have an alternative road treatment, landscaping and signage to achieve this. The banner poles will be able to be used to create awareness about events which are happening around the Mission Beach area.

4.3.3 REDUCTION OF THE SPEED LIMIT TO 40KM/HR ALONG PORTER PROMENADE

Residents and visitors predominantly use Porter Promenade to access the town centre via vehicle, pedestrian and cycle movements. The speed limit is currently 50km/hr and the road is flanked by residential dwellings/units and commercial businesses. The feedback received outlined that the 50km/hr limit is too fast and there have been a number of near-misses, especially near the Porter Promenade/Campbell Street intersection. Lowering the speed limit to 40 km/hr will allow people to enjoy their experience in the town centre area and make it safer for pedestrians crossing Porter Promenade into the Village Green.

4.3.4 PORTER PROMENADE/CAMPBELL STREET INTERSECTION IMPROVEMENT AND INFORMAL PEDESTRIAN CROSSINGS

The Porter Promenade/Campbell Street intersection is located in the heart of the Mission Beach town centre. The feedback received outlined that there have been a number of near-misses at the Porter Promenade/Campbell Street intersection. By providing an alternative treatment and slowing traffic down, it will provide for a safer pedestrian area. Although vehicles will still have right of way, the design will funnel pedestrians to safe crossing locations.





4.3.5 RELOCATION OF BUS STOPS

The bus stop is currently located outside of the Post Office. Moving the location of the eastern bus stop further along Porter Promenade will allow for improved site distance at the Porter Promenade/Campbell Street Intersection. In addition to this, a new bus stop has been proposed on the eastern side of Porter Promenade to allow for the commercial and school services.

4.3.6 CONSTRUCTION OF A LOADING AND TAXI ZONE FOR DELIVERIES AND TAXI DROP-OFFS AND PICKUPS ON PORTER PROMENADE

Given the number of businesses which receive deliveries, the plan provides for loading zones in Porter Promenade. A taxi zone will also be provided which will be line marked and signed appropriately. Outside times where these taxi and loading zones are regulated, these zones will provide parking for boats, caravans, and cars with trailers.

4.3.7 PORTER PROMENADE FOOTPATH IMPROVEMENTS AND LANDSCAPING

Tropical landscaping, street scaping and footpath improvements will reinforce the unique character of the town centre and provide for a safer pedestrian experience.

4.3.8 STREET LIGHTING AT PORTER PROMENADE/CAMPBELL STREET INTERSECTION AND PORTER PROMENADE/CENTRAL AVENUE INTERSECTION

The feedback received outlined that there have been a number of near-misses, especially near the Porter Promenade/Campbell Street and Porter Promenade/Central Avenue intersections. Providing street lighting will allow people to view and experience the town centre area and make it safer for pedestrians and turning vehicles.







5.0 STREET FURNITURE, LANDSCAPING AND PLANTING SCHEDULE

Tropical landscaping, street scaping and footpath improvements will reinforce the unique character of the town centre and provide for a safer pedestrian experience.

5.1 STREET FURNITURE

Improved lighting provides opportunities for soft ambience and safety in public spaces. There are opportunities to enhance evening vistas by lighting up areas of the Village Green. Well-designed furniture such as seating and picnic areas, bicycle racks and bins, can improve the character of the public realm whilst complementing the surrounding natural environment through the use of timber or like products.



5.2 LANDSCAPING AND PLANTING SCHEDULE

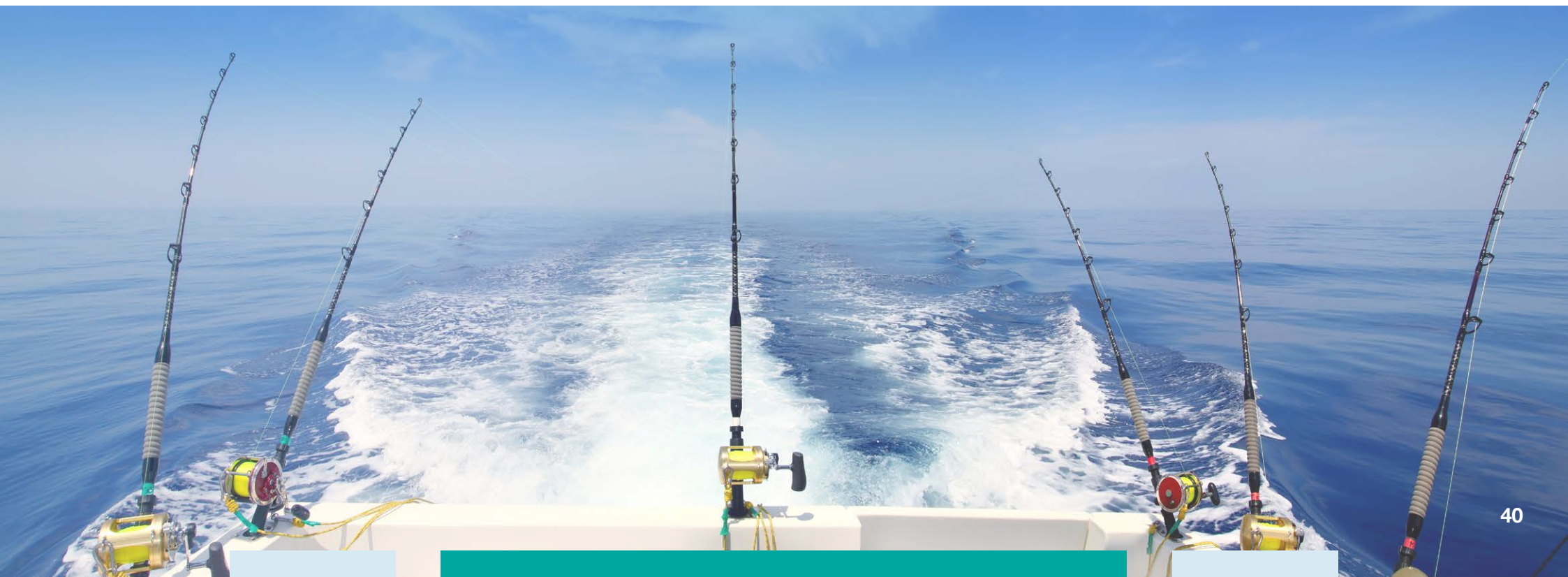
The Mission Beach area features a number of mature evergreen trees, flowering trees and a line of palms which are proposed to be retained with the exception of a small number of palms at the end of David Street which may be required to be removed for the construction of the viewing deck. The intent of the planting scheme is to use native Mission Beach species where possible and create natural shade areas and opportunities for birds and butterflies to be attracted into the space.



6.0 AN ACTIVE CALENDAR

Mission Beach has plenty of things to do throughout the year that can become part of a regular events calendar. Locations around Mission Beach can be utilised for yearly events. Establishing a regular events calendar allows for advertising in advance, allowing for each year to become bigger and better while introducing new stakeholders and inviting visitors to the region.

| JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|-----|-----|-----|-----|-----|--|-----|--|---|-----|-----|-------------------------------|
| | | | | | Mission Beach Spearfishing Competition | | Mission Beach Game Fishing - Billfish Classic, Red Bull Defiance | Mission Beach Outdoor Film Festival, Onamission Adventure Sports Race, Mission Beach Community Cassowary Festival, Mission Beach Outrigger Canoe Club | | | Village Green Christmas Party |



7.0 IMPLEMENTATION PLAN

All projects listed within the implementation plan are subject to detailed design considerations and final costings will be determined at this stage. The costs associated with the implementation of the projects outlined below will be a matter for Council's further consideration, as part of its annual budget deliberations and implementation of its works and maintenance programs. The implementation plan will be used (where appropriate) to apply for state and federal funding to assist in the delivery of the plan. Projects marked with * will require further negotiations with Federal or State Government Departments and approvals under the relevant legislation.

| | |
|--------|------------|
| Short | 0-5 years |
| Medium | 5-10 years |
| Long | 10+ years |

| Project No | Project Location | Project Details | Time Frame |
|-------------------------------------|----------------------------|--|------------|
| <i>Mission Beach Overall</i> | | | |
| 4.1.1 | Seaview Street | Seaview Street Beach Activity Centre | Medium |
| 4.1.2 | Campbell Street | Line marking for on-street parking on Campbell Street | Short |
| 4.1.2 | Endeavour Avenue | Additional parking on Endeavour Avenue | Medium |
| 4.1.3 | Ulysses Park | Ulysses Park toilets, electricity box and equipment shelter | Medium |
| 4.1.4 | Arboretum | Arboretum Wet Tropics World Heritage Rainforest Interpretive Walk and Nature Playground | Medium |
| 4.1.5 | Porter Promenade | Upgraded Visitor, Cultural and Environment Centre | Medium |
| 4.1.6 | Porter Promenade | New Caravan and RV parking on the western side of Porter Promenade near the Upgraded Visitor, Cultural and Environment Centre* | Medium |
| 4.1.7 | Ulysses Link Walking Track | Bollard lighting on the Ulysses Link Walking Track | Short |





| Project No | Project Location | Project Details | Time Frame |
|---|------------------|---|------------|
| <i>Village Green and Donkin Lane</i> | | | |
| 4.2.1 | Village Green | Construction of two (2) outdoor seating/dining pods | Short |
| 4.2.2 | Village Green | Construction a raised deck, providing a public walkway and additional outdoor dining in the Village Green and David Street | Short |
| 4.2.3 | Village Green | New toilet block with outdoor showers near the beach* | Short |
| 4.2.4 | Village Green | Existing Ergon Energy utility pad mount timber clad/wrapped* | Short |
| 4.2.5 | Village Green | Timber viewing deck with access to the beach at the end of David Street* | Short |
| 4.2.6 | Village Green | Picnic lawn, nature playground and interpretive signage at the end of David Street | Short |
| 4.2.7 | Village Green | Village Green lawn area, stage with mural and toilets | Short |
| 4.2.8 | Village Green | Removal of car parking in David Street, reduction of the speed limit in David Street | Short |
| 4.2.9 | Village Green | Erection of 'Local traffic and deliveries only' sign at the Donkin Lane/David Street junction and erection of 'Local traffic and deliveries only' sign at Donkin Lane/Central Avenue intersection | Short |
| 4.2.10 | Village Green | Village Green footpath, lighting, pavement, seating, drinking fountains and landscaping improvements | Short |
| 4.2.11 | Village Green | Public Wi-Fi | Medium |
| 4.2.12 | Village Green | Village Green Public Art Pieces | Medium |
| 4.2.13 | Village Green | Village Green CCTV | Medium |
| 4.2.14 | Village Green | Temporary Art Exhibits in the Village Green | Short |

| Project No | Project Location | Project Details | Time Frame |
|-------------------------|------------------|--|------------|
| Porter Promenade | | | |
| 4.3.1 | Porter Promenade | Construction of seven (7) outdoor seating/dining pods* | Short |
| 4.3.2 | Porter Promenade | Entrance road treatment with sign and banner poles * | Short |
| 4.3.3 | Porter Promenade | Reduction of the speed limit to 40km/hr* | Short |
| 4.3.4 | Porter Promenade | Porter Promenade/Campbell Street intersection improvement and informal pedestrian crossings* | Short |
| 4.3.5 | Porter Promenade | Relocation of bus stop* | Short |
| 4.3.6 | Porter Promenade | Construction of a loading and taxi zone for deliveries and taxi drop-offs and pickups on Porter Promenade* | Short |
| 4.3.7 | Porter Promenade | Porter Promenade footpath improvements and landscaping* | Short |
| 4.3.8 | Porter Promenade | Street lighting at Porter Promenade/Campbell Street intersection and Porter Promenade/Central Avenue intersection* | Short |





MISSION BEACH STRATEGIC MASTER PLAN PROJECT IMPLEMENTATION PLAN

| Project No | Project Location | Project Details | Time Frame |
|------------|-------------------------------|--|------------|
| 1 | All | Façade Improvement Incentive Scheme | Short |
| 2 | El Arish – Mission Beach Road | Mission Beach Entry Statement in accordance with the Cassowary Coast Signage and Wayfinding Strategy | Short |
| 3 | All | Street Signage Upgrade in accordance with the Cassowary Coast Signage and Wayfinding Strategy | Short |

MISSION BEACH STRATEGIC MASTER PLAN EVENT IMPLEMENTATION PLAN

| Project No | Project Location | Project Details | Time Frame |
|------------|------------------|-----------------|------------|
| 1 | All | Active Calendar | Short |

