Airlie Beach Foreshore Revitalisation

COMMUNITY CONSULTATION SUMMARY

JUNE – AUGUST 2016

Revitalise:

- To give new life, energy, activity or success to something (Cambridge Dictionary)
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ENGAGEMENT SNAPSHOT

Why do we need to revitalise the Airlie Beach Foreshore?
The Airlie Beach Foreshore (the Foreshore) is an important feature to the Whitsunday Region where many locals and tourists choose to visit. The Foreshore is well known for its beautiful bay and island views, the lagoon and is home to the Whitsunday Lions Markets, music festival, Carols by Candlelight and many other events. The aim is to make and keep Airlie Beach beautiful for everyone.

What was the draft concept proposal?
The initial draft concept proposal featured many elements such as a multipurpose area that could be used for the markets, wine and food festivals, carols by candlelight, music festivals as well as everyday activities such as picnics, kicking a football around or enjoying a walk. It featured a new bus shelter for the cruise ship passengers, additional seats and tables, new landscaping and pathways as well as infrastructure such as electricity, water and speakers.

How did we engage?
The first phase of community consultation was held from 2 June to 23 June 2016, when we asked the community to tell us how supportive they were of the draft concept plan. Comments on the draft concept plan were made online via a survey, in person at the Whitsunday Lions Markets Information Stalls or Cannonvale Library Information Stall, email, mail or phone call.

On 29 June 2016 Council resolved to extend the consultation period by a further 30 days. In this time a second survey was developed to capture the community’s preferred location of the Whitsunday Lions Markets as well as understand what facilities and elements should be on the foreshore (for example: barbeques, shade structures, landscaping).

In total, 320 responses were received from 279 stakeholders. There were 208 for the first survey and 46 for the second survey, 43 emails, 9 letters and 4 phone calls received. There were 10 people who registered for further information, as well as many conversations held at the market stalls.

What did the community tell us?
Majority of the responses supported the revitalisation of the Foreshore (see Figure 1). The community were asked a series of questions that aimed to gather statistics regarding the land tenure, consistency of use and desired future use of the land.

The following common topics were raised:
• Location of the markets;
• The proposed design is not functional for market operations;
• The informal gravel car park plays a large role in the community;
• Inadequate free parking;
• Reduced parking;
• Smell of the pumping station;
• Revitalisation is needed;
• Bus shelter;
• Airlie Creek; and
• Landscaping.

Figure 1 Statistical breakdown of 208 surveys: is revitalising the Airlie Beach Foreshore important to you?
1.0 INTRODUCTION

On 25 May 2016 Council resolved to undertake community consultation to gather feedback from the community about the revitalisation of the Foreshore. Consultation started on 2 June 2016 and was proposed to finish on 23 June 2016; however, the consultation period was extended by Council for a further 30 days after the community requested an extension.

The Project Governance Group
Council formed the Project Governance Group (PGG) in February 2016. Each member of this group helped to develop this draft concept plan, specifically for community consultation. The PGG is made up of representatives from the:

- Whitsunday Sailing Club;
- Whitsunday Lions Club;
- Whitsunday Coast Chamber of Commerce; and
- Local Representatives and Council Officers.

Representatives from RPS and UDP Consulting Engineers were invited to attend as ‘observers’ to the meeting for the purpose of capturing design input from the PGG members and advise on technical issues such as tenure, access, infrastructure and landscaping.

What did the draft concept plan propose?
The draft concept plan proposed many improvements to the informal gravel car park so that many user groups would benefit from the area. A number of alternative design proposals to the original proposal were discussed with key stakeholders and the community to enhance the useability of the area.

As this was a very high level conceptual design Council sought feedback from the community on how these design elements could be improved.

<table>
<thead>
<tr>
<th>Ideas of how the Foreshore can be made better</th>
<th>How the ideas can be evolved into a bigger and better opportunity or become versatile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gravel car park to be filled to create an even and gentle slope</td>
<td>Rather than filling an entire area, investigate whether underground storage is viable</td>
</tr>
<tr>
<td>More chairs, tables and barbecues</td>
<td>Create a semi informal food court for the markets and events</td>
</tr>
<tr>
<td>Bollards containing water, electricity and speakers</td>
<td>Enhance the opportunity for other events and announcements</td>
</tr>
<tr>
<td>New bus shelter for cruise ship passengers</td>
<td>Create a multipurpose shelter that contains a lock up storage for markets and has tables and chairs</td>
</tr>
<tr>
<td>Wider paths for pedestrians</td>
<td>Create a shared footpath that is wider for vehicles for event setup and pack down</td>
</tr>
<tr>
<td>Different finishes for market stalls to create an area that will not deteriorate under the heavy market foot traffic</td>
<td>Different materials depending on what was being sold and how the area was being used</td>
</tr>
<tr>
<td>Tie down bolts for tents</td>
<td>Providing tents for the market stall holders to create a uniform look</td>
</tr>
<tr>
<td>New landscaping</td>
<td>Different types of shade trees and landscaping that is common in the Whitsunday Region</td>
</tr>
</tbody>
</table>

Figure 2 Examples of design elements being improved for functionality
History: How was the draft concept plan developed?

In July 2015 RPS were engaged to undertake surveying work to develop a detailed plan of the broader Foreshore area (Broadwater Avenue to Ocean Road) to help form an application to the State Government for a grant. In order to apply for the State Government grant, Council required a concept plan. In August/September 2015 an informal project planning meeting was held amongst Council Officers to brainstorm what the ideal outcomes for the area should be in the event Council be successful in obtaining funding from the State Government (Refer to Figure 3).

After a final “project vision” was approved by the former Mayor and Council Officers the Draft Schematic Master Plan was developed in September 2015 for the State Government grant (Refer to Appendix A and Figure 4).

In January 2016 RPS were formally engaged by Council to develop a “greening zone” plan for the existing gravel car park adjacent to Ocean Road and Coconut Grove, based off the project vision developed by the former Mayor and Council Officers in September 2015 (Refer to Appendix B). At the February 2016 PGG meeting, it was identified that there was a budget of $400,000; however, this would not be able to fund revitalisation of the entire Foreshore area. As a result, the PGG identified the “Greening Zone – Proposal 2”, otherwise known as the informal gravel car park near the Whitsunday Sailing Club, as the first priority in the Foreshore revitalisation (Refer to Figures 5 & 6).

A “greening zone” plan was developed, which is known as Stage 1 and Stage 2, and was presented to the PGG in May 2016. It was then decided to develop a detailed design to obtain a true understanding of costs associated with the greening zone plan.

A series of meetings were held for the PGG to gather and discuss the pros and cons of the Foreshore and how it could be improved to create a more attractive and iconic destination in the Whitsunday region. The initial focus for the PGG was to beautify the informal gravel car park for the use of the wider community and to return it to green open space. Discussions and decision making was based on the area of where the markets are currently located through to the informal gravel car park.

The PGG identified that the Foreshore contained the following issues and the design and location should address them:

- Sewage pump station odour;
- Degradation;
- Prime open space land is being used as a car park;
- Long term illegal parking; and
- Campervans parking next to electricity boxes and stealing power.

To enhance the Foreshore and address the issues listed above, the PGG identified that the informal gravel car park should be converted into a multipurpose parkland where the markets can be relocated to. In order for this conversion to occur, the following features were identified:

- 3m wide pedestrian paths;
- Shade (achieved by new trees);
- New turf;
- Bollards containing water, electricity, lighting and sound;
- New shelter with picnic tables and bins;
- New entry statement and ‘welcome to Airlie’ sign;
- New seats;
- Filling the site to make it more level;
- New bus terminal/shelter with storage;
- New outdoor stage;
- Informal removable seat platform;
- Permanent market stall locations;
- New bus turn around (Ocean Road); and
- Reconfigured parking.

From the above PGG criteria the Airlie Beach Foreshore Upgrade Greening Zone Concept was developed (Refer to Figure 7).
Figure 3 Brainstorming Plan developed in August/September 2015
Figure 4 First Draft of the Greening Zone Plan
Figure 5 Greening Zone Proposal 1
Figure 6 Greening Zone Proposal 2
Figure 7 Final Product after PGG input
2.0 HOW DID WE ENGAGE?

During the consultation process there have been a number of ways the community have been able to provide feedback:
1. Email;
2. Mail;
3. In person;
4. Phone; and
5. Online survey.

The public were contacted in a number of ways to be notified of the proposal, consultation processes and information updates and could obtain information from the following:
1. Council’s website;
2. Advertisements in the Whitsunday Times;
3. Council’s Facebook page;
4. Council’s LinkedIn profile;
5. Email list;
6. Information stall at the Airlie Beach Saturday morning markets; and
7. Information stall at the Cannonvale Library.

Through providing a number of ways the community could provide feedback, this allowed us to capture the complexity of the participants’ responses, including how they felt about the proposal.

An information update was provided to the community that addressed some of the key concerns and questions that were common. The purpose of this document was to try and answer some questions of the community that may not have had an opportunity to talk to a Council representative to understand what is being proposed.

During the extended period of the consultation process a second online survey was released. The purpose of this was to gather statistics on the preferences of the community for things such as the location of the markets and other elements that should be considered in the revitalisation process.
3.0 WHO GOT INVOLVED?

During the consultation period there were a total of 320 responses to the proposal plan and revitalisation of the Foreshore. The first survey released contained nine (9) questions. The first five (5) questions aimed to gather statistical information regarding the existing and potential future land use as well as identify how regularly people utilise the foreshore. The remaining four (4) questions provided participants with a chance to provide their opinion on how the foreshore is and should be used. Participants could also provide suggestions and feedback on the draft concept plan.

The Public Consultation Team held two information market stalls at the Whitsunday Lions Markets on Saturday mornings where a number of locals, visitors and market stall holders viewed and discussed the draft concept plan. In addition to the information stalls, the Public Consultation Team met with a series of community and stakeholder groups:

- Market Stall Holder Representatives;
- Save Our Foreshore;
- Sailing Club;
- Whitsunday Lions Club Market Stall Committee;
- Volunteer Cruise Ship Ambassadors;
- Whitsunday Ratepayers Association; and
- Whitsunday Chamber of Commerce.
4.0 AILRILE BEACH FORESHORE REVITALISATION FEEDBACK

Preferred location
During the consultation period both the community and key stakeholder groups discussed the preferred location of the markets.

The following stakeholders identified the following Options as the preferred location for the markets:

- 131 members of public chose Option A (the current location), 42 chose Option B and 25 chose Option C.
- Save Our Foreshore, representing 200 members identified Option A (the current location).
- Whitsunday Lions Club, representing 25 members identified Option A (the current location).
- Market stall holders, representing 118 market stalls identified Option A (the current location).
- The Chamber of Commerce, representing 130 businesses identified Option B (Fairy Tree Park).
- Whitsunday Sailing Club, representing 3,500 financial members identified Option C (the original proposal).
- Whitsunday Ratepayers Association, representing 410 members identified an alternative solution of one continuous line of market stalls starting in Option B and finishing in Option A.
- The Volunteer Cruise Ship Ambassadors, representing 49 volunteers, opted to remain neutral regarding the location of the markets. The main request was that bus pick up/drop off was considered.

The above numbers are partially ambiguous as it may not be a true representation as each group may have members who have multiple memberships for each group.

On the contrary, the size of the stakeholder group must be considered as this provides an indication of how many people have been consulted with via a third party. Whilst the figures do not provide a clear indication of the “preferred option” it does identify how many people who have been consulted with and who have been represented by each stakeholder group.

Petition
On 23 June 2016 a petition with 999 signatures (some people signed more than once) was handed to Deputy Mayor, John Collins. The purpose of this petition was to identify that there will be a shortage of approximately 111 car parking spaces, the existing gravel car park should undergo a change of tenure from open space to road reserve and become a beautified car park area, the current market location should be maintained and present all three stages for public review and have an open meeting to discuss any final plans. This petition contains signatures from 603 people within the Whitsunday Region, 182 people within
Queensland, 143 interstate visitors, 23 international visitors and 48 people who did not provide address details.

**What kinds of elements do you want to see?**
The second survey asked the community what they would like to see made available along the foreshore. A list of 28 suggestions was provided as well as the opportunity to make other recommendations.

The 28 suggestions were derived from surveys, letters, emails, meetings and phone calls received during the consultation process.

The top 5 elements in Area A the community voted on were:
1. Litter bins;
2. Markets;
3. Grass areas;
4. Water and island views; and
5. Having space to walk on the footpaths.

The top 5 elements in Area B the community voted on were:
1. Grass areas;
2. Litter bins;
3. Water and island views;
4. Shade; and
5. Having space to walk on the footpaths.

The top 5 elements in Area C the community voted on were:
1. Parking;
2. Grass areas;
3. Litter bins;
4. Shade; and
5. Having space to walk on the footpaths.

**How the community uses the Foreshore**
- Children go to the beach and playground;
- Eat food;
- Exercise and enjoyment (walk, jog, kayak, swimming);
- Relax with family;
- Play casual sport;
- Events (Reef Festival, Music Festival, fireworks, Christmas Carols);
- For its beauty;
- Sailing Club;
- Relaxation;
- Markets;
- Birthday parties;
- Family reunions; and
- Lagoon.

**How the multipurpose area and Foreshore should be used**
Majority (64%) of the public agreed that a multipurpose area would be an asset to Airlie Beach to hold events such as the Aussie Bites Food Trail, Airlie Beach Music Festival and any other new events. Popular events that were recommended:
- Food and wine festival;
- Outdoor cinema;
- Wedding venue;
- Twilight food market;
- Airlie Beach Lunch on the Foreshore;
- Wearable art parades;
- Small local productions (theatre, school groups, talent show);
- Markets;
- Community centre (museum, art society, quilters);
- Tropical food festival;
- Wednesday night bonfire; and
- Craft festival.

Respondents also noted the following factors as requiring attention for the success of the Foreshore and any events:
- Lack of car parking;
- Lack of free car parking;
- No paid parking;
- Protection from weather (sun, rain, wind);
- Flooding constraints;
- Rubbish disposal;
- Smell of the toilets/pumping station;
- No permanent structures to keep the “laid back” feel;
- Small stage;
- Ensure any food at the markets is not being sold illegally;
- Events should all have equal access and “ownership” of the Foreshore; and
• Ensure backpackers do not abuse the new area.

What did the community have to say about the draft proposal?
• Do not take away parking;
• Access for stallholders set up/pack down is not adequate (i.e. parking close enough to load up cars/trailers);
• Do not move the markets;

• Nice layout;
• Approves of proposals for more green spaces;
• It removes the eyesore (i.e. gravel car park);
• Food stalls should not be set up near the toilets;
• Fix the toilets; and
• Need shade.
6.0 KEY ISSUES

The following are key issues identified by the community and key stakeholder groups compared with key issues Council has identified with the Foreshore. The issues raised by the community and key stakeholders will be considered in conjunction with Council’s considerations for undertaking revitalisation work along the Foreshore.

Section 7.0 presents the three location options (A, B and C) and analyses the feedback received from all stakeholders whilst identifying the best outcome and solution for revitalisation.

<table>
<thead>
<tr>
<th>Key Issues</th>
<th>Council Considerations</th>
<th>Community &amp; Key Stakeholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreshore is disconnected</td>
<td></td>
<td>Inadequate access and parking for market stall holders</td>
</tr>
<tr>
<td>Views and vistas are blocked</td>
<td></td>
<td>Location of the markets</td>
</tr>
<tr>
<td>Current stage design is outdated</td>
<td></td>
<td>Restricting the growth of the markets</td>
</tr>
<tr>
<td>Prime land assets are taken up by parking</td>
<td></td>
<td>Keep (and increase) free parking</td>
</tr>
<tr>
<td>Parking can be redesigned to cater for more</td>
<td></td>
<td>Cater for cruise ship bus pick up/drop off</td>
</tr>
<tr>
<td>Current market area is highly degraded</td>
<td></td>
<td>Lack of shade</td>
</tr>
<tr>
<td>Poor connectivity along the Foreshore</td>
<td></td>
<td>Smell of the toilet</td>
</tr>
<tr>
<td>Liability issues: paths, stairs and ramps not meeting Australian Standards</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Figure 16 Key Issues and Considerations
6.0 CAR PARKING

Car Parking Survey
During the early stages of community consultation a key concern from the community and stakeholder groups was that “there is not enough car parking in Airlie Beach”. In response to this common topic, RPS undertook a survey of key car parks in Airlie Beach that fell within an 800 metre distance of the informal gravel car park.

It must be noted that RPS recognise that no traffic/car parking qualified experts were associated with this survey; however, this is a detailed observation of parking behaviours over a two week period.

Over a period of 14 days, including weekends and a public holiday, car parks were observed between the hours of 10.00am and 11.30am. The numbers of vehicles were counted in the following car parks: Broadwater Avenue, Lagoon, Airlie Beach Hotel, Sailing Club, Coconut Grove, Informal Gravel Area (near the Sailing Club), Port of Airlie, Cruise Whitsunday, Woolworths (paid) and Woolworths Informal Gravel area.

The total number of car parks available from all of the surveyed car parks is 1,039. Table 1 below identifies the number of car parks available and how many vehicles were parked in each car park during the two week period. Utilising the statistical information in Table 1, only three days of the 14 day period saw the 1,039 car parks in Airlie Beach reach over 50% capacity (highlighted grey).

### Table 1

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<th>Thurs</th>
<th>Fri*</th>
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<td>Woolworths Paid</td>
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<td>467</td>
<td>458</td>
<td>494</td>
<td>877</td>
<td>557</td>
</tr>
</tbody>
</table>

Figure 17 Car parking survey results (*Public holiday/long weekend)

Community Consultation
Further discussions during community consultation revealed that the common phrase of “there is no car parking in Airlie Beach” had a different meaning depending on who was describing the parking problem in Airlie Beach. The following specific concerns were identified to the perceived parking issue:

- During events there is a lack of parking, such as the Music Festival, Reef Festival and markets.
- There is a lack of “free” car parking in Airlie Beach.
- Paid parking will deter tourists and locals from spending time in Airlie Beach.
- Without parking adjacent to the markets, the markets will not survive.
- Walking more than 400 metres is not acceptable for the elderly or those carrying products purchased from the markets.

Throughout the consultation process the potential for a “locals” card was discussed. The Card would function similar to the South East Queensland Transport “GO Card” where the card is prepaid. Depending on the day, date and time Council will have the ability to apply particular discounts to each Council car park. A mixed response to this was received. Some respondents did not agree with paid parking at all, others agreed with this idea and welcomed the revenue to be contributed towards further improvements to Airlie Beach and others recommended a sticker to make car parking free for residents.
Figure 18 Car park survey area
Car Parking Issue Summary

It was identified by members of the community and a number of stakeholder groups that there are approximately 100 car parks in the informal gravel car park. In the survey conducted by RPS all vehicles were counted that were parked in the informal gravel area and informal parking area between the markets and Coconut Grove. Over the two week period there were 178 vehicles parked in the informal gravel area on one week and 187 the next weekend (note: this does not include the car parks on Coconut Grove). The mean average of car parks in the informal gravel car park, using the collected data in Table 1, is 182.

The removal of parking within close proximity has been a key concern of the community and stakeholder groups for varying reasons, such as there is not enough parking in general or there is not enough free parking. Council’s position is that regulated parking will be implemented in all Council car parks to address the following issues:

- Abuse of the free parking for medium-long term parking.
- Illegal camping.
- Stolen power from locked power boxes which encourages backpacker car parking.
- Lack of parking spaces due to no time restrictions.
- Underutilised parking facilities in other areas of Airlie Beach.

Council have advised that regulated parking may be implemented; however, resistance from the community will be an issue that Council will face over a period of time until a cultural change has occurred. The community will have to undergo a cultural shift to accept that there will be regulated parking throughout Airlie Beach and that Council will facilitate this shift by offering incentives through a local’s discount card.

In regards to the statement of “there is no parking in Airlie Beach” the short term survey undertaken by RPS has found that this statement is not true as there is not a shortage of car parks, even when events such as the markets are being held. The total number of car parks listed in Table 1 is 1,039. On both Saturdays at one of the busiest times in Airlie Beach, there were a total of 771 and 877 occupied, respectively. In these scenarios if the additional 182 vehicles resorted to parking in the car parks listed in Table 1, other than the informal gravel car park, there would still approximately be an additional 86 vacant parks across the existing parking facilities.

Feedback received from Stakeholder groups was that the user group that depends the most on the informal gravel car park, for its proximity to the markets, is the market stall holder. Meaning, of the 182 vehicles parked in the informal gravel car park, approximately 100-120 car parks are vacated by market stall holder vehicles and trailers for up to 8 hours (5am-1pm) on a Saturday. The effectiveness of this car park largely depends on driver behaviour. As such, the existing gravel area is not being used efficiently, with alternate formal (line marked) car parks offering a better use of space and improved pedestrian safety.
Figure 20 From top, left to right: Broadwater Avenue, Port of Airlie – Boat House, Centre Lagoon car park, Woolworths, Airlie Beach Hotel, Waterson Way. Date of all photos: 18 June 2016.
7.0 LOCATION OPTION ANALYSIS

This section of the report aims to identify issues and any opportunities for each potential location for the markets. Information from the community, stakeholder groups and Council has been compiled to undertake an analysis of each location to identify issues and what opportunities each site has as well as identifying how each issue can be resolved and how each opportunity can be capitalised on to develop a “best version” of each option. Due to receiving an extremely diverse response from the community and stakeholder groups regarding the location of the markets, this will not be the sole factor to decide the best location. A number of other considerations will be considered to develop a design outcome that will attempt to satisfy the community and stakeholder groups in an equal compromise.

Option A: The Current Location

To create a more enjoyable Foreshore, it has been identified that the following issues should be resolved. Not only would it be more pleasant during events, such as the markets and festivals, but it would also improve the Foreshore for all other times during the week:

- Lack of shade which is very unpleasant in the warmer months of the year.
- Inadequate access for market set up/pack down.
- Bad toilet/sewer pump smell.
- Poor cruise ship bus shelter and access (e.g. no defined pathways, uneven surfaces).
- The free car parking during market hours is extremely busy and full, specifically at the informal gravel area, Sailing Club and Coconut Grove.
- Pathways are too narrow and uneven.
- Cannot walk along the Foreshore during the markets and for this reason the Foreshore is specifically avoided.
- Grass has degraded over time and has not been maintained.
- The markets wish to grow and are limited with space.

The following features of this location have been identified as they are considered to be the driving factors for the popularity of the site:

- View of the ocean.
- Near the beach.
- Nearby unregulated informal parking.
- It is an extension of the main street thereby drawing visitors along the Foreshore.
- Stall holders utilise the free parking and nearby access that exists behind the markets.

The above factors have been considered and have helped inform a redesign of market location Option A. Specific features that have been changed or included for Option A are as follows:

- A specific loop design for the layout of the markets has been developed.
- Approximately 120 market stalls will line the pathway loop.
- The stalls may be placed on top of a durable and maintenance friendly material, such as decomposed granite, or similar.
- A row of market stalls have been placed close to the access entry point from the Sailing Club car park can be offered to stallholders that trade from a vehicle or trailer or have heavy products. These stalls will ultimately provide parking for these stall holders.
- A new vehicle access for market stall holders will be created coming from the Sailing Club car park. Vehicles can travel along the market loop to set up and/or pack up the stall.
- The centre of the market loop area will contain a stage and an informal entertainment/food court area.
- As part of the overall plan, the pump station to the west of the market loop will be screened by vegetation and the toilet block will be removed and replaced with upgraded facilities.
- An entertainment area will be established up near the Sailing Club to cater for events such as the music festival and carols by candlelight.
- The bus shelter for cruise ships will be maintained along Ocean Road; however, there may also be the option to locate the bus shelter along Coconut Grove, pending engineering advice.
- This location will be supported by 224 car parks within a 200m walking distance. These car parks are located at the Sailing Club, Ocean Road, Coconut Grove, Port of Airlie and Sailing Club Land at Port of Airlie.

**What will happen in Option B?**

- This area will predominantly be grassed areas and will be preserved as it is. A play ground, chairs and tables will be provided and improvement on lighting.
- The footpath will be realigned to create a link to the boardwalk in front of the beach.
- Additional toilet amenities will be provided as well as facilities such as drinking fountains, push bike lock up areas and way finding signage.

**Strength, Weaknesses & Opportunity**

This section aims to identify the strengths and weaknesses of the location option and design whilst also identifying particular aspects for consideration that may help improve the design or identify certain factors requiring further investigation to understand the feasibility of including it in the proposal.

<table>
<thead>
<tr>
<th>Strength</th>
<th>Weakness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive in/out access for stallholders.</td>
<td>No established vegetation that provides shade.</td>
</tr>
<tr>
<td>Creating access will be easy for vehicles.</td>
<td>Majority of nearby car parks will still be utilised by stall holders, rather than keeping this free for potential customers.</td>
</tr>
<tr>
<td>Retains views and beachside location.</td>
<td>Markets will be near the pumping station and toilet block; however, the smell issue has since been improved by Council.</td>
</tr>
<tr>
<td>Approximately 120 market stalls can fit, including the provision for 14 stalls catering for trailers and/or vehicles.</td>
<td></td>
</tr>
<tr>
<td>Potential market growth can be achieved in this design due to the two “loops”.</td>
<td></td>
</tr>
<tr>
<td>253 car parks within 200m and 543 car parks within 400m of the market site.</td>
<td></td>
</tr>
<tr>
<td>Allows for trailers/ute trading.</td>
<td></td>
</tr>
<tr>
<td>Nearby bus stop for Cruise ship passengers.</td>
<td></td>
</tr>
<tr>
<td>Will act as an “extension” of the main street.</td>
<td></td>
</tr>
<tr>
<td>Providing for trailers or vehicle trading will reduce the number of car parks occupied by stallholders that could be used for the public.</td>
<td></td>
</tr>
</tbody>
</table>

**What will happen in Option C?**

- The informal gravel car par will be an established green, open space that will contain barbeques, playground equipment and shade facilities, as well as some landscaping to provide shade. This area will predominantly be kept open to allow for any functions, festivals or events to occur, such as the circus.
- A pathway will connect the market loop with a new footpath that leads towards the new beach and Port of Airlie.
- There are many opportunities to address parking in this area. One option is that the open green space will be protected by bollards that can be lowered to allow for overflow event parking, at Council’s discretion. Should there be bad weather, the grounds should not be used as overflow parking in case of any damage. Another option is that Council investigate including underground parking that has a green roof. This allows for an integrated use where both parking concerns and maintaining the Foreshore as green open space is addressed.
- The removal of the gravel car park disperses the traffic and demand for parking throughout Airlie Beach.
- Decentralising parking will remove traffic hazard for vehicles and pedestrians as cars will be parked in a formal area.
- Existing and new pathways are safer pieces of infrastructure for Cruise Ship passengers compared to the current facilities in the informal gravel car park.
- A central food court/entertainment area can be achieved.
- This location will continue to encourage visitors and locals to include the Sailing Club and POA as a “destination” when visiting the markets.
- Existing location provides what is essentially a 'blank canvas' in which to plan for future use.
- Large scale of the available land would allow the development of a largely flexible entertainment precinct/space, including both active and passive recreation.

<table>
<thead>
<tr>
<th>Opportunity/Further Investigation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple events can be held at one time in this precinct, for example, the markets in the current location, performances at the soundshell and an event, such as the circus, can be held in the open green space.</td>
</tr>
<tr>
<td>Should any degradation occur in the current location of Option A, the markets can utilise the other “loop” to the west of Option A as the shape and size are almost identical.</td>
</tr>
<tr>
<td>Pathways will need to be replaced and constructed appropriately to cater for vehicles, which will increase costs.</td>
</tr>
<tr>
<td>Investigate the potential for overflow event parking in areas identified as being open green space, such as the lagoon car park and informal gravel car park.</td>
</tr>
<tr>
<td>Investigate increasing the cost of market stalls by $10 of which is returned to Council to support events and contribute to maintenance and upkeep of the area.</td>
</tr>
<tr>
<td>Utilise profit from parking fees to contribute to infrastructure and parking upgrades in Airlie Beach.</td>
</tr>
<tr>
<td>Investigate potential underground parking with a “green roof” that is an extension of the Foreshore in the following locations: informal gravel car park and central lagoon car park.</td>
</tr>
</tbody>
</table>
Option A

- Connectivity: 3m wide path to total length of foreshore.
- Facilities: upgraded, including new seating, drinking fountain, etc.
- Boardwalk: improved, including new seating, planting & landscaping.
- Amenities: upgraded, toilet block, pump station landscaped.
- Wayfinding signage to site.
- Whitsunday view retained through stall spacing.
- Facilities: BBQ, play equipment, picnic settings.
- Public parking: 94 spaces.
- Market stalls: Approx. 120 stalls.
- Market: precinct & food court.
- Potential cruiser ship bus stop location.
- Potential cruiser berths.
- Connectivity: paths to Port of Airlie & Beach.
- Sailing club parking: 47 medium-long term spaces.
- Open grassed green space with shade trees & limited facilities.
- Public parking: 19 spaces.

Airlie Beach Foreshore Revitalisation Operations Options
17th August 2016: rpsgroup.com.au
Option B: Fairy Tree Park
To create a more enjoyable Foreshore, it has been identified that the following issues should be resolved. Not only would it be more pleasant during events, such as the markets and festivals, but it would also improve the Foreshore for all other times during the week:

- Inadequate access for market set up/pack down.
- There is no free parking for stall holders or the public.
- The lagoon car park should not be considered as parking as it should be parkland.
- Poor cruise ship bus shelter and access (e.g. no defined pathways, uneven surfaces).
- The free car parking during market hours is extremely busy and full, specifically at the informal gravel area, Sailing Club and Coconut Grove.
- Pathways are too narrow and uneven.
- One pathway will not be sufficient to support the markets.
- Fairy lights and new lighting needs to be added.
- Areas for sitting down and eating are required.
- Maintenance of grassed areas must be considered.

The following features of this location have been identified as they are considered to be the driving factors for the popularity of the site:

- View of the ocean.
- Near the beach.
- It is close to the centre of the main street.
- Stall holders utilise the free parking and nearby access that exists behind the markets.
- The cruise ship buses can utilise the existing bus facilities along the main street, near Airlie Creek.
- Existing established trees provide shade and protection from the weather.
- Being in the Airlie Beach centre, the markets will continue to have a greater positive impact on main street traders.

The above factors have been considered and have helped inform a redesign of market location Option B. Specific features that have been changed or included for Option B are as follows:

- A specific loop design for the layout of the markets has been developed.
- Approximately 120 market stalls will line the pathway loop.
- The stalls may be placed on top of a durable and maintenance friendly material, such as decomposed granite, or similar.
- A new vehicle access for market stall holders will be created coming from the main street with an exit near the cenotaph. Vehicles can travel along the market loop to set up and/or pack up the stall.
- The centre of the market loop area will contain an informal food court area.
- The bus shelter for cruise ships will be located in existing public transport facilities along the main street. This provides easy access along Airlie Creek and also deposits cruise ship visitors in the centre of town.
- Views to the water and islands will be maintained and market stalls can be located adjacent to the beach.
- Shade will be provided by existing trees and vegetation.
- This location will be supported by 481 car parks within a 200m walking distance. These car parks are located at the Lagoon, Woolworths and Airlie Beach Hotel and along the main street.
- An entertainment area will be established up near the Sailing Club to cater for events such as the music festival and carols by candlelight.
- The informal gravel car par will be an established green, open space that will contain barge and shade facilities, as well as some landscaping to provide shade. This area will predominantly be kept open to allow for any functions, festivals or events to occur, such as the circus.
- A pathway will connect the market loop with the footpath that leads towards Airlie Beach and Port of Airlie.
What will happen in Option A?
- An entertainment area will be established near the Sailing Club to cater for events such as the music festival and carols by candlelight.
- Earthworks will be undertaken to fill the area between the foreshore and Coconut Grove to create a gentle slope and even gradient of landscaping.
- The pump station will be screened by vegetation and the toilet block will be removed and replaced with upgraded facilities.
- Facilities such as tables and chairs, shade structures, drinking fountains, barbeques and wider paths will be included in this area.

What will happen in Option C?
- The informal gravel car park will be an established green, open space that will contain barbeques, playground equipment and shade facilities, as well as some landscaping to provide shade. This area will predominantly be kept open to allow for any functions, festivals or events to occur, such as the circus.
- A pathway will connect the market loop with a new footpath that leads towards the new beach and Port of Airlie.
- The open green space will be protected by bollards that can be lowered to allow for overflow event parking, at Council’s discretion. Should there be bad weather, the grounds should not be used as overflow parking in case of any damage.

Strength, Weaknesses & Opportunity
This section aims to identify the strengths and weaknesses of the location option and design whilst also identifying particular aspects for consideration that may help improve the design or identify certain factors requiring further investigation to understand the feasibility of including it in the proposal.

<table>
<thead>
<tr>
<th>Strength</th>
<th>Weakness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive in/out access for stallholders.</td>
<td>Protection against grass degradation is harder due to existing vegetation (i.e. large fig trees).</td>
</tr>
<tr>
<td>Retains views and beachside location.</td>
<td>Gaining/creating access in this location is more difficult than Option A and C.</td>
</tr>
<tr>
<td>Approximately 120 market stalls can fit.</td>
<td>Established vegetation may be damaged or removed during construction – this impacts shade.</td>
</tr>
<tr>
<td>220 car parks within 200m and 782 car parks within walking distance of the market site.</td>
<td>Infrastructure such as hold down bolts and bollards providing water, power and light may not be able to be implemented without removal or damage to existing vegetation.</td>
</tr>
<tr>
<td>Allows for trailers/ute trading.</td>
<td>Any new surfaces or paths will need to consider the root system of existing vegetation.</td>
</tr>
<tr>
<td>Established vegetation.</td>
<td>Growth of markets will be limited due to the RSL reserve and Airlie Creek.</td>
</tr>
<tr>
<td>Good shade coverage.</td>
<td>Majority of nearby car parks will still be utilised by stall holders, rather than keeping this free for potential customers.</td>
</tr>
<tr>
<td>Nearby established bus stop for Cruise ship passengers.</td>
<td>A food court/entertainment area will not be in the centre of the markets.</td>
</tr>
<tr>
<td>A central hub will be created due to the location of the markets being close to the lagoon and main street.</td>
<td>Relatively small scale of the area not conducive to adequate stage/sound shell structure.</td>
</tr>
<tr>
<td>Providing for trailers or vehicle trading will reduce the number of car parks occupied by stallholders that could be used for the public.</td>
<td>Pedestrian traffic due to markets would have</td>
</tr>
</tbody>
</table>
station and toilet block; however, the smell issue has since been rectified by Council.
- Existing and new pathways are safer pieces of infrastructure for Cruise Ship passengers compared to the current facilities in the informal gravel car park.
- Close proximity to existing facilities and services, such as lagoon, shops and hospitality.
- Existing mature vegetation provides protection from prevailing winds.
- Option B provides valuable North-eastern views to the Whitsunday Islands.

| Negative long term influence on existing mature vegetation. |
| Path system required for market events surplus to needs outside of events. |
| Vegetation/canopy coverage may give rise to health concerns relating to food stalls operating. |

### Opportunity/Further Investigation
- Power supply will require further investigation.
- Pathways will need to be replaced and constructed appropriately to cater for vehicles, which will increase costs.
- Investigate potential for overflow event parking in areas identified as being open green space, such as the lagoon car park and informal gravel car park.
- Investigate increasing the cost of market stalls by $10 of which is returned to Council to support events and contribute to maintenance and upkeep of the area.
- Utilise profit from parking fees to contribute to infrastructure and parking upgrades in Airlie Beach.
- Investigate potential underground parking with a “green roof” that is an extension of the Foreshore in the following locations: informal gravel car park and central lagoon car park.
Option C: The Original Proposal

To create a more enjoyable Foreshore, it has been identified that the following issues should be resolved. Not only would it be more pleasant during events, such as the markets and festivals, but it would also improve the Foreshore for all other times during the week:

- Inadequate access for market set up/pack down.
- There is no free parking for stall holders or the public.
- The free car parking during market hours is extremely busy and full, specifically at the informal gravel area, Sailing Club and Coconut Grove.
- Paid car parking will deter tourists and locals from visiting Airlie Beach and the markets.
- The lack of parking (due to the combination of not physically having “enough” and being paid parking) will negatively impact on the markets.
- There is nowhere for stall holders to unload stock.
- No view of the ocean and islands and the markets will not be on the beach.

The following features of this location have been identified as they are considered to be the driving factors for the popularity of the site:

- The gravel “dust bowl” will be removed.
- Extension of the Foreshore and increased parkland is welcomed.
- This will “complete” the area since the Port of Airlie development has been established.
- The area will not be made available for overnight campers.
- The markets will be distanced from the toilet and sewer pump station.

The above factors have been considered and have helped inform a redesign of market location Option C. Specific features that have been changed or included for Option C are as follows:

- A specific loop design for the layout of the markets has been developed.
- Approximately 120 market stalls will line the pathway loop.
- The stalls may be placed on top of a durable and maintenance friendly material, such as decomposed granite, or similar.
- A new vehicle access for market stall holders will be created coming from the Sailing Club car park. Vehicles can travel along the market loop to set up and/or pack up the stall.
- The centre of the market loop area will contain an informal food court area.
- The bus shelter for cruise ships will be located on Ocean Road.
- Shade will be provided by trees and vegetation and other structures.
- Infrastructure will be provided for each market stall. Water, electricity and sound can be provided for each stall.
- This location will be supported by 224 car parks within a 200m walking distance. These car parks are located at Coconut Grove, Sailing Club car park, Ocean Road, Sailing Club land at the Port of Airlie and Port of Airlie.
- The informal gravel car par will be an established green, open space that will contain barbeques, playground equipment and shade facilities, as well as some landscaping to provide shade. This area will predominantly be kept open to allow for any functions, festivals or events to occur, such as the circus.
- A pathway will connect the market loop with a new footpath that leads towards the new beach and Port of Airlie.

What will happen in Option A?

- An entertainment area will be established up near the Sailing Club to cater for events such as the music festival and carols by candlelight.
- Earthworks will be undertaken to fill the area between the foreshore and Coconut Grove to create a gentle slope and even gradient of landscaping.
- The pump station will be screened by vegetation and the toilet block will be removed and replaced with upgraded facilities.
• Facilities such as tables and chairs, shade structures, drinking fountains, barbeques and wider paths will be included in this area.

What will happen in Option B?
• This area will predominantly be grassed areas and will be preserved as it is. A play ground, chairs and tables will be provided and improvement on lighting.

Strength, Weaknesses & Opportunity
This section aims to identify the strengths and weaknesses of the location option and design whilst also identifying particular aspects for consideration that may help improve the design or identify certain factors requiring further investigation to understand the feasibility of including it in the proposal.

<table>
<thead>
<tr>
<th>Strength</th>
<th>Weakness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive in/out access for stallholders.</td>
<td>No established vegetation that provides shade.</td>
</tr>
<tr>
<td>Creating access will be easy for vehicles.</td>
<td>Majority of nearby car parks will still be utilised by stall holders, rather than keeping this free for potential customers.</td>
</tr>
<tr>
<td>Approximately 120 market stalls can fit, including the provision for 14 stalls catering for trailers and/or vehicles and 6 double stalls (indicative).</td>
<td>Does not retain views and beachside location.</td>
</tr>
<tr>
<td>Potential market growth can be achieved in this design with extension towards the Foreshore.</td>
<td>The design of the footpath in this location creates “too much” footpath for times when the markets, or other events, are not on.</td>
</tr>
<tr>
<td>217 car parks within 200m and 356 car parks within 400m of the market site.</td>
<td>The design is far more restrictive in the sense that is purpose built for the markets, rather than creating an open space for the wider community.</td>
</tr>
<tr>
<td>Allows for trailers/ute trading.</td>
<td>Established vegetation would be damaged or removed during construction – short term / long term impact.</td>
</tr>
<tr>
<td>Nearby bus stop for Cruise ship passengers.</td>
<td></td>
</tr>
<tr>
<td>Will act as an “extension” of the main street.</td>
<td></td>
</tr>
<tr>
<td>Providing for trailers or vehicle trading will reduce the number of car parks occupied by stallholders that could be used for the public.</td>
<td></td>
</tr>
<tr>
<td>The removal of the gravel car park disperses the traffic and demand for parking throughout Airlie Beach.</td>
<td></td>
</tr>
<tr>
<td>Decentralising parking will remove traffic hazard for vehicles and pedestrians as cars will be parked in a formal area.</td>
<td></td>
</tr>
<tr>
<td>Existing and new pathways are safer pieces of infrastructure for Cruise Ship passengers compared to the current facilities in the informal gravel car park.</td>
<td></td>
</tr>
<tr>
<td>A central food court/entertainment area can be achieved.</td>
<td></td>
</tr>
<tr>
<td>This location will continue to encourage visitors and locals to include the Sailing Club and POA as a “destination” when visiting the markets.</td>
<td></td>
</tr>
</tbody>
</table>

Opportunity/Further Investigation
• Multiple events can be held at one time in this precinct, for example, the markets in the Location
Option C, performances at the soundshell and an event, such as the circus, can be held in the open green space on the Foreshore, linking up with the soundshell/amphitheatre.

- Pathways will need to be replaced and constructed appropriately to cater for vehicles, which will increase costs.
- Investigate the potential for overflow event parking in areas identified as being open green space, such as the lagoon car park.
- Investigate increasing the cost of market stalls by $10 of which is returned to Council to support events and contribute to maintenance and upkeep of the area.
- Utilise profit from parking fees to contribute to infrastructure and parking upgrades in Airlie Beach.
- Investigate potential underground parking with a “green roof” that is an extension of the Foreshore in the following locations: informal gravel car park and central lagoon car park.
Location Option Summary

The below table identifies the key criteria of each stakeholder group and identifies if the updated proposed plans satisfies each criteria.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Achieved</th>
<th></th>
<th>Not Achieved</th>
<th></th>
<th>Alternative Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A  B  C</td>
<td>A  B  C</td>
<td>A  B  C</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Market Stall Holder Representatives</strong></td>
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</tr>
<tr>
<td>Do not move the markets away from the Foreshore</td>
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<tr>
<td>Do not reduce the size of the markets</td>
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</tr>
<tr>
<td>Allow for expansion towards the lagoon</td>
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<tr>
<td>Change the tenure of the land to allow for parking</td>
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</tr>
<tr>
<td>Maintain and improve existing structures, such as the toilets</td>
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</tr>
<tr>
<td>Improve the park and grow the markets in the current location</td>
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</tr>
<tr>
<td><strong>Save Our Foreshore</strong></td>
<td></td>
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</tr>
<tr>
<td>Develop a foreshore master plan – upgrade the current site, no ‘built market’ concept</td>
<td></td>
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</tr>
<tr>
<td>Create walkway links to the new beach at Port of Airlie</td>
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</tr>
<tr>
<td>Turn the gravel car park into unregulated overflow parking for events</td>
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</tr>
<tr>
<td>Consider the multi storey car park behind Woolworths on Watson Way</td>
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</tr>
<tr>
<td>Leave the parking adjacent to the Sailing Club alone</td>
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<tr>
<td>Do not formalise the markets or relocate them</td>
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<tr>
<td>Fix the smell of the pumping station</td>
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<tr>
<td><strong>Sailing Club</strong></td>
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</tr>
<tr>
<td>Sailing Club to acquire land for trailer parking</td>
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<tr>
<td>Realign the car park</td>
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<td>Develop a two storey car park</td>
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<td>Incorporate the top storey of parking into the Sailing Club’s leasehold agreement</td>
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<td>Beautify the gravel car park</td>
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<td><strong>Whitsunday Lions Club</strong></td>
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<td>Keep the markets in the current location</td>
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<td>Green the informal gravel car park and utilise it as overflow event parking</td>
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<td><strong>Volunteer Cruise Ship Ambassadors</strong></td>
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<td>Ensure that there is appropriate and adequate bus drop off and pick up areas, to accommodate at least 2 busses at any one time</td>
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<td>The bus stop is to be within a “Reasonable” walking distance to the Markets</td>
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<td>Adequate footpaths to cater for wheelchairs, walking frames and slow walkers</td>
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<td>Appropriate amenities building with up to date facilities</td>
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<td>Shade and seating at regular locations for people to rest and get out of the sun/heat/rain and take in the magnificent views</td>
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**Whitsunday Ratepayers Association**

| Tender pontoon in Airlie Creek |
| Expand stalls along the foreshore from Airlie Creek to the current location |
| Improved access at Fairy Tree Park is required for market stalls |
| Green the informal gravel car park and “stage 2” for overflow event parking |
| Provide more shaded areas with trees and structures along the beach |
| Do not remove the central lagoon car park |

**Whitsunday Chamber of Commerce**

| Car parking revenue should be used for public and community infrastructure and to support events |
| Locate markets at Fairy Tree Park because of the amenity, better use of existing parking and proximity to the lagoon, shops and playground equipment |
| Toilet and pump station smell is an issue |
| Increase the price of each stall by $10 to raise funds for community events |
| Modify the lagoon car park to allow for cruise ship buses and access |
| Green the informal gravel car park |
8.0 COMMUNITY CONSULTATION FINDINGS

The response from the community indicates that Council continue to move forward with the revitalisation project as responses received endorse the elements and idea of revitalisation. However, the community agree to revitalisation occurring on the proviso that issues such as market location, parking and access has been considered and addressed. After the first period of community consultation a clear message received was that Council take a wider approach to the revitalisation by developing a master plan that looks at “the whole picture” as majority of the community could not understand how the entire Foreshore was going to be revitalised. The area between Airlie Creek and the Sailing Club should be planned for.

One of the key community concerns was car parking. The community felt that Council should consider taking immediate action to address the concerns regarding free parking, especially retaining nearby parking close to event sites. This will continue to be an issue which will create resistance from the community against any positive projects Council attempt to undertake.

Some community members recommended changing the tenure of the informal gravel car park to road reserve to allow for a permanent car park. Advice was sought from the Department of Natural Resources and Mines (DNRM) to understand the process. The following advice was received by DNRM:

- A change of tenure is possible; however, to change tenure DNRM must be absolutely sure that there is full support from the community.
- Council would have to undergo community consultation to understand the community’s position.
- Council must be 100% sure that replacing open green space with road reserve is the best outcome as switching back from road reserve to parkland in the future is extremely unlikely to be supported by the State. Open space was described as an extinct animal, once it is removed; it is unlikely it will be returned.

After consideration of all submissions from key stakeholders and the community, the following common community and stakeholder issues were identified which then informed a redesign of all location options (Areas A, B and C) to try and address the issues:

1. Taking away free parking;
2. Removing the markets from the beachside;
3. Removing close access and parking for market stall holders;
4. Sewer pump station smell;
5. Bus terminal location; and
6. Ease of maintenance.

The community informed redesign solely focused on addressing the above issues to create the best outcome for the wider community. It is the intention that all other design factors, such as the inclusion of toilet blocks, seating, landscaping and other elements are identified at a “high level” at this stage and are addressed at a later stage of detailed design. Refer to Section 7.0 and the associated annotated plans to understand how each Location Option was amended to address the above issues.

Community consultation shows that the most community support is for location Option A. Location Option A is the most suitable location for the markets for the following reasons:

1. **Beachside location** - The markets will retain their beachside location; however, compromise has been met by creating a 3m wide footpath where the markets will be located landward of the footpath. This retains a clear and uninterrupted view of
the water and islands whilst still providing a view for market stall holders.

2. **Meets minimum number of market stalls required** - A minimum of 120 market stalls can be catered for, with room for expansion either by encouraging infill of the centre loop or spilling over to the secondary loop of the area to the east.

3. **Vehicle access for markets achieved** - Vehicular access has been catered for market stall holders to drive in to drop-off their products and then drive out. This improves on the current situation where stall holders wheel in their products on small trailers or have to carry their products from their parking spot.

4. **Existing infrastructure for entry/exit** - An existing entry will be utilised for the entry/exit for vehicular access via the Sailing Club car park.

5. **Improved traffic safety** - The existing access will not cause any traffic or safety issues along Coconut Grove.

6. **Vehicle and trailer trading** - The design allows for vehicle and trailer trading.

7. **Maintenance friendly** - The loop of Area A is identical to the loop to the east of this area. Should Area A ever start to experience degradation, the markets and/or events can temporarily make use of the loop to the east to give Area A a “break”.

8. **Improves connectivity** - Area A is an expansion of the main street, particularly when any markets or events occur. This will also improve connectivity to the Port of Airlie ferry terminal and new beach at the Beacons.

9. **Creates an entertainment precinct** - This design creates a multipurpose entertainment precinct and can be used for other events, such as music festivals, the circus. The entertainment precinct includes the area identified suitable for an amphitheatre next to the Sailing Club and the two multipurpose open space loops. This allows for multiple areas to be used at the one time. For example, a performance may be held in the amphitheatre, the beachside loop may be used for markets or merchandise stalls and the eastern loop may cater for another performance, supported by a temporary stage.

10. **Flexible design** - This design is a multipurpose design and less purpose built for the markets which provides a “blank canvas” for other events.

11. **Nearby parking** - Area A is exposed to 543 car parks within 400m or 253 car parks within 200m.

12. **Potential for event parking** - There is potential for the loop to the east to allow for event car parking, decided at Council’s discretion.

13. **Alternative parking solutions available** - There is potential to create a green roof car park in the area of the eastern loop. Specifically, this suggestion is to investigate the potential to create underground car parking with green open space to continue over the top of the car park.

14. **Improved parking safety** - Reconfiguring the car parking along Coconut Grove increases safety as it allows for a front in entry and it matches the style of parking found throughout Airlie Beach.

15. **New disabled parking** - The reconfiguration of the car parking along Coconut Grove also allows for disabled parking, whereas the current configuration does not cater for any disabled parking.
16. **Construction friendly** - This design allows for a staged approach to development for construction (i.e. complete works in the informal gravel car park area and then move along towards the Foreshore. The markets can temporarily use the greened and improved “former” informal gravel car park area until such time the loop near the Foreshore has been completed).

17. **Away from smell** - Market stalls will not be in front of or behind the toilets and pumping station.

18. **Nearby bus shelter** - A formal and improved bus shelter will be within close proximity to the markets, connected by safe pathways. The proposed design identifies a bus shelter on Ocean Road; however, some further investigation may identify the possibility of the bus shelter to be located on Coconut Grove, immediately at the markets.

Following on from the above justification, it is also recommended that the following actions are considered for implementation to ensure the design and operational aspects are integrated and complement one another:

- A lease/permit, or similar, should be developed between Council and any regular event holders to help regulate and confirm event details, such as:
  - Number of stalls;
  - Site layout;
  - Vehicle movement;
  - Days of operation;
  - Hours of operation;
  - Formalise set up/pack up hours;
  - Responsibility for any damage caused (i.e. chipped pavement, damaged to bollards); and
  - Contributions for regular maintenance.

- Council staff undertake regular monitoring of the condition of Area A to identify whether a temporary relocation is needed to allow for maintenance and regeneration.

- The following parking opportunities should be considered for implementation within the **immediate Airlie Beach** area:
  - Provide an integrated approach to free parking and paid parking, for example, allow for the first hour to be free and after that requires payment.
  - Allow for free parking (restricted by a time limit); however, ensure that these car parks are patrolled regularly to ensure there is appropriate turnover. This will also discourage visitors and locals from using a short term parking area for long term uses.
  - Investigate developing the Sailing Club’s parcel of land at the Port of Airlie for medium-long term parking.
  - Reconfigure the Sailing Club’s car park to make it larger, as per the first draft of the greening zone plan (Refer to Figure 4).

- Implement a local’s discount card that can manipulate the cost of parking. For example, if a car park is further away from an event area it may have a heavier discount than a car park that is closer to an event. Another option is to allow for free or very low payments on days of the week that are not in peak hours.

- An underground car park for both the central lagoon car park and the informal gravel car park where the Foreshore is continued on top of the “roof” of the car park.

- Consider implementing “Park ‘n’ Ride” locations throughout the **Town of Whitsunday** area. Rather than constructing a new parking facility, or removing valuable open space parkland, existing car parks should be marketed as
a Park ‘n’ Ride facility. Council owned car parks, such as Abel Point Marina and other car parks, such as the PCYC, Whitsunday Shopping Centre and Whitsunday Plaza could offer Park ‘n’ Ride opportunities where free parking and a free bus transfer is offered. This will allow for families to park at Whitsunday Plaza, visit Airlie Beach and perhaps purchase vegetables from the markets and then return to Woolworths to complete the remainder of the shopping.

- An initial 30 day trial period for Park ‘n’ Ride should be considered for the Council owned car park at Abel Point Marina where both free parking and a free bus trip is offered on a Saturday whilst the markets are operating. If this proves successful, further investigations should be conducted to include non-Council owned car parks such as the Whitsunday Shopping Centre and Whitsunday Plaza.
9.0 NEXT STEPS

Council should consider undertaking the following process for the remainder of the consultation process:

- The Councillors are presented with the findings from the consultation period and redesigned layouts for area options A, B and C.
- The Councillors provide preliminary comments to inform the designs and resolve on which location option is the preferred location/design. Council should also consider the following design elements, as recommended by the community, to help guide the PGG in the detailed design/master planning exercise:
  - Theme - should there be a theme in the designing of Airlie Beach? For example, a nautical theme where lights, shelters, bollards and art installations show nautical colours and elements (such as, a light house at Airlie Creek).
  - Art installations/sculptures – please see Figure 22 for examples of the Cairns and Cardwell Foreshores.
  - Modernise infrastructure – from the lagoon to the Port of Airlie there are inconsistent designs and materials used for footpaths, lighting, rubbish bins and shelters. Council should advise whether this infrastructure should be replaced or continued.
  - Tenure – advise whether the informal gravel car park will remain as open space or if road reserve will be investigated.
- The PGG are briefed on the outcomes of community consultation and Council’s guidance for the master planning exercise. The PGG undertake a detailed design/master planning exercise for the entire Foreshore, including the location of the markets.
- Present the entire Foreshore master plan to the Councillors and obtain a resolution to implement the master plan.