Main Beach Opportunities

Existing context

Observations

> Strong improvement of east-west connection for pedestrian and cyclists linking into established green spaces is required to create a connected network.

> The potential exists for the reinforcement and diversification of existing centres.

> Access to the light rail station at Main Beach would benefit from improved connections to Tedder Avenue and the existing activity hub.

> The creation of multiple access and movement options including bridges and water transport.

> The Tedder Avenue precinct establishes a waterfront address and improves visual and physical legibility to Southport.

> Tedder Avenue should be reinforced as a local neighbourhood centre and destination.

> Visual and physical legibility should be improved within the urban block structure to allow greater accessibility between activity generators.

> Several busy roads traverse the precinct which link Southport and the urban core to key tourist destinations on The Spit.

> An urban break is created by Macintosh Island Park (on Paradise Waters Island) and Narrow Neck Park (either side of the Gold Coast Highway) between the two stations.

> The established parkland and waterfront green spaces within the precinct should be reinforced as a key community asset.

> The cluster of marina uses on The Spit should be integrated into Main Beach to position the precinct as the city’s ‘urban marina’.

> The GCRT service would be complemented and connections between southern Southport, Main Beach and Paradise Waters improved if a ferry service could be implemented on the Nerang River.

> The Main Beach Caravan Park reinforces Main Beach’s tourism offer as a ‘family’ destination and offers an affordable accommodation alternative.
Main Beach
City shaping directions

City form

Reinforce the role of Main Beach as important ‘break’ in intensity, encourage connectivity between The Spit and the Urban Spine, and minimise infill development impact on natural assets.

City structure

The Spit integration
- Capitalise on the natural assets and key destinations of The Spit and improve connections to Main Beach and the urban core.

Main Beach North renewal
- Explore the long term renewal opportunities of consolidated land holdings north of Tedder Avenue to support diversity and affordability.

Front door to Main Beach
- Investigate the establishment of an active public space providing a “front door” to Tedder Avenue and Main Beach.

Macintosh Island parkway
- Explore the activation and renewal of Macintosh Island as a ‘central park’ for residents within Main Beach and Paradise Waters.

Tedder Avenue reinforcement
- Reinforce and extend Tedder Avenue southwards towards the light rail station as a pedestrian friendly retail and dining high street.

The Urban Spine’s northern gateway
- Enhance the role of Main Beach as an entry point into the Urban Spine to create a sense of place and arrival.

Macintosh Island reconnection
- Reduce severance caused by the Gold Coast Highway and improve integration between Main Beach and Paradise Waters.
Main Beach
Catalyst sites and projects

A selection of catalyst sites and projects that would progress the objectives of the corridor study in the Main Beach area is identified. These include a mix of capital works, master planning and private development opportunities able to be carried forward under a variety of implementation models. Further work may be required to refine and confirm the directions recommended in this study.

Future investigation areas (long term)

- Investigate the potential reinstatement of the Jubilee Bridge as a pedestrian connection from Southport Parklands to Main Beach
- Investigate opportunities for enhancing The Spit as a key destination and park of city-wide significance
- Explore opportunities for the renewal of the Broadwater Foreshore parklands along Waterways Drive

Catalyst projects (short – medium term)

01 Upgrade Tedder Avenue to include footpath widening, and integrate street tree planting and improved pavement, furniture and lighting
02 Preserve longer term opportunities for the re-establishment of the Jubilee Bridge to link Main Beach to Southport
03 Continue the Oceanway to provide pedestrian and cycle connectivity between The Spit and The Esplanade
04 Prioritise upgrades including footpath widening and street tree planting to support key routes between Main Beach station and the beachfront

Catalyst sites legend

- Study corridor
- Precinct boundary
- Gold Coast Rapid Transit route
- Gold Coast Rapid Transit station
- 400m Rapid Transit Station catchment
- Proposed green bridge crossing

Catalyst sites (medium – long term)

Tedder Avenue entry renewal

Opportunity

Through the renewal and activation of sites adjoining the intersection of Tedder Avenue and the Gold Coast Highway, a significant extension of the Tedder Avenue retail and dining ‘high street’ can occur. This would provide a distinctive ‘gateway’ and sense of arrival into Main Beach.

Key outcomes

- Reinforce the identity and destination appeal of Tedder Avenue as a retail and dining destination
- Activate and enhance the pedestrian journey experience from the light rail route into Main Beach and beyond
- Reinforce the park adjacent to the station as a gateway into Tedder Avenue, and encourage its use as a meeting and gathering place

Main Beach north renewal (long term)

Opportunity

The Main Beach Caravan Park currently performs an important function by providing family oriented and affordable tourist accommodation, however in the event that redevelopment of this site is ever contemplated, its large area and that of surrounding sites presents a prime opportunity for significant long term residential infill development.

Key outcomes

- Reinforce the identity and destination appeal of the caravans""
Main Beach Catalyst Sites and Projects
Prepared by HASSELL for GCCC
Main Beach
Transport and movement

Public transport
The location of the light rail station at the intersection of the Gold Coast Highway and Tedder Avenue will benefit residential catchments, particularly those in southern areas of Main Beach. Opportunities exist for the enhancement of the overall public transport network within the precinct, with Waterways Drive and Macarthur Parade providing a strong opportunity for the establishment of a district bus ‘loop’, connecting destinations on The Spit to light rail on the Gold Coast Highway.

Walking
Flat topography, extensive foreshore areas and a strong street grid (within Main Beach) provide a strong basis for a highly walkable precinct. Attention should be given to improving pedestrian crossings across the Gold Coast Highway, particularly from Paradise Waters.

Cycling
The precinct possesses strong cycle linkages to The Spit, the Broadwater and the foreshore. Priority should be given to addressing missing links in the cycle network, particularly between the Gold Coast Highway and Waterways Drive, which would greatly enhance direct connectivity from Southport to The Spit.

Road network
Whilst supporting key city-wide movements between Southport and the Urban Spine, the Gold Coast Highway severs connectivity between Main Beach and Macintosh Island in the south. Waterways Drive, Tedder Avenue and Macarthur Parade also serve as key routes for journeys to destinations located on The Spit.

Strategies
01 Explore opportunities for the establishment of a pedestrian bridge connecting Southport to Main Beach and The Spit
02 Enhance pedestrian and cycle connectivity to The Spit via Macarthur Parade
03 Explore opportunities for the establishment of rapid ferry and public boat parking terminals adjoining Main Beach station
04 Investigate opportunities to improve connectivity between Paradise Waters and Main Beach to better balance vehicle and pedestrian priority at key intersections
05 Improve pedestrian accessibility to foreshore areas and the Broadwater
Corridor access and mobility

The Corridor Access and Mobility Study (CAMS) was undertaken in order to inform the precinct planning and urban design directions of the Phase 2 Corridor Study. CAMS explored:

- Key pedestrian routes in the vicinity of each light rail station
- The projected form of public realm elements (including footpaths and crossings) to inform the development of a station hierarchy typology
- The current condition of key routes, in order to prioritise upgrade projects

Key destinations and attractors

Key destinations and attractors for pedestrian movement considered as part of the CAMS within the Main Beach precinct included:

- Main Beach light rail station
- Main Beach
- Southport Surf Club
- Sea World
- Tedder Avenue

CAMS Priority Actions

01 Provide a key pedestrian pathway along Tedder Avenue between the Gold Coast Highway and Woodroffe Avenue, to connect the station to the medium density residential catchment and a range of retail/leisure attractions

02 Create pedestrian/cycle access along Breaker Street between Tedder Avenue and Main Beach Parade, to provide direct east-west connections from the station to the beach

03 Provide direct pedestrian/cycle beach access along Woodroffe Avenue, between Tedder Avenue and Pacific Street, to improve connectivity to the station and Tedder Avenue leisure activities

04 Identify opportunities to improve the pedestrian experience through the provision of street tree planting, provision of awnings, or other appropriate forms of shade and shelter

Main Beach - Corridor Access and Mobility Study (CAMS) legend

- Study corridor
- Precinct boundary
- Gold Coast Rapid Transit route
- Gold Coast Rapid Transit station
- 400m Rapid Transit Station catchment
- 800m Rapid Transit Station catchment
- Proposed green bridge crossing
- Moderate widening 2-3m

PEDESTRIAN SAFETY AND PRIORITY
- Realign path or crossing to pedestrian desire line
- Reduce intersection crossing delay for pedestrians

WAYFINDING IMPROVEMENTS
- Install a wayfinding device at transport node or key decision point
Main Beach
Streets and public spaces

Main Beach
Main Beach is reinforced by a strong east-west street grid, and is fringed by an extensive (but underutilised) open space network linking The Spit and foreshore.

The Gold Coast Highway reinforces the ‘self-containment’ of the Main Beach street network, but also presents significant challenges for the establishment of public spaces and connections to residential catchments south of Macintosh Island.

Tedder Avenue active address
The intersection of Tedder Avenue and the Gold Coast Highway presents a strong opportunity for a new public space and associated street upgrades to enhance accessibility to the Main Beach light rail station. The proximity of this public space to potential rapid ferry terminals would also provide a distinct sense of arrival into the precinct.

Caravan Park edge improvements
As one of the largest land parcels within Main Beach, the Main Beach Caravan Park site has extensive street frontages to Stafford Avenue, Main Beach Parade and John Kemp Street, which have the potential to be enhanced through provision of pedestrian improvements, particularly along Main Beach Parade.

Connecting to The Spit
Forming the northern-most extension of the coastal core, Main Beach presents opportunities for the renewal of key open spaces such as Hollingdale Park, which adjoins The Spit. Particular emphasis should be placed on improvements to cycle and pedestrian facilities, in order to realise The Spit’s potential as a major urban recreation area.

Strategies

01 Support the establishment of an active public space which enhances connectivity between the light rail station, potential rapid ferry terminal, and Tedder Avenue.

02 Undertake footpath improvements and upgrades in accordance with Corridor Access and Mobility Strategy recommendations.

03 Improve the street edge of the Main Beach Caravan Park site, and improve pedestrian linkages from Main Beach to the foreshore.

04 Investigate opportunities for the renewal of key open spaces adjoining The Spit, with a particular focus of improving cycle and pedestrian connections.

Existing conditions

The intersection of the Gold Coast Highway and Tedder Avenue has the potential to reinforce a sense of arrival.

Macintosh Island Park forms a strong but isolated green edge to the precinct.

Linkages to The Spit should be reinforced.
Main Beach
Building form and edges

City form outcomes
As an important ‘break’ between Southport and Surfers Paradise, Main Beach should be reinforced as a lower intensity coastal community. Heights should step down where adjoining foreshore areas and The Spit.

Wayfinding and gateways
The lower intensity of Main Beach serves as both a transition point between the higher intensity areas of Southport and Surfers Paradise, and as a delineation point between journeys focused on destinations within The Spit and journeys focused on Surfers Paradise. Opportunities for the emphasis of this arrival and delineation point are particularly evident at the intersection of the Sundale Bridge and Waterways Drive, and the intersection of Tedder Avenue and the Gold Coast Highway.

Ground floor activation and edges
The high quality activation and edges of Tedder Avenue should continue to be supported and extended, particularly along key routes connecting to Main Beach station. Secondary activation should also be supported along key routes from Tedder Avenue to Macarthur Parade and the beachfront. The limited existing active edges along Macarthur Parade should continue to be supported, in order to reinforce the coastal ‘village’ feel of the precinct.

Strategies
01 Encourage quality infill residential development to promote variety in housing options and affordability
02 Support the continuation of active ground floor uses along Tedder Avenue, and increase the extent and level of activity to enhance sense of place
03 Promote active edges along key routes connecting to Main Beach station to promote safety and surveillance and improve the GCRT user experience
04 Encourage integration of built form and edges on The Spit (Southport Yacht Club, Palazzo Versace, Sea World) with Main Beach

Existing conditions
Destinations on The Spit should achieve better integration with Main Beach
Main Beach should be preserved as an important break in intensity within the corridor
Low-rise residential areas west of Tedder Avenue
Main Beach
Land use and activities

Definition
This precinct comprises the Main Beach Station which serves as a gateway to Main Beach, The Spit (which hosts sporting events and festivals), marinas, Sea World and Macintosh Island. It lies between Southport and Surfers Paradise.

Role and Function
The Main Beach Precinct will be primarily residential, with the station as an access point for wider Main Beach area. The station is characterised by a strong residential catchment and limited employment generating land uses. From a transit perspective, it will be predominately a neighbourhood walk-up function.

With few major catalyst sites and little economic activity, continued residential intensification is the likely market response. Local level retailing could occur in conjunction with population growth (around existing node on Tedder Ave).

The Main Beach Station will service the immediate residential catchment for worker and entertainment uses. It will also service Gold Coast residents and visitors providing access to the beach.

There is an opportunity to create activity at the southern end of Tedder Avenue as a pedestrian friendly retail and dining high street.

Economic and social principles
> Reduce the necessity for motor vehicle reliance and improve home to work, shop and play connections
> Accommodate higher density residential development to encourage increased public transport utilisation and accommodate a share of growth
> Enhance connectivity with Main Beach creating multiple reasons for station usage

General Opportunities
> Opportunity to create and encourage broader interaction with Southport CBD (e.g Green Bridge linkages).

Floorspace budget
The table below outlines the potential employment and residential floorspace that could be accommodated in this precinct. Overall the precinct should accommodate an additional 460 jobs and a further 820 new dwellings.

Assumptions
> Accommodates about 5% of forecast residential demand for GCRT
> Limited employment floorspace: zero office, small additional amount of retail and specialised uses

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<th>Land Use</th>
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<th>Jobs/Dwelling Growth (2011 to 2031)</th>
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<td>Total</td>
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Strategies
01 Residential intensification should be the primary land use strategy (particularly within close proximity to Main Beach station)
02 Main Beach station accessibility and openness to encourage pedestrian movements
03 Encourage enhanced visual and physical connections from the station to Tedder Avenue and links to the existing retail node
04 Existing Main Street should extend south towards light rail station
05 Enhance visual and physical connections with the beach from within the precinct
06 Anchor uses such as retail or cultural activities that draw activity towards the beach from the station should be supported
Surfers Paradise

City building vision

Surfers Paradise will be the internationally celebrated entertainment and tourist centre of the Gold Coast. The vibrant core of the precinct will provide a unique urban form that is pedestrian friendly, highly activated, comfortable and safe. A series of pedestrian spaces will link the Nerang River to the Pacific Ocean, including The Esplanade which has vibrant pedestrian activity throughout all hours of the day. Surfers Paradise will be integrated into the regional and citywide transport system that allows speedy access by rail, bus and ferry.

A mix of entertainment, retail, office, residential and recreational uses will provide a thriving series of exciting places during both day and night-time. Residents and visitors can enjoy fine dining, culture and fun at the many different places within the precinct. People will be able to safely navigate along the fine grid of green and liveable streets that link the Nerang River to the beachfront. – Phase 1 Vision

The future role and function of Surfers Paradise recognises the locality’s origins as one of the ‘foundation’ villages of the Gold Coast, and builds its evolution into one of the most recognisable and visited destinations in Australia.

Surfers Paradise will continue to be the focus for major annual events throughout the year and regular holiday seasons. The Gold Coast Rapid Transit system will support a high density, high intensity precinct offering a diversity of uses and activities. Cavill Avenue and Surfers Paradise stations provide a gateway to commercial, retail and tourism uses, and will need to accommodate high volumes of people during peak hours, major events and holiday seasons as well as activation typical to this vibrant and diverse precinct.

The type and mix of land uses, the range of entertainment options and long hours of activity, attract a significant number of young people to Surfers Paradise. The dominance of this group during the evening requires special consideration of safety issues around the GCRT stations and the wider precinct.

The precinct has unique physical form, a variety of building typologies and a high rise skyline. There are a number of development projects that have been recently completed, are now underway, or are set to begin construction in the short term. These include the foreshore redevelopment, the extension of the Gold Coast International Hotel, the Hilton and the Soul high rise. Other developments are proposed, such as redevelopment of Cavill Mall.

Residential accommodation in the core of Surfers Paradise caters largely to the tourist and short term market. Although the number of permanent residents is increasing, the community remains largely transient.

City blocks are large and present legibility and access difficulties, however a number of malls and open air public spaces do provide some mid block access. Visual and physical connections can be enhanced through the use of both private and public spaces. Major opportunities that may arise from the delivery of the light rail corridor include enhancement of active frontages, improved connectivity and way finding, additional canal crossings and the creation of new public spaces. There is a wider catchment of local residents that would benefit from this improved access.

Key moves and recommendations

01 Encourage diversity with greater provision of more long term and permanent residential accommodation and affordable housing options in the urban core, to create a safer and more active urban environment, enhance the sense of community and improve performance of street-based retail

02 Continue to allow unlimited building height in the core to reinforce Surfers Paradise as the most significant destination on the coastal core

03 Support Surfers Paradise as the premier evening entertainment precinct on the Gold Coast with a special management area established to support safe drinking, live music and late operation in a designated zone, including acoustic attenuation for short and long term residential uses

04 Manage building form and distribution to minimise overshadowing of beach and major park areas

05 Create mid-block linkages through major blocks to encourage permeability

06 Strengthen beach to canal connections and create a public space focal point on the beachfront

07 Explore opportunities for south Chevron Island to evolve into a distinctive and exciting mixed-use quarter on the canal
Surfers Paradise
Opportunities

Existing context
Observations

> Cavill Avenue is the focus for tourism, entertainment and commercial activity.
> Few bridge connections link the coastal core to the west of the canal network, so the available route choices for walking and cycling are inadequate. Via Roma and Thomas Drive are the only through connections and offer limited infrastructure and quality to support walking and cycling.
> The most successful “people streets” in the core are of east-west orientation, with north-south routes being typically dominated by car movement. Notable exceptions include parts of Surfers Paradise Boulevard and Orchid Avenue.
> Clusters of renewal sites exist at the north and south of the existing Surfers Paradise core:
  > The northern cluster adjoins the Cypress Avenue GCRT station and includes the Cypress Avenue council car park, Adrenalin Park, and consolidated private holdings.
  > The southern cluster includes the Bruce Bishop car park and bus station, and surrounding underutilised private holdings.
> Long term city expansion opportunities exist with the Gold Coast Cultural Precinct site and equine precinct.
> The street block structure supports excellent connectivity between the beach and canal network, however restricts north-south pedestrian movement. Opportunities exist for mid-block linkages to improve connections between existing active streets.

> The Budds Beach area is sensitive to change and the future planning framework should protect the low-rise, river-orientated character of the area.
> The unlimited height provisions that apply in the core have reinforced the prominence of Surfers Paradise as a primary destination on the coast.
> Taller buildings could be focused in the core area to strengthen legibility and the form of the city skyline.
> Significant investment has been made in the form of recent and ongoing foreshore improvements. These improvements have reinforced the strong relationship between Surfers Paradise and its beachfront and should be supported and expanded in the future.
> The Esplanade has significant potential as a high amenity people-orientated place, which provides strong integration between localities along the coast. Opportunities exist to support its evolution and promote greater levels of activity with a greater range of uses.
Surfers Paradise
City shaping directions

City form

Reinforce prominence of Surfers Paradise in city skyline while promoting a diversity of building types and heights and managing shadow impacts on the beach.

City structure

Northern renewal cluster
Harness opportunities around the Cypress Avenue station to catalyse renewal and create a green ‘bookend’ for Surfers Paradise.

Public canal front walk
Establish a public waterfront walk along the canal edge from Budds Beach to the south.

Mid-block link
Connect the canal and beach through Circle on Cavill, the Hilton and redevelopment of The Mark.

Southern renewal cluster
Harness opportunities for Bruce Bishop car park, Nail Shannon Park and the bus station to catalyse renewal and create a green ‘bookend’ for Surfers Paradise.

Sensitive character areas
Retain planning restrictions to preserve the character of the Budds Beach locality.

New bridge links
Provide better pedestrian and cycle links from Surfers North and Cavill Avenue to Chevron Island with Budds Beach Bridge and Cavill West Bridge.

Chevron ‘Southbank’
Over time, encourage the creation of a continuous waterfront promenade linking Cavill Avenue to the Gold Coast Cultural Precinct site, and explore opportunities for the area to evolve into a distinctive and exciting mixed-use quarter.

Gold Coast Cultural Precinct
Recognise the city building opportunities presented by redevelopment of this significant and strategically located site to stimulate broader renewal.
Surfers Paradise
Catalyst sites and projects

A selection of catalyst sites and projects is identified in Surfers Paradise that would progress the objectives of the Corridor Study. These include a mix of capital works, development facilitation and potential partnering opportunities, capable of being carried forward under a variety of implementation models. Further work may be required to refine and confirm the directions recommended in this study.

Future investigation areas (long term)

> Chevron “Southbank” renewal zone offers mid-long term opportunities to diversity and extend Surfers Paradise in a westerly direction
> The Bundall equine precinct, which currently accommodates the Bundall Racecourse, related equine facilities, and a range of showrooms and fringe business development, provides long term opportunity for renewal

Catalyst projects (short – medium term)

01 Budds Beach and western canal front promenade as the first stages in a broader canal promenade network
02 Preserve longer term opportunities for the Cypress Avenue green bridge link to Chevron Island
03 Enhance the Thomas Drive cycle and pedestrian environment, including a priority cycle route project, footpaths on both sides of the road, street tree planting and future bridge improvements as required
04 Cavill Avenue western public realm extension, initially focusing on linking to the existing road network with a longer term vision for the Chevron South canal promenade linking to the Gold Coast Cultural Precinct site and Bundall business district
05 Priority east-west street upgrades, including footpath widening and street tree planting, to support the early operation of the GCRT and establish critical early links in the broader active transport network
06 Via Roma upgrade including the provision of footpaths on both sides of the road, street tree planting and bridge upgrades where required
07 The redevelopment of the existing Capri Commercial Centre as a mixed use retail, commercial and lifestyle development to be known as Capri on Via Roma will be a significant catalyst for renewal on the Isle of Capri

Catalyst sites (medium – long term)

Northern renewal cluster
Opportunity
The publicly owned car park site and a number of underdeveloped private holdings present an opportunity to stimulate renewal and investment in a potential Surfers Paradise North quarter, focused around proposals for a Cypress Avenue urban parkland.
Key outcomes
> Develop a detailed master plan for the area to explore potential
> Define a distinctive use and activity focus to drive growth and identity
> Establish an urban public space as the heart of the quarter
> Capitalise on access to Cypress Avenue GCRT station
> Investigate a cross-canal link to Chevron Island
> Encourage mid-block linkage to the beach from Cypress Avenue to create a “beach to Budds Beach” link
> Encourage the provision of affordable housing options as part of the redevelopment

Southern renewal cluster
Opportunity
The publicly owned Bruce Bishop Car Park and Surfers Paradise Transit Centre, combined with a number of underdeveloped private holdings, present opportunities to stimulate renewal and investment in a Surfers Paradise South activity quarter, focused around a compact urban green space.
Key outcomes
> Development of a detailed master plan for Bruce Bishop car park, Surfers Paradise Transit Centre and adjoining sites as a new mixed-use quarter supporting the Surfers Paradise core
> Engage with private landowner stakeholders to generate a joint vision for the area
> Establish urban public space as the heart of the quarter
> Improve connections to, and utilisation of, Lionel Pery Park, Paradise Island and the Isle of Capri
> Encourage better quality streetscape and retail edge conditions to enhance identity
> Encourage the provision of affordable housing options as part of the redevelopment

Gold Coast Cultural Precinct
Opportunity
The Gold Coast Cultural Precinct site is a significant public land holding in a strategic location in the city. Recent preparation of a master plan for the site envisages its role as the cultural hub of the Gold Coast. Opportunities exist to explore more intensive use of this land as a city renewal catalyst or a potential revenue source to underwrite public realm and city building investment in the corridor.
Key outcomes
> Celebrate the unique riverside location
> Deliver a significant public space
> Facilitate cross-canal linkages to Chevron Island and the coastal core
> Support better connections between the Bundall business area, the equine precinct and the coastal core
> Consider ways to enhance the mix and intensity of uses envisaged and the scope to generate wider community benefit through site development and revenue possibilities
> Assess the potential to locate the Arts Centre within an existing active urban area with good access to public and active transport links

Cavill West bridge
Opportunity
With a relatively minor investment, direct pedestrian and cycle access could be provided between Chevron Island and Cavill Avenue as a critical demonstration project for the broader green bridge and active transport network.
Key outcomes
> Build on the identity and destination appeal of Cavill Avenue to link communities
> Initiate feasibility and detailed planning investigations
> Enhance the quality and utilisation of Appel Park and Perry Park
> Reinforce ‘canal to beach’ connections and westward linkages to the Thomas Drive centre
> Recognise and support longer term opportunities for linkages to the Gold Coast Administration centre site, Bundall business area and Chevron South