City form outcomes

The lower intensity form of Florida Gardens provides a significant ‘break’ between neighbouring higher intensity areas of Surfers Paradise and Broadbeach. Buildings should step downwards where interfacing with the precinct’s open spaces, foreshore areas, and lower rise buildings, in order to preserve access to light and breezes. The precinct also provides a key location for residential infill development, to drive affordability and housing variety.

Wayfinding and gateways

Strong opportunities for the establishment of gateways and ‘arrival moments’ exist throughout the precinct, particularly on western entry points. A particularly strong opportunity for a precinct ‘gateway’ to be reinforced occurs on the Monaco Street bridge, which, as a key route, also acts as a major transition point between the lower intensity residential neighbourhoods of the west and higher intensity of the urban core.

Ground floor activation and edges

Recognising proximity to major retail destinations within Surfers Paradise and Broadbeach, expansion of active edges within Florida Gardens should be limited to key east-west linkages such as Monaco Street and First Avenue.

Ground floors of buildings fronting green bridges or other public spaces should be designed to accommodate a variety of possible functions. Residential buildings adjacent to the nominated edges should be designed to address the public spaces to provide passive surveillance (this principle is detailed in Part 4 - Better Gold Coast Buildings).

Strategies

01 Maintain the lower height of built form to retain Florida Gardens as an intensity ‘break’

02 Encourage greater diversity of residential infill development to promote variety in housing types and affordability

03 Encourage active edges along key east-west routes and station approaches

04 Encourage active edges around station locations

05 Enhance arrival points into the urban core (particularly from the west) to foster a sense of arrival

Florida Gardens

Building form and edges

Existing conditions

The Monaco Street bridge should be emphasised as an entry to the urban core

Monaco Street should be activated as a key east-west link

The precinct should be reinforced as an important break in intensity
Gold Coast Rapid Transit | Corridor Study

Prepared by HASSELL for GCCC

Florida Gardens Built Form Strategy

Prepared by HASSELL for GCCC
Florida Gardens
Land use and activities

**Definition**
The Florida Gardens precinct is located between the two major precincts of Surfers Paradise and Broadbeach.

**Role and function**
Florida Gardens will be primarily a residential precinct providing strong linkages to open space and waterways. Florida Gardens will be a distinctive and vibrant residential community, celebrating its “green” and “blue” edges, being a short stroll to a renewed Cascade Gardens or the foreshore. The precinct will contain diverse and affordable housing typologies, supported by a wide array of social infrastructure. Critical to this will be land uses that provide active interfaces that encourage GCRT network usage as well as activities and services that will support the high proportion of family households / residents in the area.

**Economic and social principles**
> Create a fringe market for Surfers and Broadbeach, to accommodate a variety of uses – small sub-communities could evolve per block.
> Accommodate medium density residential development within walkable catchment distance of station
> Increased community and recreational facilities and services to match the relatively high family based population of the area
> As an underutilised green edge to the precinct, Cascade Gardens provides potential for increased activation and integrations into the city
> Maximise public transport utilisation for residents around Florida Gardens

**Floorspace budget**

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Floorspace Growth (2011 to 2031)</th>
<th>Jobs/Dwelling Growth (2011 to 2031)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment</td>
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<td></td>
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<tr>
<td>Commercial / Office</td>
<td>2,600 sqm</td>
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<tr>
<td>Residential</td>
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<td>1,189</td>
</tr>
<tr>
<td>Total</td>
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<td>1,219</td>
</tr>
</tbody>
</table>

**Strategies**

**01** Open space events (i.e utilising open space and beach connections).

**02** Residential development that activates the street. Medium rise (4 to 9 storey) developments with affordable market intention to be delivered away from beach where land will be more affordable.

**03** Medium rise-podium residential development to be provided closer to beach front and where height is required for development to be viable.

**04** Maintain the lower height of built form to retain Florida Gardens as an intensity ‘break’

**05** Florida Gardens station could accommodate some retail / services and commercial space. Minimal commercial office and specialised floorspace elsewhere, limited by lack of agglomeration potential

**06** Open space activation opportunities for underutilised network of open spaces. Improve connections and explore activation within Cascade Gardens to revitalise the park as a key open space

**07** Establishment of pedestrian bridge crossings at Nedly Harper Park, Cascade Gardens and Australia Avenue

**08** The dominant east-west orientation of the street network supports strong east-west connectivity, particularly along Monaco Street

**Florida Gardens Land Use Strategy legend**
- Study corridor
- Precinct boundary
- Gold Coast Rapid Transit route
- Gold Coast Rapid Transit station
- 400m Rapid Transit Station catchment
- Proposed green bridge crossing
- Existing open space
- Residential
- Community use
- Mixed uses
City building vision

Broadbeach will be a thriving centre that will provide one of the city’s principal cultural and entertainment focuses. The precinct will be a key destination for tourism and events, sustaining a distinctive urban form with gateway architecture and pedestrian oriented streets.

The precinct will contain a green loop linking Kurrawa Beach, the cultural, retail and entertainment facilities by boardwalks and livable and active streets. Residents and visitors will be well connected to the rest of the city via the high frequency light rail facility that runs along a subtropical boulevard.

Phase 1 Vision

Background

The Broadbeach precinct has an eclectic mix of land uses including highway commercial/retail strips, a convention centre, regional shopping, casino complex, restaurants, holiday apartments and low density residential areas.

To the east of the Gold Coast Highway lies a strong grid street network within which the focus is on tourist accommodation high rises with commercial uses at ground floor. To the west of the highway is an extensive river system and residential canal estate. Within the canal estate, which supports a private and enclosed community, connections are poorer.

In addition to permanent residents, there are large numbers of visitors to the area during peak tourist season. Broadbeach caters to a more mature and sophisticated tourist/visitor market, in contrast to Surfers Paradise which caters to a younger market.

In general, connectivity within the suburb is poor for pedestrians and cyclists, due to the Gold Coast Highway being a major barrier to east–west movement. This is especially pronounced between the existing residential communities and the beach front area, and between Conrad Jupiters Casino, Pacific Fair and Gold Coast Convention and Exhibition Centre and the beach front.

With the delivery of light rail there is potential to strengthen the identity of this precinct at each of the two stations. The northern station (Broadbeach North District station) will be the major connection point due to its proximity to Broadbeach central, a regional and local attractor. The precinct should be reformed as an entertainment, conference, dining and retail hub for the Gold Coast, to complement other parts of the city.

There are opportunities to increase land use intensity and residential activity, improve pedestrian connections and enhance the relaxed, laid back atmosphere that gives Broadbeach its point of difference from Surfers Paradise. The precinct also has the potential to offer a green pedestrian loop connecting boardwalk areas of the Nerang River at Pacific Fair, Jupiters Casino and the Gold Coast Convention and Exhibition Centre to Kurrawa Beach via activated and green streets at Queensland and Alexandra Avenues.

Key moves and recommendations

01 Reintegrate the casino and exhibition and convention centre, as the city’s key entertainment destinations, into the urban fabric.

02 Encourage the reinvigoration of Pacific Fair as one of the city’s premier retail destinations and its reshaping to better address the public realm and improve pedestrian permeability through the site.

03 Achieve exemplar TOD outcomes around the major transit interchange at Broadbeach South station.

04 Realise the opportunities for intensification of development and improved frontages presented by the key east-west transit corridor along Hooker Boulevard.

05 Reinforce Broadbeach South station as a key TOD opportunity for the Gold Coast.
Existing context

Observations

> The extensive foreshore parkland adjoining Old Burleigh Road provides a strong green edge to the precinct.

> The beach foreshore should be enhanced to ensure high quality open space for community.

> A strong east-west street pattern is present east of the Gold Coast Hwy.

> Parts of the precinct east of Gold Coast Highway are characterised by less intensive development forms, which will require a sensitive response from any new development.

> Intensity areas immediately surrounding proposed stations and within catchment areas.

> Allow for diversification to take place around most of the proposed stations to enhance character and activity and integrate the GCRT corridor.

> Key retail and entertainment destinations - such as Pacific Fair and the convention centre - have a significant role in supporting the precinct's tourism and retail offer. These destinations should be retained and opportunities to integrate more closely with the city pursued.

> The cluster of industrial sites along Surfers Avenue provides renewal opportunities in close proximity to Pacific Fair and the Broadbeach South light rail station.

> Privately held sites to the south of Chelsea Avenue around Surf Parade provide an opportunity for the establishment of affordable infill residential development.

> Publicly held sites in the east of Broadbeach provide the opportunity for residential infill development incorporating community infrastructure.

> Surf Parade should be reinforced as a people-oriented street.

> The canal front open space adjoining Pacific Fair provides a strong opportunity to increase public access to the waterfront.
Broadbeach
City shaping directions

City form

Reinforce Broadbeach as one of the key activity centres on the Gold Coast supporting the ongoing development of taller buildings in Broadbeach South, extending towards Pacific Fair

City structure

Canal neighbourhood engagement
Re-engage the canal neighbourhood frame with the urban core

Key destination renewal
Improve integration of and connections between the Gold Coast Exhibition and Convention Centre and Jupiters Casino with the surrounding area and Pacific Fair

Surf Parade expansion
Reinforce and expand Surf Parade as a retail and dining ‘high street’

Broadbeach South transit interchange
Realise opportunities for exemplar TOD outcomes at the major “bus to light rail” interchange at Broadbeach South

Hooker Boulevard transit corridor
Encourage intensification of residential and commercial uses along Hooker Boulevard to drive housing affordability and TOD outcomes

Pacific Fair renewal
Move beyond the ‘big box’ retail format and revitalise the edges of Pacific Fair to better address, integrate with and connect to the public realm, including the waterway network, the coastal core, and streets, public spaces and community facilities

Southern gateway to The Strip
Reinforce Broadbeach as a southern zone of transition and arrival into the urban core

Broadbeach waterfront renewal
Enhance accessibility and engagement with canal edges to realise a distinctive urban waterfront
A selection of catalyst sites and projects have been identified in the Broadbeach area to progress the objectives of the corridor study. 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)

- Renew Pacific Fair as one of the city’s premier retail destinations, realising a more active and urban model that addresses the public realm and allows for better pedestrian permeability.
- A key regional and city-wide entertainment destination, Conrad Jupiters Casino complex also presents renewal opportunities to reinforce the city’s tourism offer.
- The Gold Coast Highway and Hooker Boulevard intersection requires investigation and potential reconfiguration to enhance pedestrian and cycle accessibility to the future Broadbeach South light rail station.
- The large privately held holdings to the west of Rio Vista Boulevard provide opportunities for long term city expansion.

### Catalyst projects (short – medium term)

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Deliver a Hooker Boulevard street master plan to improve public transport and pedestrian connectivity, and consider increased street tree planting and bridge upgrades where required</td>
</tr>
<tr>
<td>02</td>
<td>Undertake a Surf Parade street master plan from Alexandra Avenue, north to Amrick Drive to enhance the quality of pedestrian journeys, and investigate edge activation and street tree planting opportunities</td>
</tr>
<tr>
<td>03</td>
<td>Investigate capital works opportunities along T E Peters Drive to improve pedestrian and cycle access into the urban core</td>
</tr>
<tr>
<td>04</td>
<td>Extend Oceanway south from Pratten Park</td>
</tr>
</tbody>
</table>

### Catalyst sites (medium – long term)

#### Surfers Avenue renewal cluster

**Opportunity**
The industrial sites bounded by Surfers Avenue and the Gold Coast Highway provide an opportunity for urban renewal, being in close proximity to Pacific Fair and the future Broadbeach South light rail station.

**Key outcomes**
- Initiate master planning studies to explore potential renewal options for this site
- Explore potential new pedestrian, cycle and vehicular routes to increase permeability within the cluster
- Ensure any new development engages positively to the canal foreshore to enhance public access to water edges
- Define a distinctive use and activity which complements the retail uses within Pacific Fair

#### Broadbeach east renewal sites

**Opportunity**
A publicly owned site within Broadbeach east, namely Broadbeach State School, provides an opportunity for the delivery of a key residential infill development. Redevelopment of this site would also provide scope for the delivery of additional social infrastructure within the precinct.

**Key outcomes**
- Support housing affordability and diversity by delivering key infill residential development
- Provide a mid-block connection through the site to enhance pedestrian permeability within the precinct
- Investigate needs and opportunities for social infrastructure to be incorporated into the renewal of the site

#### Surf Parade North renewal cluster

**Opportunity**
Opportunities exist to explore potential intensification of several renewal sites to the north of Surf Parade. Renewal of this cluster could assist in the delivery of strong pedestrian streets, and a diverse mix of housing options to support affordability outcomes. Flexible ground floor uses would also support the long term activation of the street network.

**Key outcomes**
- Delivery of a high quality street network
- A diverse mix of housing options to enhance housing affordability

#### Pacific Fair and Broadwater South

**Opportunity**
The location of the proposed Broadwater South station and public transport interchange, opposite Moya Egerton Park and the adjacent Pacific Fair, creates an opportunity for realising an exemplary TOD precinct that includes the introduction of a pedestrian bridge linking Pacific Fair to the light rail station. The development could include affordable housing options and a highly activated station environment.

**Key outcomes**
- A highly activated ‘bus to light rail’ interchange at Broadbeach South station
- Better frontage of Pacific Fair to public realm and permeability through the site
- Enhanced public access to and between water edges including a strong green ‘front door’ to Pacific Fair and activated frontages to the water.
Public transport

The establishment of the light rail route will benefit Broadbeach significantly. It will reinforce key entertainment and retail destinations and benefit transient tourist populations. Opportunities exist for the enhancement of the overall public transport network and integration of modes, with the potential establishment of a major “bus to light rail” interchange at Broadbeach South station. Hooker Boulevard also presents a compelling opportunity for the establishment of a rapid bus route connecting to western residential centres, including Robina.

Provision of taxi ranks close to major activity areas will be another important initiative to support public transport use.

Cycling

The same characteristics that make the area potentially ideal for walking would also support cycling if more extensive cycle paths, particularly along key north-south routes, could be provided. Key crossings on major roads will need significant improvement to provide better cycle connectivity (particularly to the western residential catchment).

Road Network

The current road network within Broadbeach supports high volume north-south movements along the Gold Coast Highway, and high volume east-west movements along Hooker Boulevard. These vehicular routes provide local and city-wide connectivity to major destinations within Broadbeach, but overall urban quality and pedestrian connectivity is compromised due to separation of key destinations from the core of Broadbeach. Reducing reliance on Hooker Boulevard as a key vehicular route, through exploration of alternative routes, may assist in de-congesting the precinct.

Existing conditions

- Hooker Boulevard has the potential to support significant active and public transport connections
- The east-west orientation of streets east of the Gold Coast Highway can potentially support station accessibility and directness of routes
- The Gold Coast Highway severs pedestrian and cycle connectivity between major destinations

Strategies

| 01 | Establish a major public and active transport corridor along Hooker Boulevard |
| 02 | Ensure that the major “bus to light rail” interchange at Broadbeach South station makes the transfer between transport modes as seamless as possible whilst achieving exemplary TOD outcomes, including a bridge link to Pacific Fair |
| 03 | Improve east-west bus connections along Hooker Boulevard and explore opportunities for priority or dedicated bus lanes |
| 04 | Address priority gaps in the cycle and pedestrian network |

Southport Transport Strategy legend

- Study corridor
- Precinct boundary
- Gold Coast Rapid Transit route
- Gold Coast Rapid Transit station
- Rapid Transit “interchange”
- 400m Rapid Transit Station catchment
- Proposed green bridge crossing
- Main vehicular route
- Priority bus route
- Pedestrian connections
- Existing cycle routes
- Proposed cycle routes
- Public boat parking
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 study within the Broadbeach precinct included:

- Light rail stations
- Pacific Fair and bus station
- Gold Coast Convention and Exhibition Centre
- Jupiters Casino
- Kurrawa Surf Club
- Broadbeach mall
- Surfers Paradise Cafe strip
- Pratten Park and the beach

CAMS Priority Actions

01 Create a high quality north-south connection to encourage movement along Surf Parade between Anne Avenue and Alexandra Parade

02 Connect the Gold Coast Highway to western residential catchments via Surfers Avenue between Orvieto Avenue and the highway

03 Remove the roundabout at the intersection of Surf Parade and Margaret Avenue, enhancing pedestrian accessibility

04 Create a green bridge over the waterway to connect Pacific Fair to the beachfront, providing east-west access between Alexandra Avenue and Hedges Avenue

05 Enhance active transport along Hooker Boulevard between Sunshine Boulevard and Surf Parade, to provide access to and from Pacific Fair and improve pedestrian crossing conditions at the Gold Coast Highway Intersection

06 Create a high quality north-south connection along the Gold Coast Highway to promote activity towards the local station between Mermaid Avenue and Sunbrite Avenue

07 Establish a strategic pedestrian/cycle route along T E Peters Drive, linking Broadbeach North to western low/medium density residential catchments between Sunshine Boulevard/Early Avenue and the Gold Coast Highway

08 Improve key pedestrian routes along Surf Parade that link the local station to medium/high density residential catchments between Australia Avenue and Victoria Avenue

09 Remove the roundabouts at the intersections of Surf Parade with Queensland Avenue and Alexandra Avenue to improve pedestrian and cyclist accessibility

10 Provide a high quality pedestrian link along Queensland Avenue connecting the beach to the local station, between the Gold Coast Highway and Old Burleigh Road

11 Create a new green bridge over the waterway between Allambi Avenue and the Gold Coast Highway, providing access to the Convention Centre and the local station

12 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
**Broadbeach**

With a strong east-west street network, key retail and entertainment destinations, and existing areas of high activity and urban quality, Broadbeach possesses great potential for the realisation of strong public realm outcomes.

The Gold Coast Highway presents perhaps the most significant challenge to the realisation of these public realm outcomes, severing connectivity between destinations and impacting adversely on urban quality along its edges. It will be critical to improve pedestrian amenity and the overall quality of the public realm within Broadbeach, whilst continuing to support the key east-west and north-south routes which traverse Broadbeach.

**Surf Parade – continuing the ‘people’s street’**

The southern portion of Surf Parade also supports an active pedestrian environment, particularly between Queensland Avenue and Charles Avenue.

Opportunities for the extension of this area of high activity northwards along Surf Parade should be explored, and public realm improvements to support pedestrians and cyclists should be undertaken in order to enhance the street’s role as a key connection between areas of activity in both the Florida Gardens and Broadbeach precincts.

**Canal edge activation**

At present, the significant network of canals which ‘frame’ the precinct are neglected. Increasing public accessibility and interaction with the precinct’s canal edges would greatly assist the integration of major retail and entertainment destinations into the precinct, and assist in overall movement within the precinct. In particular, the foreshore areas between the Conrad Jupiters Casino and the Gold Coast Highway, and the Moya Egerton park fronting Pacific Fair, present compelling opportunities for the establishment of new canal front public spaces.

**Existing conditions**

- Key pedestrian movement corridors are interrupted with roundabouts and intersection design that gives strong priority to cars
- Some east-west routes (Rudd Street pictured) provide high amenity with generous planted medians and mature vegetation
- New developments are providing higher quality

**Strategies**

**01** Utilise existing green space to create a strong network of pedestrian and cycling focused attractive streets off the main heavy traffic corridors

**02** Deliver additional east-west bus services to key activity nodes including Bond University, Nerang, Robina Shopping Centre and Varsity Lakes, and in the south to Coolangatta

**03** Upgrade east-west street treatments to establish strong active transport connections between the water and residential communities

**04** Strengthen the hierarchy within the street network and the performance of each street’s role

**Broadbeach Public Realm Strategy legend**

- Study corridor
- Precinct boundary
- Gold Coast Rapid Transit route
- Gold Coast Rapid Transit station
- 400m Rapid Transit Station catchment
- Proposed green bridge crossing
- Existing open space
- PUBLIC REALM INITIATIVES
- Gateway opportunity
- Priority pedestrian crossings
- Proposed off-road pedestrian/cycle improvements
- Potential public space upgrade site
- Proposed mid-block connections

**ROAD HIERARCHY**

- Citywide collector - public transport priority
- Citywide green collector - pedestrian priority
- Subtropical boulevard
- Transit station approaches
- The Avenues
- Market Street
- Beach esplanade

NOTE: all other streets are local/residential streets
The precinct presents a significant opportunity to increase public access to the canal waterfront.

City form outcomes

Accommodating some of the city’s most important entertainment and retail destinations, Broadbeach has a distinct identity and contributes significantly to the Gold Coast’s tourism and retail offer. Current building heights should be retained to support landmark resort residential development, and high quality residential infill development should also be supported in order to attract permanent residents back to the urban core.

Building heights adjoining open space and foreshore areas should step down, in order preserve access to light and breezes.

Efforts should be made to better integrate the key retail and entertainment destinations within Broadbeach into the surrounding urban fabric.

Wayfinding and gateways

Opportunities exist to reinforce the sense of arrival and departure at key gateways within the precinct. These opportunities are particularly strong along the southern boundary of the precinct, where a transition point between the higher intensity areas of the urban core and the lower intensity areas of Mermaid Beach and Miami occurs.

Ground floor activation and edges

Several streets within Broadbeach (particularly Surf Parade) have high levels of ground floor activation and quality active edges which should be reinforced and extended where possible. Unfortunately, major retail and entertainment destinations such as Pacific Fair, the Convention and Exhibition Centre, and Conrad Jupiters Casino, contribute little to overall precinct edge quality. Efforts should be made to re-engage these significant developments with their surrounding built and natural context.

The extensive waterways which frame the precinct to the west are a key opportunity to increase public access to water edges.

Existing conditions

The precinct presents a significant opportunity to increase public access to the canal waterfront.

Pacific Fair should re-engage with the city as a fine-grain and active retail destination.

Active edges along Surf Parade should be reinforced and extended where possible.

Strategies

| 01 | Investigate opportunities to physically re-engage the Gold Coast Convention and Exhibition Centre with the city |
| 02 | Explore opportunities for increased integration of Conrad Jupiters Casino with the city |
| 03 | realise a more urban model for Pacific Fair that better relates to the city context as one of the city’s premier retail destinations |
| 04 | Reinforce and extend existing active edges along Surf Parade |
| 05 | Re-engage Broadbeach with its canal ‘frame’ with improved public access to the water’s edge |

Broadbeach Built Form Strategy legend

- Study corridor
- Precinct boundary
- Gold Coast Rapid Transit route
- Gold Coast Rapid Transit station
- 400m Rapid Transit Station catchment
- Proposed green bridge crossing
- Primary active edge
- Secondary active edge
- Strong address
- Green edge
- Building typology 7
- Building typology 6
- Building typology 5
- Building typology 4
- Building typology 3
- Building typology 1 and 2 (un-anchored)
Broadbeach
Land use and activities

Definition
This precinct includes Broadbeach North and Broadbeach South Stations. The precinct effectively extends in an east-west direction to include the Pacific Fair Shopping Centre and Jupiter’s Casino sites.

Role and Function
Broadbeach will be a thriving centre that will provide one of the city’s cultural and entertainment focuses. The precinct will perform a key role as an interchange node with the east-west connections through to Varsity Lakes and Robina. It should leverage upon the major retail anchors, convention centre and quality restaurant strip.

It will ideally accommodate significant increases in residential density and will provide an alternative commercial district for tenants not as heavily reliant upon immediate industry connections within Southport or Surfers Paradise.

Business tourism could become a focus and it should differentiate itself and potentially be marketed as a niche / incubator area for industries within the entertainment, media, advertising, arts and ICT industries.

Economic Principles
> Broadbeach has a distinct identity and contributes significantly to the Gold Coast’s tourism and retail offer
> Key interchange (bus, bike, light rail etc) node servicing east-west connectivity and linking to future south connections (inc. airport)
> High quality residential infill development should be supported within this precinct to attract permanent residents back to the urban core
> Integration of major retail shopping centre with office, residential and community uses
> Distinct branding as a young culture precinct, offering an alternative network node outside of traditional precincts (e.g Southport) for business, community facilities and retail

Strategies
01 Interchange capabilities and effectiveness will be enhanced by stations with retail, services, residents and comfortable/safe areas
02 Strengthen the identity of this precinct with the northern station (Broadbeach North District station) to be the major connection point due to its proximity to Broadbeach central, a regional and local attractor
03 Less ‘intense’ night-time economy that embraces wine bars, restaurants, entertainment, culture and family friendly environment
04 Broadbeach could become like Pyrmont or Fortitude Valley housing design firms, architects, media communications industries. Interesting spaces and connectivity with restaurants / entertainment are important to attract tenants – likely to be most successful towards Broadbeach North
05 Residential development should be intensified where possible. The most affordable land parcels will be available at increasing distances from the beach (i.e west) and should accommodate medium rise development
06 Linkages with Pacific Fair Shopping Centre are important and this site represents a significant opportunity for future retailing accommodating a mix of residential, mixed use, retail and office and specialised uses (e.g Top Ryde City Shopping Centre in Sydney)
07 Broadbeach South could become more intensified office and worker precinct with accommodation for residents and business visitors
08 Light industrial precinct around Surfers Avenue is a prime area for gentrification and redevelopment in the longer term future