Draft Vision for Surfers Paradise
As the traditional heart of the Gold Coast, Surfers Paradise has been a constant in the history of our ever-changing city. All through our transformation from sleepy coastal village to internationally-renowned tourist destination, Surfers Paradise – relaxed beachside resort by day, vibrant entertainment precinct by night – has been an intrinsic element of the Gold Coast lifestyle, changing and growing with us. And now we’re poised for the next exciting phase of Surfers Paradise’s evolution, which will comprise contemporary additions to the iconic skyline, a modern and efficient public transport system, and the refreshing of the oceanway people come from all corners of the world to visit. These new features will enhance the Surfers Paradise we’ve always been so glad to have at our own doorstep and so proud to share with visitors, making the local or tourist experience so much better. But the iconic charm of Surfers Paradise will always remain, purely because there’s no other place quite like it.

RON CLARKE MBE
Mayor

Surfers Paradise has always been an iconic, must-see destination on the Gold Coast. It is an energised, pulsing hub, where the surf meets the city, that has entertained and enthralled generations of residents and visitors. To me, Surfers is a unique part of the Coast – a place for people to capture and celebrate life – where locals and holiday-makers can relax and savour the moment. As our city continues to grow into the future, so must it evolve and Surfers Paradise is changing. Major works, such as the foreshore and mall redevelopments, Hilton and Soul, and the new light rail system are now underway that will transform the precinct. The goal is for the community, local businesses, and all stakeholders to have a shared vision for the future of Surfers Paradise so that together we can create a Surfers precinct we can all be proud of.

COUNCILLOR SUSIE DOUGLAS
Mayor
Defined by our spectacular beaches, hinterland ranges, forests and waterways, the Gold Coast is an outstanding city which celebrates nature and connects distinct communities with the common goal of sustainability, choice and wellbeing for all.

Surfers Paradise Vision, a step towards our Bold Future.

A city leading by example. A city loved for its green, gold and blue. A city connecting people and places. A safe city where everyone belongs. A city with a thriving economy. A city shaped by clever design. A city leading by example. A city loved for its green, gold and blue. A city connecting people and places. A safe city where everyone...
Our vision:

Surfers Paradise is a place that celebrates community, inspires opportunity and embraces fun.

By 2040 Surfers Paradise will be the city heart:

that is connected
with style
that celebrates
that thrives
that breathes

As part of creating a Bold Future for the city, Gold Coast City Council is developing a vision for Surfers Paradise to:

• Inform and inspire future development
• Promote the precinct as a unique and vibrant destination
• Manage its diverse 24 hour activities
• Manage the expectations of all who use it

In line with Council’s commitment to continuous improvement and innovation, visioning workshops were held in November 2010 to help shape this draft vision for Surfers Paradise.

Now it’s your turn to get involved...

First Prize
2 nights accommodation for 2 adults at Watermark Hotel Surfers Paradise, full buffet breakfast, Dreamworld & White Water World, SkyPoint visit

Second Prize
$100 dining voucher at Hard Rock Cafe

Third Prize
Gold Coast Famous for Fun pack

Have your say to win some great prizes thanks to Gold Coast Tourism

Consultation is open from Monday 31st January – Friday 25th March 2011

Have your say by visiting www.goldcoastcity.com.au/haveyoursay for more information or call 1800 225 043

Share your vision and ideas

To help us build this vision we invite your feedback. Tell us what you think Surfers Paradise could look and feel like in 2040 and how Council, the community, visitors and business could work together to make this a reality.
The Surfers Paradise of the future will be multicultural, environmentally friendly, futures oriented... like Melbourne with better weather.

A city heart that’s connected

By 2040 Surfers Paradise is a place where people feel connected and engaged:

- Locals are proud of Surfers Paradise as the ‘heart of the city’ and want to live, shop, work and play there.
- Tourists are attracted to Surfers Paradise for the beach, its iconic status and the diverse range of things to see and do.
- There is a strong community spirit, where residents and visitors share a sense of stewardship and unite to manage issues and maintain its positive atmosphere.
- Surfers Paradise is a shared place with a connected community of local residents, families, groups and visitors.
- The community is actively involved in making decisions about the precinct.
- There is a clear connection between the shopping precinct, the beach and the river.

Do we want Surfers Paradise to be a place?

Where people create solutions together

To be proud of all the time

Friendly

Shared

Valued

Community

Surfers

Gold Coast Australia
By 2040 Surfers Paradise is a unique destination valued for the lifestyle, shops, dining and atmosphere.

- There is an inviting shopping precinct full of stylish and fashionable shops.
- There is a sophisticated and lively street atmosphere enhanced by culture, food, music, theatre and public art.
- Public space is well designed and encourages people to gather, interact, and relax during the day and night.
- There is a diverse range of cafes, alfresco dining, nightlife and boutique bars.
- Locals and visitors enjoy a sense of discovery when walking through Surfers Paradise.
- The streets are destinations themselves.
- The scene is vibrant, original, intriguing and enjoyable.
- Surfers Paradise is somewhere people want to spend their leisure time.

Growing up on Surfers Paradise Beach as a nipper, I love the sun, surf and friendship. Surfers Paradise has always been the heart of the Gold Coast and I would like to see it continue to celebrate its beach culture.

Do we want Surfers Paradise to be a place?

Where everyone wants to be

That people value for its diversity of culture and energy

Filled with exciting choices.
By 2040 Surfers Paradise is a hub for events, culture and celebration

- Surfers Paradise is known globally as a venue for large cultural, entertainment and sporting events
- The beach is a focal point for events
- Surfers Paradise is a safe and accessible place for people to participate in and enjoy
- A full calendar of activities to enhance the precinct and create an exciting atmosphere
- Surfers Paradise attracts high profile professional acts and live music as well as being a venue for showcasing new talent
- The infrastructure supports major festivals, sporting and cultural events
- The surf culture is celebrated through events, public art and design
- Safe drinking and respectful behaviour is encouraged and reinforced by promoters and events organisers

What I like best about Surfers Paradise is that holiday-feel, the relaxed beach atmosphere. It has a ‘buzz’. I see Surfers Paradise in the future as a vibrant, active, quirky, stand-out destination

A city heart that celebrates

To enjoy events and create lifelong memories

That visitors value and feel a part of

For sun, fun and family
By 2040 Surfers Paradise is a place where activity is thriving

• There is a vibrant commercial centre supported by a high quality public realm which is stylish, family-friendly, safe and clean
• Commercial activity happens on the beach such as renting chairs/umbrellas/picnic hampers, coffee carts on the foreshore and cafes facing the beach
• New developments are renowned for their design and innovation and attract high-end business
• Environmentally-friendly lighting is used to increase safety and enhance the visual appeal of the precinct
• The light rail is the transport of choice and enables people to access the precinct safely and easily
• Business is innovative and seeks new opportunity
• Law enforcers are identifiable and fear of crime has reduced
• Surfers Paradise is easily accessible with strong public transport links and encourages people to walk and cycle
• People feel safe and positive about Surfers Paradise

What I like best about Surfers Paradise now is that it’s a tourist shopping centre – fun and entertaining. I see Surfers Paradise in the future as brightly lit, safe, clean and green

A city heart that thrives

Which prefers to use light rail and active transport

Where the community and built form discourage crime
By 2040 Surfers Paradise embraces its natural assets and encourages health and wellbeing

- Surfers Paradise has ‘eco credibility’, with strong use of new green technologies and natural resources
- There are green features and linkages between buildings and public spaces: high-quality subtropical design
- The waterways are used for transportation and recreation
- More balanced and sustainable development occurs
- People enjoy the open spaces, parkland and natural environment
- Surfers Paradise is known as a destination that encourages better health and wellbeing
- The beach and river are alive with action and outdoor activity
- There is convenient access to local organic products
- There is less traffic and congestion with public transport, walking and cycling being the primary ways people access the precinct

I love the beach, paddling on the river, nippers on Sunday mornings, looking for whales while walking along the Esplanade. The lights at night and the sound of the waves as I sleep. I see Surfers Paradise in the future as greener, stylish, trendy, safe and clean.

“...I see Surfers Paradise in the future as greener, stylish, trendy, safe and clean.”

A city heart that breathes

Do we want Surfers Paradise to be a place?

Which is clean and green
That’s a destination for all
Which is an energy provider
Surfers
Gold Coast
Australia

“A city vision
with heart”