Cavill Mall redevelopment

City of Gold Coast completed redevelopment of Cavill Mall in December 2012.

The redevelopment was based on a revised master plan adopted by Council in October 2011.

The City completed the detailed design for the redevelopment works and the contractor began work on 1 March 2012.

The project reduced visual clutter throughout the mall, improved pedestrian flow and added to the rejuvenation of Surfers Paradise. It has renewed the appeal of Cavill Mall as a vibrant and modern environment.

Background

Cavill Mall was previously upgraded in 1996. Stakeholders were consulted in late 2010 and in early 2011 it was agreed that it was time for the mall to be refreshed.

Geographically, the mall links Surfers Paradise’s world famous beach and newly redeveloped foreshore to the east with the Boulevard shopping strip. Completion of the first two stages Gold Coast Rapid Transit System project linked Surfers Paradise to Parkwood and Helensvale in the north and Broadbeach in the south.

The completion of the mall’s redevelopment added to the renewal of Surfers Paradise, which included new residential and tourism developments as well as the new foreshore.

The redeveloped mall offers a multi-use public space that better connects people and regenerates interest in the well-known strip.

Design details

The City completed the detailed design process in line with the master plan intent which extends from The Esplanade to Orchid Avenue.

Research undertaken by Council found granite - contained within the original proposal - was not highly resilient to wear in areas of high pedestrian traffic and with a regular cleaning regime, like Cavill Mall. The cost was also comparatively expensive when compared to other surface treatments.

Council completed a value management exercise and selected a high quality stencilled, coloured asphalt pavement rather than granite.

Other features of the mall redevelopment included:

- retaining some Norfolk Pines and date palms, while Cook Pines were removed and replaced with new, advanced similar species
- existing outdoor dining areas have been retained
- a new contemporary designed shade structure was constructed over existing outdoor eating areas at the eastern end of the mall
- removing the old stage and utilising a ‘bump-in, bump-out’ structure for future events, creating more pedestrian space
- a new lighting system that has improved lighting levels throughout the mall
- removal of existing artworks, terrace and garden edges to increase space in the mall.