Mayor’s foreword

Broadbeach is more than a world-class destination, it’s a world-class experience and we are unlocking its further potential.

This document sets the vision for Broadbeach - it will inform future budget spending and the delivery and implementation of development, planning and policy for the precinct.

Broadbeach is a family-oriented destination and already one of the most popular places in our city for entertainment and business. Importantly, it will be a significant staging post for the Gold Coast 2018 Commonwealth Games™.

With help from Broadbeach’s key stakeholders, our Broadbeach Core Business Precinct Master Plan builds on existing activities, plans and projects so that one of the city’s major tourism, retail, residential and event precincts remains a centrepiece of our city.

One of the overarching aims of the plan is to create a ‘pedestrian-focused’ area and provide improved and more convenient connections throughout the entire precinct. To achieve this, some of the key features of the plan include:

- a major upgrade of Surf Parade
- removal of the pedestrian overpass at the intersection of Surf Parade and Victoria Avenue
- further investigation of a pedestrian crossing point on the Gold Coast Highway in front of the Gold Coast Exhibition and Convention Centre.

This plan has been developed in light of community feedback. Ongoing consultation about Broadbeach is critical to ensure there is strong community spirit. I would like to thank all those involved in the development of this master plan and I look forward to seeing the realisation of its vision.

The best days for Broadbeach are still ahead and this plan will help ensure the area remains a dynamic and exciting neighbourhood to work, live, play and host major events both before, and after, the Gold Coast 2018 Commonwealth Games™.

Let’s work together and utilise this master plan to unlock the potential of Broadbeach.

Mayor Tom Tate
City of Gold Coast
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“If you plan cities for cars and traffic you get cars and traffic. If you plan cities for people and places, you get people and places.”

Fred Kent

The founder and president of the non-profit organisation Project for Public Spaces. The organisation is dedicated to creating public places that foster communities.
1.1 Executive summary

Broadbeach is the subject of a holistic precinct place making plan, which will produce a master plan, in consultation with the area's business leaders and stakeholders.

This place based master plan document describes the vision for the principal activity centre of Broadbeach. It's a decision making tool which will identify projects for single or multiple street improvements, inform budgets and guide decisions for development assessment. Individual projects for permanent capital works will roll out from these place making documents as funding permits.

This document identifies the potentials and constraints within the precinct and acknowledges the opportunities that will guide recommendations for the future.

Many of the challenges and the way forward lie in maintaining the unique identity of Broadbeach as a family-oriented centre while resolving transport and access conflicts and providing infrastructure to improve and activate the streetscape.

1.2 Background

The previous master plan was developed 10 years ago and with the implementation of the light rail and evolution of the precinct, there's a need to investigate how the precinct currently works and explore the future potential of the area.

There have been a number of capital works, maintenance and renewal projects delivered over the years that lacked an overall direction.

The growth of development in Broadbeach has been steady with $4 billion worth of private development currently proposed.

Broadbeach is a large town centre and economic driver for the city.

1.3 Purpose of report

The Broadbeach Core Business Precinct Master Plan aims to unlock the precinct's potential and guide its transformation to become the city’s most vibrant and diverse beachside neighbourhood and business centre.

Small scale, incremental improvements at low cost known as tactical urbanism may be implemented as early action items out of a place based master plan, allowing quick, short-term changes to be made on the ground, keeping community interest and momentum, as well as testing ideas for future permanent changes.

This report has been created to assist Councillors and staff in making clear, concise decisions for all future projects within the precinct.

1.4 What is place making

Place making refers to a collaborative process in which the public realm is re-structured to maximise its value and strengthen the connection between people and the places they share. Its focus is on local community assets with the intention of creating public spaces that are lively and diverse.

Place making goes further than promoting great urban design, it facilitates creative patterns of use which recognise the physical, cultural and social identities that define a place and its continuing development. Large capital upgrade projects are identified in a precinct master plan and will generally include substantial changes to the public realm that focus on pedestrian amenity and address the following issues:

<table>
<thead>
<tr>
<th>Safety</th>
<th>ensuring the improvements provide a safe environment for all future users of the centre.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walkability</td>
<td>creating spaces for pedestrian traffic.</td>
</tr>
<tr>
<td>Accessiblity</td>
<td>creating spaces which are easily accessible.</td>
</tr>
<tr>
<td>Views and vistas</td>
<td>providing clear sight lines.</td>
</tr>
<tr>
<td>Visual amenity</td>
<td>creating attractive places to walk.</td>
</tr>
<tr>
<td>Kerb side allocation</td>
<td>providing buildouts for dining and gardens, footpath widening.</td>
</tr>
<tr>
<td>Landscaping and irrigation</td>
<td>upgrading planting.</td>
</tr>
<tr>
<td>Public art</td>
<td>designing and installing art works to enhance and reinforce the centre’s individual character.</td>
</tr>
<tr>
<td>Street furniture</td>
<td>installing seating, shelters, bins, bicycle racks, etc.</td>
</tr>
<tr>
<td>Parking</td>
<td>balancing the need for efficient traffic circulation and provision of parking.</td>
</tr>
<tr>
<td>Lighting</td>
<td>providing feature and street lighting.</td>
</tr>
</tbody>
</table>
1.5 Project stakeholders

**Internal consultation**
- Division 10 Office
- City Infrastructure
- Community Services
- Planning & Environment
- Office of the CEO
- Economic Development and Major Projects
- Gold Coast Water
- Active Travel
- Urban Design Team – Heritage Unit
- Parks and Open Space
- Safe and Livable Communities
- Waste Management
- Urban Precincts
- Local Law

**External consultants**
- Broadbeach Alliance
- Broadbeach Advisory Committee
- Queensland Police Service
- Department of Main Roads and Transport
- RPS Australia East Pty Ltd
- Local Business Community
- Local Community and Visitors

Victoria Mall during the Broadbeach Jazz Festival.

$4 billion
WORTH OF PRIVATE DEVELOPMENT CURRENTLY PROPOSED
1.6 Study area

The total area of the commercial precinct is approximately 100 hectares. The core business precinct area extends from Elizabeth Avenue to the south, Gold Coast Highway to the west, Old Burleigh Road to the east and Queensland Avenue to the north.

For the purpose of this master plan, the area will be divided into the following precincts:
- core business precinct
- commercial precinct
- open space precinct
- major attractions.

The roads included in this master plan are:
- Queensland Avenue
- Surf Parade
- Albert Avenue
- Main Place
- Victoria Avenue
- Charles Avenue
- Elizabeth Avenue
- Old Burleigh Road.

The open space precincts are:
- Victoria Park
- Federation Park
- Gold Coast Bulletin Centenary Park
- Broadbeach Mall
- Kurrawa Park.

The major attractions in the area are:
- Gold Coast Convention and Exhibition Centre (GCCEC)
- Pacific Fair Shopping Centre
- Jupiters Hotel and Casino
- Oasis Shopping Centre
- Kurrawa Surf Life Saving Club
- Broadbeach Primary School.
1.7 Background documents

This master plan is based on a number of documents, with clear references made to related documents. The list of documents is as follows:

**Completed**
- Broadbeach CIP Master plan (2002)
- 2031 Corridor Study (2012)
- AECOM Broadbeach South Workshop (2012)
- Draft City Plan (2015)
- Landscape Character Study (2013)
- Safe Night Out Strategy
- Gold Coast City Strategy
- Walk 2018/CAMS/ Last mile – (2014)
- Accessible and Inclusive City Action Plan 2014
- Historical Context Report
- City Parking Strategy – pilot project for Broadbeach
- Outdoor dining policy.

**Ongoing/future projects**
- Live Sites Report – Commonwealth Games
- Gold Coast 2018 Venue Precinct Accessibility Strategy
- Events Planning
- Pedestrian Priority Zones PPZ for the Gold Coast (Surf Parade Case Study)
- Traffic/Pedestrian Modelling
- GC 2018 Public Domain Look and Feel Master Plan
- Complete Street Guidelines for Urban Street Design.
2.0 Vision and character

2.1 Historic overview

The suburb of Broadbeach consists of a long strip of land located between Little Tallebudgera Creek to the west and the Pacific Ocean to the east. The neighbouring suburbs are Surfers Paradise to the north and Mermaid Beach to the south.

The original terrain and sand dunes were flattened by developments and sand mining. The township started to develop its own character with a mix of infrastructure and open space. In the late 1950s Broadbeach attempted to rival Surfers Paradise with the construction of the Gold Coast’s first international hotel. However this was unsuccessful.

In the late 1970s developers started investing in Broadbeach as the Surfers Paradise sites became scarce and less affordable. From that point the suburb has developed and gained three of the Gold Coast’s signature developments:

- Pacific Fair Shopping Centre
- Jupiters Hotel and Casino
- The Gold Coast Convention and Exhibition Centre.

The key historical events can be viewed in:


<table>
<thead>
<tr>
<th>Event</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadbeach township announced (First 70 lots surveyed)</td>
<td>1934</td>
</tr>
<tr>
<td>Sand mining of the Broadbeach dunes</td>
<td>1942–mid 1950s</td>
</tr>
<tr>
<td>Construction of Lennons Broadbeach Hotel completed</td>
<td>1957</td>
</tr>
<tr>
<td>Broadbeach State School opened</td>
<td>1960</td>
</tr>
<tr>
<td>100 hectare Florida Garden Estate creating 1000 allotments</td>
<td>1960s</td>
</tr>
</tbody>
</table>

Map of the Broadbeach area pre-1900 (Moreton 40 Chain map AG2 series sheet 11 south).
1977 Pacific Fair Shopping Village opened
1986 Official opening of Jupiters Hotel and Casino
1989 Oasis Shopping Centre and monorail completed
2004 Gold Coast Convention and Exhibition Centre opened
2010 The Oracle development completed
2014 Gold Coast Light Rail commenced operation
2.2 Character

Key characteristics of Broadbeach

“Broadbeach is distinctly different.”

oasisshoppingcentre.com

“The lifestyle of Broadbeach is one of a village in a resort setting with an uninterrupted stretch of beautiful golden sand, creating the picturesque backdrop of Broadbeach.”

www.Broadbeachgc.com

“Home to one of Australia’s largest retail centres, Broadbeach provides only the best in retail therapy.”

www.Broadbeachgc.com

“Broadbeach will be characterised by a mix of uses interspersed with residential activity and an active townscape, emphasising strong urban design and distinctive streetscape elements. High-rise buildings should be distinguished as elegant and purposefully designed iconic structures, as well as incorporating mixed use development at ground floor and podium level.

All streets will be distinguished through street trees and overall design to achieve an urban landscape character that promotes activity on the street, provides a vibrant and functional pedestrian environment and frames and enhances view and street corridors. These corridors will lead people between destinations and provide an easy, shaded, safe and legible experience of the area.”

Gold Coast Planning Scheme 2003 – LAP
2.3 Vision

Our vision for Broadbeach

Broadbeach is an integral part of the Gold Coast experience for tourists, locals and commercial enterprise. It’s seen as a family oriented and safe environment and characterised by highrise apartments and mixed use precincts including tourist accommodation, restaurants, serviced offices, recreational opportunities, varied retail outlets and businesses.

It’s renowned for its festivals, cultural life and sporting events. However, portions of the precinct are looking tired, outdated and require revitalising.

This Master Plan aims to reinforce Broadbeach as the premier destination for locals and visitors as the event, dining and commercial precinct of the city where more people choose to live, work, invest and spend time.

Public open spaces, such as Victoria Park, Federation Park, Broadbeach Mall and Kurrawa Park, will be transformed to provide great amenity and support first class recreational, cultural and social activities.

The streetscape will be improved to become quality pedestrian boulevards. The shared zones and laneways will be activated to encourage people of all ages to enjoy live music and public art and provide for an exciting choice of outdoor dining venues.

This transformation is a unique opportunity for the city to maximise enjoyment of the streets, so they can be walked safely at anytime of day or night, add vibrancy to the area and support the local economy.

New activities may include extended outdoor dining opportunities, street vending, creative or cultural activities, or simply improve the comfort of pedestrians and encourage people to interact and enjoy the public places.

Permanent streetscape improvements may include fixed items such as public seating, lighting and street trees or temporary elements such as moveable furniture, outdoor dining, and street vending. This strategy identifies principles and opportunities relating to these elements, and makes recommendations for the design of the precinct as well as policy and projects to contribute to the ongoing use and experience of the precinct.

Broadbeach will support the local community in recreation, social, shopping and business needs, offer visitors a memorable experience and create a desire to return.
3.0 Site Analysis – Precinct scale

3.1 Landmark destinations

Pacific Fair Shopping Centre opened its doors in mid 1977 with Kmart and Coles being the original anchor tenants and it became the largest shopping centre in the Southern Hemisphere. It's well connected to the broader Gold Coast market by the public transport network and at the completion of its current $670m redevelopment will add over 50,000m² of retail space, including the new David Jones and Woolworths stores, and an additional 1300 car parks (6500 in total).
Oasis Shopping Centre is on the site of Lennons Broadbeach Hotel – Broadbeach’s first development in 1956. The centre consists of three levels and over 100 stores anchored by Woolworths. There are over 1000 car parks within the complex and it’s home to the Oasis Monorail which connects the shopping centre to Jupiters Hotel and Casino.

Jupiters Hotel and Casino has been operational for almost 30 years and was Queensland’s first casino. Spread over seven acres, it includes bars, restaurants, conference facilities, theatres and ballrooms, a hotel and casino, making it an action and entertainment destination. Jupiters Hotel and Casino is linked to Oasis Shopping Centre by monorail.

The Gold Coast Convention and Exhibition Centre (GCCEC) opened in June 2004 as Queensland’s third convention centre and Australia’s largest regional convention centre. It’s home to local and national sporting and special events, concerts, seminars and exhibitions. With significant growth predicted in the national and international business tourism market, the GCCEC will further enhance Broadbeach’s profile.

200,000
PEOPLE VISIT BROADBEACH PER WEEK

15%
OF BROADBEACH RESIDENTS WALK TO WORK

16%
OF BROADBEACH HOUSEHOLDS HAVE NO CAR

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3.2 Walkability

Broadbeach is one of the most walkable suburbs on the Gold Coast according to walkscore.com with a score of 79, meaning most errands can be accomplished on foot.

From any location in Broadbeach, residents and visitors are no more than 150 metres away from open green space and 300 metres from the creek or beach.

A light rail station is approximately 100 metres from Surf Parade – the heart of Broadbeach; another stop is in front of Pacific Fair Shopping Centre.

According to Broadbeach Alliance’s ‘Path Intelligence Weekly Report’, Broadbeach is host to approximately 200,000 visitors a week.

‘Gold Coast City Transport Strategy 2031’ aims to increase all daily walking trips across the city by 1.9 per cent and cycling by 4.1 per cent over the next 16 years.

The City Parking Plan 2015 advises that approximately 16 per cent of households in Broadbeach have no car and that 15 per cent of the more than 4600 residents walk to work.

3.3 Pedestrian network

![Pedestrian network diagram]

**Key**
- Major route
- Secondary route
- Raised walkway
- Arcade linkage
- Pedestrian crossing
- Roundabout
- Traffic lights/signals
Pedestrian accessibility and permeability in Broadbeach is restricted. Vehicular movement throughout the precinct dominates pedestrian movement and restricts the ability for users to make their way from one destination to another with ease (e.g., the high number of roundabouts facilitate vehicular movement but significantly impede pedestrian movement). This may be attributed to the 1950s-1960s boom times where development was driven by the growing popularity of motor vehicle.

There is a pedestrian disconnect with the parks within the core precinct.

The Gold Coast Highway essentially splits the activity destinations of Jupiters Hotel and Casino, Gold Coast Convention and Exhibition Centre and Pacific Fair Shopping Centre from the Broadbeach core business precinct.

Internal pedestrian arcades within shopping centres add to the pedestrian network of Broadbeach and ease the permeability issues.

The quality of footpaths around newer developments (Oracle, Aria, Wave etc.) is adequate; however, the remaining sections are outdated with varying types of finishes and require upgrading.

For all issues relating to Disability and Discrimination Act (DDA) and equitable access refer to the document Gold Coast 2018 Venue Precinct Accessibility Strategy.

A recommendation derived from the 2002 Broadbeach Master Plan was the concept of a beach to creek initiative, which looked at greater connectivity, permeability and accessibility through Broadbeach.

From Queensland Avenue to Margaret Avenue, the east-west orientation of streets is favourable to this concept. However, the permeability of most of these streets is restricted due to buildings acting as barriers. Only Queensland Avenue, Elizabeth Avenue and Margaret Avenue allow beach to creek permeability for pedestrians, cyclists and vehicles.

Moreover, these three streets connect the Gold Coast Highway to Old Burleigh Road providing informal and non-designated pedestrian access to Kurrawa/Pratten Park and the beach.

There is an opportunity to strengthen the beach to creek initiative through Victoria Avenue and Victoria Mall by increasing the pedestrian connectivity at the Surf Parade/Victoria Avenue intersection and an improved, realigned pedestrian crossing at Old Burleigh Road into Kurrawa Park and the beach.
The perimeter of the Broadbeach core business precinct is already well connected via on-road and off-road cycleway as well as the existing Oceanway.

Within the precinct perimeter, the bicycle network and connections are not clearly identified, bicycle parking is inadequate and there are no designated bike sheds providing a protected place to park a bicycle to continue a journey via public transport or shop, dine or work. Bringing a single bicycle or multiple bicycles as a family into the centre of the precinct remains a challenge. However, there is a bike shed located just outside the precinct at Broadbeach south light rail station.

Enhancing opportunities for the on-road cycleway along Surf Parade and Victoria Avenue West would offer a route directly into the centre of the precinct. The provision of bike sheds and/or designated bicycle parking racks in accessible locations would encourage additional use of the bicycle as a mode of transport to and from the precinct.
Broadbeach was built on the idea of a car friendly environment, therefore the movement network is highly favoured towards vehicles with a high number of roundabouts, large intersections, wide traffic lanes, two-way streets and slip lanes.

The vehicular entry point into Broadbeach has arguably always been Victoria Avenue (as the traffic count data suggests). However, since the opening of the light rail system, the pressure on Victoria Avenue has eased as vehicles can now enter Broadbeach from the Gold Coast Highway/Elizabeth Avenue intersection. Traffic count data provides evidence of reduced traffic in Victoria Avenue since construction of the light rail.

Another traffic change initiated by the light rail system is the closure of the left turn from Queensland Avenue to Gold Coast Highway. Vehicular traffic is now directed along the Gold Coast Highway side lane, past Main Place shops and on to Victoria Avenue (left turn only on to Victoria Avenue).

### Traffic counts

<table>
<thead>
<tr>
<th>Street</th>
<th>Date</th>
<th>Traffic direction</th>
<th>Speed km/h</th>
<th>Traffic direction</th>
<th>Speed km/h</th>
<th>Total/day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Victoria Avenue</td>
<td>01/12/10</td>
<td>9505 east</td>
<td>35</td>
<td>7707 west</td>
<td>38</td>
<td>17,212</td>
</tr>
<tr>
<td></td>
<td>27/11/11</td>
<td>7758 east</td>
<td>36</td>
<td>7841 west</td>
<td>40</td>
<td>15,599</td>
</tr>
<tr>
<td></td>
<td>04/08/12</td>
<td>8715 east</td>
<td>38</td>
<td>8572 west</td>
<td>38</td>
<td>17,287</td>
</tr>
<tr>
<td></td>
<td>01/02/13</td>
<td>8644 east</td>
<td>37</td>
<td>8927 west</td>
<td>37</td>
<td>17,571</td>
</tr>
<tr>
<td></td>
<td>20/08/13</td>
<td>7289 east</td>
<td>N/A</td>
<td>6982 west</td>
<td>N/A</td>
<td>14,271</td>
</tr>
<tr>
<td>Gold Coast Highway (north)</td>
<td>26/11/11</td>
<td>19,224 north</td>
<td>62</td>
<td>21,248 south</td>
<td>55</td>
<td>40,472</td>
</tr>
<tr>
<td>Gold Coast Highway (south)</td>
<td>26/11/11</td>
<td>22,686 north</td>
<td>62</td>
<td>21,464 south</td>
<td>59</td>
<td>44,150</td>
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<tr>
<td>Surf Parade (north)</td>
<td>01/01/2003</td>
<td>6844 north</td>
<td>34</td>
<td>5413 south</td>
<td>34</td>
<td>12,257</td>
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<tr>
<td></td>
<td>25/11/11</td>
<td>4810 north</td>
<td>N/A</td>
<td>4671 south</td>
<td>N/A</td>
<td>9481</td>
</tr>
<tr>
<td></td>
<td>10/08/12</td>
<td>4916 north</td>
<td>N/A</td>
<td>5073 south</td>
<td>N/A</td>
<td>9989</td>
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<tr>
<td></td>
<td>01/02/13</td>
<td>5222 north</td>
<td>N/A</td>
<td>6263 south</td>
<td>N/A</td>
<td>11,485</td>
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<tr>
<td></td>
<td>20/08/13</td>
<td>4457 north</td>
<td>N/A</td>
<td>5837 south</td>
<td>N/A</td>
<td>10,294</td>
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<tr>
<td>Queensland Avenue</td>
<td>04/08/12</td>
<td>2111 east</td>
<td>48</td>
<td>2305 west</td>
<td>49</td>
<td>4416</td>
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<tr>
<td></td>
<td>01/02/2013</td>
<td>2356 east</td>
<td>46</td>
<td>2069 west</td>
<td>48</td>
<td>4425</td>
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<tr>
<td></td>
<td>20/08/13</td>
<td>1769 east</td>
<td>N/A</td>
<td>1678 west</td>
<td>N/A</td>
<td>3447</td>
</tr>
<tr>
<td>Old Burleigh Road</td>
<td>01/06/2004</td>
<td>4305 north</td>
<td>44</td>
<td>2921 south</td>
<td>43</td>
<td>7226</td>
</tr>
<tr>
<td>Charles Avenue</td>
<td>26/08/11</td>
<td>2735 east</td>
<td>39</td>
<td>2870 west</td>
<td>40</td>
<td>5605</td>
</tr>
<tr>
<td>Elizabeth Avenue</td>
<td>26/11/2011</td>
<td>1304 east</td>
<td>33</td>
<td>801 west</td>
<td>32</td>
<td>2105</td>
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3.7 Public transport

Based on the timetables available from Translink, between 9am and 10am on any weekday, a total of 22 buses travel through Surf Parade. This equates to a bus frequenting this street approximately every three minutes.

During this same time period, statistics obtained from Path Intelligence Ltd weekly reports, reveal over 8000 visitors or pedestrians frequent the area. The high frequency of buses and other vehicles combine to affect the amenity of pedestrians using the precinct.

The existing bus system plays an important role in connecting locals and visitors from Broadbeach to other attractions throughout the city. It also provides an alternate mode of transport for locals and visitors from the south and west to dine, shop, play or attend major events within the precinct where the light rail is not yet available. Bus stops are located centrally at Victoria Park and a short walk to the connecting Broadbeach North light rail station.

Opportunities exist to improve pedestrian and dining amenity along Surf Parade through further investigations into alternate bus routes with potential for additional bus stops located on Old Burleigh Road; providing direct access for public transport users to the Kurrawa Park amenities, Kurrawa Surf Life Saving Club and the beach.

Key

- Light rail route
- Bus route 705*: Every 10 –15mins from 6am –10.30pm, 7 days a week. Reduced frequency before 6am

Bus route TX2*: 10 –15mins between 8am – 11am Northbound 10 –15mins between 2pm – 7pm Southbound

Bus route TX3*: 10 –20mins between 8am – 11am Northbound 10 –15mins between 2.30pm – 6pm Southbound

- Translink bus stop
- Light rail station

3.8 On-street carparking

The map adjacent outlines existing opportunities for on-street car parking in the core precinct of Broadbeach.

As of January 2015, just under 50 per cent of the more than 300 on-street car parking bays are paid parking.

Over 10,000 off-street car parking bays are currently available in Broadbeach. The Oasis and Pacific Fair shopping centres cater for nearly 70 per cent of that number.

While the network of Person With Disability (PWD) car parking within Broadbeach appears to have an even spread of bays throughout the precinct, the two most pedestrian-populated streets, Surf Parade and Charles Avenue, are without designated PWD car parking bays.

There are existing on-street car parking bays which interrupt pedestrian movement by creating ‘pinch points’ which force pedestrians away from desired lines and restrict opportunities to widen the footpaths.

City Parking Plan 2015

The ‘City Parking Plan 2015’ recognises Broadbeach as a very popular destination for both pedestrians and vehicles. As 50 per cent of bays are paid car parking, available on-street car parking is in demand.

This plan “…harnesses the potential of new parking technologies, complemented by best practice policy to improve the convenience and availability of parking and provide a legible and transparent pricing mechanism. The Plan ensures that parking is available in the right place, at the right time and the right price.”

The plan also recognises the demands for better and wider footpaths, outdoor dining opportunities and streetscaping/landscaping.
3.9 Built environment

The built environment of Broadbeach has changed immensely over the past 15 years as the area has become more popular with tourists and locals alike due to easy accessibility to services and public transport.

The Broadbeach terraces (two storey walk-ups) are distinctive residential buildings from the 1960s and 1970s. These buildings characterise the streets south of Elizabeth Street and offer great place making attributes, such as greater passive surveillance, site history and variety to the recently built developments. The more recent developments include luxury highrise towers and resort developments, with many being over 20 storeys in height.

The ‘Broadbeach Local Area Plan’ under the ‘Gold Coast 2003 Planning Scheme’ describes the Broadbeach core business area as:

“...developed to promote the consolidation of commercial and retail activities in the core area, while intensifying residential and active mixed use development during the day and evening.

Commercial enterprises, particularly restaurants, outdoor dining, retailing, entertainment and ancillary land uses are promoted at ground level in this precinct.

Development within this precinct should promote the Broadbeach Streetscape Framework Plan to establish a strong local streetscape character framed by high quality built forms...”

The centre of activity within the commercial core precinct has also moved over time as a result of new developments. Main Place was the ‘go to’ spot of the 1960s and 1970s before Oasis Shopping Centre and Victoria Mall rose to prominence in the late 1980s. Surf Parade in the early 2000s, became the place to be seen as the restaurant business boomed, which now has expanded south to Oracle.
Key

1. Main Place
   2017-2018 Roads surface, pavement and kerbs

2. Charles Avenue
   2016-2017 Roads surface, pavement and kerbs

3. Philip Avenue
   2015-2016 Roads surface, pavement and kerbs

4. Margaret Avenue
   2015-2016 Roads surface, pavement and kerbs
   Margaret Avenue/Surf Parade intersection signalisation
   Footpath widening northern side of road

5. Surf Parade
   2016-2017 Streetscape upgrade, (Commonwealth Games/Maintenance Asset renewal project) Pedestrian Priority Zone Project

6. Victoria Mall
   Commonwealth Games project

7. Kurrawa Park
   Commonwealth Games project

8. Sewer pump station
   2016-2017 upgrade to pump station to accommodate for future population growth

9. Footpath works
   City of Gold Coast project. Widening of footpath and some streetscape works to Surf Parade between Victoria Avenue and Elizabeth Avenue

10. Surf Parade (north)
    Footpath widening from Queensland Avenue to Chelsea Avenue

11. Surf Parade (south)
    Footpath widening from Margaret Avenue to Elizabeth Avenue

For more information about upcoming projects, contact City of Gold Coast on 1300 465 326.
3.11 Green open space

Kurrawa/Pratten Park is the dominant park within the precinct, with high activity use during the week and on the weekend. It’s the most iconic park within Broadbeach and is host to a number of different events throughout the year.

Federation Park and Victoria Park are similar in size and both are relatively quiet with low activity use. Victoria Park is used for major events such as Blues on Broadbeach. The limited pedestrian permeability and access to these parks may affect user activity.

Gold Coast Bulletin Centenary Park is categorised as amenity space. With a major highway, arterial road and a natural water course bordering this park, activity use is low and is usually associated with pedestrians walking to and from other destinations.

Parks and open space assets officer

Several key open space issues were discussed with Broadbeach Alliance in May 2011 by a City officer. Some of these issues included:

• over-embellishment could affect the usability of parks
• opportunities to decrease traffic accessibility and promote pedestrian access by increasing footpath width to include more trees and grassed areas
• alliance with Education Queensland for community use of school ovals
• sacrificial/temporary open space - community gardens in proposed development sites, reclaiming of parking bays.

Usage of precinct parks

Kurrawa/Pratten Park caters for a large number and variety of users and is promoted as a location for passive recreation, festivals and special events. It also has permanent features such as the all abilities playground which caters for people with disabilities.

Victoria Park has very low patronage considering its key location within the commercial precinct. According to statistics approximately 12 per cent of all visitors to the Broadbeach core precinct visit Victoria Park spending just over 30 minutes per visit. It could be suggested that these figures do not give an accurate account of actual usage as pedestrians may only be using the public facilities and bus stops on Victoria Avenue and Surf Parade which abut Victoria Park.

Although no usage statistics are available for Federation Park, from visual inspections, usage is seen as restricted to professionals on work breaks and a small number of residents from neighbouring accommodation.

Nearly 100 per cent of usage of Gold Coast Bulletin Park is pedestrians walking through from one destination point to another.

Open space connectivity

There is a great opportunity for people to connect with the parklands which are within walking distance from residential towers, office and shops, and transport nodes.

The strength of the ‘green connectivity’ (or green linkage) of the open space network however, is poor, restricted by the barriers of vehicular carriageways and lack of established trees and garden beds in connecting streets.

Open space ratio

New York City (NYC) has a goal of achieving 2.5 acres (10,117 metres squared) per 1000 persons.

According to qpzm.com.au (demographic information and statistics online service), at the time of the 2011 ABS census, Broadbeach had a population of 4,614 persons.

To match the desirable open space NYC ratio, Broadbeach requires an open space network of approximately 46,680 metres squared. Currently Broadbeach’s open space totals 165,893 metres squared which is nearly four times that of NYC’s goal.
Gold Coast Planning Scheme 2003

The intent for public open space in Broadbeach Local Area Plan in the Gold Coast 2003 Planning Scheme aims:

“To retain and improve existing open space areas, and to facilitate a wide range of active and passive recreation opportunities consistent with the needs of the tourist and residential catchments they serve...

The small parks also offer opportunities for passive recreation and for the staging of festivals and special events, in association with the adjacent commercial areas. These opportunities are to be protected...

It’s intended to create a pedestrian link along the Little Tallebudgera Creek corridor to provide recreational access and pedestrian connectivity between the different precincts. Riparian vegetation is also intended to be preserved, rehabilitated where required and enhanced within this waterway corridor.”

At the time of writing, the City Plan 2015 has been released and these parks will be guided in part by an overriding Open Space Zone Code which looks at favourable outcomes based on land use, character and built form, among others.

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Key

- **Value of land based on recent sale of City land of $3,000,000**" for 1138m²
  - *Figure derived from Gold Coast Bulletin article, 14 September 2014*

1. **Kurrawa/Pratten Park**
   - Category: City Recreation Park
   - Area: 123,981m²
   - Use: High
   - Owner: City of Gold Coast
   - Value: $326,813,916*

2. **Federation Park**
   - Category: Local Recreation Park
   - Area: 5000m²
   - Use: Low
   - Owner: City of Gold Coast
   - Value: $13,200,000*

3. **Victoria Park**
   - Category: Local Recreation Park
   - Area: 5112m²
   - Use: Low
   - Owner: City of Gold Coast
   - Value: $13,500,000*

4. **Gold Coast Bulletin Centenary Park**
   - Category: Amenity Space
   - Area: 17,300m² (usable space 8350m²)
   - Use: Low
   - Owner: City of Gold Coast
   - Value: $45,600,000* (usable space $22,000,000)

5. **Moya Egerton Park**
   - Category: Amenity Space
   - Area: 14,500m²
   - Use: Moderate
   - Owner: QLD State
   - Value: N/A

6. **Gold Coast Convention Centre**
   - Category: Open Space Linkage
   - Area: 10,389m²
   - Use: Low
   - Owner: Private
   - Value: N/A
3.12 Service infrastructure

The following maps outline the extensive network of service infrastructure in Broadbeach. The earliest recorded underground service (potable water main) still in operation was installed in 1950 along the Gold Coast Highway. Some points of interest include:

- Asbestos cement is found in a majority of the potable water and sewer mains as many of these pipes were installed in the 1970s and 1980s, however, newer pipes are made from PVCU (sewer) and CLDI (water).

- During early works of the light rail project, some of the underground service infrastructure was upgraded. Locations of upgrades were limited to areas in the light rail corridor.

- Overhead power lines still dominate some of the key streets of Broadbeach such as Queensland Avenue and Elizabeth Avenue, which has a significant effect on street and pedestrian amenity.

Above ground power vs underground power

The photos above show the difference in street amenity between overhead and underground power lines. Overhead powerlines restrict significant tree selection and footpath widening.

NOTE: The information on this map was obtained from Dekho software program on 25/08/14. As this is a desktop analysis, it is recommended a full detailed survey is undertaken prior to any construction works to determine locations and condition of underground services more accurately.
• majority of power underground in the core precinct area (blue)
• lack of street lights in Surf Parade (Queensland Avenue to Victoria Avenue)
• network of 11Kv and low voltage power.

• pipes installed from 1975
• newer pipes installed 2010
• depths range from 0.76m – 4.97m
• majority of pipes made from asbestos cement.

• gas pipes 1990 – 2002
• some pipes were installed without commission dates
• high-gas mains: 32 – 90 DIA
• high-pressure steel main: 90 – 100 DIA.

Key
- Core Business Precinct
- Commercial Precinct
- Open Space Precinct
- Potential street activity
- Water
- Stormwater
- Overhead Energex line
- Underground Energex line
- Streetlights
- Sewer
- Gas main
- High pressure steel gas main
Blues on Broadbeach is a free music festival that started in 2002 and has won a number of event awards. It spans four days and nights and is unique as it feeds on the village-like atmosphere and relaxed ambience of the precinct.

This yearly event is held on the streets and parks of the business precinct including Surf Parade, Victoria Avenue, Victoria Park and Broadbeach Mall.

Although this event is hugely successful, the streets and parks could be better designed to accommodate the event by providing a safer and more comfortable experience for visitors and locals.

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Busking locations
- eastern end Broadbeach Mall
- mall area adjacent to access stairs
- Broadbeach Mall Stage
- boardwalk
- old Stage area western end of Mall adjacent to Niecon Plaza entry
- Wave corner (corner Surf Parade and Victoria Avenue)
- corner Surf Parade and Albert Avenue.

Key

### Major Attractions

- Broadbeach Jazz – August
- Broadbeach Country Music Festival – June
- Blues on Broadbeach – May
- Broadbeach Markets
- Opera in the Park – October
- Busking locations

### Other events

1. **Convention Centre**
   - All year concerts, exhibitions, sales, conventions
2. **Victoria Park**
   - All year used as additional space for all events
3. **Kurrawa Park**
   - All year concerts, marathons, sporting events
4. **Victoria Mall**
   - All year used as additional space for all events
5. **Jupiters Hotel and Casino**
   - All year concerts, conventions, casino
3.14 Precinct safety

Crime Prevention Through Environmental Design (CPTED) is a crime prevention strategy which outlines how physical environments can be designed in order to lessen the opportunity for crime.

CPTED guidelines consider design and use, identifies which aspects of the physical environment affect the behaviour of people and then uses these factors to allow for the most productive use of space while reducing the opportunity for crime. This might include changes to poor environmental design such as street lighting and landscaping.

From a community safety perspective, it would be desirable to increase the level of lighting consistently throughout the core commercial precinct. As one of the city’s key entertainment precincts, a high quality lighting strategy and outcome is recommended to improve safety and amenity as well as reinforce the festive theme and vibrancy after hours.

To improve safety and amenity, Main Place laneway could be used for an artistic lighting project as well as encouraging businesses to increase active frontages on this lane rather than retaining its current ‘back of house’ status.

Increased access to public toilets is often raised as a need. There’s currently a heavy reliance on public toilets located in Victoria Park and Kurrawa Park as well as the shared private toilets which are not always centrally/conveniently located, open or safe to access late at night.

Safety Camera Network

The network has good coverage of central Broadbeach with cameras monitored 24 hours a day, seven days a week which features a direct communication link to police. There are currently 50 operational cameras in Broadbeach. Maps of camera locations are available on our website at www.goldcoast.qld.gov.au/community/safety-camera-network-6318.html
4.1 Streets

4.1.1 Queensland Avenue

Queensland Avenue, in its present state, has limited pedestrian amenity and place making opportunities, however it does have the potential to be one of Broadbeach’s best streets. Its importance to Broadbeach business centre, Kurrawa Park and beach cannot be underestimated and it’s an entry gateway for the high number of visitors coming from the north. Queensland Avenue has a wide road reserve that borders the business precinct and links the Gold Coast Highway to the beaches. Streetscape improvements will reinforce it as a major pedestrian and cycling link to Kurrawa Park and the beach.

Key

- High amenity planting
- Pedestrian access
- Formalised pedestrian crossings
- Informal pedestrian crossing points
- Change in topography levels
- Exposed to high levels of solar access
- Strong winds from the east
- On road car parking restricts pedestrian flow
- Roundabout

- Overhead power lines
- Outdoor dining
- Active street front
- Public/private boundary (vegetated, wall interface)
- Public/private boundary (no defined boundary)
- Public/private boundary (Wall interface – lacks amenity)

1. New development
   - Residential and commercial with allowances made for public car parks
   - Plans indicate street front activation and designs of high pedestrian amenity

2. Pedestrian access
   - Minimal width for pedestrian access
   - No road shoulder space due to grade change and private interface landscaping

3. Pedestrian desire lines
   - Informal walking track through landscaping to entry of Convention Centre

4. Entry to Broadbeach centre – roundabout
   - Key focal point for vehicular entry into Broadbeach centre, the park and beach
   - Existing planting does not reflect the beach side character of Broadbeach or provide an appropriate entry statement to the area

5. Frequency of vehicular use
   - High frequency of vehicular use along Old Burleigh Road

6. Independent commercial premise
   - Cafe adds to the amenity of the street
   - Helps breakdown the private/public boundary by providing an active interface

7. Visual axis and vista
   - High quality vista looking north from roundabout north along Old Burleigh Road
   - Distant views to Q1 as a focal point framed by a stand of Norfolk Island pine trees

8. Light rail station
   - Informal crossing point
   - Crossing point visually “sneaks up” on vehicles sweeping into Queensland Avenue
Looking west towards Gold Coast Highway from the Phoenician
Wide footpath with active shop fronts provides adequate pedestrian amenity. However, there are points where the pedestrian travel route is disjointed as a result of 90 degree parking which interrupts pedestrian flow.

Looking west towards Surf Parade
Surface treatment is consistent with existing palette and healthy planting softens the corner. However, the footpath is cluttered with outdoor dining at the intersection.

Looking west at Federation Park
Existing Norfolk Pines provide a comfortable microclimate and shade. The narrow footpath restricts pedestrian movement.

Failed street tree
Tree species is not suitable or consistent with other trees on the street.

Looking west at Federation Avenue intersection
There is a lack of pedestrian amenity through this section of Queensland Avenue. The footpath is narrow and the surface treatment needs an upgrade. The tree planting also fails to provide adequate shade and isn’t consistent with original master plan species. There is no edging around the tree which lessens the appeal of the streetscape.

Looking east at Federation Avenue
There is poor pedestrian amenity. Overhead power lines restrict street tree planting. Public/private interface boundary is not aesthetically pleasing and minimal width to the footpath impedes pedestrian movement.
4.1.2 Surf Parade (Queensland Avenue to Victoria Avenue)

Surf Parade is the dominant pedestrian street in Broadbeach with approximately 200,000 visitors a week. The street is filled with outdoor dining and other commercial activities, which combined with the avenue of trees brings a human scale to the area. The eastern side of Surf Parade is relatively new and contemporary whilst the streetscape elements on the western side of the road are outdated.

There is no clear pedestrian thoroughfare along either side of the street as a number of physical elements obstruct the footpaths. Surf Parade offers protection from the wind and shelter from other weather conditions. Acoustic levels in Surf Parade are high as a result of the high frequency of buses and loading trucks.

Large intersections are more conducive to vehicular movement than pedestrian movement and are not visually appealing.
Looking south down Surf Parade at the Albert Avenue intersection
The frequency of delivery vehicles that exit Albert Avenue and head south to the busy intersection of Surf Parade and Victoria Avenue is high. This is due to a large number of loading bays located on the southern side of Albert Avenue.

Looking north along Surf Parade from Victoria Avenue
The intersection has wide lanes and a large expanse of asphalt. The pedestrian bridge is dated and adds to the visual clutter of the area.

Looking north to Surf Parade from Victoria Park
There is a lack of pedestrian connectivity and permeability from Surf Parade to Victoria Park, reinforcing the idea that vehicles dominate the precinct.

Looking east towards Kurrawa Park from Phoenician Arcade
This is a pleasant entry to Surf Parade with a focal point of Kurrawa Park. There's potential to strengthen the visual axis and connection to the park.

Looking north towards Queensland Avenue and Federation Park
Outdoor dining ‘tents’ and parking bays create visual clutter and disrupt pedestrian movement in Surf Parade.

Looking south towards Victoria Avenue
Outdoor dining ‘tents’ create visual clutter and disrupt pedestrian movement in Surf Parade.
4.1.3 Surf Parade (Victoria Avenue to Elizabeth Avenue)

Surf Parade, south of Victoria Avenue to Elizabeth Avenue, is bordered by a range of uses including open space, commercial (hotels and restaurants) and residential developments. As a result, there are locations where the streetscape elements (eg. surface treatments) are outdated and often mismatched.

Pedestrian movement across Surf Parade is restricted by limited designated crossing points and the vegetated medians which results in Victoria Park not being easily accessible. There is also a disconnect to the northern end of Surf Parade and some of the pedestrian footpaths along the street are restricted due to built infrastructure (bus stops, monorail columns) and building setback (sections of the Sofitel building).

The absence of street trees has resulted in a lack of shade on the western side of the road which is particularly noticeable during mid-summer.

Key

- Formal pedestrian crossing
- Pedestrian access
- Exposed to high levels of solar access
- Outdoor dining
- Active street front
- Pedestrian barrier to Victoria Park
- Public/private boundary
- Public/private boundary (block wall)
- Visual axis/vista

1. Restricted circulation space
   - Both intersections have limited circulation space due to building setbacks or built infrastructure. The movement of crowds is uncomfortable in these areas

2. Public facility and bus stops
   - The public facility could be better utilised if pedestrian access is made easier
   - Bus stops located on the park fringe mean accessibility and connectivity are important issues for this site

3. Visual axis/vista
   - Potential for a strong visual axis looking south along Surf Parade from Victoria Avenue. Existing views south are dominated by overhead power lines and expansive asphalt areas

4. Streetscape – Oracle
   - Design caters for high pedestrian amenity
   - Build outs for street trees allow increased pedestrian circulation space
   - Awnings over the path bring a 'human scale' to the space
   - Commercial activity allows private/public interaction

5. Lacking pedestrian amenity
   - Narrow footpaths fail to cater for the high number of pedestrian activity
   - The western side of the street is lacking trees and groundcovers which could be used to soften the street and match the Oracle development
   - Interface with residential building is visually displeasing

6. Sofitel building
   - Building set on property boundary. Imposing facade without interest and reduces pedestrian circulation space

7. Victoria Avenue
   - The volume of vehicular use at this intersection, combined with limited pedestrian accessibility, has created a great disconnection between destinations north and south of Victoria Avenue
Informal pedestrian crossing point across Surf Parade

The pedestrian landing area on the eastern side of Surf Parade is minimal and requires further investigation.

Looking south along Surf Parade at Victoria Avenue

Pedestrian circulation space is restricted due to existing infrastructure such as the monorail, overhead pedestrian walkway and the minimal building setback.

Looking north at the intersection of Surf Parade/Charles Avenue

New streetscape infrastructure installed as part of Oracle development offers great pedestrian amenity.

Looking south at the intersection of Surf Parade/Charles Avenue

Minimal building setback at this intersection impacts on the pedestrian circulation space and impedes important sight lines.

Bus stop located on Surf Parade

Wide pedestrian footpath through this section of Surf Parade adjoining Victoria Park. This bus stop becomes a secure taxi rank after 11pm on weekends.
4.1.4 Albert Avenue

Albert Avenue has a strong streetscape foundation with the design of the Aria development at ground level providing quality pedestrian amenity. This style of streetscape needs to be reflected in other locations to correct some inconsistency in the design palette. There is also a lack of street furniture including bike racks and bench seats.

The dominant tree species type is Cupaniopsis anacardioides (Tuckeroo) with more mature stock doing better than the immature trees planted towards Old Burleigh Road.

The majority of pedestrian activity is limited to the area west of the Commonwealth Bank. Street activity east of this business is very quiet, made up of holiday makers moving between their accommodation, the beach and Surf Parade.

Key

- Formal pedestrian crossing
- Pedestrian access
- Exposed to high levels of solar access
- Outdoor dining
- Active street front
- Exposed to high levels of noise levels (loading zone bays - trucks idling)
- Pedestrian barrier to park/beach
- Public/private boundary (vegetated)
- Public/private boundary (vegetated, wall interface)
- Views out of street to neighbouring businesses
- Interface between commercial and residential activity

1. **Streetscape – Aria development**
   - Designed for high pedestrian amenity
   - Build outs for street trees allow increased pedestrian circulation space
   - Awnings over the path bring a ‘human scale’ to the space
   - Commercial activity allows private/public interaction

2. **High pedestrian activity**
   - Large numbers of pedestrians moving between Niecon Plaza arcade and Commonwealth Bank

3. **Pedestrian desire lines**
   - Pedestrian desire line exists between Aria arcade and Niecon Plaza arcade
   - No kerb ramp to Niecon Plaza side of street

4. **Focal point/vista**
   - Vista realised looking down the street from beach end. Focal point of Phoenician provides good visual

5. **Old commercial buildings**
   - Public/private boundary is visually seamless
   - The streetscape directly in front of the development is outdated, and inconsistent with the newer developments directly adjacent

6. **Old Burleigh Road**
   - Large expanse of asphalt surface at the entry of Albert Avenue gives the impression of a car dominated precinct
   - Pedestrian access to park and beach restricted at the end of Albert Avenue with no formal or informal crossing points. The two lanes of traffic and additional nose-in on-street parking forces pedestrians south to Victoria Mall

7. **Residential tower**
   - The size of the building and limited set back from boundary creates a visually imposing space. It offers good passive surveillance and the large expanse of garden bed visually adds to the streetscape in this area
Looking east towards Aria
This section of streetscape offers great pedestrian amenity and will provide the framework for all future streetscape projects.

Kerb build-out outside Aria on Albert Avenue
Build-outs with street trees improve pedestrian amenity by increasing pedestrian circulation space and shade. The lack of street furniture has resulted in poor visual amenity with bikes chained to trees and balustrades.

Looking west towards Surf Parade
This section of streetscape visually distracts from the rest of the site. The private/public interface is blurred and the building in this image offers very little to the street.

Existing street trees
These trees add very little visual amenity to the street and no pedestrian amenity. Landscape elements in this image indicate that the streetscape is outdated and in need of upgrading.

Looking west on northern side of Albert Avenue
There’s good pedestrian amenity along this section of Albert Avenue. Wide footpaths allow easy access and street trees soften the hardscape. There’s a clean, modern footpath and dense vegetation to the private boundary.
Main Place was one of the first commercial developments in Broadbeach and has not been revitalised since construction. It retains the coastal village character among a sea of new, modern developments. The streetscape elements are visually tired and need updating.

Light rail works have brought about major functional changes to this area with the most significant being the re-routing of vehicles down the Gold Coast service lane on to Victoria Avenue; a result of closing the left turn connection of Queensland Avenue to the Gold Coast Highway.

Existing overhead power lines along Gold Coast Highway cause physical and visual issues with the avenue of Norfolk Pines.

Key

1. Changes to Queensland Avenue
   - Queensland Avenue exit onto the Gold Coast Highway was closed as part of light rail works. As a result, additional cars frequent the intersection of Victoria Avenue and Surf Parade

2. Loading zones in Main Place
   - An informal walking track in turf. Suggests pedestrians use this route to access GCCEC and light rail
   - According to GCCEC, a DDA compliant foot ramp cannot be installed

3. Pedestrian desire lines
   - Offers close access to key destination points in Broadbeach
   - Pedestrian exit points off the station include two at the northern end and one at the southern end

4. Pedestrian Crossing Point from GCCEC
   - Feedback from Broadbeach Advisory Committee is that this pedestrian crossing is unsafe during GCCEC shows and events
   - Median landing platform is approximately 14m²

5. Pedestrian Arcade
   - Links Gold Coast Highway to Surf Parade
   - Visually in need of revitalisation

6. Intersection
   - Wide lanes favourable to vehicular movement
   - Large expanse of asphalt surfacing
Looking north along Main Place laneway
This space is aged and in need of activation and upgrading. It has some commercial activity but the majority is constrained by back-of-house and loading bays.

Main Place/Phoenician Arcade entry
Pedestrian access linking Gold Coast Highway and Surf Parade through private property can be improved and made more attractive for users. It’s currently uninviting and needs upgrading.

Looking north along the Gold Coast Highway slip lane
There’s limited pedestrian amenity in this wide street with outdated and tired landscape elements and overhead power lines clash with trees.

Looking west at Queensland Avenue intersection
Vehicle connection to Gold Coast Highway has been cut due to the light rail project. Vehicles are directed down Surf Parade or the Gold Coast Highway slip lane.

TE Peters Drive and Gold Coast Highway intersection – Pedestrian crossing point
A large crowd exiting the Gold Coast Convention and Exhibition Centre can make this crossing unsafe. The landing area is not sufficient for large crowds crossing.
4.1.6 Victoria Avenue

In previous years, Victoria Avenue was the main vehicular entry and exit point for the business precinct of Broadbeach. The western end of Victoria Avenue is very important as it’s highly visible from the Gold Coast Highway and the light rail track.

The intersection of Surf Parade and Victoria Avenue is extremely busy as a result of road changes made during the light rail project and the location of the main entry and exit points of Oasis Shopping Centre. The taxi rank located at the eastern end of Victoria Avenue adds to the vehicular congestion of this street. This taxi rank relocates to the Surf Parade bus stop after 11pm and becomes a secure rank. All of this, in combination with the bus stops north and South of Victoria Park, creates a highly congested length of road.

The above issues, combined with a median strip in the centre of the road, has created a disconnection or barrier for pedestrian flow within the business precinct. In Victoria Avenue most pedestrian activity is on the northern side. There’s extremely limited pedestrian accessibility and connectivity at present between the northern and southern sides of Victoria Avenue despite a popular bus stop being located on the southern side of Victoria Avenue.

Key

- Formal pedestrian crossing
- Pedestrian access
- Exposed to high levels of solar access
- Outdoor dining
- Active street front
- Exposed to high levels of noise levels (loading zone bays – trucks idling)
- Pedestrian barrier – connectivity
- Street/park interface
- Pedestrian circulation area
- Main vehicular movements

1. **Barrier – connectivity/accessibility**
   - Limited opportunity for pedestrians to cross the street
   - Vehicular movement dominates pedestrian movement
   - Wide streets mean pedestrians take longer to cross
   - A median strip along Victoria Avenue is present but without pedestrian landing zones

2. **Translink bus stop**
   - Location adds to the vehicular congestion of the site
   - May have DDA accessibility issues

3. **Entry/exit**
   - Vehicular entry and exit point to Oasis Shopping Centre
   - Entry for Victoria Square and Niecon Plaza buildings

4. **Views/vista**
   - The view along Broadbeach Mall, from Victoria Avenue, to the Kurrawa Park is blocked due to structures and plantings

5. **Pedestrian bridge**
   - Limited pedestrian usage
   - Outdated and adds to the visual clutter of Broadbeach Precinct
   - Reduces pedestrian circulation area at a key intersection

6. **Road**
   - Large expanse of asphalt/road makes it easy for vehicular movement
   - Visually unattractive
Looking east along Victoria Avenue
An outdated pedestrian bridge adds to visual clutter and reduces pedestrian circulation space at this busy intersection and limits intersection upgrade options.

Looking south across Victoria Avenue from Main Place
Limited pedestrian crossing opportunities in Victoria Avenue means pedestrians risk injury to cross this street.

Looking east along Victoria Avenue
The wide road and slip lane are conducive to vehicular movement and not pedestrian connections. It’s visually unattractive and dominates pedestrian movement.

Looking east towards Surf Parade
This wide pedestrian footpath with shade trees accommodates a high volume of pedestrian traffic.

Looking east along Victoria Avenue
The pedestrian bridge and taxi rank reduces pedestrian circulation space in this area. Outdated street furniture also requires updating.

Limited pedestrian crossing opportunities in Victoria Avenue means pedestrians risk injury to cross this street.
4.1.7 Victoria Mall

Victoria Mall sits central within the core business precinct and is the only dedicated pedestrian street in Broadbeach. The Mall has a variety of outdoor dining and other commercial activities which creates a certain level of activation to the space. The pavement throughout the Mall is in relatively good condition, however, the furniture and outdoor dining facilities need upgrading.

A performance stage is located centrally within the Mall and functions well to accommodate the numerous festivals held in Broadbeach throughout the year. Also located in the Mall is the iconic carousel. This children’s ride is well used, however, the structure built to protect it has taken away some of its character and charm.

There are a number of water features and art installations located throughout the Mall but they lack cohesion and do not add to the overall aesthetics of the space. There are a number of mature trees and palms that provide the Mall with valuable shade but other elements of the vegetation need to be addressed such as the planting at the eastern end of the mall that interrupts views to Kurrawa Park and the beach.

At each end of the Mall there is conflict between pedestrians and vehicles due to the location of the entry/exit of the underground car parking.

Key

- Formal pedestrian crossing
- Pedestrian access
- Exposed to high levels of solar access
- Outdoor dining
- Active street front
- Exposed to high levels of noise levels (loading zone bays – trucks idling)
- Pedestrian barrier – connectivity
- Planting
- Water feature
- Effective shade trees
- Visual axis/view
- Shade trees/palms

1. Barrier – connectivity/accessibility
   - Limited opportunity for pedestrians to cross the street
   - Wide streets mean pedestrians take longer to cross

2. Playground
   - Disconnected from the Mall

3. Undercover walkway
   - Adds to the visual congestion of the space and interrupts the views through the Mall to Kurrawa Park and the beach

4. Carousel
   - Iconic element within the Mall

5. Water feature
   - The water features located throughout the space offer little to the visual amenity. The space could be better utilised for more interactive elements

6. Stage
   - Located centrally with the Mall it offers the ideal location for performances

7. Ventilation stack from underground car park
   - Ventilation stacks obstruct views through the mall towards Kurrawa Park

8. Entry/exit from underground car park
   - The main entrances onto the Mall could be better identified

9. Main entry/exit into the Mall from surrounding centres

10. Exit from underground car park
    - There is a conflict between pedestrians and vehicles
Looking east along Victoria Mall
The stage is central to the Victoria Mall. The pavement is in good condition but the space lacks shade.

Looking west towards Surf Parade
The basic structure of the Mall provides a good foundation for any proposed improvement works. The pavement is in good condition but the furniture could do with upgrading.

Looking west from Old Burleigh Road
There is a conflict between pedestrians and vehicles exiting the underground carpark. The water feature and artwork add little to the visual amenity of the Mall.

Carousel
The iconic carousel has been a mainstay in the Mall for many years. It’s also the topic of significant controversy.

One of the many water features
Water features throughout Victoria Mall add visual clutter and add little to the amenity of the space.

Outdoor dining in Victoria Mall
Outdoor dining within the Mall is outdated and needs upgrading.
4.1.8 Charles Avenue

The streetscape of Charles Avenue can be divided into old and new. As part of the recently constructed Oracle development, the streetscape on the southern side of Charles Avenue is high quality while the northern side requires upgrading.

Street furniture is lacking within the street and the existing Norfolk Pine highlight the height of the surrounding highrises instead of bringing a sense of human scale to the street. Moreover, the health of the majority of these Norfolk Pine are deteriorating which reduces pedestrian amenity.

It is a relatively busy street with vehicular access into Oasis Shopping Centre but this traffic does not adversely affect outdoor diners and others with noise. The main pedestrian thoroughfare is between the pedestrian entry to Oasis and the open space/entry point to Oracle (where the designated pedestrian crossing is located).
Kerb build-out outside Oracle

Build-outs with street trees improve pedestrian amenity by increasing pedestrian circulation space and shade.

Kerb build-out outside Oracle

Lack of street furniture has resulted in poor visual amenity with bikes chained to street trees and balustrades.

Kerb build-out outside Oracle

Back of house space limitations and lack of street furniture has resulted in poor visual amenity.

Mature planting outside Sofitel

Mature street trees provide an avenue effect and valuable shade to the street.
4.1.9 Elizabeth Avenue

Elizabeth Avenue is one of the few streets in Broadbeach that connects people from the Little Tallebudgera Creek to the beach. The grid street network of the commercial area, and the flat grade of the street, means Elizabeth Avenue has a great vista with the potential to enhance the focal points at either end of the street.

Elizabeth Avenue is located at the southern edge of the core business precinct, so the interface of private and public space is mixed and varied. The majority of the northern side of Elizabeth Avenue has been renovated through the Oracle development with only a small portion of streetscape towards the Gold Coast Highway in need of an upgrade. Public amenity could be improved as there is a lack of street furniture and the commercial activity of the Oracle is within the development. The southern side of Elizabeth Avenue has a mix of residential developments and the streetscape is in need of significant upgrading to achieve pedestrian amenity. New footpaths, avenue planting and the undergrounding of overhead powerlines would significantly improve the amenity.
Looking east along Elizabeth Avenue (north side)

The Oracle development offers good pedestrian amenity with shelter, wide footpaths, and street trees. No street furniture is present and installation would benefit the visual amenity.

Oracle Building, Elizabeth Avenue

An example of artwork at the Oracle development. This piece adds historical context to the site.

Looking east along Elizabeth Avenue

Elizabeth Avenue offers a great visual axis from Little Tallebudgera Creek to the beach, however, the focal point is a toilet amenity block located in Pratten Park.

Looking west along Elizabeth Avenue

Jupiters Hotel and Casino is positioned at the western end of Elizabeth Avenue. This focal point could be enhanced with an avenue of street trees.
4.1.10 Old Burleigh Road

Old Burleigh Road is the main entry to the core business precinct of Broadbeach for vehicles travelling north to south. Car parking on the perimeter of the park creates a physical barrier for pedestrians between the park and the business precinct. The row of Norfolk pines bordering Kurrawa Park is a strong visual element and could strengthen the vista to Surfers Paradise along Old Burleigh Road. Pedestrian amenity could be improved with upgraded footpaths, street furniture and new street trees.

Key

- Formal pedestrian crossing
- Informal pedestrian crossing
- Pedestrian access
- Exposed to high levels of solar access
- Car park restricts pedestrian flow
- Exposed to high levels of noise levels (loading zone bays – trucks idling)
- High visibility bollards adjacent to car park and pathway restricts pedestrian flow
- Public/private boundary (Wall interface – lacks amenity)
- Effective shade trees
- Public/private boundary (vegetated)

- Effective signature street trees (Norfolk Pines)
- Main vehicular movements
- Focal point/vista
- Pedestrian desire line

1. All abilities playground
   - All abilities playground is a high use destination point

2. Open space
   - Opportunity for shade tree planting along footpath. Large expanse of open space exposed to sun and wind

3. Visual amenity
   - Poor visual amenity looking east along Elizabeth Street. The focal point across the expanse of open space is currently the amenities block

4. Roundabout
   - Roundabout planting is adequate
   - Opportunity to strengthen planting palette as an entry statement
   - Make planting at both roundabouts consistent to announce arrival into the urban precinct of Old Burleigh Road

5. Kurrawa SLSC car park
   - Large car park adjacent to Old Burleigh Road. The car park is a large expanse of asphalt with limited shade
   - Poor pedestrian connection from Old Burleigh Road through car park to foreshore, beach and amenities block. These are high use destination zones

6. Oasis Shopping Centre access
   - Stair access into ground floor of Oasis Shopping Centre. This is a popular informal crossing point for pedestrians crossing Old Burleigh Road between the shopping centre and Kurrawa Park. There is no formal pedestrian crossing

7. Loading zone
   - High use delivery vehicle loading zone

8. Pedestrian entry into Broadbeach Mall
   - Good physical and visual access into mall and vista looking east towards Kurrawa Park and beach

9. Shared zone
   - Conflict area between vehicle exit from basement car park and delivery vehicle access into lower level of mall
   - Pedestrian access into the mall is frequently obstructed by skip bins awaiting collection

10. Private/public interface
    - Dominant, uninteresting facade. No street trees

11. Precinct connections
    - Poor pedestrian link into Kurrawa Park

12. Narrow footpath
    - Narrow footpath with no shade trees

Note: Current speed limit – 50 km/h
Looking north along Old Burleigh Road
The narrow footpath forces pedestrians to walk on the turf which causes wear and creates a visually unattractive area.

Looking south along Old Burleigh Road
There’s a large expanse of asphalt and wide traffic lanes with little pedestrian amenity and restricted pedestrian movement.

Looking north along Old Burleigh Road
Worn turf creates an untidy and ugly landscape. The roundabout provides a weak entry statement into the core business area of Broadbeach and impedes pedestrian movement and connection.

Looking south along Old Burleigh Road (Kurrawa Park)
The line of yellow safety bollards visually detracts from Kurrawa Park and surrounds. This is possibly a functional solution to an perceived safety issue.

Looking north along Old Burleigh Road (Kurrawa Park)
Disjointed pedestrian footpath and cycle path.
4.2 Parks and open space

4.2.1 Victoria Park

The aesthetics and functionality of Victoria Park are very important as it's located at the main entry into the core business precinct of Broadbeach. The current park design is not inviting for pedestrians as it has no structure or form and most street furniture within the park is outdated. While Victoria Park is also used for a number of public events throughout the year including Blues on Broadbeach, it could be better designed to cater for these events.

At present, the majority of commercial activity is concentrated on Surf Parade and Victoria Avenue, isolating the park and limiting pedestrian activation. There is some commercial activity abutting the southern side of the park with outdoor dining from restaurants which contributes to night time pedestrian activity.

There are two Translink bus stops located on two sides of the park which contribute to the majority of the pedestrian activity during the day.

Infrastructure within the park also includes a sewer pump station, a toilet amenity block and a horse sculpture that has been placed in the park.

Key

- Pedestrian barrier - connectivity
- Formal pedestrian crossing
- Informal pedestrian crossing/pedestrian access
- Pedestrian desired walking line
- Restricted pedestrian circulation space
- Outdoor dining
- Active street front
- Public/private interface (vegetated)

1. **Sewer pump station**
   - Located on a mound in Victoria Park.
   - Visually prominent
   - Investigations are underway to increase the storage capacity of this station
   - Some odour complaints have come from the neighbouring restaurants

2. **Monorail**
   - Connects Oasis Shopping Centre to Jupiters Hotel and Casino
   - Column supports restrict pedestrian circulation space in some locations

3. **Sculpture**
   - Isolated from other park elements in open space

4. **Vegetation**
   - Significant tree canopy
   - Tree species is mostly Araucaria heterophylla (Norfolk Pine)

5. **Bus stops**
   - The two bus stops located in Victoria Park are Translink town buses
   - The bus stop located on the eastern side of Surf Parade is for tourist coaches

6. **Toilet amenity block**
   - Toilet amenities with PWD access
   - Access is somewhat restricted from Surf Parade and Victoria Avenue
Looking west across Victoria Park

Park works undertaken in 2004 have guided design decisions such as finishes and colour palettes. There’s a dominant monorail structure overhead.

Looking west across Victoria Park from Victoria Avenue

Pedestrian accessibility into Victoria Park is restricted due to the design and function of Victoria Avenue. Informal crossing points to the park from Victoria Avenue may have DDA compliance issues.

Looking down onto Victoria Park from the monorail

The location of the horse sculpture is isolated and interferes with usable open space. The park lacks planting structure and the uneven grade of the turf is a hindrance for public events.

Looking west across Victoria Park

The sewer pump station perched on top of a mound is a visual and physical distraction for users of the park. Tree screening has attempted but failed to visually block the view.
4.2.2 Federation Park

Federation Park is a high quality local pocket park with a quiet, intimate character. It includes a mix of facilities and spaces that cater for a variety of activities.

The park includes a barbeque, picnic tables, bench seats and a playground. There are intimate seating corners and open lawn areas. Planting includes garden beds, shade trees and flowering feature trees.

There is good connectivity into the park from the surrounding area with a continuous street edge on three sides and five entry points with car parking along two sides.

There is a feature entry on the corner of Surf Parade and Queensland Avenue. The entry point and visibility into the park is obscured by a dense vine growing on an arbour. From the entry the path extends into a high quality paved area in a formal star design. The design is visible on the ground plane and also from highrise apartments above. This area incorporates garden beds with stainless steel arbours/trellis structures. All garden beds need to be replanted.

Throughout the park, paving is a patchwork of new and old with a variety of different colours and types. There’s street lighting around the perimeter of the park and lights along one internal pathway.

Key
- Car park restricts pedestrian flow
- Formal pedestrian crossing
- Informal pedestrian crossing
- Pedestrian access
- Permeable edge/pedestrian access
- Exposed to high levels of solar access
- High amenity planting
- Effective shade trees
- Barbeque
- Focal point/vista
- Effective signature tree (Norfolk Pine)
- Feature flowering tree (Peltophorum)

1. Formal entry to park
   - Feature entry partially obscured by dense growth of vine growing on trellis. Vine blocks sight lines from Surf Parade into the park

2. Seating node
   - High quality formal passive recreation node with seating, arbour structures and garden beds

3. Bus stop
   - Activity node adjacent to park

4. Playground/play equipment
   - Activity node within park

5. Open turfed area
   - Active recreation space

6. Barbeque facility
   - Barbeque plate. No shelter structure
Eastern end of Federation Park
The original design of Federation Park provides a great structure to add to. Paths bordered by trees offer pedestrian amenity and create intimate spaces.

Looking south across Federation Park to Broadbeach
Federation Park offers a buffer between the northern residential areas of Broadbeach and the core business area. It offers an escape for workers and residents.

Looking west to the main area of Federation Park
This open space could be used as a back up space for future street events. The tree locations and species could be stronger in this area. There was intended to be a sculpture in the hardscape area.

Federation Park, Broadbeach
While this structure is aesthetically pleasing, it offers limited shade. Opportunity exists to add elements to this structure to improve its functionality to users.

Main entry into Federation Park
Increased maintenance and additional planting to the entry statement at Federation Park would enhance its visual aesthetics.
4.2.3 Kurrawa/Pratten Park

Kurrawa/Pratten Park is an iconic high quality recreational park with a high energy and active character. It has a mix of facilities and spaces that cater for a variety of activities.

Kurrawa Surf Lifesaving Club and its associated carpark are two major draw cards located centrally within the park.

The park has a number of playgrounds that cater for all abilities. There are shelters and toilet facilities throughout the space and the open lawn areas accommodate different events throughout the year. Planting includes garden beds, shade trees and flowering feature trees.

There is limited formal connectivity into the park from the surrounding area. There are a number of entry points from Old Burleigh Road with the main entry from Victoria Mall at the formal crossing point.

Running from north to south through the park is the Gold Coast Oceanway which connects people to the Southport spit to the north and Coolangatta to the south.

Key

- Car park restricts pedestrian flow
- Formal pedestrian crossing
- Informal pedestrian crossing
- Pedestrian access
- Permeable edge/pedestrian access
- Fence/pedestrian barrier
- Exposed to high levels of solar access
- High amenity planting
- Coastal dune vegetation
- Focal point/vista
- Existing shade tree
- Pedestrian desire line

1. Main entry to park from Broadbeach CBD
   - Entry node feature pavement treatment and seating

2. Viewing deck
   - High quality formal passive recreation node with seating

3. Kurrawa Surf Lifesaving Club and car parking
   - Expansive car park area creates a barrier for pedestrian movement

4. Toilet facilities
   - Picnic facilities
     - Shelter structure, barbeque plate and seating options

5. All abilities playground
   - Activity node within park

6. Oceanway
Victoria Mall entry into the park looking east towards the beach
This seating and pavement treatment are in poor condition and require an upgrade.

Picnic facilities
High quality picnic facilities are located throughout the park.

Viewing deck at Broadbeach beach
This deck provides seating to enjoy beach vistas.

Oceanway looking south towards the all ability playground
The Oceanway connects Southport to Coolangatta for pedestrians and cyclists.

All ability playground toilet facilities
These toilet blocks cater for visitors to the all ability playground and Kurrawa/Pratten Park.

Kurrawa Surf Lifesaving Club
The Kurrawa Surf Lifesaving Club creates a disconnect and barrier to the Broadbeach core business precinct and there’s a lack of shade trees.
4.2.3 Gold Coast Bulletin Centenary Park

Gold Coast Bulletin Centenary Park offers open space value for motorists using Gold Coast Highway and for pedestrians commuting between destinations. The fall in grade (approximately two metres) from the kerb side path and lack of pedestrian activity in the park means that passive visual surveillance of the park is limited from the Gold Coast Highway and the core business area of Broadbeach. CPTED includes a lack of lighting and potential safety hazards that are a concern.

Pedestrian activity in the park is constrained because of the park’s isolated location as a result of the Gold Coast Highway and light rail barrier. There is a lack of park furniture (barbecues, picnic tables, etc) and the existing furniture is outdated.

The recently installed light rail project has updated some sections of the park but the lack of trees and therefore shade makes an uncomfortable north-south journey for pedestrians. New garden beds require additional planting.

Key

- Barrier – pedestrian movement
- Formal pedestrian crossing
- Pedestrian movement
- Exposed to high levels of solar access
- Vegetation/tree canopy cover
- Inactive edge
- Vista/visual axis
- Change in ground level

1. **Existing riparian planting**
   - Natural creek character. Existing creek edge planting offers a different landscape character to the surrounding Broadbeach area
   - Some rehabilitation planting of the creek banks is required to reinforce the natural character and ecosystem

2. **New development/focal point**
   - Jupiters Hotel and Casino has development approval for a new 6-star hotel at the end of the visual axis of Elizabeth Avenue. Will become a major focal point

3. **View**
   - Distant views realised across Little Tallebudgera Creek from the intersection of Gold Coast Highway and Elizabeth Avenue

4. **Pedestrian crossing**
   - Crossing is visually confusing for the user.
   - Lack of way-finding signage for Pacific Fair Shopping Centre and other destination points
Looking across Gold Coast Bulletin Centenary Park

There is currently no opportunity for users to interact with the water's edge. The visual quality of the edge treatment is poor and needs rehabilitation.

Looking north up Gold Coast Bulletin Centenary Park

There is an opportunity to build on the rehabilitation of the riparian zone in this section of Little Tallebudgera Creek to create a distinct character to that of the remainder of Broadbeach.

Looking south across Gold Coast Bulletin Centenary Park

There is a lack of pedestrian amenity. Visual surveillance is minimal and most pedestrian activity is by commuters walking past and through the park. The limited park furniture is outdated and needs replacing.

Looking south along Gold Coast Highway from monorail

Gold Coast Highway and light rail tracks isolate the park from the eastern side of Broadbeach. Tree planting along the new footpath would improve the hot and shadeless pedestrian environment.
5.0 Economic overview

5.1 Economic overview

The economic baseline assessment for Broadbeach has generated a snapshot of how the centre currently functions and created a base for future economic evaluations.

The key deliverables of this analysis are as follows:

- economic land use survey
- employment and depth of activity analysis
- assessment of economic and catchment drivers
- assessment of gaps and opportunities.

5.2 Economic land use

The business centre of Broadbeach contains 68,576 square metres of office, retail and related floor space. Key features include:

- 357 shop front tenancies (including the major shopping centres) that occupy a total of 45,470 square metres (53 vacancies with 3,715 square metres GFA – 8.2 per cent)
- 82 office tenancies occupy 21,506 square metres (14 vacancies with 3,194 square metres – 14.9 per cent)
- the shopfronts and office space is currently occupied by a range of uses as follows:
  - professional office tenants and service providers
  - retail and service tenancies
  - public sector
  - residential.

5.3 Economic and catchment drivers

- market assessment
- relationship with Pacific Fair
- relationship with Gold Coast Convention Centre.

5.4 Gaps and opportunities

The following table summarises the SWOT assessment.

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weakness</th>
</tr>
</thead>
<tbody>
<tr>
<td>extent of private and public car parking</td>
<td>tightly held real estate</td>
</tr>
<tr>
<td>diverse retail offer</td>
<td>too many edges to truly activate all to a high level</td>
</tr>
<tr>
<td>amount of local employment (in centre)</td>
<td>under activated sub-precincts (Victoria Street and the upper levels of Oasis)</td>
</tr>
<tr>
<td>large food services sector</td>
<td>physically large with weak linkages between some areas</td>
</tr>
<tr>
<td>brand recognition – well established area</td>
<td>low levels of investment in some areas</td>
</tr>
<tr>
<td>light rail</td>
<td>no links to the beach</td>
</tr>
<tr>
<td>scale of the patronage base (both residents regional residents, workers and tourists)</td>
<td>does not maximise the local resident market</td>
</tr>
<tr>
<td>diverse patronage base (local residents, regional residents, workers and tourists)</td>
<td>some areas of problematic urban design</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Threat</th>
</tr>
</thead>
<tbody>
<tr>
<td>sites in consolidated ownership (dealing with a small number of landlords)</td>
<td>increased investment at Pacific Fair</td>
</tr>
<tr>
<td>further innovative retailers and businesses attracted to the area by reputation and light rail</td>
<td>continued lack of cohesion</td>
</tr>
<tr>
<td>genuine local centre (where residents want to go)</td>
<td>loss of local residents to other centres</td>
</tr>
<tr>
<td>improve links to the beach, Convention Centre and Casino</td>
<td>lack of local investment (some areas very daggy).</td>
</tr>
</tbody>
</table>
Figure 1 – Estimated retail turnover by sector

**Key**

- Minimum
- Maximum

- Art
- Books
- Convenience
- Fashion
- Fitness
- Food
- Food Service
- Groceries
- Hair
- Hair and Beauty
- Health and Medical
- Jewelry
- Leisure
- Liquor
- Leisure
- Second Hand
- Tavern
- Variety
- Chemist
- News
- Flowers
- Jewellery
- Convenience
- Homeware
- Fitness
- Jewellery
- Jewellery
- Jewellery
- Jewellery
- Jewellery