5 Masterplan Objectives

The Master Plan is intended to provide a comprehensive approach to the development of Palm Beach Centre. This document provides three plans which consist of short, medium and long term projects. These projects respond to Palm Beach’s existing context, character, built and natural environment and aim to achieve revitalisation and sustained growth for the centre.

The key objectives for the Master Plan are:

Create a safe and enjoyable environment for all users;
• Provide a high quality, attractive and safe public domain across the centre
• Increase activation of streets, lanes and places by creating desirable destinations
• Increase lighting levels where required

Create quality access;
• Provide accessibility to a walkable centre, putting pedestrians first
• Integrate public transport systems
• Connect with City of Gold Coast wider pedestrian and bike links and networks

Enhance the relationship between the beach and the centre;
• Promote seamless access to the beach front from the centre
• Reinforce visual connections between the centre and the beach
• Encourage compatible uses with a widespread range of hours and activities for both areas

Create a distinct sense of place;
• Enhance the existing village character of the Palm Beach Centre
• Reinforce the identity of a human scaled, intimate seaside community
• Develop memorable public domain landscape treatments

A permeable and active public domain;
• Provide a range of efficient movement choices through the centre
• Investigate an appropriate and sustainable mix of uses fronting the Highway and the avenues
• Encourage mid-block connections through the centre

Ensure an attractive, vibrant, sought after town centre that generates investment;
• Create a welcoming and friendly atmosphere for locals and visitors
• Build up on the existing young entrepreneurial character of the centre
• Develop prosperity focused on affordability to preserve the centre’s identity

Create a legible centre;
• Strategically locate landmark built forms, pedestrian and vehicular links to prompt visual cues
• Create a cohesive streetscape planting palette and surface finishes treatments
• Develop a consistent and coherent signage and way-finding palette

Incorporate sustainable practices throughout the site;
• Promote active transport use and safe connections across the centre and beyond
• Apply Water Sensitive Urban Design principles where possible and appropriate
• Promote the use of renewable clean energy and efficient fixtures and features

Improve the amenity and function of the centre;
• Ensure the convenience of the centre is not lost and can evolve with future requirements
• Provide comfortable, sheltered places supporting the centre’s activities
• Provide for all year round, all age and ability user activities

Foster a sense of community and pride of the Palm Beach Centre;
• Provide the physical setting for community activities such as festivals and public events
• Create opportunities for community input and contribution such as public art, temporary installations and the like
• Investigate the opportunities for involving community groups in the development of public spaces

In the Masterplan for Palm Beach Centre a number of projects have been identified in response to the key objectives which are outlined in Section Two Key Project Overview.

The following definitions apply to the Key Project Overview.
Priority: The relative importance of each key proposal. These have been assessed as either low, moderate or high priority based on the key principles of the Master Plan.
Time Frame:
• Short term: This phase could be expected to be implemented within 0-3 years.
• Medium Term: This phase could be expected to be implemented within the 2-6 years.
• Long Term: The long term plan builds upon the short and medium term plans and achieves all the objectives of the Master Plan. This phase could be expected to be implemented within 5-20+ years.