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EXECUTIVE SUMMARY

The City of Gold Coast is committed to protecting areas on the Gold Coast with a particular local identity, natural resource base or development character.

The primary intent of this place analysis is to provide a resource to ensure character elements are appropriately considered in future development decisions at the neighbourhood centres of Miami, which form part of the southern Gold Coast strip.
KEY URBAN CHARACTER ELEMENTS

The key character elements and special qualities identified for Miami are summarised below.

**URBAN STRUCTURE**
- The historic pattern of growth and settlement structure.
- The topographic significance of South Nobby in a flat, highly urbanised environment.
- The single block depth between the highway and beach.
- The scale and mix of commercial activity.
- The beachfront hotel and North Burleigh SLSC.

**PUBLIC REALM**
- The headland and the Norfolk-lined beachfront open space.
- The Esplanade.
- Jebbribillum Bora Park.
- Views from South Nobby and the highway view to the headland from the north.
- Diversity of open spaces and recreation opportunities near the centre.

**ACCESS & MOVEMENT**
- The beachfront pedestrian/cycle path.
- The Esplanade.
- Mountain View and Christine Avenues connect a broad supporting catchment.
- The wide, car dominated highway corridor.

**HERITAGE & CULTURE**
- South Nobby.
- The history of the Miami Hotel.
- Proximity to the beach and North Burleigh SLSC.
- Jebbribillum Bora Park and its significance to indigenous culture.
- Remnant commercial buildings and holiday homes.

**BUILT FORM**
- Original beach house stock west of the highway and the characteristic low scale of this residential neighbourhood.
- The section of more traditional highway commercial buildings on the western edge of the highway.
- The start of the Burleigh Heads high-rise strip to the south of the centre.
The Gold Coast’s history, natural setting and distinctive linear form have structured a network of unique places. The coastal strip concentrates all the colour, energy and visual qualities synonymous with the city into a narrow, highly urbanised coastal corridor. While the major tourism and lifestyle destinations of Surfers Paradise, Broadbeach, Burleigh and Coolangatta have largely shaped perceptions of the city, it’s the coastal neighbourhood centres which deliver essential local amenity and offer a community-focused layer of social richness to the city.

**Purpose of place analysis**

The purpose of this place analysis is to understand the physical and cultural heritage components of local character at the neighbourhood centre of Miami to achieve place-responsive and high quality urban design outcomes. The intent is to provide a resource to inform decisions on development.

Place analysis objectives includes:

- identify landscape, built environment and heritage elements that contribute to the character of the neighbourhood centres
- understand the visual setting and key views
- identify a spatial boundary as the focus of future urban design, public realm and planning strategies.

This place analysis presents a strategic level analysis of elements that influence place character. It should be used as a guide and terms of reference for further more detailed investigations regarding the future shape of the neighbourhood centres. This study does not explore pre-European history or the relationship to place that would have been held by the original peoples.
**METHODOLOGY**

This place analysis follows a four stage process that looks at the city and local context to prepare a concise summary of place defining urban elements.

**STAGE 1**  
**City context**

An analysis of the coastal strip from Broadbeach to Miami to establish an appreciation of centre context and strategic influences on place character.

**STAGE 2**  
**Suburb context**

An analysis of the broad range of physical and cultural elements that can influence the shape and character of a place, drawing on site visits, research and City workshops.

**STAGE 3**  
**Local elements**

An assessment of place analysis elements identifying how they collectively contribute to the function, urban form and character.
CITY CONTEXT

ROLE AND HISTORY OF THE STRIP

STRATEGIC CONTEXT OF THE COASTAL STRIP

Neighbourhood centres
Neighbourhood centres are to comprise a mix of small-scale uses and services in response to the specific needs of their immediate neighbourhood. The place analysis of Miami reinforces that neighbourhood centres grow and develop place character as a direct response to local need but also historical influences.

Neighbourhood centres are defined as:

- pedestrian-orientated areas with smaller scale concentrations of business, employment, community, cultural, retail and residential uses
- providing a focal point for the local community and support neighbourhood identity and sense of place.

In neighbourhood centres, building form is more intensive than surrounding neighbourhood areas, but provides a sensitive transition to nearby residential areas. Building height complements the surrounding neighbourhood.

The central Gold Coast strip
The activity centre structure identifies the highway strip as a coastal tourism/urban strip which responds to the unique linear structure of activity centres and strip commercial which have formed with the growth of the city.

Its role in the city’s history and strong linear structure connecting distinct activity nodes, supports the strip being considered as a ‘place’ in its own right, albeit one that comprises a number of individual centres and highway commercial contexts that will continue to grow and change in response to localised influences.
Figure 1.11: The Coastal Strip Activity Centre Structure - Pacific Fair to Burleigh
HISTORY

Urban structure
The City of Gold Coast grew from the original coastal resort townships of Southport and Coolangatta. From the 1920s onwards the area between Coolangatta and Southport has gradually been filled in with a city. The primary catalyst was the construction of the highway which had to overcome early constraints in the form of numerous river and creek crossings. But gradually the highway formed a series of villages which led to weekender localities like Burleigh Heads, Palm Beach and Broadbeach.

The city’s morphology is uniquely characterised by the connection of these early settlements, rather than typical radial growth from a centre or single village. The development was linear, formed in one continuous band alongside the beach. It was also highly automobilised given the city’s rapid grow in the post-war period when private car ownership surged.

The coastal strip
By the early 1950s, the coastal strip’s structure had largely been created and sustained as a place distinctively different from other cities in Australia. The highway became the primary access to the coast and a strong movement emerged. Commercial businesses focused on the highway frontages - all competing for visual exposure and passing trade - and formed a strip or ribbon development that is still evident today.

Running parallel to the beach, it is an important character area of the Gold Coast. Neon signs, motels, hotels, leisure attractions and shops line the highway from Southport to Coolangatta. It is symbolic of the primary period of growth of this part of the Gold Coast when, in the wake of post war austerity, the motor car became in itself a symbol of affluence and personal freedom.

In the corridor between Mermaid Beach and Miami there is still remnant evidence of its car-based tourism heyday in the 1960s and 1970s. In the surrounding neighbourhoods, there remains a valuable stock of the original holiday homes dating from the 1950s.

Both at the scale of the highway corridor and neighbourhood centre, these historic influences and the strip’s traditional visual qualities are worthy of referencing in future urban renewal. It is truly a unique story of urbanism worth celebrating.
DEFINING CHARACTER PRECINCTS OF THE STRIP

This analysis identifies character precincts at a strategic level along the coast strip to identify possible influences on character.

1 BROADBEACH
- A Principal Centre offering the full range of commercial and tourism functions.
- High-rise development comprising tourist accommodation and apartments.

2 PACIFIC FAIR
- Part of the Broadbeach centre, a regional shopping centre and tourist destination in its own right.
- G:link station on the Gold Coast Highway.

3 GOLD COAST HIGHWAY STRIP COMMERCIAL
- Wide range of mixed commercial and retail businesses.
- Wide range of building forms and commercial typologies predominantly one and two storey.
- Characteristic signage ‘clutter’ and inconsistent streetscapes and built form relationships to highway.
- Remnant uses such as motels, leisure attractions and retail buildings reference its former role as a tourism strip.

4 MERMAID BEACH CENTRE
- Low scale mixed commercial and retail businesses focusing predominantly on food/beverage.
- Anchors the highway commercial strip.
- Remnant commercial buildings from 1960s or early 1970s.

5 MERMAID BEACH & NOBBY BEACH NEIGHBOURHOODS
- Low and medium density housing and tourism accommodation.
- Hedges Avenue beachfront well known as ‘Millionaires’ Row’.

6 GOLD COAST HIGHWAY MIXED ACCOMMODATION
- A mix of motels, new and old houses, apartments and short term accommodation.
- Three-storey ‘resort’ tourist accommodation.
- No intensive commercial uses.

7 NOBBY BEACH NEIGHBOURHOOD CENTRE
- Low scale high street style mixed retail/commercial centre accessed by a highway service road access.
- ‘Santorini’ mixed use development at the foot of North Nobby.

8 MAGIC MOUNTAIN APARTMENTS & MIAMI STATE HIGH SCHOOL
- Both uses integrated with the headland topography.
- Former theme park now apartments and holiday units.
- Miami High sign on city local heritage register.

9 COMMERCIAL, LIGHT INDUSTRY AND GATED ACCOMMODATION
- Mixed-commercial and low-impact industrial uses.
- Chamonix and Nobby Holiday Village ‘gated’ accommodation and caravan park.

10 MIAMI RESIDENTIAL AND ACCOMMODATION
- Broad mix of low scale detached houses, older unit blocks and new apartment buildings.
- Ocean Beach Tourist Park at the foot of South Nobby.
- Beachfront open space along Marine Parade.

11 GOLD COAST HIGHWAY MIAMI
- Broad mix of low scale retail/commercial businesses, motels, detached houses and unit blocks.

12 SOUTH NOBBY HILL RESIDENTIAL
- Detached residential and multi-dwelling buildings on the western slopes of the hill.

13 MIAMI LOCAL CENTRE
- Large format uses - Coles and Aldi, Miami Hotel.
- Mixed use centre - internalised format with poor street relationships.
- Traditional high street retail forms.
- Mix of old and new holiday accommodation.

14 BURLEIGH HEADS ESPLANADE
- Predominantly high density residential development consisting of medium and high-rise apartments.
- Beachfront open space.

15 LOWER GOLD COAST HIGHWAY
- Lower Gold Coast Highway - service road to highway.
- Low and medium density housing.
- Small cluster of food/beverage and local businesses.

16 BURLEIGH HEADS
- District centre and tourist destination.
Figure 1.12: The Coastal Strip Character Precincts

Legend
- Generalised commercial activity
- Broadbeach
- Pacific Fair
- Gold Coast Highway Strip Commercial
- Mermaid Beach Centre
- Mermaid Beach & Nobby Neighbourhoods
- Gold Coast Highway Mixed Accommodation
- Nobby Local Centre
- Magic Mountain & Miami State High School
- Commercial & Light Industry
- Miami Residential And Accommodation
- Gold Coast Highway Miami
- South Nobby Hill Residential
- Miami Local Centre
- Burleigh Heads Esplanade
- Lower Gold Coast Highway
- Burleigh Heads
03
SUBURBAN CONTEXT
EXTENT OF SUBURB ANALYSIS

The study area encompasses a walkable catchment of 400 metres focused on existing commercial activity of the centre.

Figure 4.1: Miami Neighbourhood Centre Study

Figure 4.2: Study Area Aerial View (source: Google Maps)
HISTORY OF THE SUBURB

The suburb of Miami stretches from North Nobby to Mountain View Avenue in the south, and from the beach to Pizzey Park in the west. The neighbourhood centre sits on its southern edge and owes its existence to expansion from the popular tourist destination of Burleigh Heads in the 1920s.

Early history
Miami was named after the Miami Hotel (1925) which in pre-war directories was listed as being in Burleigh Heads.

In the 1920s, the 500 allotment Miami Shore Estate at North Burleigh was put up for sale. Houses were timber and fibro cottages, generally a step up from the camping reserve at Burleigh Heads. The land behind the foreshore was mostly wetland, which was modified in the 1930s by drainage works and land reclamation under a government scheme during the depression.

During World War II there was a large military camp near Miami. Recycled army huts were used to construct the Miami ice works in 1944. By 1949, the Post Office directory, in addition to the ice works, listed two motor garages, a storekeeper and the Miami Hotel.

In the early 1950s, the foreshore was sand mined progressively from North Burleigh to the south.

The North Burleigh SLSC formed in 1949. Its clubhouse move several times, from the foredune (1949) to the base of the headland (1953) and eventually to the present site in 1964. Many locals and visitors refer the wider neighbourhood centre area as North Burleigh rather than Miami to this day.

In the wider area, the post-war period saw the construction of recreation facilities such as tennis courts, the Miami Rollerdome, Pizzey Park Sporting Complex and The Burleigh Heads Golf Course (1955).

The modern era
There was substantial building activity from the 1950s with the lifting of post-World War II building restrictions. By the 1960s, a growing tourism industry spawned tourism and motel development – with exotic names such as the El Rancho, the Florida Car-o-tel and the Pineapple Motel - and supporting highway commercial businesses.

A strip of commercial buildings, on the western edge of the highway between Mountain View Avenue and Nundah Avenue, existed by the mid–1960s (see images opposite).

Miami High was officially opened in April 1963 and was the first high school established between Southport and Tweed Heads. Its landmark ‘MIAMI HIGH’ sign on the quarry face is on the city’s Local Heritage Register.

The Miami Hotel moved from its original highway location to the current site by 1970.

Through the rapid development cycle of the 1970s and 1980s there was considerable expansion of housing inland (see opposite) but the neighbourhood centre itself changed little. High-rise apartments appeared on the North Burleigh beachfront.

By the 1990s, much of Miami’s housing was being redeveloped, including the original ‘surf shacks’ and some of the brick and tile houses west of the Gold Coast Highway. High-rise development south of the centre continued to be developed.

Substantial work was underway by the 2000s in the neighbourhood centre – Miami One (2006) and Aldi (2016).

Jebbribillum Bora Park
This park just to the south of the centre preserves an important ceremonial space of the original indigenous peoples.

The park includes the Bora Memorial Rock which is dedicated to the indigenous men and women of the Gold Coast region who served in war conflicts from 1914-1991. It is historically significant as it was the first Queensland war memorial specifically designated to honouring Indigenous people in defence services. It is the only Indigenous war memorial on the Gold Coast.

The park is actually within the suburb of Burleigh Heads but only a short walk from the centre. Sixth Avenue is the boundary.
What’s special about Miami’s place character?

- The history of the Miami Hotel
- North Burleigh SLSC
- The beachfront open space and connections
- Jebbribillum Bora

Images courtesy of City of Gold Coast Local Studies Library
TOPOGRAPHY AND LANDSCAPE CHARACTER

South Nobby headland punctuates the flat urbanised coastal strip providing both visual interest and a natural reference point in the cityscape. While it doesn’t engage the commercial centre area, it is likely the reason for the Hotel Miami and original holiday homes appearing in the 1920s as the popularity of Burleigh Heads grew and development stretched north along the coast.

TOPOGRAPHY

The neighbourhood centre sits on the highway approximately 150 metres from the beach on low flat terrain characteristic of the coastal plain. The headland, a rocky vegetated ridgeline on a south-east axis, borders the northern extents of the centre.

The western knoll, and southern and western slopes, of the headland are developed while the eastern ridgeline which has a cliff edge to the beach includes remnant native vegetation and Mick Schamburg Park.

Similar to North Nobby, it doesn’t compete with the spectacle of Burleigh’s headland, but it serves to define the northern end of Burleigh beach and breaks 15 kilometres of uninterrupted sandy beach from the Southport seaway to Burleigh Heads.

LANDSCAPE AND OPEN SPACE

Water

While the beach is only a short walk away, at ground level water views are prevented by the low terrain and a noticeable rise in elevation from the highway towards the beach.

Open spaces and parks

Open space or park isn’t an integrated element of the centre but significant open spaces surround the neighbourhood centre and contribute to its broader character, including:

- Mick Schamburg Park on the headland
- Don McSween Park which rests on the beachfront on the northern side of the headland
- Esplanade park which stretches the full length of Burleigh beach
- Jebribillum Bora Park
- Ernie Tebb Park inland approximately 500 metres.
Figure 4.3: Miami Topography, Landscape Character and Open Space

Figure 4.4: Views of South Nobby from the east (top), north (bottom left) and west (bottom right) that demonstrate its topographic character and scale
Vegetation

The retail core area of Miami is generally devoid of vegetation and the visual character of the retail area is dominated by built form and hardscape surfaces of footpaths and wide highway carriageway. Vegetation immediately around the commercial centre is generally limited to:

- remnant headland vegetation visible from the centre and highway approaches
- Norfolk pines and foredune vegetation on the esplanade parkland and beach foredune
- isolated sections of street trees of varied species along the highway footpath and median planting
- informal mix of sparse street planting in the east-west streets
- a broad variety of garden planting and trees of private development visible from the public realm.

What’s special about Miami’s place character?

- The topographic significance of South Nobby in a flat, highly urbanised environment
- The beach front open space and Norfolk pines
- Jebbribillum Bora Park
VIEWS AND VISUAL SETTING

Focused on the highway, the neighbourhood centre is essentially an urban place in terms of its visual qualities. Views of South Nobby offer relief to the flat coastal urban environment, particularly approaching from the north where the rocky escarpment and associated vegetation are visible from the highway.

VISUAL CONTEXT AND KEY VIEWS

South Nobby

The headland’s visual relationships to the highway and centre are revealed in a study of the arrival experiences from the highway.

From the north, the rocky, vegetated escarpment is visible over the Ocean Beach Tourist Park that rests at its base. It presents a natural character and an interesting arrival to the centre.

Approaching from the south is a more urban experience with the headland’s housing being the dominant visual character. Nonetheless, it provides diversity in the otherwise flat and coastal development strip.

As a natural element in the urban landscape, South Nobby offers:

- a landmark and point of reference in the flat, highly urbanised coastal strip from Broadbeach to Burleigh
- a sense of spatial definition between Mermaid Beach and the Miami to Burleigh strip, together with North Nobby
- an interesting visual backdrop to the neighbourhood centre and surrounding residential areas.

Views from South Nobby are also worth noting. Its elevation affords uninterrupted views north to the Surfers Paradise skyline and South Stradbroke Island beyond and an excellent advantage point over the North Burleigh/Burleigh beach, the towers of the Esplanade and Burleigh Headland.

The neighbourhood centre

Miami’s centre is an urban place dominated by the visual qualities of the highway and its framing development. It’s characterised by:

- a broad mix of building scales, forms and ages and a diverse range of built form relationships to the highway
- the prominence of the Miami One development
- a wide highway corridor which includes a service road on the northern edge
- views south to the high-rise strip of Burleigh
- headland, ocean and open space views from the Miami Hotel.

Landscape visual qualities

Landscaping within the public realm is minimal and does not contribute to place character. There are significant opportunities to enhance the public realm’s visual quality through street planting.
Figure 4.6: Key views (also see arrival experiences on following pages)

1. The highway vista to Burleigh high-rise development
2. Passing South Nobby (on the left)
3. The view from Kratzmann Avenue to the hinterland mountains
4. The streetscape between Coles and Aldi with the developed southern slope of South Nobby in the background
5. Views south and north from South Nobby
Arriving from the North

View to South Nobby’s rocky escarpment over the Ocean Beach Tourist Park from Hythe Street intersection

The streetscape and inactive frontages between Aldi and Coles

Approaching the Kratzmann Avenue intersection

The intersection of Kratzmann Avenue
Arriving from the South

The view from Mountain View Avenue intersection with South Nobby and Miami One prominent

Approaching Kratzmann Avenue intersection

The streetscape between Coles and Aldi

Approaching Nundah Avenue where the landscaped median strip retains crossfall in the highway and contains views

What’s special about Miami’s place character?

- Views to South Nobby approaching from the north
- Views from the headland
- The Kratzmann Avenue hinterland view
- The beachfront open space and Norfolk pines
URBAN STRUCTURE

Miami’s neighbourhood centre sits at the transition between the low scale development of the Mermaid to Miami corridor and the high-rise strip of Burleigh. Its structure is influenced by the headland, the highway’s proximity to the beach and the presence of two western connection roads which reach a broad trade catchment.

HISTORIC AND LOCATION INFLUENCES

The coastal strip

As Burleigh grew in popularity as a holiday destination, its urban footprint stretched to the north, naturally hugging the beach. By the 1920s a housing estate was surveyed and the Hotel Miami and the first houses were constructed.

The neighbourhood centre formed along the highway in the following decades as the local population grew, and in particular, as response to the extensive development inland as the ‘great swamp’ was replaced by new communities from the 1970s onwards.

Extensive beachfront sand mining in the early 1950s secured the expansive open space along the Esplanade.

SETTLEMENT FORM

Urban structure

This history is the antecedent to the neighbourhood centre’s structure which is fundamentally characterised by:

- the highway as a north-south movement spine parallel to the beach
- the strong linear land use and development intensity structure focused on the beachfront blocks and highway
- a defined commercial mixed use precinct focused on the highway
- two inland street connections - Christine Avenue and Mountain View Avenue
- significant beachfront open space
- a nearby precinct of low impact industrial businesses and commercial uses.

Scale of commercial activity

With Coles opening in 2006 and Aldi in 2016, Miami has a noticeably greater level of commercial floorspace than the neighbourhood centres of Mermaid Beach or Nobby Beach. There are pockets of mixed use and low impact industry within a short walking distance of the centre.

The scale of the centre may be due to a combination of influences, including:

- The population of the high residential density along the strip
- Christine Avenue and Mountain View Avenue together access a significant western trade catchment
- The limited opportunities for supermarkets in the broader area, particularly the sub-regional centre of Burleigh Heads, due to:
  - Land costs
  - Lot sizes and fractured ownership patterns (Aldi was a car sales yard and Miami one was historically commercial land with possibly few owners)
  - Appropriately zoned land.
Legend

Generalised Land Uses
- Mixed Highway Commercial/Retail
- Beachfront Mid/High Rise
- Mixed Residential and Holiday Accommodation
- Low and Medium Density Residential Development
- Mixed Low Impact Industry and Commercial
- Open Space
- Community Use

What’s special about Miami’s place character?

- The historic pattern of growth and settlement structure
- The single block depth between the highway and the beach
- Direct connection to inland suburbs
- Pockets of eclectic land use

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Figure 4.7: Miami Urban Structure
Figure 4.8: An aerial view showing the centre's proximity to the beach as a result of the highway's more easterly alignment. A noticeable difference to the urban structures of Mermaid Beach and Nobby Beach where the highway is 400m from the beach.
ACCESS AND MOVEMENT

The movement network is a grid pattern of streets structured around the Gold Coast Highway. Two western connectors, Mountain View Avenue and Christine Avenue, provide direct links to Burleigh Waters and Varsity Lakes beyond. The street grid and beachfront parkland offer high levels of connectivity for pedestrians and cyclists.

ROAD NETWORK

The road network is characterised by:

- The structuring influence of the linear highway corridor connecting major centres north and south;
- The grid pattern of residential streets; and
- Mountain View and Christine Avenue as connections to the inland suburbs.

Public transport

Current bus routes utilise the Gold Coast Highway and Christine Avenue. Bus stops are located along each street.

Car parking

Car parking in the neighbourhood centre includes:

- Formalised on-street parking on the service road;
- Informal on-street parking in residential streets; and
- Off-street surface car parking in some commercial developments; and
- Basement parking in the larger holiday apartment developments.

On-street parking is a dominant visual characteristic of the centre.

ACTIVE NETWORKS

Pedestrian and cycle network

There are generally high levels of pedestrian/cycle permeability on both sides of the highway within 400m of the centre. Active transport movement becomes considerably more challenging moving west where disconnected street patterns exist.

Generally, a mix of median strip fencing, grade separation and service roads form barriers to informal pedestrian crossing of the highway. There are two formalised pedestrian crossings at controlled intersections at spacings of:

- Christine Avenue intersection to Kratzmann Avenue intersection is 210m.
- Christine Avenue intersection to Kelly Avenue intersection is 200m.

Pedestrian and cycle environments

Generally, the analysis area has poor quality active transport environments and associated infrastructure which impact on user comfort, safety and convenience.

The beachfront linear parkland is a popular destination for recreational walking and cycling and any connection to this space will support opportunities for increased centre visitation.
What’s special about Miami’s place character?

- The Esplanade
- The beachfront pedestrian/cycle path
- Connectivity to western suburbs

Legend
- Gold Coast Highway
- Western Distributor
- Local access streets with informal on street parking
- Formalised angle parking
- Bus stop locations
- Signalised intersections and pedestrian crossings
- Off-street car parking
- Open Space
- Formalised parallel parking
- Pedestrian barriers/fence
- Driveway entrances
- Major Pedestrian/cycle connections

Figure 4.9: Miami Access and Movement
LAND USE AND LOT STRUCTURE

Miami’s commercial energy is focused on the highway and surrounded by a mix of low density residential housing, medium and high density holiday and apartment buildings and light industrial commercial uses. There is a significant number of larger lots.

LAND USE

Existing patterns

The plan opposite maps an analysis of building use or function. There are five clear precincts:

- a residential area of predominately low density residential west of the highway;
- a mix of low and medium density residential on the blocks fronting the highway north of the centre;
- the core highway commercial/retail mixed use area;
- an area of light industrial commercial uses south-west of the core area;
- the medium and high density holiday and apartment buildings of the Burleigh beachfront east of the highway.

The core commercial area has a significant commercial offer, including:

- Miami One, a mixed use development covering its own block and including Coles, retail and commercial premises and apartments;
- Aldi;
- The Miami Hotel;
- a strip of traditional highway frontage retail/commercial business between Toombul Avenue and Mountain View Avenue;
- mixed commercial buildings south of Aldi on the eastern side of the highway.

Further south towards Burleigh Heads there are two small commercial nodes:

- on the highway approximately 350 metres south, a McDonalds, 7Eleven and small businesses; and
- on lower Gold Coast Highway approximately 700 metres south a group of cafés and small businesses (not shown on map).

Open space

Significant open spaces surround the neighbourhood centre, including:

- Mick Schamburg Park on the headland;
- Don McSween Park which on the beachfront on the northern side of the headland;
- Esplanade park which stretches the full length of Burleigh beach;
- Jebbribillium Bora Park;
- Ernie Tebb Park.
What’s special about Miami’s place character?

- The scale and mix of commercial activity
- Diversity of open spaces near the centre
- The beachfront hotel and North Burleigh SLSC
- Proximity of a variety of employment generating land uses
**LOT SIZES**

**Highway frontage**
Traditional highway frontage lots are 40 metres deep and vary in width and configuration but there have been amalgamation of lots over the years to accommodate large format land uses.

**Ownership pattern**
Generally, the lot structure in western residential areas and on South Nobby suggests a highly fractured ownership pattern.
There is a less fractured pattern on the beachside.

**Residential areas**
Immediately east of the centre is an older area of generally 12.5-metre frontage by 40-metre deep lots.
The medium and high density holiday and apartment buildings of the Burleigh beachfront east of the highway have seen the amalgamation of the historic lot patterns.

![Figure 4.10: Miami Lot Sizes](image)

**Legend**
- Open Space
- Larger Lot Sizes
**BUILT FORM AND ARCHITECTURAL CHARACTER**

Miami has a broad mix of building typologies, scales and architectural characters. With the exception of the Miami Hotel, they all front the highway and together present an incohesive and inconsistent visual edge to the public realm.

**SCALE AND MASSING**

**The coastal strip context**

The neighbourhood centre has defined edges by virtue of the surrounding built form:

- to the north, South Nobby and low/medium density residential development
- to the east, medium/high density residential development on The Esplanade
- to the south, a mix of low/medium/high density residential development and holiday accommodation
- to the west, generally low density housing and the light industry.

There is a definite sense of passing through a commercial ‘place’ at Miami when travelling along the Gold Coast highway. But, there is no sense of arrival or cohesiveness in the built environment that support place identity.

Future development should aim to enhance centre identity, spatial definition and sense of place and focus on activation of the highway’s footpaths wherever opportunities are presented.

**Neighbourhood centre context**

The massing and height diagrams illustrate the general scale and development intensity of the wider neighbourhood centre area. With the exception of Miami One, the centre comprises one and two storey commercial buildings. There is a mix of:

- large format uses, for example, Coles, Aldi and a hotel
- stand-alone commercial buildings, for example a restaurant, gym, commercial space and retail
- a strip of traditional highway frontage retail/commercial business.

Of all these uses, only the strip of traditional highway frontage retail/commercial business activates the highway footpath (see next section). Miami One and Aldi essential turn away from the street and none of the other commercial uses are high footfall generators.

The lack of streetlife is compounded by the varying street/built form relationships, large gaps in development frontage on the eastern side and mix of architectural qualities.

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What’s special about Miami’s place character?

- The mix of retail/commercial uses
- The strip of traditional high street retail/commercial
- Strong mid century modern architectural language
Figure 4.12: Miami Building Scale and Massing

Legend
- Low Density/Detached Residential
- Medium Density/Multi Unit Residential
- Holiday Apartments/Motels
- Mixed Use
- Commercial/Retail
- Industry
- Community Use
- Open Space
Figure 3.13: Nobby Beach Existing Building Heights

Legend
- 1 Storey
- 2 Storeys
- 3-4 Storeys
- 5-9 Storey (Mid Rise)
- 10+ Storeys (High Rise)
STREET LIFE - DAY TIME AND NIGHT TIME ACTIVATION

A key issue for the centre is the low proportion of buildings that possess strong relationships with the public realm and activate the streets with people. One section of the highway is bound on both sides by the dead frontages of large format supermarkets.

![The Aldi highway frontage](image1)

![The Coles highway frontage](image2)

Figure 4.14: Miami Active Street Frontage's

<table>
<thead>
<tr>
<th>Legend</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active</td>
<td>Narrow retail frontages, food and beverage (e.g. boutique retail, outdoor dining, takeaways)</td>
</tr>
<tr>
<td>Semi-Active</td>
<td>Larger commercial frontages and service uses (e.g. banks, real estate, medical services)</td>
</tr>
<tr>
<td>Non-Active</td>
<td>No activation of footpath (e.g. Residential, blank walls, car parking)</td>
</tr>
</tbody>
</table>
Figure 4.15: Miami Day-time and Night-time Activation

Legend
- Purple: Retail
- Yellow: Food
- Green: Supermarket
- Red: Cafe
- Orange: Restaurant/Bar/Cafe
- Grey: Commercial (Low footfall generators, i.e. Banks, Real Estate, Salons)
- Pink: Night Time Activation

North Burleigh SLSC
Kraatzmann Ave
Mountian View Ave
Gold Coast Highway
KELLY AVE
SUNSHINE PDE
TOOMBUL AVE
NUNDAH AVE
Kratzmann Ave
KELLY AVE
Gold Coast Highway
BUILDING TYPOLOGIES AND CHARACTER

The neighbourhood centre (neighbourhood centre and mixed use zoned land)

- A broad mix of building ages, scales and characters.
- Dominated in scale by the mixed use development Miami One.
- Coles and internalised retail courtyard turn active edges away from the highway.
- Apartment frontage to Sunshine Parade.
- Aldi which locates a service driveway on the highway frontage.
- Stand-alone commercial buildings of varying quality and age - restaurant, gym, commercial space, retail.
- A strip of traditional highway frontage retail/commercial business between Toombul and Mountain View Avenues.

The beachside

- A mix of new residential/holiday mid- and high-rise apartment towers with varying ages and architectural qualities.
- Large detached houses and multi-dwelling buildings on South Nobby.
- A cluster of aged three storey walk-up unit buildings on the Esplanade south of the Hotel.
- Motels and older ‘resorts’ on the highway.
- New mid- and high-rise apartment buildings generally of a higher quality.

The western side of the highway

- A mix of detached houses and multi-dwelling residential buildings.
- Original detached holiday houses dating from the 1950 to 1960s through to ‘brick and tile’ of the 1970s to 1980s and modern beach-style homes and attached dwellings.
- Motels, original detached houses and three storey walk-up unit buildings fronting the highway north and south of the centre.
Commercial and Retail Buildings

The eastern edge of the highway showing Aldi and a commercial building

High street format retail/commercial between Toombul Ave and Mountain View Avenue

The internalised retail court and frontage of Miami One

An restaurant on the eastern highway edge

The Miami Hotel's esplanade facade

Cafe and bakery near Mountain View Avenue intersection
Holiday Accommodation and Motels

Mariner Shores Resort

Burleigh Surf Apartments

The Outrigger Resort

Burleigh Gold Coast Motel
Apartments and Houses

A house typical of Sunshine Parade

A new duplex on Nundah Avenue

Apartments of Miami One

Miami One apartments on Sunshine Parade

Apartments and Houses

Mid-rise on The Esplanade

Houses and multi-dwelling buildings of South Nobby's southern face
PUBLIC REALM

The highway environment dominates Miami neighbourhood centre’s public domain character but there are a broad variety of settings and connections that offer future opportunities. A key to achieving its potential will be increasing public realm space and quality for people, activating or appropriately addressing the streets in future development and exploring greater connectivity to the beach and esplanade parkland.

PUBLIC REALM STRUCTURE

The neighbourhood centre’s public realm comprises:

- the streets, which are the fundamental structuring element of Miami
- South Nobby and the beachfront open space.

The headland, open space and beach are in close proximity to the centre at 160 metres, particularly when compared to Mermaid Beach and Nobby Beach where the highway is 400 metres inland. But the beach is physically separated from the centre due to the limited highway crossings and the long axis of the beachfront blocks running parallel to the beach.

PUBLIC REALM QUALITY

Open space

Mick Schamburg Park on the headland and the beachfront open space offer exceptional recreational value and visual qualities.

There are existing links to the highway commercial area via Kratzmann Avenue and Kelly Avenue but the highway is a barrier to active transport movement. Achieving greater highway pedestrian/cycle permeability should be a target of future public realm design strategies as well as possibly identifying opportunities for cross-block links in future redevelopment of the block immediately east of Miami One.

Ernie Tebb Park to the west offers barbecue facilities, a dog park and informal recreation space. It is directly accessible via Mountain View Road from the centre.

Streetscapes

The core area of the neighbourhood centre is generally a vehicle dominated space characterised by:

- the wide highway carriageway and associated hardscape surfaces
- high traffic volumes and car parking
- varying building qualities and areas of poor building relationships to streets and footpaths
- low levels of retail activation of streets
- absence of consistent streetscape planting and furnishings.

There are positive aspects of the centre which public realm improvements can build upon in the future, including:

- sections of activated footpaths
- proximity to the beach
- redevelopment opportunities associated with the hotel site, sites on the corners of Kratzmann Avenue
- a wide highway corridor offering opportunities for a greater focus on pedestrian environments and cycleways.
The activated section of highway frontage between Toombul and Christine Avenues

The poor street relationship of a nearby motel

The view from Mick Schamburg Park over the beachfront parkland
The private ‘public realm’ of Miami One which takes activity off the streets.

Streetscape enhancements in Toombul Avenue.

Miami Hotel ‘pokies’ frontage to the highway is a prime redevelopment opportunity.
What’s special about Miami’s place character?

The headland and the Norfolk-lined beachfront

Remnant traditional highway frontage
retail/commercial frontage
STREET PROFILES

The Gold Coast Highway:
- Reserve 40 metres wide, including four lanes of traffic, a service road and on-street parking. Relatively narrow footpaths 4 metres wide.
- The focus of most retail and commercial activity, it is a vehicle dominant place.
- Formal on-street parallel and angled parking.
- No dedicated bike lanes.
- The character is largely dictated by the inconsistent quality and street relationships of the built form.
- Minimal activation by retail/commercial businesses (see following pages).
- Absent of any consistent streetscaping that establishes cohesiveness, identity or pedestrian comfort.

Christine Avenue;
- Reserve 20 metres wide with 4-metre verges.
- Pedestrian paths on both footpaths.
- Residential distributor road that connects the centre to Burleigh Waters and Varsity Lakes.
- Informal on-street parking.
- Informal street planting with no sense of arrival to the centre.
- Residential medium density development and low impact industrial/commercial uses front the street on the approach to the centre.

Kratzmann Avenue:
- 30 metres wide with footpaths of 8 to 10 metres.
- Pedestrian paths on both footpaths.
- An important entry point to the highway for Esplanade Traffic heading north along the highway.
- No building relationships or streetscaping.
- Informal and formal on-street parking.
- Absent of any streetscaping or visual cues that offers a sense of arrival at the neighbourhood centre.
- Vista to the hinterland mountains when travelling west.

The Esplanade:
- Reserve 20 metres wide with 4.5-metre footpath on western edge and on-street angled parking against the park.
- Pedestrian paths on footpath and through park. The parkland pathway is a popular recreation and fitness route.
- No formal streetscaping within the reserve but ocean views, the parkland interface and coastal vegetation (including Norfolk pines) all contribute towards a high quality street experience.
Figure 4.16: Miami Street Profiles
History

Miami grew from the beachfront expansion of the popular Burleigh Heads village. The suburb was named after the Hotel Miami, built in 1925, and its descendant now sits on the Esplanade overlooking the beach. The original Miami Shores Estate was also put up for sale in the 1920s but it was the 1950s that saw rapid growth. Today, there remains a valuable stock of original holiday houses in the neighbourhood just west of the centre worthy of protection.

Sand mining on the foreshores in the early 1950s fortuitously ensured that a major open space fronted the beach. This parkland, characterised by its impressive Norfolk pines, now offers the centre, and the city, an exceptional recreation destination.

Beachfront high-rise development has steadily developed since the 1970s and the neighbourhood centre, which sits on the very southern edge of the suburb of Miami, now abuts the highly urbanised Burleigh Heads accommodation strip.

South Nobby and the beachfront

South Nobby is a city-significant landscape character area and urban break. There is little visual connection to South Nobby from the centre’s public realm except for the developed southern face of the ridgeline. The highway approach view from the north, however, offers important scenic amenity.
The centre is in close proximity to the beach, with only a single block separating the two, but only Kelly and Kratzmann Avenues offer connection and they are separated by 200 metres. This results in general disconnection with the headland, the beach and its impressive linear park, and the North Burleigh SLSC.

The neighbourhood centre structure

The highway characteristically bisects the centre and commercial activity is focused on its edges. On the western edge, Miami One and a strip of traditional commercial buildings present two sections of continuous built frontage to the highway.

On the beach side, Aldi and stand-alone commercial buildings occupy a generally under-developed block with poor visual and functional street relationships. This beachfront block offers high redevelopment and growth potential and a chance to engage the beach.

Typical of all the neighbourhood centres, the highway is a significant barrier to beachside access from the west.

A defined precinct of low impact industry and commercial business is located just to the south of the centre. Although physically separated from the centre by housing and unit blocks, it reinforces the commercial and employment importance of this busy neighbourhood centre.

The centre sits at the point of convergence of the Burleigh Heads high-rise strip and the low-density neighbourhoods of Miami.

The commercial area

There is already significant commercial activity with two supermarkets, traditional low-scale highway retail, commercial buildings and the hotel.

The built environment and the public realm vary widely in terms of functional and visual quality. The supermarkets sterilise a significant sections of the highway which is already a car dominated streetscape. The eastern highway edge requires street appeal and generate greater streetlife.

The beachfront block offers immense opportunity to deliver a wide variety of mixed uses and engage the centre with the beach, headland and North Burleigh SLSC. This has the potential to redefine the centre’s identity and establish a sense of place characterised by its connection to the beach and high levels of local amenity and commercial service.
KEY INFLUENCES ON PLACE CHARACTER

Urban Structure

- The historic pattern of growth and settlement structure.
- The topographic significance of South Nobby in a flat, highly urbanised environment.
- The single block depth between the highway and beach.
- The scale and mix of commercial activity.
- The beachfront hotel and North Burleigh SLSC.

Public Realm

- The headland and the Norfolk-lined beachfront open space.
- The Esplanade.
- Jebbribillum Bora Park.
- Views from South Nobby and the highway view to the headland approaching from the north.
- Diversity of open spaces and recreation opportunities near the centre.
Built Form

- Original beach house stock west of the highway and the characteristic low scale of this residential neighbourhood.
- The section of more traditional highway commercial buildings on the western edge of the highway.
- The start of the Burleigh Heads high-rise strip to the south of the centre.

Access and Movement

- The beachfront pedestrian/cycle path.
- The Esplanade.
- Mountain View and Christine Avenues connect a broad supporting catchment.
- The wide, car dominated highway corridor.

Heritage and Culture

- South Nobby.
- The history of the Miami Hotel.
- Proximity to the beach and North Burleigh SLSC.
- Jebbribillum Bora Park and its significance to indigenous culture.
- Remnant commercial buildings and holiday homes.
FOR MORE INFORMATION

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