

# Port Douglas

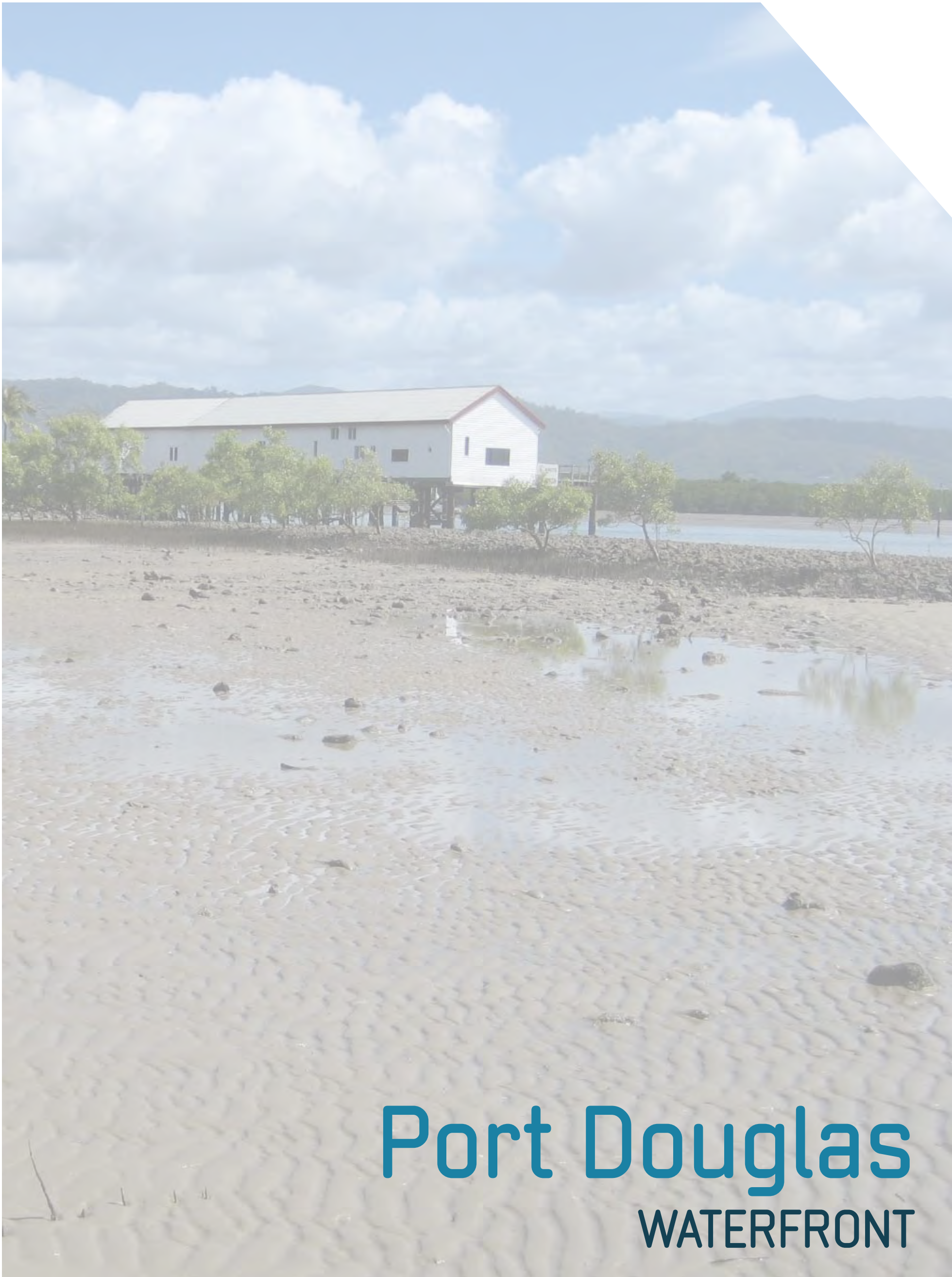
## WATERFRONT

MASTER PLAN | SEPTEMBER 09  
FINAL



THE WATERFRONT OF PORT DOUGLAS WILL BE SENSITIVELY AND INCREMENTALLY TRANSFORMED TO INTO AN EXEMPLAR OF WATERFRONT DESIGN. IMPROVED ACCESS, OPPORTUNITIES FOR ECONOMIC DEVELOPMENT AND INVESTMENT, AND AN EXTENSION OF THE ALREADY STRONG ENVIRONMENTAL AND COMMUNITY VALUES OF THE TOWN WILL CHARACTERISE THE EXPERIENCE OF THE WATERFRONT IN THE FUTURE. A UNIQUE BLEND OF MARITIME ACTIVITIES, TOURISM OPPORTUNITIES, PRESERVATION, SENSITIVE DEVELOPMENT, AND GREEN OPEN SPACE WILL COME TOGETHER TO REINFORCE THE ROLE OF PORT DOUGLAS AS A WORLD CLASS DESTINATION AND ACT AS A STAGE SET FOR THE RICH INTERPLAY OF LOCAL COMMUNITY LIFE.





# Port Douglas

## WATERFRONT

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# 01 Introduction



In recognition of the outstanding potential to cement the iconic characteristics, economic sustainability, and environmental credentials of the town, Cairns Regional Council have appointed designers and planners, Urbis, to prepare a master plan for the Port Douglas Waterfront.

The decision in 2007 by the former Douglas Shire Council (now Cairns Regional Council) to commission a rigorous planning process to develop a Master plan for the waterfront is a proactive step toward arresting unplanned development and securing a sustainable future for this culturally significant and picturesque town.

### BROADER CONTEXT

Port Douglas is located on the coastline of North East Australia. It is the only place in the world where two World Heritage areas meet – the Great Barrier Reef Marine Park and the Daintree National Park. The area includes the oldest living tropical rainforest on earth and the Cape Tribulation region to the north of Port Douglas is a treasure trove of rare plant and animal species.

The settlement of Port Douglas is the most accessible gateway to the Great Barrier Reef and is located at the end of a peninsula, framed by a natural harbour and marina on one side of the township and by Four Mile Beach on the other. It is an extremely attractive town with a diversity of shops, restaurants, and galleries as well as a suite of historic buildings that are reflective of the commercial port activity that founded the town.

In addition to the resident population of around 3600, the town of Port Douglas supports an overnight tourist population of up to 8,000 on any one night or an estimated one million visitors a year. The local economy is built on a relatively new tourism industry and an established agriculture sector. It abounds with natural beauty and has a very favourable all year round climate, which has made it a renowned national and international destination.



Figure 1.1: Strategic Context

### A UNIQUE WATERFRONT

The waterfront of Port Douglas, and primary area of focus for this plan, is located on the western edge of the peninsula and flanks the eastern edge of the Dickson inlet. The waterfront is currently characterised by a distinctive mixture of open space, heritage buildings, and commercial and maritime activity that has been developed in an informal and generally ad hoc way over time.

The intention of this plan is not to erode the unique combination of uses and character of the current waterfront, but to, through a number of relatively minor interventions, provide a coherent and accessible waterfront that better meets the needs of residents, businesses, and tourists and that facilitates appropriate development outcomes in other parts of the town.





Figure 1.2: Waterfront Study Area





## 1.1 Objectives

This master plan seeks to integrate the existing values and features of the waterfront with a range of new initiatives in order to cement the western shoreline of the peninsula as one of the world's great waterfronts. The key objectives of the master plan, which are underpinned by the 9 guiding principles set out in section 02, include:

- + To document the results of an intensive analysis and interactive community consultation process.
- + To set out a vision for a revitalised waterfront that is the civic and economic heart of Port Douglas and to leverage this to encourage wider investment in the town.
- + To protect and enhance the environmental attributes and credentials of the town.
- + To provide a flexible framework, expressed through several key strategies and scenarios, that will assist the Council and community in managing change.
- + To return access to the waterfront of the town to residents and visitors
- + To retain key aspects of the working and heritage character of the waterfront by integrating existing maritime activity with new open space and tourism uses.

## 1.2 Process

The master plan set out on the following pages is the result of an integrated and rigorous design and consultation process. The key stages of work are more fully accounted for in the suite of documents prepared by Elton Consulting (refer also section 2.1) and, in summary, are illustrated in figure 1.3.

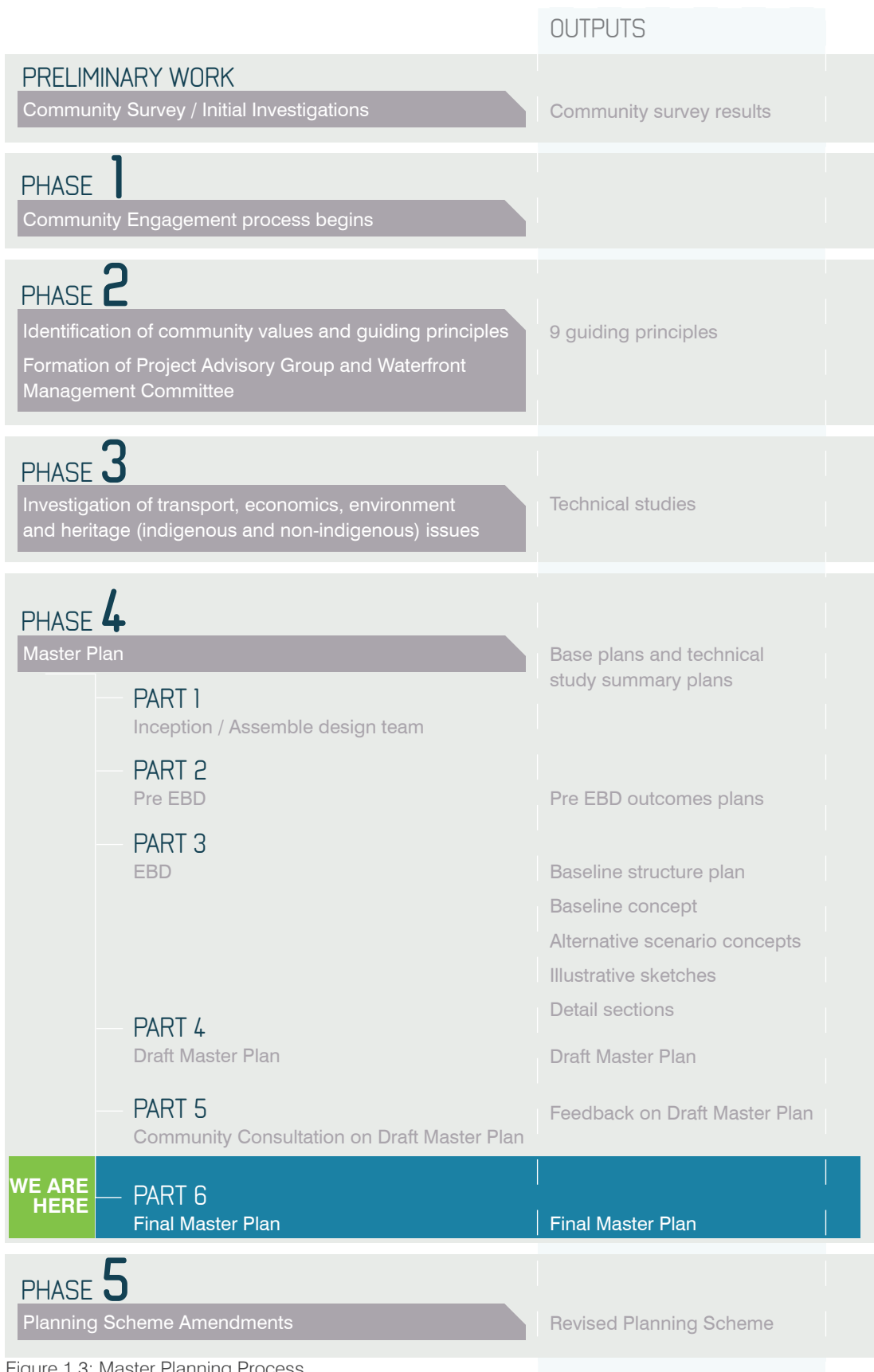


Figure 1.3: Master Planning Process

In advance of describing the key elements of the master plan and its supporting strategies, this section of the document sets out a summary of the background investigations and design processes that have provided the foundation for the final plan.

## 2.1 9 Guiding Principles

Prior to the commissioning of the master plan the community and council collaboratively developed 9 guiding principles that were to form the basis of decisions made during the design process. For reference, the 9 guiding principles are set out below.

(i) Acknowledge the importance of sustainability which needs to underpin all aspects of Port Douglas, the success of Port Douglas lies in its commitment to:

- + Protecting and preserving the natural environment, including the mangroves and marine park, for future generations
- + Setting high level sustainability goals in line with the Shire's carbon neutrality policy
- + Achieving broadly based social sustainability that balances the needs of both the business community with that of key supporting community components such as housing affordability
- + Economic sustainability that protects the interests of the existing business community and provides it with a base to ensure its long term viability.

(ii) Provide a green heart for the town centre from the market area (and St Mary's) to Rex Smeal Park, where the community can gather to celebrate, commemorate and enjoy the uninterrupted vista. Ensure open space areas are usable and celebrate the tropical climate by:

- + Enhancing open space areas with appropriate landscaping (appropriate species and natural rather than formal style)
- + Retaining mature trees
- + Providing appropriate facilities and amenities such as weather protection, seating, lighting, water fountains and BBQs
- + Improving accessibility for all including those with a disability
- + Improving maintenance and cleaning regimes
- + Continuing to host a range of outdoor community events and activities
- + Working with relevant authorities to ensure high levels of safety and security.

(iii) Make the waterfront the heart of Port Douglas - a place to be visited, a place that is visually accessible and appealing from both land and water, and an active part of daily life, through:

- + Improving public access to the waterfront for activities including walking, cycling, fishing and viewing
- + Maintaining a working waterfront with a range of commercial activities that reflects the marine heritage and character of Port Douglas including meeting the needs of the fishing industry, tourism operators and the general boating public

# 02 Toward a Master Plan



- + Maintain and promote activities and businesses including the Sunday Markets, adaptive re-use of the sugar wharf and Combined Clubs
- + Plan for tourism trails that highlight local points of interest and new uses to meet tourism needs
- + Effectively managing the interaction of public and business activities in the waterfront area
- + Providing a range of facilities and activities for all, including residents and visitors and people of all ages and socio-economic groups
- + Ongoing maintenance of existing facilities and infrastructure.

(iv) Reflect the tropical, relaxed, unhurried character of Port Douglas in the way people move around the town on foot, in the architecture and in the nature of low scale commercial activities, through:

- + Improved pedestrian access to the waterfront and surrounds
- + Improvements to the local road network and parking provision, to assist in minimising traffic impacts and to encourage the use of sustainable modes of transport such as walking and cycling
- + Built form that reflects and respects the heritage and character of the local area, achieves high quality and innovative design outcomes and adapts sustainability principles in line with overall environmental sustainability objectives
- + Commercial activities that reflect the heritage and character of the local area (i.e. retention of existing activities / introduction of any new activities).

(v) Ensure planning for Port Douglas considers:

- + The importance of tourism to the local economy acknowledging its seasonal nature
- + Supports the growth of diverse industries that are independent of tourism.

(vi) Acknowledge the importance of safety for the Port Douglas community - planning needs to ensure that crime and other safety issues are minimised wherever possible through application of Crime Prevention Through Environmental Design (CPTED) principles.

(vii) Ensure any development in the area comprising the waterfront and surrounds:

- + Complies with the statutory planning framework
- + Is sympathetic to the local context in terms of height, scale, mass and character
- + Delivers high levels of design and innovation that meet aesthetic as well as built form sustainability objectives
- + Meets appropriate geotechnical design standards and sustainability criteria
- + Respects and enhances local amenity through built form design that increases public access to the waterfront, improves the streetscape through landscaping and provision of setbacks, provides increased visual interest and appeal, incorporates new community facilities.

(viii) Thoroughly explore a range of options as part of the master -plan process including a 'no development' option for the waterfront and test the social, environmental and economic implications of this for the future of Port Douglas and the Shire.

(ix) Acknowledge, preserve and reflect the Indigenous and non Indigenous heritage of Port Douglas through:

- + Preservation, enhancement and where appropriate reuse, of iconic buildings including the Old Courthouse, Sugar Wharf, St Mary's, Combined Clubs and where appropriate removal of existing buildings from the waterfront
- + Preservation of items and sites of Indigenous significance including Magazine Island
- + Facilities, cultural activities and celebrations that reflects the heritage and character of Port Douglas.

## 2.2 Background studies and parallel work

Prior to the commissioning of the master plan, and during its early stages, a number of key technical studies were undertaken in support of the wider process. Although not an exhaustive list of the documentation drawn upon, the key studies and their main findings are set out below.

### 2.2.1 NON—INDIGENOUS CULTURAL HERITAGE STUDY (18.8.08 MAUNSELL / AECOM)

A total of 34 places of existing or potential cultural heritage significance, including parks, monuments and historic buildings, were identified as making “an enduring contribution to the social fabric and built environment of Port Douglas and their values should be considered carefully during preparation of the Waterfront Master Plan.” Of these, the Court House Museum, St Mary’s By The Sea, “Sugar” Wharf and F.D.A Carstens Monument are currently on the State heritage register. In addition, 23 of the places identified are recognised in Douglas Shire Planning Scheme Policy No. 4. The report also highlighted the following key findings:

- + Several previously unidentified places of heritage significance were identified including Four Mile Beach Lifeguard Hut, Severin Berner (Barney) Andreassen Memorial Cairn, and Marina Mirage.
- + The greatest concentration of heritage places occurs between Wharf Street and the sea stretching from the former Stinger Pool in Rex Smeal Park to Dixie’s Shed. The placement of some of these places is integral to understanding the establishment of the town and its early operation.
- + The importance of maintaining some accessibility to the waterfront for commercial, recreational and tourist craft, as this is vital to maintaining the historic operation of the port.

- + The report reviews a proposal for restoration of significant parts of the setting of the “Sugar” Wharf, put forward by the Douglas Shire Historical Society.

### 2.2.2 ENVIRONMENTAL CONSTRAINTS ASSESSMENT (AUG—08 CAIRNS REGIONAL COUNCIL)

A number of key environmental issues have been identified by the constraints assessment and, in summary, include:

- + The master plan must ensure the careful management of potentially polluting activities that may affect the Marine ecosystem.
- + The need to preserve and enhance existing areas of native vegetation areas that occur in the various reserves in the Study Area.
- + A significant issue is conservation of the mangroves along Dickson Inlet south of Marina Mirage and the Yacht Club area, both to maintain the productivity of the ecosystem which supports fisheries and other marine life and to avoid sediment movement that could lead to a need for increased dredging of the channel (based on research by the Australian Institute for Marine Science).
- + Sustainability measures (eg. energy-efficiency and water-sensitive design) require an ongoing process to identify key opportunities and must take into account the identified environmental constraints and the desire to support and enhance Port Douglas’ reputation as an ecotourism destination.
- + Flood mitigation options should be included in the planning of the waterfront, noting that Marina Mirage is a mooted storm water discharge point. These matters warrant further examination.
- + The harbour and town of Port Douglas lie within a storm surge zone. The Master Plan will need to balance the competing demands of economic development and investment in the waterfront with the risks posed by storm surge.

### 2.2.3 TRANSPORT AND TRAFFIC REVIEW (18.08 MAUNSELL / AECOM)

A critical factor in the success of the master plan will be managing and improving the way in which vehicles, pedestrians and public transport circulates throughout the town. The report clearly identified the following main findings and recommendations:

- + Explore improving vehicle circulation by encouraging traffic use of Wharf Street to relieve pressure on Davidson Street and Macrossan Street.
- + An identified a need to promote walking and cycling through the master plan. Lighting at night for footpaths and increased shade over footpaths are ways to improve some of the pedestrian environments. The review also identified that good facilities already exist for both cyclists and pedestrians, though cycling facilities are more limited.
- + There is a need for rationalised and regular public transport system for the Port Douglas community. The current bus network is primarily targeted to tourists and holidaymakers. In this context, an exceptional case may exist for a subsidised public transport service given that one has been provided in the “tourist” towns of the Whitsundays.
- + Existing street and off-street public parking is generally adequate for current need based on observed use, but this assumes informal parking on the Police Reserve is available to cater for the need associated with the Sunday Market especially in the peak tourism season. Better signage to the free off-street parking areas, including the Coles carpark, would promote better use.
- + Currently traffic conditions are generally adequate. Anticipated growth in demand needs to be taken into account, as does the seasonal nature of demand.





### 2.2.4 ECONOMIC ANALYSIS (30.6.08 ECONOMIC ASSOCIATES)

The economic analysis study identified a range of key findings that have informed the thinking behind the master plan including:

- + The need for a year round public bathing facility sympathetic to the tropical environment of Port Douglas and the heritage values of the waterfront
- + The adaptive re-use of sites of heritage significance
- + Limited opportunities for mid-market accommodation given a current over supply. However, there exists opportunities for ‘high end’ accommodation
- + An oversupply of retail and hospitality floor space suggested the master plan should limit any additional floor space of this kind.
- + Improving the network of pedestrian and cycling trails would broaden the tourism product within the study area
- + There is a need for additional recreational boat berthing facilities, including both additional wet berths and dry storage facilities
- + An identified need for land for marine industry activities, including slipways, boat maintenance facilities and commercial fishing wharf
- + An opportunity exists to establish unloading facilities for the unloading of live catch from commercial fishing vessels, the sale of live fish and observation decks for tourists to provide value adding opportunities for the commercial fishing fleet and to better integrate commercial fishing with Port Douglas’s existing tourism activities

### 2.2.5 INDIGENOUS CULTURAL HERITAGE (AUSTRALIAN MUSEUM BUSINESS SERVICES)

Indigenous community Consultation has identified that the Port Douglas Waterfront area is situated on the border of several Indigenous groups, and represented a meeting place for these communities. The majority of the Port Douglas Waterfront area is acknowledged to be Kuku Yalanji lands, while Four Mile Beach is recognised as being territory shared between the Irikanji and Jabugai peoples.

The Indigenous consultation process has clearly identified that all communities with connection to Port Douglas wish to be consulted with and involved in decisions relating to the future development of the Port Douglas Waterfront area.

Key recommendations for the Waterfront Master Plan include:

- + The Master Plan should ensure that local Indigenous communities are able to maintain access to the Port Douglas Waterfront area, and have the opportunity to walk their country.
- + Any major future developments or impacts proposed for areas that have experienced minimal past development or disturbance within the Port Douglas Waterfront area should be subject to a cultural survey or assessment, to be carried out by representatives of the local Indigenous Communities. Where necessary, monitoring of groundbreaking activities should be undertaken by community representatives.
- + The Dickson Inlet and Magazine Island Mangrove areas are a significant cultural environment and as such, should be retained and conserved as an intact and natural environment. The Port Douglas Master Plan should acknowledge this significance and excise it from future development proposals.

- + Rex Smeal Park contains areas of cultural significance to Indigenous communities and as such, development in the area should consider retention of culturally significant Mango Tree Plantings.
- + Interpretation and signage recognising Port Douglas’ Indigenous history and the connection of the Kuku Yalanji, Irikanji and Jabugai peoples to the area should be established. Interpretation and signage should be developed in close consultation and negotiation with representatives of the local Indigenous communities.

### 2.2.6 OTHER WORK

It is important to note that a range of other significant contributions have been made by various organisations to the background studies process associated with the master plan. Of particular note is the “Port Douglas Waterfront Heritage Precinct” report (18.3.08 Port Douglas Heritage Group) and the “The Former Sugar Wharf Port Douglas” (22.7.08 Allom Lovell).

## 2.3 Spatial Mapping of Background Research and Analysis

As a part of the design process associated with the master plan, a series of spatial representations of the work outlined on the previous page were compiled. The aim of this process was to crystallise the inherent physical opportunities and constraints associated with the study area and to set the scene for the Enquiry By Design Process. The following figures (2.3.1 to 2.3.5) illustrate the process of translating the findings of the background work into spatially oriented plans.

To view enlarged maps and further information refer to the Enquiry by Design Report.

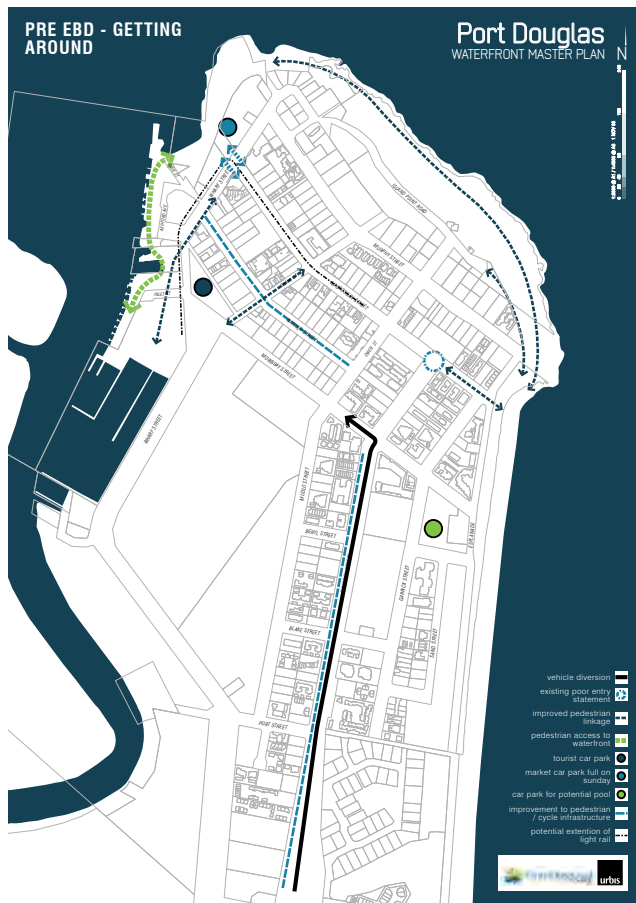


Figure 2.3.1: 'Getting Around' Analysis Plan

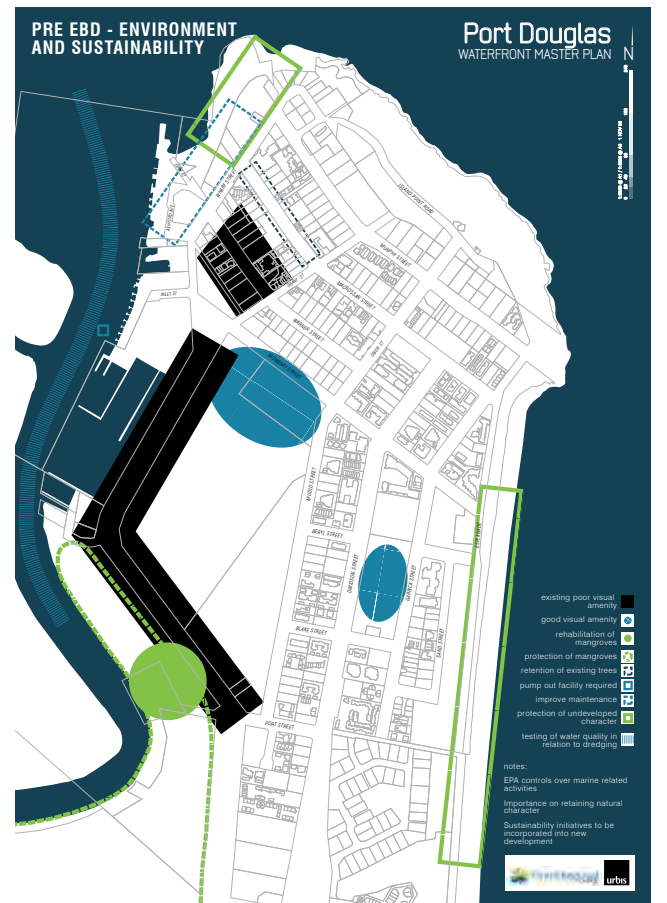


Figure 2.3.2: 'Environment and Sustainability' Analysis Plan

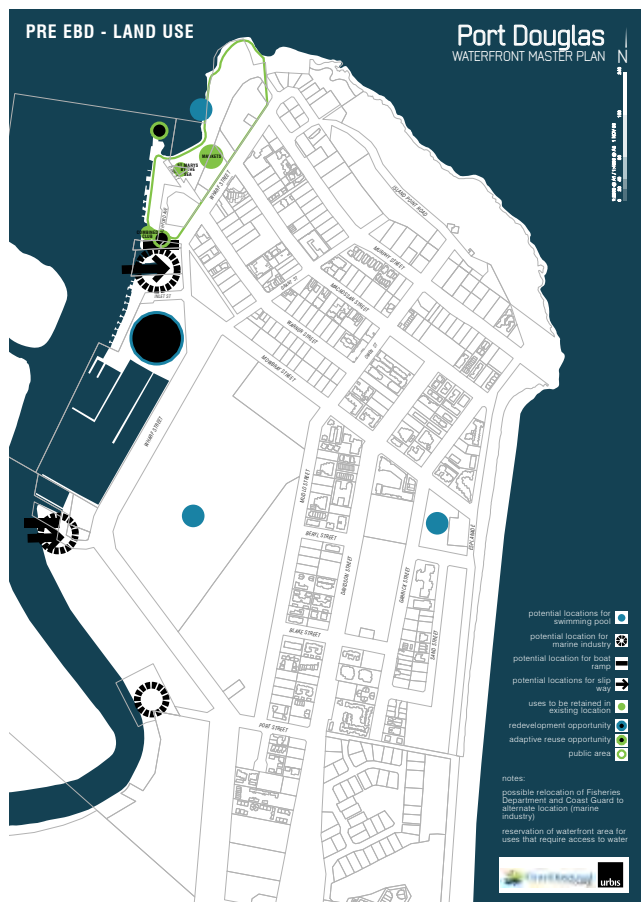


Figure 2.3.3: 'Land Use' Analysis Plan

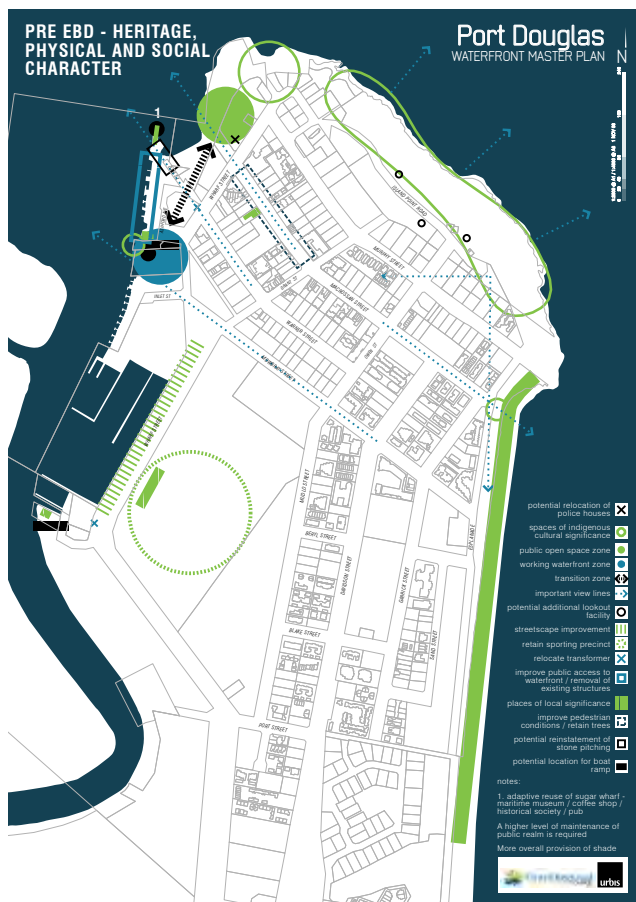


Figure 2.3.4: 'Heritage, Physical and Social Character' Analysis Plan

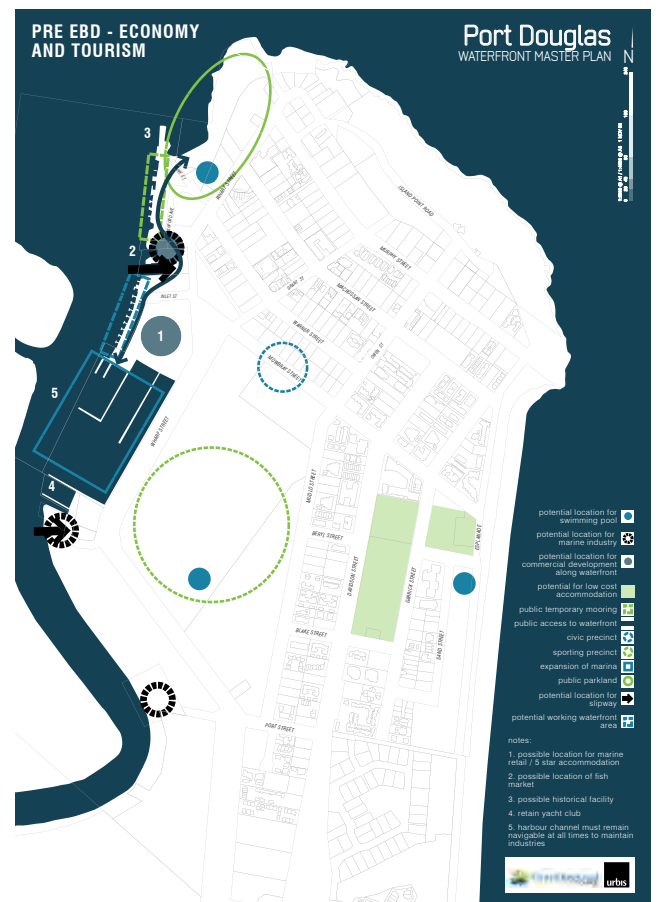


Figure 2.3.5: 'Economy and Tourism' Analysis Plan



## 2.4 EBD

The main component of the overall master planning process has been the Enquiry By Design (EBD) process. The EBD forum is an intensive planning and design exercise designed to rapidly achieve a shared vision for the project and set its strategic design direction. A detailed report relating to the process and outcomes associated with the EBD has been prepared by Elton consulting and should be referred to for a more full account of the overall outcomes.

In mid September 2008 a pre-EBD orientation workshop was held to present the technical studies and to equip participants with the requisite knowledge to constructively contribute.

The EBD process proper was held over three days. The first day recapped the progress of the project to date and gave an outline of the technical studies and aims of the weekend. Day two comprised intensive workshoping around the major themes that directly informed the development of a baseline master plan option, which was then reviewed by the community on day three. The main elements of the master plan arrived at by the conclusion of the EBD were as follows:

- + Minimal change to Rex Smeal Park with the aim of retaining the attractive and relaxed atmosphere of this key green space.
- + Within the waterfront park area, vegetation is to be preserved and solutions to providing footpaths, access ways and supporting market activity should be as non intrusive, sustainable, and natural as possible.
- + Provision of a nearly continuous (with the exception of the existing slipway operational area) accessible waterfront walk and maintenance of berthing areas along the waters edge

- + The Indigenous and non-Indigenous heritage of the waterfront should be recognised, enhanced and protected.
- + A pool investigation area to be located in the waterfront parkland area near the markets with an alternative area of investigation in proximity to the surf club.
- + The incremental grading of development heights along the waterfront, moving progressively from a “natural” parkland setting in the north to three story buildings in the area around Marina Mirage.
- + The transition and relocation of marine industry from the core of the waterfront over time - with light uses remaining in the north around the current slipway and heavier uses moving further south in the Marano lease area.
- + Promoting green design and infrastructure options including the use of wetlands and detention to deal with storm water.
- + Extending the community and cultural precinct.
- + Improving visual and pedestrian connections between key destinations (such as Macrossan Street and Marina Mirage) and the waterfront.
- + Retention and enhancement of vegetation throughout the study area.
- + Consolidated transport and parking solutions that minimise the visual impact of the car and improve the sense of arrival for visitors to the town.



Figure 2.4: Enquiry by Design process in action

## 2.5 Framework

Based upon the various interactive and creative sessions undertaken within the EBD, a clear 'baseline concept, or framework plan was developed. The major features of the framework plan, which ultimately forms the basis of the master plan presented later in this document, are illustrated in figure 2.5 and include:

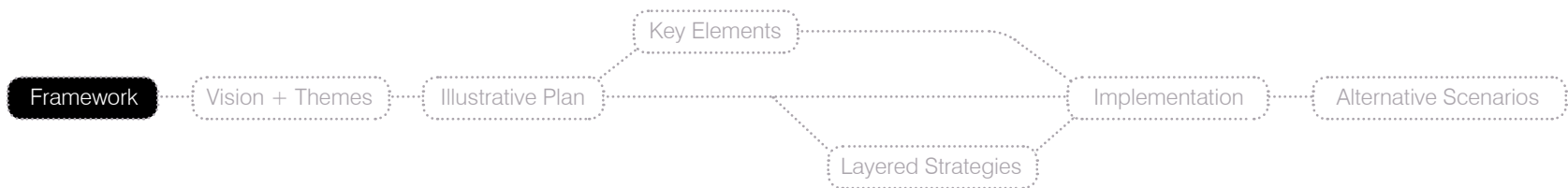
- + With the exception of wider circulation initiatives, an expectation of minimal changes to areas outside of the waterfront.
- + A clear framework for access and circulation that includes improvements to the intersection of Davidson and Mowbray Streets as the key gateway to the town. The utilisation of Mowbray Street as the first node of arrival highlights the importance of the proposed community and cultural precinct around the existing community centre and sets the scene for the creation of a 'mobility hub' at the eastern end of Mowbray Street.
- + The 'mobility hub' is intended to consolidate visitor car parking, coach drop off and pick up facilities, cycle storage and hire car offices. This initiative does not remove the need for on street parking or other existing parking resources but, importantly, will lower demand on parking in the police reserve, prolonging the life of the mature stand of trees in that area.
- + Limited change to Rex Smeal Park with the expectation of limited pathway and tree protection measures and the removal of parking.
- + Protection of established areas of mangroves and remnant vegetation as a key feature of the overall 'green character' of the town.
- + The celebration of the Sugar Wharf and its setting including the adaptive reuse of the building and recognition of the historic quay line to improve the overall interpretation of the area.
- + The removal of several buildings associated with existing waterfront leases. The overall aim being to

allow unrestrained public access to the waterfront from Rex Smeal Park through to the existing slipway operation and beyond to the Yacht Club.

- + The creation of sufficient mooring space to accommodate the local 'fishing fleet' as well as additional private boating activity.
- + The creation of a Green Spine along Macrossan Street aimed at improving pedestrian amenity, shade and visual linkages to the waterfront parklands.
- + The redevelopment of the Marina Mirage site in a way that ensures the public activation of the quayside. This includes a sculpting of the quay line along the axis of Mowbray Street so that water and marine activity is visible on approach to the waterfront.
- + The encouragement of further land use activation along the western edge of Wharf Street, overlooking the open space of the waterfront.
- + The introduction of tourism and interpretative opportunities associated with the working slipway as a key feature of the waterfront.
- + The use of natural or 'water sensitive urban design' solutions to manage the potential impacts of stormwater run off.
- + Improvements to the existing sporting ground facilities including the possible consolidation of tennis court and other facilities into a single precinct that supports the creation of a 'community and cultural precinct'.
- + Through sensitive design and construction, the unlocking of views toward the ocean from Flagstaff Hill along the alignment of Grant Street.
- + The identification of a pool '**investigation area**' adjacent to Rex Smeal.

### LEGEND

- waterfront plaza
- walkable waterfront
- green spine
- community and cultural precinct
- active edge interface
- entry node
- primary vehicle movement
- pedestrian connection
- public open space
- pool investigation area
- sporting precinct
- informal recreation
- conservation
- improved open space facilities and connections
- wetland
- view lines
- lookout
- additional shade from trees
- overland water flow





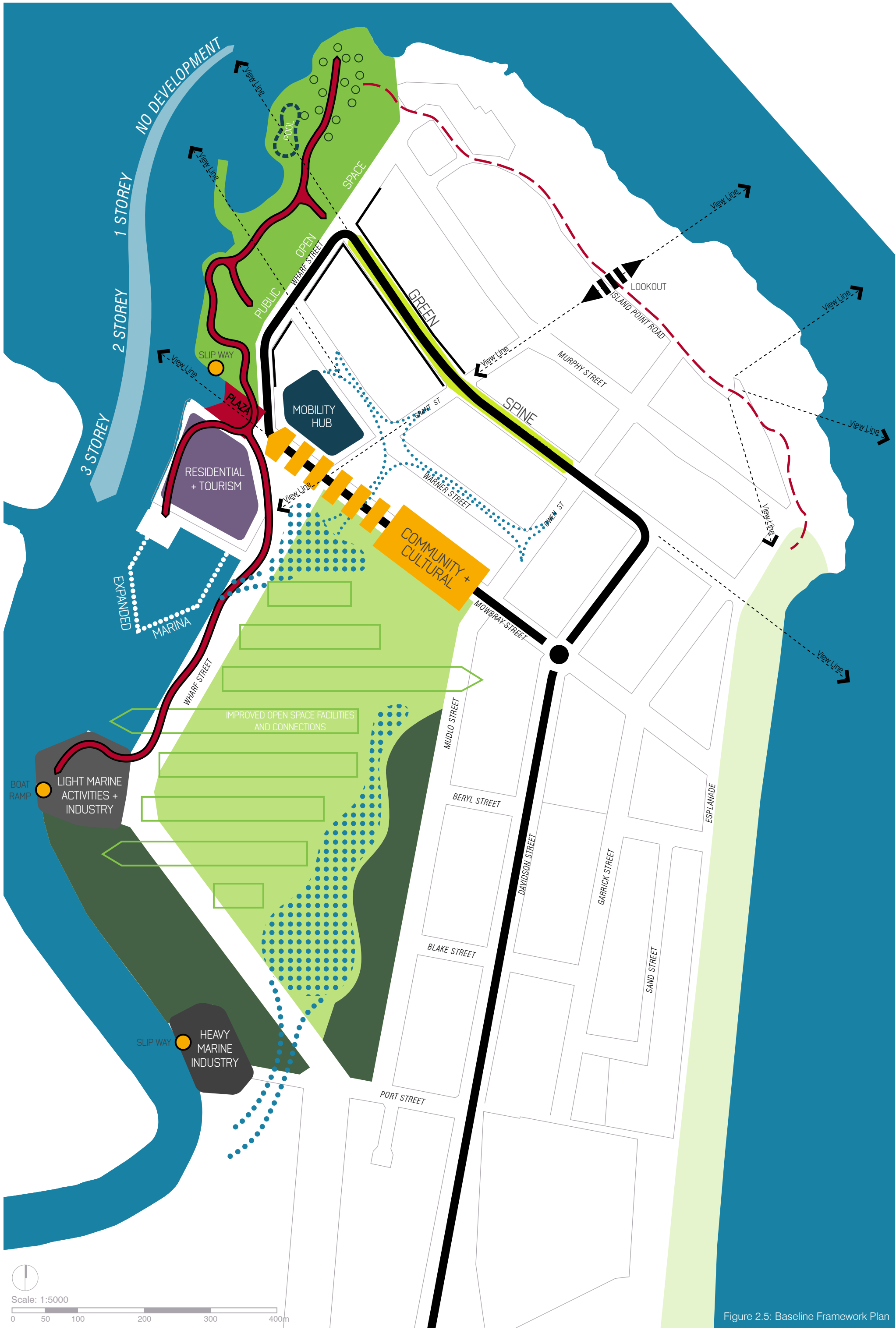
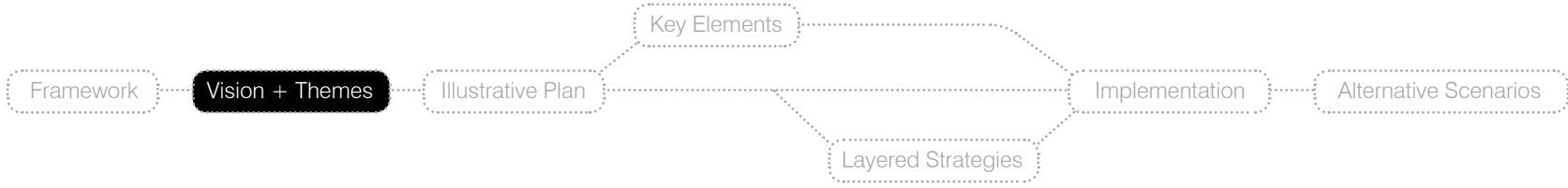


Figure 2.5: Baseline Framework Plan



THE WATERFRONT OF PORT DOUGLAS WILL BE SENSITIVELY AND INCREMENTALLY TRANSFORMED INTO AN EXEMPLAR OF WATERFRONT DESIGN. IMPROVED ACCESS, OPPORTUNITIES FOR ECONOMIC DEVELOPMENT AND INVESTMENT, AND AN EXTENSION OF THE ALREADY STRONG ENVIRONMENTAL AND COMMUNITY VALUES OF THE TOWN WILL CHARACTERISE THE EXPERIENCE OF THE WATERFRONT IN THE FUTURE. A UNIQUE BLEND OF MARITIME ACTIVITIES, TOURISM OPPORTUNITIES, PRESERVATION, SENSITIVE DEVELOPMENT, AND GREEN OPEN SPACE WILL COME TOGETHER TO REINFORCE THE ROLE OF PORT DOUGLAS AS A WORLD CLASS DESTINATION AND ACT AS A STAGE SET FOR THE RICH INTERPLAY OF LOCAL COMMUNITY LIFE.



# 03 Vision & Themes





Figure 3.0: Detailed Illustrative



## 3.1 Themes

In support of the vision a number of key themes have been identified and articulated. These themes reflect, in general, the main areas of investigation throughout the early stages of the project and the EBD process and thus are an important organising device for describing the areas of focus for subsequent the master plan. The aim of the 6 themes described below is to:

- + Translate the intent of the 9 guiding principles into spatially relevant concepts.
- + Allow, because of their consistent use through the process, for a continuity of thinking that connects the early stages of work with the final master plan.
- + Clarify, in more detail, the intent of the vision set out above.
- + Identify, in no particular order, the areas of priority for the master plan.

These themes are explored in greater detail through the ‘layered strategies’ identified in section 05.

### 3.1.1 THEME 1: ACCESS

The essence of a successful urban environment lies in the integration of streets, buildings, transport modes and public spaces, thus enabling interaction between people finding themselves in the same place for different reasons. It presents the opportunity for face-to-face exchange of information, knowledge, products and money: the essence of town living. An accessible place is highly legible and permeable and is easily traversed and explored using multiple transport modes (walking, cycling, boating, public transport and private vehicles). In relation to the waterfront of Port Douglas the key access priorities that will support the delivery of the vision are:

- + Reconnecting the town to its waterfront by removing certain buildings from the waters edge, recognising the historic quay line; and implementing a suite of new paths and walkways.
- + Creating a centralised ‘mobility’ hub that meets the variety of public transport and car parking needs associated with the day-to-day operation of the town and for intermittent events such as the weekly markets.
- + Implementing several intersection improvements that will reorganise the vehicular circulation patterns of the town. The aim being to manage traffic impacts and create an appropriate ‘sense of arrival’ to Port Douglas.
- + Exploring public transport options such as an improved bus service and an extension to the existing tourist railway.
- + Improving the environmental quality and amenity of certain streets through tree planting to encourage walking and cycling.

### 3.1.2 THEME 2: LAND USE AND ECONOMICS

The intricacy and complexity of uses apparent in Port Douglas contributes significantly to its already stimulating, sustainable and attractive character. The mix of land uses that exists provides a generally high level of activity and variety within the town, attracting a range of people for different reasons. It requires different building types to be located together and it encourages different activities, at different times, in the same place: the essence of all vibrant urban places. The land use and economic priorities that underpin the master plan include:

- + Retaining the character and working function of the waterfront by preserving and enhancing opportunity for appreciation of the slipway.
- + Redeveloping the marina mirage site with a mix of uses that better reflect the waterside location of the site.
- + To transition heavier marine industries to the area known as the Marano Lease south of the Marina into a purpose built facility. This may include a second slipway.
- + To develop the amenity of the waterfront and surrounding areas as a major component of the tourism experience.
- + To ensure that any new development does not have adverse impacts on the existing supply of retail and commercial uses.



### 3.1.3 THEME 3: ENVIRONMENT AND SUSTAINABILITY

A successful urban place must address issues of how to utilise and preserve the natural environments and ecosystems that exist within it. The consideration of this is on two levels. On a general level, the achievement of good environmental design focuses on the relationship between land use and transport, the enhancement of green spaces and the preservation of biodiversity. On a more detailed level, design for climate, water recycling and the potential of solar and wind harnessing (amongst others) is now an important part of town and place making. In order to preserve and enhance the natural environment of Port Douglas the master plan will focus on:

- + Ensuring that all new development and open space improvements enhance, in overall terms, the environmental qualities of the town. This will require the outright protection of certain areas, such as the mangroves south of the marina, balanced with some change in other areas, such as the sports ground, to improve the quality of facilities and amenities.
- + Promoting exemplary environmentally sustainable building design outcomes including those relating to energy production, green rooves, natural ventilation and so on.
- + Encouraging local sustainable technologies in relation to energy production and public transport.
- + Enhancing the visual relationship, through views, of the township with its surrounding natural environment.

### 3.1.4 THEME 4: PHYSICAL CHARACTER

Vision is the dominant sense in terms of our experience of an urban environment. The richness and variety of buildings and spaces add greatly to the sensory experience. Within many historic urban environments there is incredible richness of design that supports the case for seeking to protect or re-use important features. The key physical characteristics of the waterfront and proximate precincts will be:

- + Encourage the viable re-use of iconic heritage buildings, in particular the Sugar Wharf.
- + Ensure new development is reflective of the relaxed tropical character of Port Douglas and is in line with current planning scheme height provisions (up to 3 storeys).
- + That a shaded, relaxed and tropical landscape character is developed along the waterfront and key streets.

### 3.1.5 THEME 5: PUBLIC REALM AND STREETSCAPE

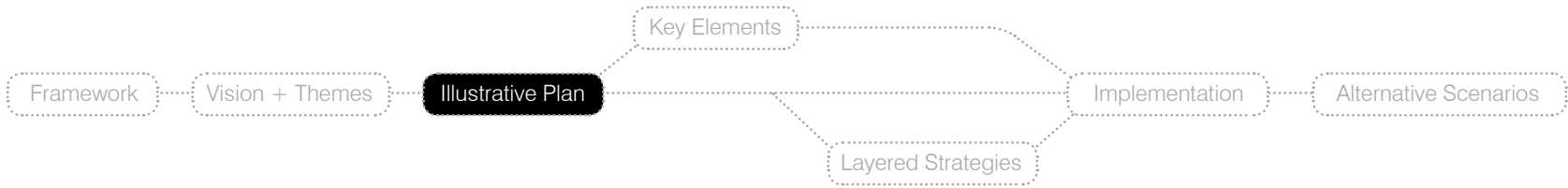
People who appreciate the qualities of urban life recognise that it is the activities that take place within the streets, parks and public spaces of the town that determine its vitality. The public realm is made up of a hierarchy of different spaces and places, which generally perform different functions for different people, but overall working in an integrated and complementary way. The vision for the waterfront and the surrounding public spaces includes a particular focus on:

- + Creating a series of linked public spaces that create a unified identity for the public realm whilst respecting the attractive ad-hoc nature of the current waterfront.
- + To design for climate and maximise deep shade and capture prevailing breezes.
- + To open up views to the water in appropriate locations.
- + To retain, and as practicable protect, all existing trees of significance

### 3.1.6 THEME 6: PHASING AND IMPLEMENTATION

The master plan in essence is intended to operate as a decision-making framework for the Council and Community to utilise in managing change in Port Douglas. The sequence in which the measures described in the master plan are implemented will have a number of downstream effects on subsequent stages of delivery. In this context, the vision and master plan seeks to provide a flexible framework that is able to adapt to issues as they emerge.

Because of this inherent flexibility, and the unknown nature of long term market and policy environments, the master plan is able to be delivered in a variety of ways and should be seen as a 'living document' that is sufficiently robust to respond to changing conditions. Ultimately, the vision of a thriving and sustainable waterfront is the objective; the process of its delivery will require some flexibility.



This section of the master plan sets out a range of illustrative material that demonstrates the way in which the waterfront may develop over the coming generations. The intent of this material is not to define a singular outcome, but rather illustrate the vision and key decisions made during the Enquiry By Design process.

The layered strategies set out in section 5.0 explore with greater detail and clarity the main interventions and projects that will deliver the overall plan.



- ① Natural parkland setting with additional shady trees and visually sympathetic pathways and infrastructure (incorporating Rex Smeal Park, Police Reserve and Anzac Park). Market car parking removed from Rex Smeal Park and Police Reserve to protect the trees.
- ② Investigation area for naturalistic swimming lagoon
- ③ Adaptive use of Sugar Wharf
- ④ Option for restoration of historic waterline around Sugar Wharf (refer section 7.1)
- ⑤ Public parkland with pedestrian boardwalk and pathways, community facilities, short term public boat mooring and visually sympathetic, low scale pavilions
- ⑥ Macrossan Street green spine (refer section 5.5)
- ⑦ Slipway site to remain a showcase of working port activities with heavier operations relocated south
- ⑧ Mobility Hub
- ⑨ Commercial fishing wharf with public access
- ⑩ Waterfront plaza to provide arrival node
- ⑪ Fishing fleet mooring
- ⑫ Public access to inlet and marine tourism industry boat mooring
- ⑬ High-end resort development
- ⑭ Mixed-use development
- ⑮ Community and Cultural Precinct
- ⑯ Intersection improvements
- ⑰ Expansion of marina
- ⑱ Shade tree planting and additional short-term-parking within sporting precinct
- ⑲ Recreation boating facilities including boat ramp, trailer parking and dry berths (includes relocated DPI facilities)
- ⑳ Light marine activities / industry (refer pg 34)
- ㉑ Heavier marine industry (refer pg 34)
- ㉒ Streetscape improvements to the esplanade including formalised car parking, pedestrian friendly road treatment and landscaping including dune planting
- ㉓ Dixies Shed
- ㉔ Extension of rail line
- ㉕ Coast Guard (relocated to DPI building)
- ㉖ Police Reserve

# 04 Illustrative Plan



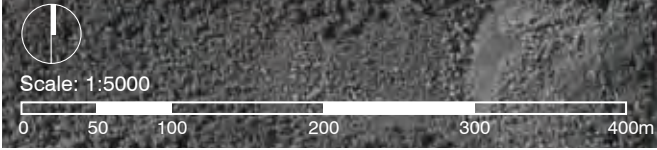


Figure 4.0.1: Ultimate Illustrative Plan



## 4.1 Key elements

To assist in the interpretation of the illustrative plan the following key elements have been identified as defining features.

**Protection and Enhancement:** In overall terms the master plan seeks to protect and enhance the existing environmental, economic and social assets of Port Douglas. The plan protects established areas of ecology, vegetation and open space, preserves the essential aspects of the waterfront's unique character, and provides additional spaces and facilities for the community of residents, businesses and visitors.

**A Walkable Waterfront:** The plan foresees the return of significant areas of the waterfront to public space uses. The removal of all buildings south of the Sugar Wharf and north of the Combined Club will offer waterfront users un-obstructed access to the waters edge.

**A Working Waterfront:** The working character of much of the current waterfront, and in particular the slipway and duck pond, activates the waters edge and plays an important economic and tourism role. The master plan seeks to retain these aspects with the aim of preserving the distinctive ad-hoc character it provides.

**A New Gateway:** Improvements to the intersection of Davidson and Mowbray Streets will encourage incoming vehicles to utilise Mowbray Street as the main point of arrival. This strategy de-emphasises Macrossan Street, capitalises on the location of the proposed mobility hub, and positions the waterfront as the key experience for those arriving in Port Douglas.

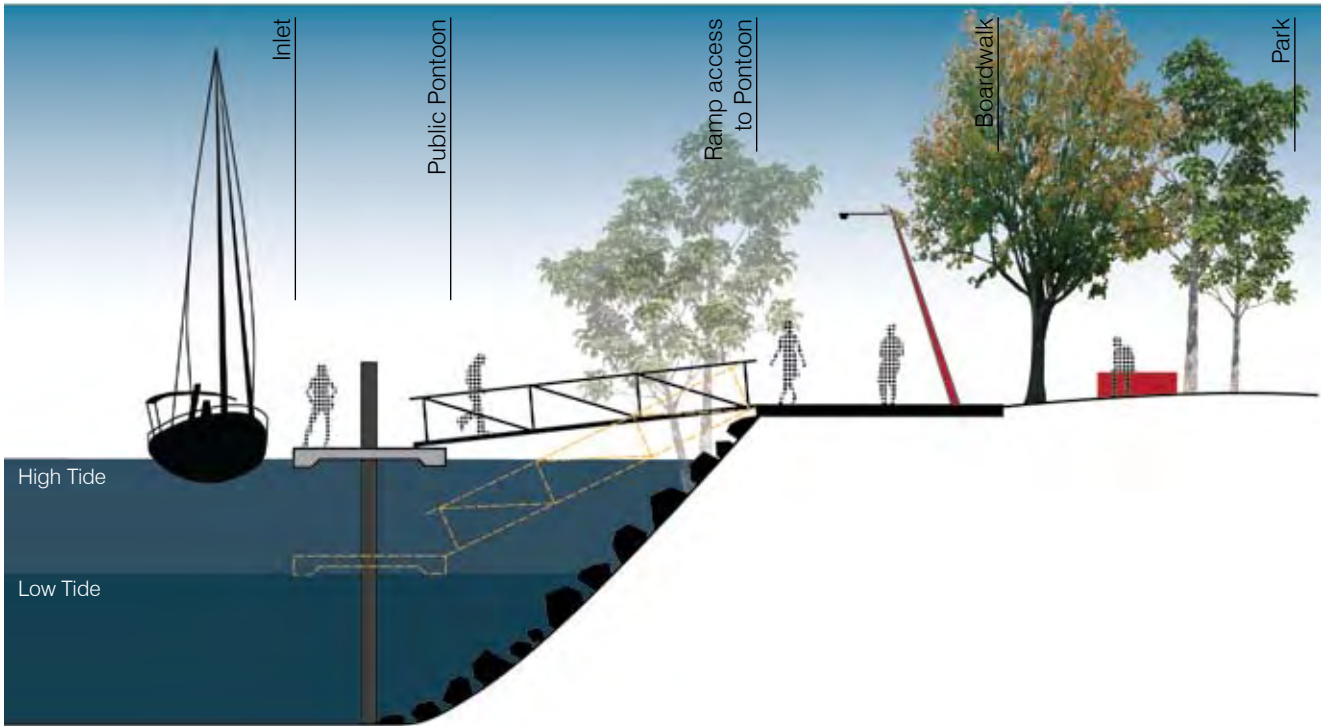
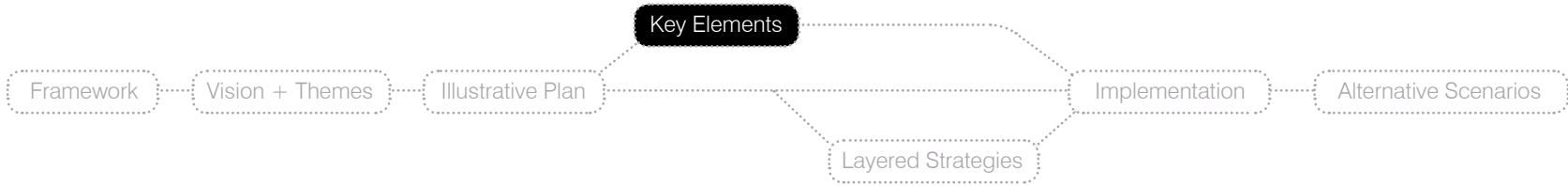


Figure 4.1.1: Mooring Pontoon and Boardwalk

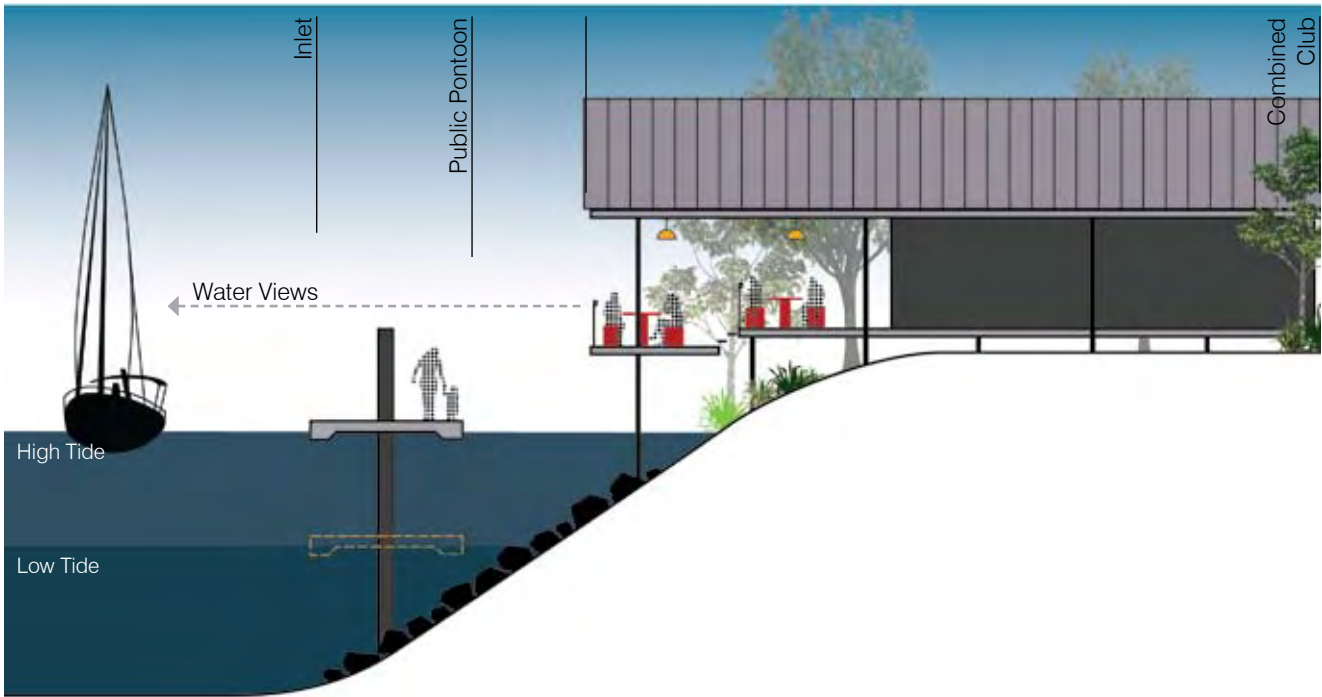


Figure 4.1.2: Combined Club Waterfront Walkway



**A Quayside Public Plaza:** At the western termination of Mowbray, and in association with an expansion to the Duck Pond, the plan proposes a new civic space that provides a node for community events and improves pedestrian connections between the Marina Mirage site and the remainder of waterfront to the north.

**A Reshaped Quay line:** With the intent of bringing the Township closer to its waterfront, the master plan illustrates a number of locations for the creation of new ‘inlets (refer section 7.0 for alternative scenarios). This reshaping of the quay line will make the key streets of the town physically closer to the water, create a number of new vistas toward the water, offer additional mooring facilities for the fishing fleet and recreational users, and provide visual relief to the otherwise linear edge.

**Increased Public Mooring:** Adaptations to the quay line off the waterfront illustrated in the plan provide significant opportunities for an increase in public mooring facilities.

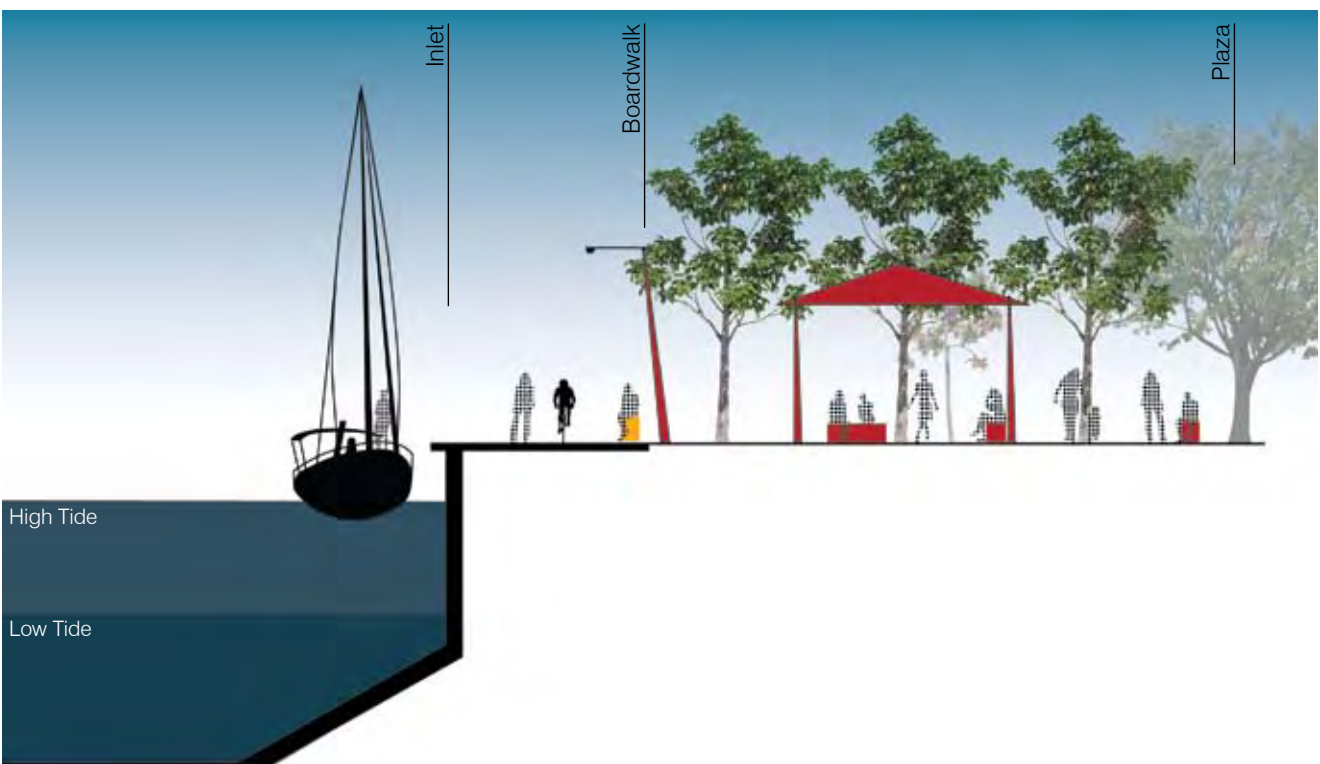


Figure 4.1.3: Waterfront Plaza

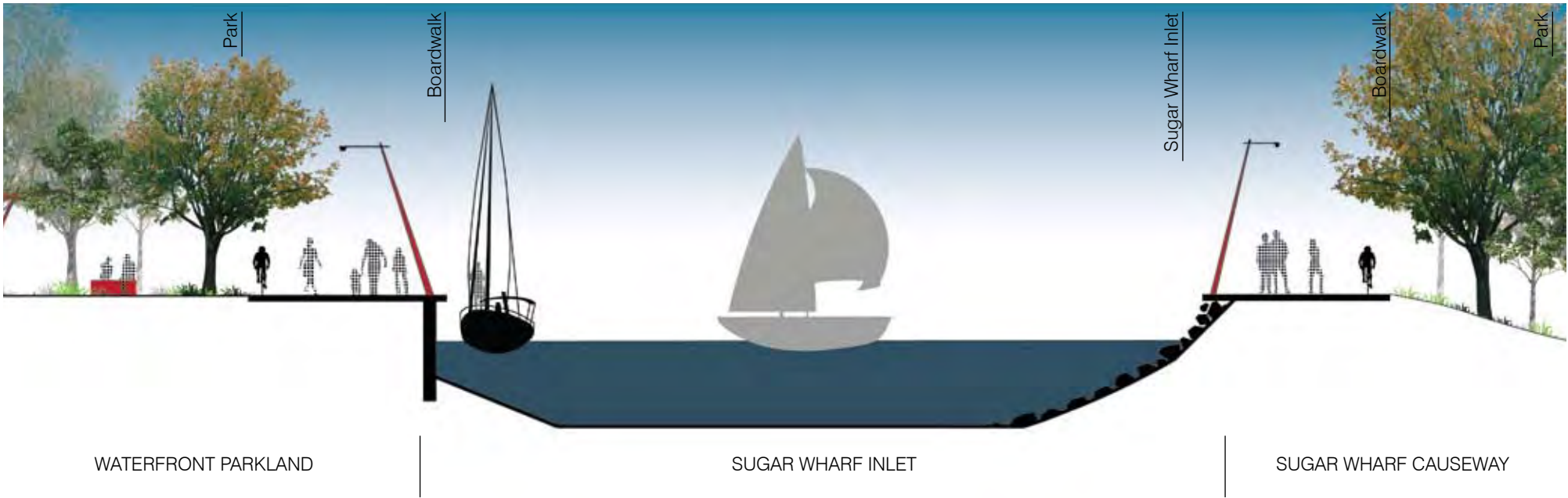


Figure 4.1.4: Sugar Wharf Inlet

**A Transition of Heights:** The plan proposes a transition in the height of buildings from 'no development' north of the Sugar Wharf to 3 storeys of development on the Marina Mirage site. This graduation of heights will provide a subtle transition between the busy waterside of the Marina to the quiet and natural character of Rex Smeal Park.

**Marina Mirage Redevelopment:** A key feature of the master plan is recognition of the redevelopment potential of the existing Marina Mirage site. This site forms the southern 'bookend' to the main waterfront area and has been identified through the EBD process as having the potential to become a high quality; distinctly tropical, mixed use development that includes residential and maritime activity. The details for this site will ultimately come forward through the design process being undertaken by the landowner and will be guided by the principles set out in section 5.4.

**Swimming Lagoon:** A natural depression to the north of the Sugar Wharf is the preferred location of a new all seasons swimming lagoon (refer also section (7.0)). This project will assist in driving tourism by offering an additional point of interest and amenity in proximity to the existing 'centre' of town. The lagoon is envisaged as a naturalistic feature that blends seamlessly into the surrounding environment.

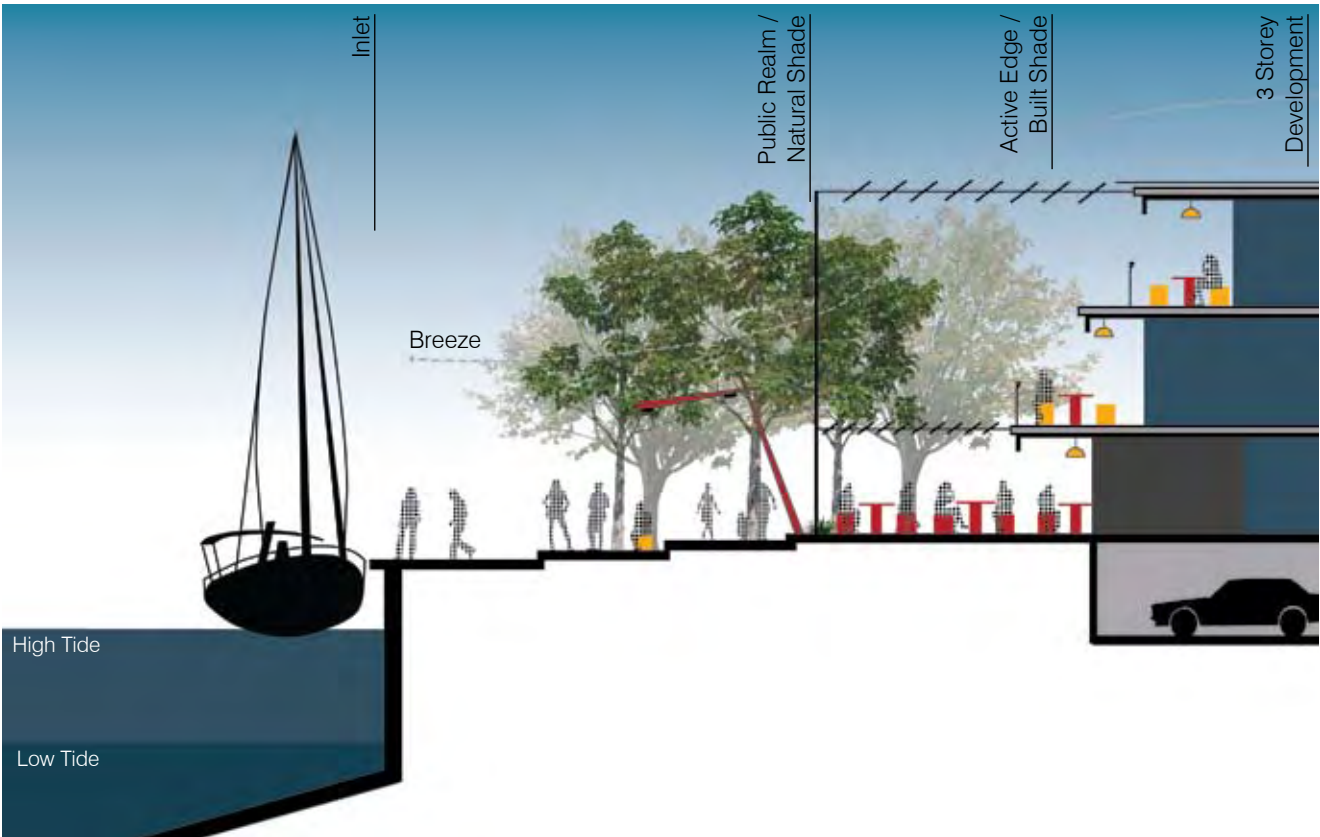


Figure 4.1.5: Marina Mirage Waterfront

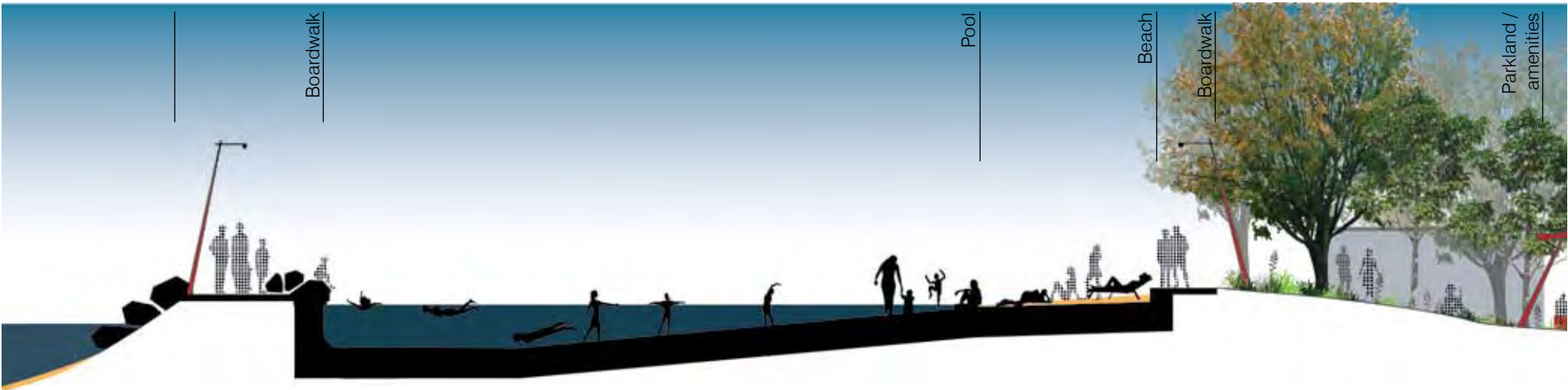


Figure 4.1.6: Swimming Lagoon



**New Uses for the Sugar Wharf:** A reintroduction of activity into the Sugar wharf is a priority for the community and the master plan has been developed on the basis that the historic building will make a strong contribution to the vibrancy of the waterfront in the future. Further feasibility work is required to determine the precise nature of use however a preference has been expressed through consultation for a discovery/display centre or cultural facility.

**A Mobility Hub:** In order to unlock the waterfront from ‘at grade’ parking uses and return it to open space a ‘mobility hub’ is proposed on the land between Wharf, Grant, Mowbray and Warner Streets. The concept for the mobility hub is to consolidate car parking, coach drop off, and car hire and cycle storage in one location in proximity to the centre.

**Island Point Road Lookout:** A sensitively designed lookout on Island Point Road along the axis of Grant Street will provide as yet unseen ocean views northward and enable users to view anchored cruise ships and other passing attractions.

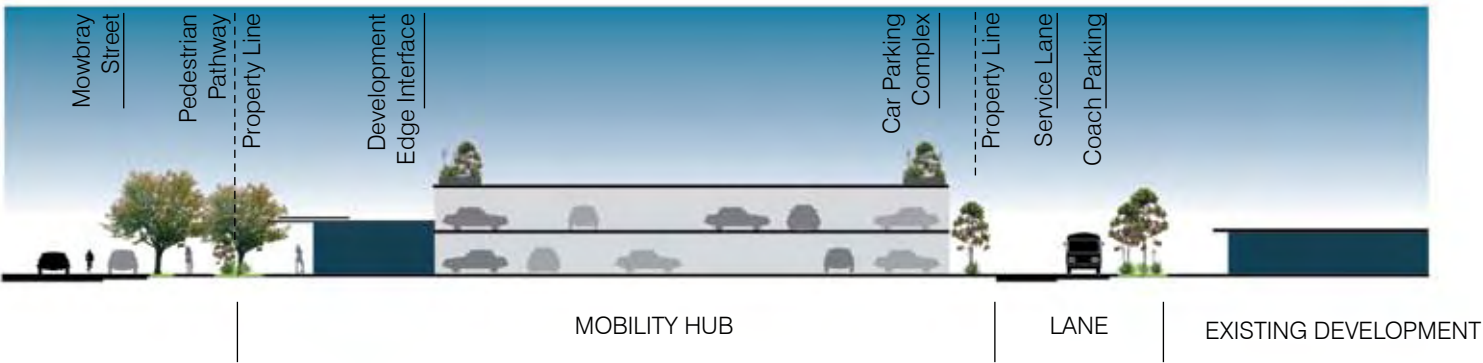


Figure 4.1.7: 'Mobility Hub'

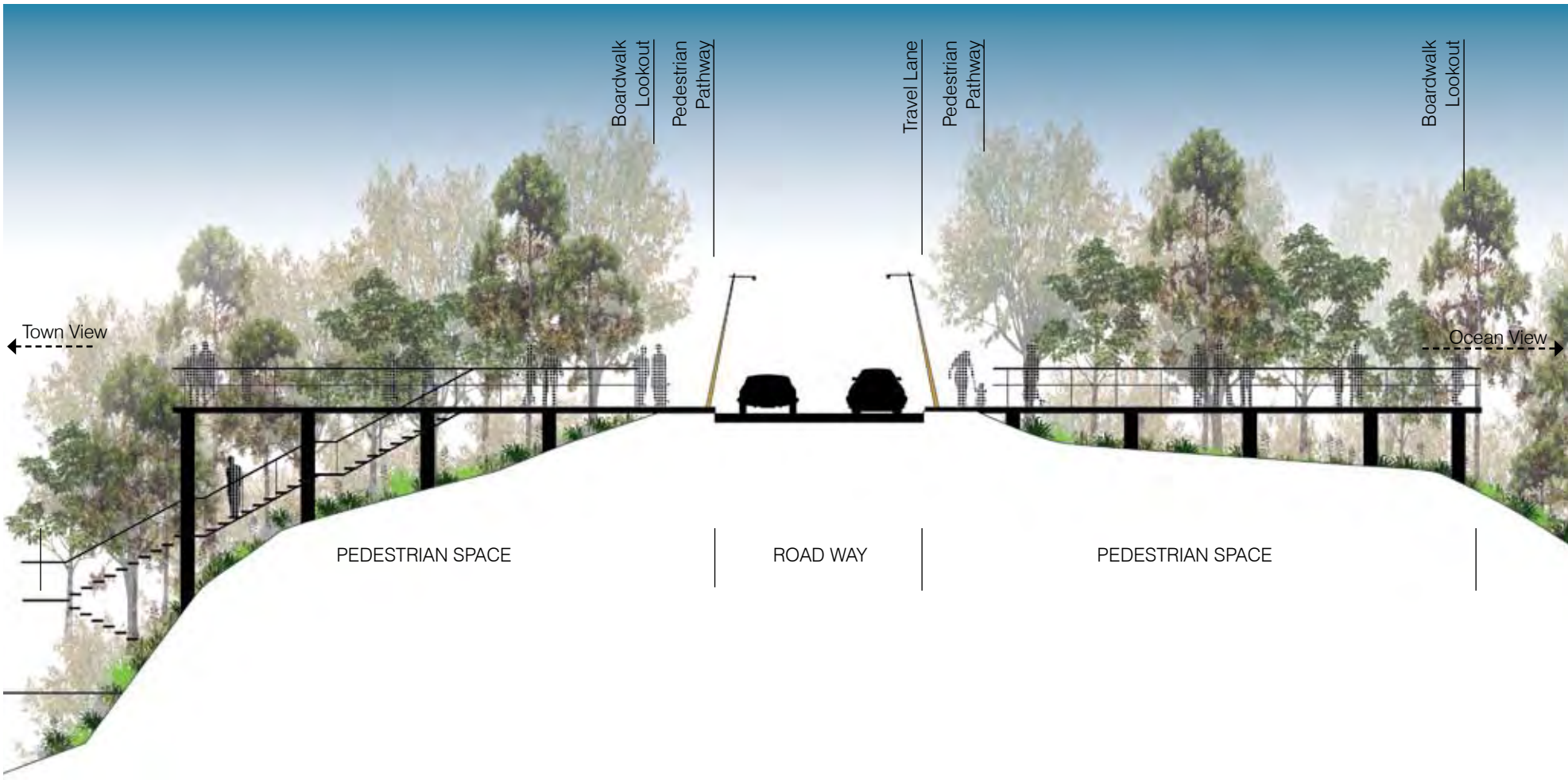


Figure 4.1.8: Island Point Road Lookout

**A Sustainable Market:** The weekly market at Port Douglas is one of the iconic experiences of the waterfront and the master plan seeks to ensure its remains so. The plan aims to put in place a simple series of paths that will protect the root zones of established trees from vehicular and foot traffic. This approach will ensure the longevity of the large trees currently in rex Smeal Park. In addition to this, the creation of a ‘mobility hub’ will reduce car-parking pressure on the Police reserve area, further protecting the significant trees of the area

**Extended Tourism Opportunities:** The existing tourism railway that currently terminates at the Marina Mirage is, based on early investigations, feasibly able to be extended northward toward the Sugar Wharf. This will provide additional tourism interest, be of historic relevance to the interpretation of the Sugar Wharf, and because of activity along the corridor, facilitate better connections between the Marina and Macrossan Street. Alternative scenarios exist for this element and are described in section 7.2

**A Community and Sports Precinct:** The existing cluster of civic uses along Mowbray Street, including the community centre, Clink Theatre and medical centre, provide the backbone for the creation of a community / sports precinct. The master plan envisages that further community uses be located in this area on Council owned land on the northern side of Mowbray Street and that upgrades to the open space to the south of the community centre will provide a sporting precinct for residents and visitors to Port Douglas.

**A Revitalised Macrossan Street:** The highly successful nature of Macrossan street at times means that its footpaths, particularly the southern edge of the street, are extremely busy. The current layout of loading bays and parking on the southern side of the street is able to be reorganised to other parts of the street corridor, opening up opportunities to introduce a significant ‘green spine’ of large tropical trees that visually link the street to Rex Smeal Park and offer a higher degree of amenity for those using the street.

**Tropical Streetscapes:** More broadly, a number of key streets, including Warner and Mowbray Street, offer significant opportunities great boulevards of tropical trees that improve the amenity of the street and provide an environment that encourages, through shade, walking and cycling.

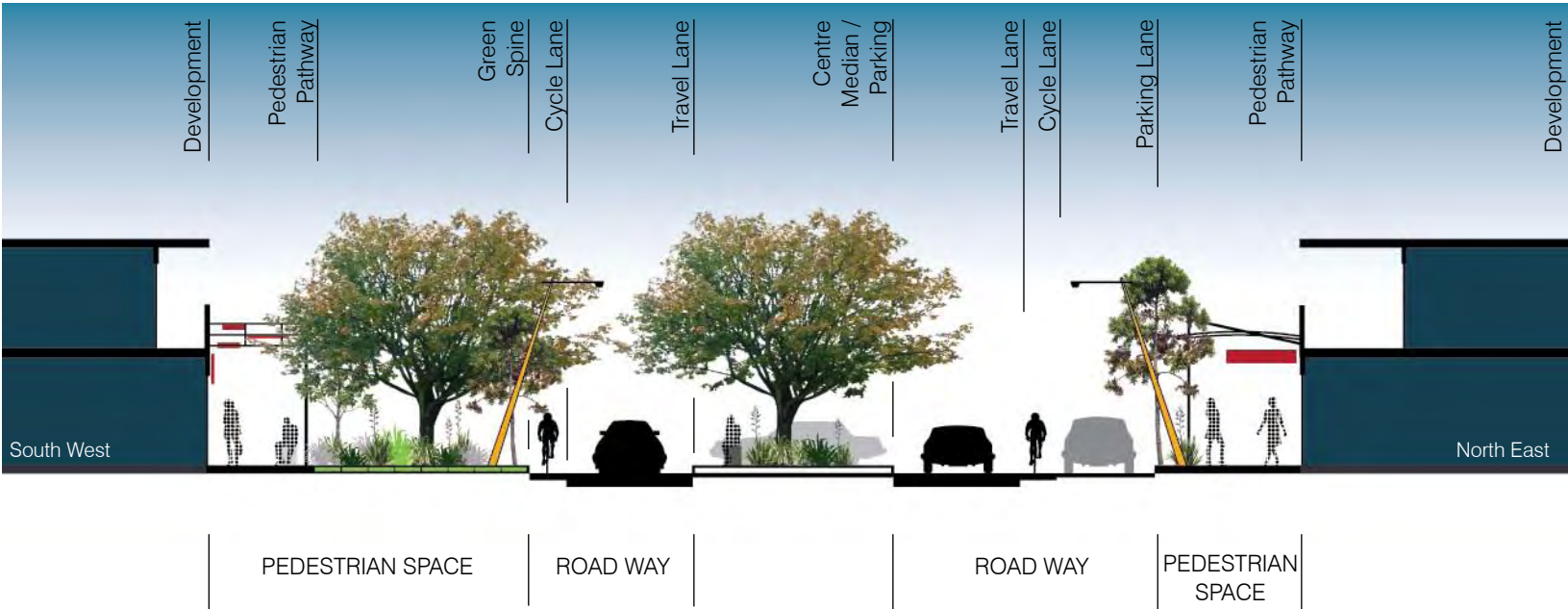


Figure 4.1.9: Macrossan Street Green Spine



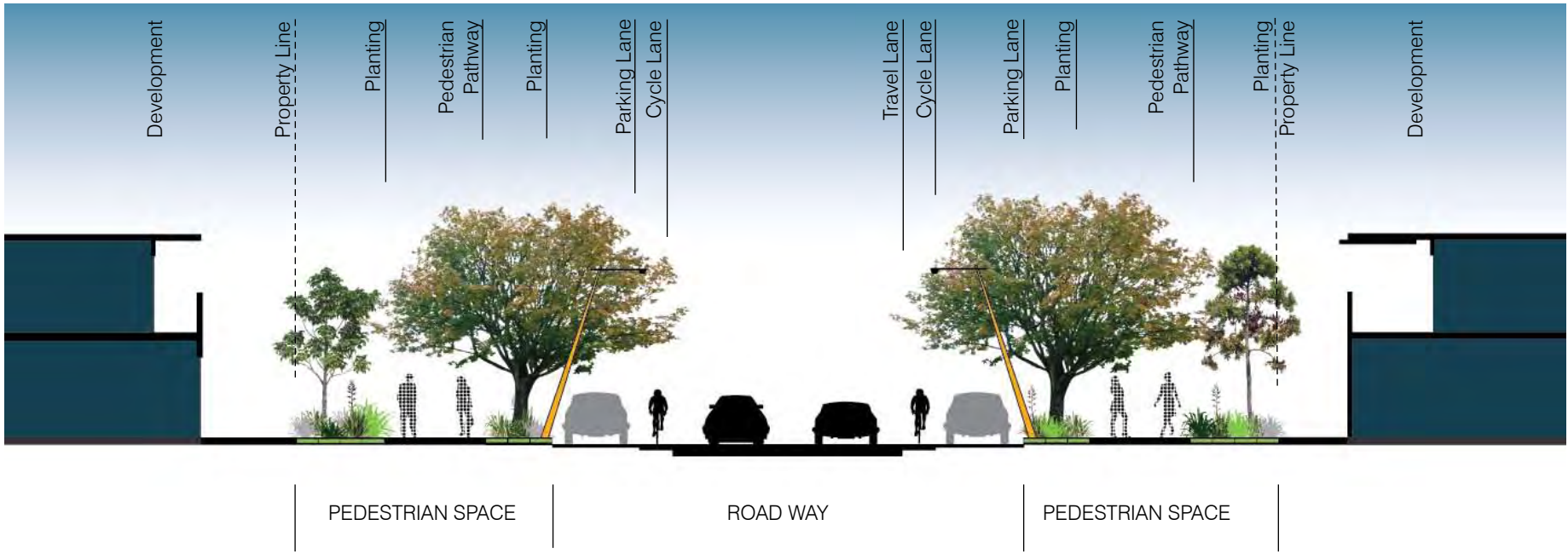


Figure 4.1.10: Tropical Streetscapes - Major Loop

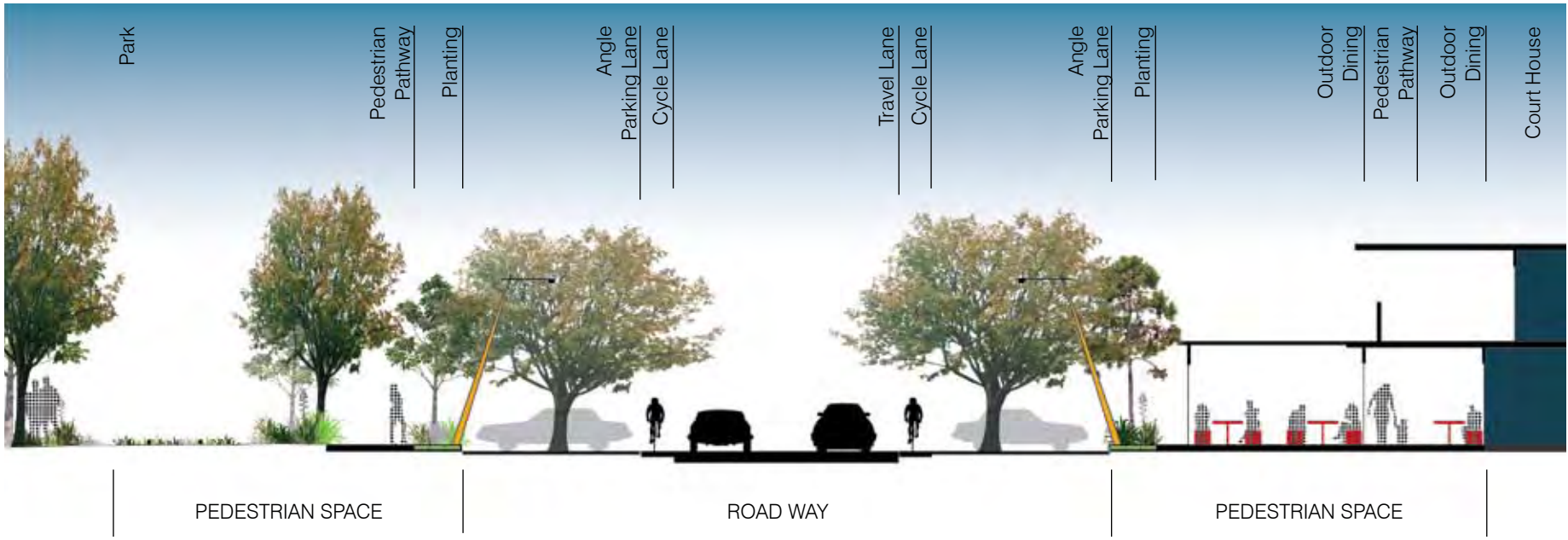
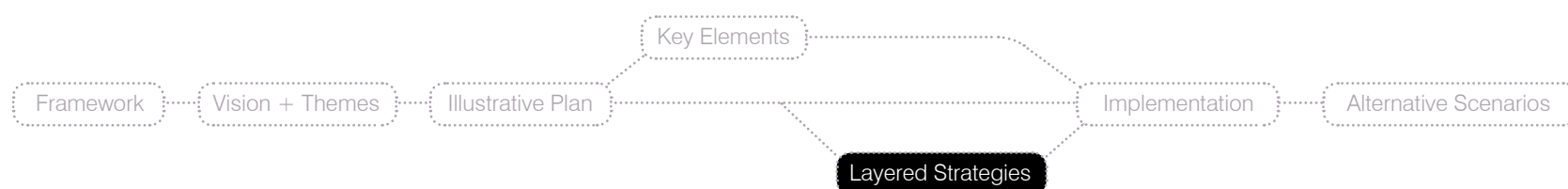


Figure 4.1.11: Tropical Streetscapes - Wharf Street Esplanade





The illustrative master plan presented in the previous section provides a broad view of the future direction of the waterfront, a framework that will assist in decision making and planning processes throughout the life of its implementation. In support of the illustrative plan a number of more explicit strategies have been developed, each aiming to provide further clarity in relation to the projects and initiatives that will be required to be delivered if the vision is to be realised. These strategies are presented in layers to assist in their interpretation and include:

- + **Strategy 1: Access:** With a focus upon creating gateways and encouraging public transport, walking and cycling.
- + **Strategy 2: Land Use and Economics:** Setting out the proposed future land uses for areas within, and adjacent to, the waterfront.
- + **Strategy 3: Environment and Sustainability:** Crystallising the measures that will be put in place by the master plan (and subsequent planning policy) to preserve and enhance the environment.
- + **Strategy 4: Physical Character:** Describing the height, scale, form and style of new buildings and the character of the waterfront open spaces.
- + **Strategy 5: Public Space and Streetscape:** A framework identifying the proposed interconnected network of streets and public spaces and the unique qualities of each.



# 05 Layered Strategies







## 5.1 Access

The master plan aims to improve the connectivity of the waterfront to the remainder of Port Douglas and illustrates a range of accessibility projects that, once implemented, will improve the variety of transport choices available to residents and visitors and seamlessly link together the main destinations of the town. The strategy for access is illustrated in figure 5.1.1 and includes:



Strategic Priority	Description	Key Outcomes
A Walkable Waterfront	A key focus of the master planning process has been the creation of a 'walkable waterfront' providing public access to the waters edge from Rex Smeal Park to the Yacht Club. This will take the form of a variety of paths, quayside boardwalks, and potentially floating pontoons, and may, because of the complex tenure arrangements, come forward in a staged manner. Refer to section 7.0 for alternative scenarios in relation to water front access around the Combined Club.	Public access to the waterfront
Defining Gateways and Point of Arrival	In order to rationalise vehicular movement into and around the township, and in the interests of making the waterfront a defining aspect of the arrival experience, the intersection of Davidson and Mowbray Streets will become the new town gateway. This intersection will be aligned to promote left turning movements that bring visitors into the town via the waterfront.	Creation of a sense of Arrival through gateway features and landscape at the intersection of Mowbray and Davidson Streets. Delivery of the 'Mowbray Street' inlet as a termination to the newly created vista
Reorganising Vehicular Circulation	In broader terms, the realignment of the Davidson Street and Mowbray Street intersection also facilitates a generally clockwise vehicular circulation pattern by encouraging vehicles to use Wharf and Macrossan Streets as a 'loop'.  The intersection of Port Street and Davidson Street will be reorganised to encourage alternate access to the Marano Lease and Yacht Club areas as a way of separating these declinational uses from the general traffic flows of the town and waterfront.  Two-way access will be retained on all streets to ensure flexibility.	Improved vehicular circulation Reduced reliance on the waterfront as a car parking resource
A Fine Mesh Pedestrian and Cycle Network	A series of new pedestrian and cycle paths through the sports fields (Between Mowbray Street and the Marina), along the waterfront (Between Marina Mirage and Rex Smeal Park) and associated with Island Point Road (between Four Mile Beach and Rex Smeal Park) will supplement the street network to provide greater pedestrian connectivity throughout the town.	Improved pedestrian and cycle access to Flagstaff Hill, the sporting precinct and waterfront
A Railway for Tourism and Transit	Although further technical investigations are required, it has been noted through the EBD process that opportunities exist to extend the existing tourist railway from its current terminus at the Marina northward toward the Sugar Wharf. The nature of the rolling stock used (electric / steam etc.) will determine the viability of this idea as a tourism opportunity.	Improved patronage (and contribution of the railway to the wider waterfront) The utilisation of an extended network for tourism purposes
An Integrated Mobility Hub	A key feature of the master plan is the creation of a 'mobility hub' as a means of centralising and better organising the variety of transport modes that pass along the waterfront and through the town. The concept is for an integrated building that accommodates parking demand for daily and special events parking, cycle storage and hire, car hire facilities, bus stops, and coach drop off and layover facilities. It is not the intention of the mobility hub to reduce parking numbers in other parts of the town but rather to relive parking pressure on, and therefore unlock, the waterfront.	Consolidation of car parking and rationalisation of public transport and coach movements

LEGEND

intersection upgrade	esplanade (two way)	car parking
arrival node	iconic recreation route (incorporating high quality cycle and pedestrian infrastructure)	mobility hub
landscape gateway	strengthened connection	access to water
primary loop (including public transport)	lane	walkable waterfront
other roads	existing rail	discovery walk (Rex Smeal Park to Four Mile Beach)
Wharf street downgraded in hierarchy to allow improve pedestrian environment and primary service	rail extension (subject to feasibility study)	pedestrian connection
Macrossan Street green spine	rail stop	principle cycle route
	bus stop	existing boat ramp
		new boat ramp
		trailer parking





Figure 5.1.1: Access Strategy



## 5.2 Land Use and Economics

For the master plan to be a success it will need to encourage desirable land uses, facilitate the transition of incompatible uses to more suitable locations, and encourage the sensitive and economically sustainable redevelopment of key sites. The strategy for land use and economics (refer figure 5.2.1) aims to organise land uses and hubs of economic and social activity in the most mutually beneficial way and includes the following key approaches.

In the interests of providing clarity in relation to the various types of industry proposed in the plan the following broad definitions have been developed. The definitions are not intended to be absolute and each land use proposal will need to be independently assessed to determine its appropriateness for its location.

### Marine / Tourism

Marine industry that, due to its low environmental impacts, does not conflict with the open space amenity and tourism activities associated with the waterfront. An example of light marine industry would be the restoration of historic timber boats and maritime retail activity such as a Chandlery.

It is intended that the current slipway remain in its location to be utilised for the exhibition and restoration of timber boats, following displacement of heavier marine industries from the waterfront area to the ‘Marano Lease’. This is intended to provide a way of reflecting the historic use of the waterfront and adding to the tourism offer without adversely impacting the amenity of the redeveloped waterfront.

### Heavy Marine Industry

Marine industry that is viewed to have an environmental, noise, odour, servicing, and or a visual impact not appropriate for the open space and tourism activities associated with the waterfront. Examples would undertaking anti-fouling procedures, heavy steel work and welding, the use of articulated vehicles and other activities that are generally inconsistent with the overall intent of the core waterfront area. This use type would of course be required to have in place exemplary environmental impact mitigation measures in line with the appropriate standards.

### Clean Industry

Industry that has a limited or positive environmental impact and that can be designed to offer an attractive streetscape environment.



Strategic Priority	Description	Key Outcomes
Tourism as a key driver	The approach to land use and economic issues has recognised, and sought to cement, the primacy of tourism for the local economy. It is recognised that other sectors contribute, and may in fact over take tourism in the future, but that the economic success of the master plan will be tied to its contribution to the tourism industry.	New activities supplement economic sustainability in the town
Complementary Uses (Swimming Lagoon)	The creation of a swimming lagoon will be a major addition to the suite of activities and amenities on offer in Port Douglas and will complement, economically and socially, the existing land uses of the waterfront. Proposed uses for the Sugar Wharf should also be assessed against their ability to complement and contribute to the vibrancy and diversity of the local economy.	Creation of a swimming lagoon and adaptive reuse of Sugar Wharf
An Emphasis of Waterfront Activity	The majority of the changes associated with the master plan relate to the use and function of the waterfront. The plan envisages a primarily open space precinct that meets the needs of residents and expectations of tourists and that is supported by ‘clean’ or ‘light’ maritime activity - reflecting the combined recreational and working nature of the port. The Marina Mirage site is intended to be developed as a mixed-use waterside precinct that encompasses residential and retail uses that turn to face to waters edge and activate the quayline. Macrossan Street will retain an undiminished role as the primary retail destination of the town.	Cement the waterfront as the main community, visitor and economic node of the town
Separating Clean and Heavy Marine Activity	The existing slipway will be retained, in some form, for light or clean boat restoration activities that are complementary to the heightened tourism role of the waterfront. Heavier marine industries will be relocated to the isolated ‘Marano Lease’.	Reorganisation of marine industry to relocate heavier uses to the south and facilitate better public utilisation of the waterfront
A Community Hub	The community centre, Clink theatre, and medical complex provide the momentum required to establish a community and civic Precinct for the town along Mowbray Street. This precinct will benefit from the improved visual profile generated by the proposed changes to the Mowbray Street and Davidson Street intersection and from the Council Ownership of two key sites. This area has the potential to accommodate a range of facilities from more general community uses through to providing a new facility for the Coast Guard or even the Police should they seek to ultimately relocate form the existing Police Reserve area adjacent to Rex Smeal Park.	Designation of Council owned sites to ensure use as community and cultural facilities
Opportunities for New Development	Setting aside the redevelopment of the Marina Mirage site, the master plan sets out only a limited number of new development opportunities. It is important to note that intention is not to promote development for its own sake but rather to provide the development industry with some suitable opportunities to invest in the town – a key outcome for economic sustainability. The areas of new development include heavy marine uses at the Marano Lease, commercial or residential uses adjacent to Coles on the vacant land along Warner Street, light industry or commercial uses associated with the mobility hub, and a range of community facilities on the Council owned land on the northern side Mowbray Street.	Facilitate appropriate development and investment in Port Douglas
A Consolidated Fishing Fleet	Although not recognised as a major economic driver, the consolidation of the established fishing fleet provide obvious tourism and retail opportunities for the waterfront. The fleet could be moored in either the planned Mowbray Street inlet or the proposed Sugar Wharf inlet.	Consolidation of commercial fishing operations as a tourism opportunity

### LEGEND

- waterfront plaza
- community and cultural precinct
- primary retail
- mobility hub
- Marine / Tourism
- heavy industry
- clean industry
- accommodation / residential
- marina mirage
- marine tourism
- fishing fleet
- slip way
- boat ramp
- coast guard (ultimate location)
- key sites
- recreational boating facilities
- short term mooring
- swimming pool investigation area
- conservation area
- green spine
- waterfront parkland
- waterfront open space
- sporting facilities
- Groper feeding





Figure 5.2.1: Land Use and Economics Strategy



## 5.3 Environment and Sustainability

Port Douglas is proximate to some of the world’s most special environmental resources and as a result enjoys enviable environmental credentials. The aim of this layered strategy is primarily to protect and enhance the existing ecological attributes of the town and to supplement this with a host of new environmental measures. It is worth noting that all of the layered strategies, at some level, contribute to the ‘sustainability’ of the plan by encouraging public transport use, promoting good economic outcomes, and insisting that all new development reach higher standards in energy consumption. The strategy for environment and sustainability, as much as it can be presented spatially, is set out in figure 5.3.1 and includes the following key elements.

Strategic Priority	Description	Key Outcomes
Preservation and Enhancement	In order to best preserve the ecological elements within Port Douglas, a number of key areas with a primary function of conservation and rehabilitation have been identified. Opportunities also exist within more heavily used areas including the waterfront parkland and densely vegetated private property to preserve or introduce native vegetation.	Secure and enhance areas of existing environmental significance
Water Sensitive Urban Design	Land topography together with the location and nature of land within the sporting area allows opportunity for stormwater collection and treatment prior to discharge into the wider water network. The redirection of stormwater through treatment lines north-west and south-east of the sports precinct will allow opportunity for improved purification and create multiple discharge points in to Dickson Inlet, improving the quality of water along the waterfront.	Capture stormwater run-off and filter through natural drainage lines
Sustainable Transport	A key intention of the master plan is to facilitate the use of alternate, more sustainable, modes of transport. Walking and cycling around the peninsular will be encouraged through provision of facilities, infrastructure and amenity. In addition to local transport options, improvements to sustainable modes of regional travel and public transport will provide a comprehensive sustainable transport network for Port Douglas.	Provide opportunity for a range of sustainable transport options
Building Performance	The impact of built form on the overall carbon footprint can be reduced through sustainable building techniques such as natural ventilation, building orientation and design, and choice of materials. Ensuring that new key developments within Port Douglas conform to sustainability criteria will reduce impacts on the environment and also raise awareness on sustainable building techniques.	All new development to achieve international best practice benchmarks in ‘green’ design



Figure 5.3.2: Sustainable and ‘green building’ outcomes will characterise new development

LEGEND

- conservation area
- conservation of existing vegetation within open space and residential areas
- shade trees (supplementary planting)
- Macrossan Street green spine (refer to section 5.5)
- landscaped avenue incorporating water sensitive urban design measures
- sustainable building design
- clean industry (or industry with appropriate mitigation measures in place) (refer pg 34)
- sustainable transport interchange (mobility hub)
- overland water flow
- water sensitive urban design treatments
- Natural landscape elements
- Removal of temporary car parking to preserve existing trees
- protection of environmental values of inlet
- revegetation to protect dunal system





Figure 5.3.1: Environment and Sustainability Strategy



## 5.4 Physical Character

The character of ‘Port’ is defined by its tropical latitude, waterside location, and mix of tourism and marine industry related activity. These elements have manifested themselves in a generally extremely attractive way and have been a defining feature in the success of the township to date. This layered strategy seeks to preserve in the most part the existing character of the town whilst allowing for some level of change to occur. In overall terms, the following table sets out the approach to the physical character of the town.

A number of character precincts have been identified, are illustrated in figure 5.4.1, and are described in relation to their general intents below.

- 1

**Davidson Street and Town Gateway Precinct:** Strong landscape elements and built form that define the key corridors and reflect a tropical lifestyle.
- 2

**Waterfront Parkland North:** The area north of St Mary’s by the Sea will primarily remain a natural setting. The infrastructure and built elements required to service the markets and swimming lagoon should be of low visual impact and sympathetic to the natural character of the park.
- 3

**Waterfront Parkland South:** The area south of the Sugar Wharf causeway will be dominated by natural landscape elements. Small pavilions (subject to further consultation) will activate the waterfront boardwalk but be designed to blend in with the parkland setting and not obstruct to water views.
- 4

**Wharf Street North:** Wharf Street will be activated along its eastern edge through alfresco dining. The street itself will be a slow vehicle environment to allow safe crossing for pedestrians into the waterfront parkland. Landscaping will provide a transition from urban development to the parkland setting of the waterfront.
- 5

**Marina Mirage:** Built form within this area will be taller and higher in intensity than the waterfront area to the north but will respect the overall built form strategy for the township. The waterfront area will adopt a ‘harder’ quayside character, softened through the use of natural materials, shade trees and landscaping.

Strategic Priority	Description	Key Outcomes
A Philosophy of Limited Change	The existing character of Port Douglas underpins its attraction to both residents and visitors. Change should be limited, or controlled, to ensure that the town retains its iconic charm and appeal. The attributes that comprise the character of the town should be strongly reflected within improvements that occur.	Ensure new development and open spaces enhance the existing character of the town.
A Distinctly Tropical Architecture	Built form that is a direct architectural reflection of the characteristics of the region provides an additional layer of meaning to the character of the town. Development should be locally sensitive and climatically appropriate to create harmony with the town’s setting.	Building forms that are expressive of the latitude and waterside setting.
Sensitive Building Heights	The low key nature of Port Douglas is a primary driver defining its uniqueness as secluded coastal destination. Future development should respond to current development height limitations and be sensitive to the low density nature within Port Douglas.	Consistency of approach to issues of building height
A Distinctive and Green Character	Green elements should be a defining element within the landscape to offer a true reflection of the town’s passion for the environment and immediate context.	High quality of landscape as a defining feature
Recognition of Indigenous Heritage	Port Douglas has a well documented indigenous history that should be celebrated throughout the town through improved interpretation, signage and events.	Community and tourism initiatives
A Celebration of Heritage	Port Douglas is rich with sites that reveal the unique story of its development over time. The town’s heritage should be celebrated through the protection of historic and culturally significant areas, buildings and structures and its interpretation improved through further signage and wayfinding initiatives.	The heritage values of the town are more explicit and form a key part of the tourism experience

- 6

**Macrossan Street:** An increase in green amenity along this strip will assist in aligning the character of the street with the surrounding parkland setting.
- 7

**The Mobility Hub:** The primary car park structure will be sleeved to activate surrounding streets and reduce the visual impact of the building. Use of ‘green’ elements on the roof and external walls of the structure will assist in aligning the visual character of the structure with its context.
- 8

**Mowbray Street and the Community Precinct:** In addition being a show case of tropical architecture, development will have strong relationships to the street and be inviting and open to create a welcoming community focus.
- 9

**Sporting and Recreation Precinct:** The structured nature of sports fields, ball courts and facilities will be balanced by tropical landscaping and shade planting. Landscape elements will be organised to allow views through to Wharf Street and the marina to allow passive surveillance and better pedestrian access to the sporting precinct.
- 10

**The Yacht Club / Recreational Boating Area:** This area will be suitably open to allow unobstructed access for vehicles with trailers whilst reflecting the landscape qualities desired for Port Douglas. Large areas of car parking should be broken up by landscaping and designated pedestrian corridors should be provided to ensure safe movement through the area.
- 11

**The ‘Marano Lease’ Precinct:** To ensure this area is not too heavily dominated by hard infrastructure and built elements, where possible light weight materials and living green elements should be incorporated.
- 12

**Island Point Road:** The Island Point Road corridor will be dominated by the natural landscape that surrounds it. Platforms and stairs associated with the lookout structures will be light weight to reduce the impact on the natural soil structure and reflect the secluded qualities of the hill top.
- 13

**Faugh a Ballagh:** The locomotive will be relocated to the waterfront parkland area to provide a historic feature within the community parkland. Location to be determined.

LEGEND

heritage / cultural node

landscape character areas

built character area

character area reference

active built form edge

low key / limited development

low intensity and scale of development - up to 2 storeys

medium intensity and scale of development - up to 3 storeys





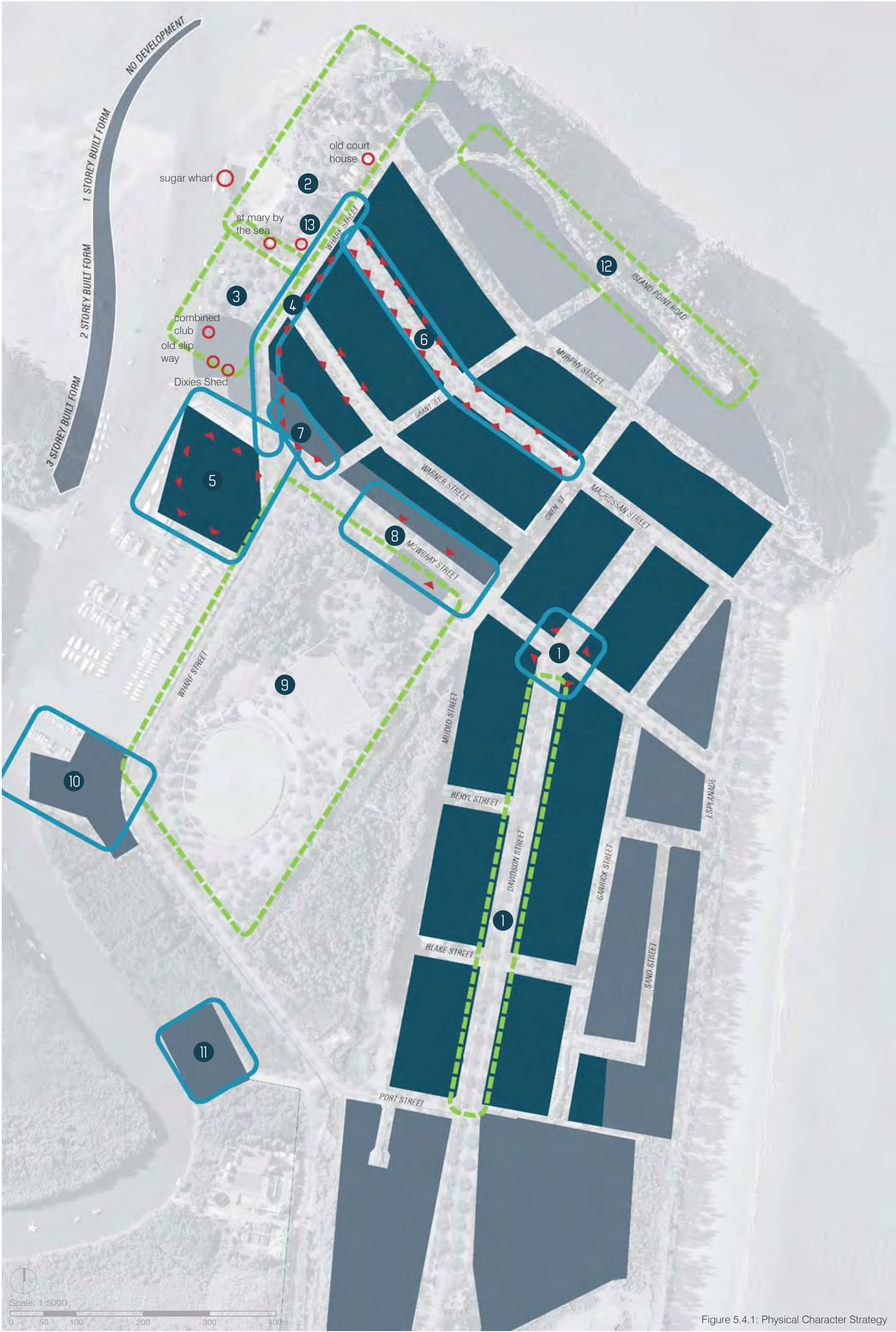


Figure 5.4.1: Physical Character Strategy



## 5.5 Public Space and Streetscape

Great streets and spaces make great towns. The overwhelming emphasis of this master plan on the creation of attractive and functional waterside public spaces demonstrates the wide understanding of the resident and business community of the social, environmental, and economic benefits that this level of ‘green infrastructure’ is able to provide. This layered strategy aims to direct the creation of an interconnected network of public spaces and streets that, through their quality, contribute to the tourism appeal of the town, encourage walking and cycling, and provide more opportunities for public activities such as markets, festivals, and events. The overall streetscape intent for Port Douglas should celebrate native and iconic species such as the African Oil Palms located along Davidson Street. The strategy for public spaces and streetscapes is illustrated in figure 5.5.1 and includes the following key points.

Strategic Priority	Description	Key Outcomes
A Consolidated Waterfront Parkland	A key feature of the master plan is the removal of private buildings and creation of consolidated waterfront parkland area. In order to meet the variety of requirements of the waterfront, the parkland will be comprised of a series of key spaces with different levels of infrastructure to allow a range of activities and experiences.	An increase in the quantum and quality of waterside public space
A Sporting and Open Space Precinct	Critical in creating an open space network that meets the requirements of residents, a sporting precinct and a series of open space pockets offer increased function to open space provisions.	A consolidation of recreational and sporting activity into a single well serviced precinct
A New Public Plaza	Located at the intersection of Mowbray and Wharf Street, the waterfront plaza serves a number of roles within the open space network. In addition to providing a waterfront arrival node and visual termination point from Mowbray Street, the plaza provides the community with a formalised open space for cultural events and activities and creates a transition from the more organic nature of the waterfront parkland in to the more structured environment that borders the waterfront along the Marina Mirage site.	A new spatial focus for the town that links the marina to the parkland
A Green Spine	The green spine is intended to reduce the impact of vehicle infrastructure and provide immediate green space amenity to Macrossan Street while connecting the retail strip to the overall open space system. Improvements to Macrossan Street will require further study and consultation with Macrossan Street traders and Chamber of Commerce.	Greater amenity and environmental quality to the retail heart of the town
Grand Green Avenues	A series of streets have been identified as having increased importance within the overall network. Increased levels of landscaping along these streets will create shady, green, linear corridors that not only link nodes within the community but serve as inviting outdoor spaces in their own right.	Increased shade and visual amenity
A Legible Hierarchy of Tropical Streets	In order to give meaning and structure to the grid network of streets within Port Douglas, road corridors with a specific purpose or function have been identified. Streets will vary in landscape quality and provision of infrastructure.	Improved navigation of the town for visitors
Supplementary Tree Planting	Areas currently lacking adequate green relief have been identified for additional shade tree planting and landscaping in order to achieve the desired tropical landscape character and inviting outdoor atmosphere.	Improved and long term amenity
Esplanade Street Treatment	The Four Mile Beach esplanade road will be reorganised to provide a more pedestrian friendly environment including calmed traffic and streetscape treatment.	Improved interface to Four Mile Beach



LEGEND

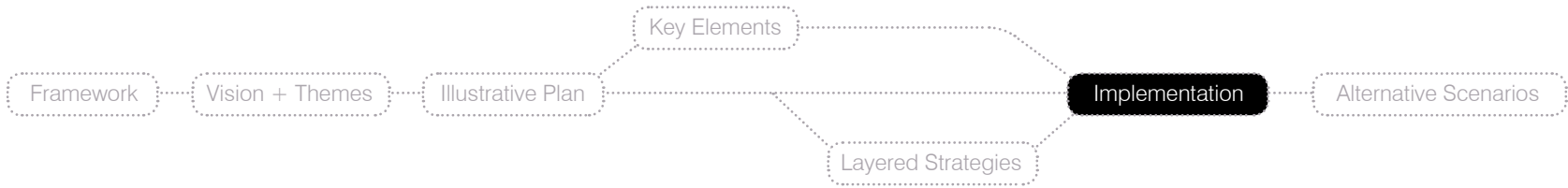
- waterfront plaza
- waterfront boardwalk
- waterfront parkland
- waterfront open space
- Macrossan Street green spine (refer section 5.5)
- arrival landscape
- landscaped avenue
- conservation area
- conservation of existing vegetation within open space and residential areas
- additional shade trees
- sports precinct
- 4 Mile Beach
- open space
- esplanade streetscape treatment
- police reserve - public access (extent of reserve subject to ongoing discussion)





Figure 5.5.1:Public Space and Streetscape Strategy





This section of the report describes the way in which the proposals within the master plan might be delivered over the coming decade and beyond. The aim of this section is to set out the issues that will impact on the pace and sequence of change in the centre with the key elements being as follows:

- + A contextual overview of the drivers that will facilitate the change along the waterfront and within the town centre;
- + Notes on the preferred sequence and foci for new development; and
- + Some high level recommendations in relation to the implementation of the plan.

## 6.1 A Flexible Framework

The master plan set out on the preceding pages seeks to provide a flexible framework for the ongoing evolution of the Port Douglas waterfront as a world class open space and waterside development precinct. Because of this inherent flexibility, and the unknown nature of long term market and policy environments, the master plan is able to be delivered in a variety of ways and should be seen as a 'living document' that is sufficiently robust to respond to changing conditions. Ultimately, the vision of a thriving and sustainable waterfront is the objective; the process of its delivery will require some flexibility.

## 6.2 Factors Driving the Sequence of Change

Several key drivers will be critical in determining the sequence of change along the waterfront and in proximate areas of the town centre including:

**Iconic Tourism Status:** The nature of Port Douglas as an iconic international tourism destination will be the key driver for the sequence of overall change and for making decisions in relation to early public sector investment. Elements of the master plan that are able to tangibly improve the attractiveness and sustainability of the town as a high profile tourism destination will of course naturally be seen to be of a high priority.

**The Market:** The property market will in large part determine the pace of change along the waterfront and, because of the likely financial contributions the developers of the Marina Mirage site (and others) will make as a part of the redevelopment process, will drive the availability of investment capital for the public realm.

**Planning Policy:** The content of this plan, once complete, is intended to undergo a transformation into local planning policy (ie: via amendments to the current Planning Scheme). Although very limited change to the provisions of the scheme are envisaged, any amended policy will have a major role to play in controlling the land use, built form, and environmental characteristics of the waterfront and town centre. It is important to note here that the length of time that is likely to be needed to implement the master plan will require policy to be flexible so that it is able to capture suitable opportunities as they emerge.





**Environmental Quality:** Great streets and spaces make great towns. The environmental quality of the waterfront and adjacent town centre will be a key factor in improving the attractiveness of Port Douglas so that it is again widely perceived as an attractive tourism destination. An early priority for Council will be the delivery of key open space and streetscape improvements as a catalyst for further managed change.

**Ownership:** The public ownership of key sites is an important mechanism for encouraging the desired, environmental, built form and economic outcomes for the centre. Although CRC does not currently own significant land holdings in the centre, a medium term strategy may be to proactively manage the revitalization process through the acquisition and assembly of land / leases or through 'land swaps' (refer 'mobility hub' in section 5.0) that achieve better planning outcomes.

**Support Through Consultation:** The master planning process to date has been generally well supported with a strong desire from those consulted to see public access to all of the waterfront achieved as a priority. This desire, although it will require ongoing negotiations with the current waterfront leaseholders, suggests that an emphasis on returning much of the waterfront to publicly accessible parkland, and the associated redevelopment of the Marina Mirage site, should form the early emphasis for change.





## 6.3 Schedule of Projects

The schedule of projects opposite describes some of the major actions and interventions associated with the master plan and has, as best as possible at this stage, been prioritised to deliver maximum public benefit early in the process of implementation. The criteria used to rationalise the following schedule of priorities include:

- + Achieving the required statutory changes to implement the master plan
- + The estimated balance between overall public cost and overall public benefit.
- + The relative priority placed on each project during the Enquiry By Design process.
- + The extent to which each project is dependent of other actions to occur. For example, those projects that have a low degree of interdependency and do not rely on investment elsewhere form the earliest stages.

It is important to note that the ultimate sequence of investment and change will be dependent on yet to be determined funding streams, approvals processes and the forces of the market. The list below represents an ideal sequence but will be subject ongoing review and re-prioritisation





Project	Aim		Dependency	Indicative Timeframe
1	FURTHER FRAMEWORK PLANNING			
1.A	Planning Scheme Amendments	Reflect Master Plan in Planning Scheme and Infrastructure Plans	Adoption of Master Plan	Short Term
1.B	Douglas Shire Local Law No.44 - Port Douglas Boat Harbour Review	Identify where appropriate private mooring is to be situated within the Port Douglas Waterfront area (i.e. live aboards, commercial, recreational moorings).	Adoption of Planning Scheme Amendments & detailed design of waterfront access (2.B)	Short Term
1.C	Landscape Design Plan	Establish a comprehensive framework that identifies the design of, and how to carry out landscape, streetscape and works (including tree planting themes for streets and parks, parkland design, public art, heritage interpretation, signage and road intersection treatments/arrival node landscaping).	N/A	Short Term
1.D	Waterfront Park Design Plan	Design the Waterfront Park to provide access to the waterfront, formal and informal recreation facilities, park furniture, landscaping and ancillary facilities	N/A	Short Term
1.E	Stormwater Management Plan	To establish a framework for the conveyance of stormwater and stormwater quality improvement devices to ensure that appropriate flood mitigation is achieved and that the water entering the waterways in the Port Douglas Waterfront is cleansed.	N/A	Short Term
2	WATERFRONT ACCESS			
2.A	Removal of Buildings	Reinstate a parkland setting for the Waterfront by removing the buildings on particular leases.	Expiration of leases (2012).	Short Term
2.B	Marine Infrastructure (Waterfront Shoreline, Boardwalk, Pontoons and Moorings adjacent to Parkland)	Design of the waterfront structures using various techniques available.	Removal of buildings on expired leases (2.A)	Short Term
3	MARINA MIRAGE REDEVELOPMENT			
3.A	Marina Mirage Redevelopment Opportunities	Establishment of high quality resort with complementary uses in place of the existing Marina Mirage Building, within the planning scheme bounds	N/A	Medium Term
3.B	Marina expansion and improvements	Establishment of new, extended berthing facilities in line with demand and establishment of best practice waste disposal system	N/A	Medium Term
3.C	Waterfront Plaza & Mowbray Street Inlet Improvements	Create a Waterfront Plaza and improve the facilities in the Mowbray Street Inlet to ensure fishing fleet and other vessels allow for interactive opportunities with residents and tourists	To be established in line with 3.A	Medium Term
3.D	Fishing Fleet use of Mowbray Street Inlet Improvements	Fishing fleet and other vessels use the Mowbray Street Inlet as their berthing facilities and opportunity is provided for interaction between the vessels and residents/tourists.	To be established in line with 3.D	Medium Term
4	MOBILITY HUB			
4.A	Mobility Hub Design	Design a hub that provides a centralised vehicle parking facility, public transport hub, cycling facilities and way finding interpretation for visitors to Port Douglas. Complementary land uses (e.g. vehicle hire) may be established fronting Mowbray and Wharf Streets. Staging of the creation of the Mobility Hub may be required.	N/A	Short Term
4.B	Mobility Hub - First stage(s)	Construct the first stages of the consolidated mobility hub, including consolidated car parking, public transport opportunities and way finding interpretation	Completion of 4.A	Short - Medium Term
4.C	Securing any additional land	Secure appropriate additional land that is necessary to establish a completed mobility hub	Council having need and ability to purchase additional land	Medium Term
4.D	Mobility Hub Completion	Complete the construction of the ultimate form for the mobility hub	Completion of 4.B	Long Term



Project		Aim	Dependency	Indicative Timeframe
5	PARKLAND IMPROVEMENTS			
5.A	Feasibility for Swimming Lagoon	Conduct a feasibility study to understand whether a swimming lagoon can be established in the proposed and/or the alternative location, including a cost analysis to establish and maintain the facility. Identification of other alternatives to a swimming lagoon may be identified and subsequent consultation undertaken to identify whether deviation from the lagoon is appropriate.	N/A	Short - Medium Term
5.B	Detailed Design and Construction for Swimming Lagoon	Design and construct the swimming lagoon in a manner sympathetic to the natural setting of the facility	Dependent on results of 5.A	Medium - Long Term
5.C	Removal of car parking areas in Rex Smeal Park	Removal of opportunity to informal car parking in Rex Smeal Park and provide protection to the trees around formal parking areas	N/A	Short Term
5.D	Removal of car parking areas adjacent to Markets	Removal of car parks adjacent to the Market Area to open up the Waterfront Park	Establishment of first stages of Mobility Hub	Short - Medium Term
5.E	Waterfront Park	Create a new Waterfront Park for the benefit of the community, taking in expired leases and resumed car parking areas, with the creation of formal and informal recreational areas, pathways/boardwalks and ancillary facilities. Any new buildings are small, have tropical design and are of a “light” construction technique to ensure they are not visually obtrusive.	Removal of buildings on expired leases (2.A) and completion of Landscape Design Plan (1.C)	Short Term
5.F	Improved Public Toilet Facilities	Establish new, or refurbish existing, public toilet facilities to complement the Waterfront Park	Completion of Landscape Design Plan (1.C) and implemented through the creation of the Waterfront Park (5.E)	Short Term
5.G	Sewerage pump station	Relocate the existing sewerage pump station to ensure that it is not an impediment to the creation of the	Completion of Landscape Design Plan (1.C) and implemented through the creation of the Waterfront Park (5.E)	Short Term
5.H	Market Area improvements	To implement improvements to the Market Area as outlined in the Landscape Design Plan and any other improvements to accommodate the expanding Port Douglas Markets	Completion of 1.C and survey of Market Stall holders	Medium Term
5.I	Rex Smeal Park additional tree planting	Plant new trees to ensure that the natural shade and amenity of Rex Smeal Park is not diminished by any adverse conditions that may affect existing trees	Completion of 1.C	Short Term
5.J	Faugh-A-Balagh Relocation	Relocate the Faugh-A-Balagh to either the Waterfront Park or the Market Area to ensure the train’s retention in a prominent place in the community	Realignment of Mowbray Street (10.A) and creation of the Waterfront Park (5.F)	Short - Medium Term
5.K	Four Mile Beach improvements	Design and construct an improved Four Mile Beach Esplanade with active and passive recreation opportunities and high quality vegetation and landscaping	Completion of Landacpe Design Plan (1.C)	Short - Medium Term
6	BOAT RAMP RELOCATION			
6.A	Reorganisation of existing boat ramp parking and facilities	Utilise the existing boat ramp with improved parking and landscaping	Completion of 1.C for landscape improvements	Short - Medium Term
6.B	Feasibility Study for relocation of boat ramp	Undertake a feasibility to understand the impact of relocating the boat ramp due to increased impacts from recreational boats	N/A	Short Term



Project	Aim		Dependency	Indicative Timeframe
6.C	Design and Construct a new boat ramp at Yacht Club with new trailer parking and supporting facilities	Improve the ramp facilities at the Yacht Club for use by recreational boating community. The establishment of high quality parking and boat cleaning facilities for the recreational boating community and the provision of safe water access for all boat passengers	Outcomes of 6.B	Medium - Long Term
7	MARINE INDUSTRY REORGANISATION			
7.A	Relocation of existing abrasive marine industries	Relocating the more abrasive/hazardous industries in the Waterfront to ensure that conflicting land uses with public access and use of the Waterfront do not arise	Leases containing abrasive marine industries are not renewed for their current purpose.	Short - Medium Term
7.B	Slipway Removal/Relocation	The Slipway is removed from adjacent the public use areas after the establishment of a more suitable location where the slipway will best service the marine industry without causing conflict with public use access and use of the Waterfront	Existence of an alternative functional slipway.	Medium - Long Term
8	COMMUNITY AND CULTURAL FACILITIES			
8.A	Adaptive re-use of Sugar Wharf	Occupancy of the Sugar Wharf with a facility or facilities that contributes to the Waterfront	Ability to improve and maintain the building	Short Term
8.B	Sport precinct improvements	Design new car parking, pathways, additional landscaping and shade trees to complement the existing and any additional use of the sports facilities	N/A	Medium - Long Term
8.C	Mudlo Street environmental interpretation	Provide opportunity for an environmental interpretive trail through the remnant vegetation adjacent to Mudlo Street to recognise the importance of the vegetation of the area	N/A	Long Term
9	STREETSCAPE IMPROVEMENTS			
9.A	Streetscape plantings and furniture for improved pedestrian environment and visual quality	Establishment of street plants that improve the pedestrian environment, making walking a more enjoyable experience in the tropical climate and to provide overall improved visual quality to the streetscape	Completion of 1.C	Short Term
9.B	Arrival landscaping	Establish landscaping to distinguish arrival to key nodes in the Waterfront and at particular road intersections to distinguish them as entrances to the Waterfront	Completion of 1.C and carried out with 10.B, 10.C and 10.D	Short Term & Medium Term
9.C	Detailed Design and Construction of the Macrossan Street Green Spine	Create an improved, tree lined pedestrian environment on the southern side of Macrossan Street between Wharf Street and Grant Street	Outcomes of a Macrossan Street Trader survey	Medium Term
10	VEHICULAR, CYCLING AND PEDESTRIAN CONNECTIVITY			
10.A	Realignment of Mowbray Street	Realign the intersection of Grant Street and Wharf Street to be a natural extension of Mowbray Street to Wharf Street to provide a synergy with the Waterfront Plaza as an arrival node	N/A	Short - Medium Term
10.B	Davidson Street and Mowbray Street Intersection Re-design	Redesign of the intersection of Davidson Street and Mowbray Street to help guide visitors into the Waterfront	To be undertaken with 10.A	Short - Medium Term
10.C	Rationalised Wharf Street	Design Wharf Street to roadway to provide improved pedestrian space and offer emphasis to coach and medium to heavier vehicle access via Port/Wharf Street to the Marina and Mobility Hub	Completion of 1.C	Short - Medium Term
10.D	Improved lookout facilities on Island Point Road	Design and construct a new lookout facility and pedestrian connectivity to provide additional opportunities to utilise Island Point Road for its views to prominent vistas	Opportunity to establish at same time as 10.E and 10.F	Medium Term



## 6.4 Interim Plan

The implementation of the ultimate master plan will be required to occur in a sequential and staged manner. Figure 6.4.1 sets out an interim plan that demonstrates the likely level of change for the waterfront over the immediate 5-10 year period. The intent of the interim plan is to:

- + illustrate the likely areas of focus for change and investment over the initial development cycle
- + demonstrate the gradual transition of uses into and out of the waterfront zone
- + enable council and the community to easily identify targets for early expenditure.



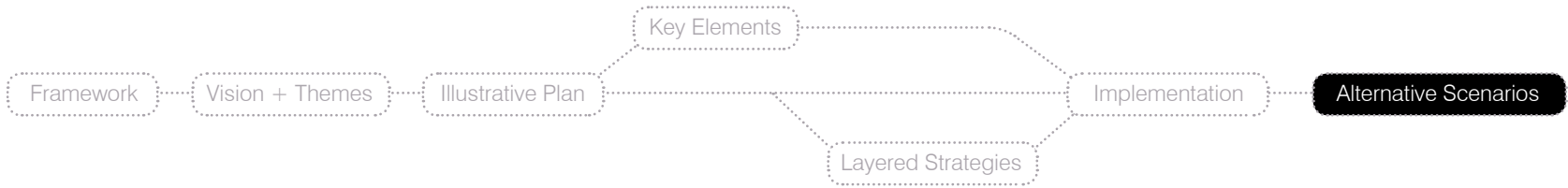
- ① Natural parkland setting with additional shady trees and visually sympathetic pathways and infrastructure (incorporating Rex Smeal Park, Police Reserve and Anzac Park). Market car parking removed from Rex Smeal Park and Police Reserve to protect the trees.
- ② Adaptive use of Sugar Wharf
- ③ Public parkland with pedestrian boardwalk and pathways, community facilities, short term public boat mooring and visually sympathetic, low scale pavilions
- ④ Macrossan Street green spine (refer section 5.5)
- ⑤ Heavier industrial uses will gradually be relocated from the area. However the slipway will continue to operate until the alternative slipway is fully functional
- ⑥ Mobility hub (first stages)
- ⑦ Commercial fishing wharf with public access
- ⑧ Waterfront plaza to provide arrival node
- ⑨ Fishing fleet mooring
- ⑩ Public access to inlet and marine tourism industry boat mooring
- ⑪ High-end resort development
- ⑫ Mixed-use development with positive interface to street
- ⑬ Community and Cultural Precinct
- ⑭ Intersection improvements
- ⑮ Expansion of marina
- ⑯ Dry berths
- ⑰ Light marine activities / industry (refer pg 36)
- ⑱ Heavier marine industry (refer pg 36)
- ⑲ Streetscape improvements to the esplanade including formalised car parking, pedestrian friendly road treatment and landscaping including dune planting
- ⑳ Existing boat ramp facilities re-organised to improve the amenity of the waterfront parkland
- ㉑ Australian Volunteer Coast Guard (to be relocated to DPI when relevant parkland upgrades are completed)
- ㉒ Police Reserve





Figure 6.4.1: Interim Illustrative Plan





During the process of consultation it has become apparent that although a great deal of consensus exists around the majority of planning and design issues, several key elements remain the subject of debate, and ultimately further study and review.

The master plan has been developed in such a way so as to be sufficiently flexible to accommodate any of the scenarios described below however, a preferred scenario has been identified in relation to each issue.

## 7.1 Sugar Wharf Inlet

A key part of the design concept for the waterfront has been the desire to bring the Dickson Inlet, in a visual sense, closer to the centre of town as way of reinforcing traditional view line relationships between the town and its waterfront and encouraging pedestrian movements between Macrossan Street and the waterfront. It was widely acknowledged throughout the EBD process that the opportunity exists to create a small cove immediately to the south of the historic approach to the Sugar wharf. This idea allows for the Sugar wharf to be viewed in its original context, contributing the heritage value of the structure, and also provides opportunities for the creation of additional moorings and quayside activity immediately adjacent Warner Street. It is widely accepted that this concept has great merit, however the costs associated with this intervention are as yet unknown and so the provision for an alternative has been made. In this context the scenarios for this element of the plan are illustrated in figure 7.1 and described below:

- Scenario 1:** Creation of the Sugar Wharf Inlet (preferred): The creation of the sugar wharf inlet provides an outstanding opportunity to add to the historic interpretation of the Sugar Wharf as well as provide additional quayside space for maritime activity and promenading. The extent of the proposed inlet would be to the original quayline of the town, opening up improved view lines to the water from Port Street.
- Scenario 2:** Creation of an alternative alignment or concept: An alternative to the creation of the inlet as illustrated in the master plan (refer section 4.0) would be to utilise landscape design to distinguish the historic alignment of the wharf rather than excavating for a new water body.

## 7.2 Tourism Rail Line

Prior to, and during, the master planning process the potential to extend the existing Ballyhooley tourist railway has been discussed. The rationale for this idea is based on two key benefits:

- + An extended rail line will add to the tourism appeal of the town and offer an experience unlike any other in the world.
- + An extended line is able to offer an improved tourism transport service with the benefit of being able to get from St. Crispins Street to Town.

Figure 7.1 illustrates the two possible alignments for the extended rail line. This integrates well with the remainder of the master plan but will need to be designed and tested in detail to determine its technical and financial viability.

LEGEND

- Rail Scenario 1 (existing)
- Extended Rail Scenario (subject to detailed feasibility study)
- Swimming Lagoon Scenario 1
- Swimming Lagoon Scenario 2
- Macrossan Street Improvements
- Sugar Wharf Inlet
- Sugar Wharf
- Combined Club

# 07 Alternative Scenarios





Figure 7.1: Alternative Scenarios Plan



## 7.3 Macrossan Street Improvements

During the consultation process a generally accepted view emerged that Macrossan Street, in some form, requires improvements to its amenity and functionality. Although many scenarios were discussed for this key street, two stood out and gained the most traction in discussions at the EBD.

**Scenario 1:** Asymmetric Green Spine (preferred): This concept (refer section 4.0) would see the rationalisation of loading bays and on street parking along the Southern Side of the street to create a continuous shaded green spine that links the street to the waterfront parklands. This will require detailed traffic modelling to ensure its feasibility but in principle would deliver an enhancement in the overall amenity of street.

This option is at this stage preferred as it only minimally affects the operation of the street and the servicing of retail tenancies whilst creating a significant change to the amenity of the corridor.

**Scenario 2:** One Way Partially Pedestrianised Street: The alternative scenario (refer figure 7.2) for Macrossan Street involves removing the westbound lanes to create a One-Way eastbound street. This would provide additional space pedestrians and theoretically fit well into the wider access and circulation strategy set out in section 5.0. As with all the scenarios identified in this document further testing is required to validate the feasibility of this idea.

It is important to note that some minor improvements to the landscape of the street but retaining its overall structure and functional characteristics remains an option also.

## 7.4 Swimming Lagoon

Previous economics studies (refer section 2.2.4) have identified the need to broaden the tourism appeal of Port Douglas by increasing the suite of attractions available. One of the key items identified, as having significant economic benefit is the creation of a year round swimming lagoon. The relevance and location of this element were discussed at length during the EBD process with the following areas of agreement:

- + A more detailed cost benefit analysis is required to determine the likely capital and operational costs of a swimming lagoon as well its benefits to the local economy.
- + The swimming lagoon should reflect the inherent characteristics of Port Douglas and offer a 'natural' experience rather than a highly urban one as might be experienced on the Cairns esplanade.
- + The swimming lagoon should be located adjacent to the coastline and on a site that maximises its synergies with existing uses.

In this context two possible sites have been identified for further investigation, which are:

**Scenario 1:** Adjacent Rex Smeal Park (preferred): The western coastline of Rex Smeal park fronts the Dickson inlet and through topography and an existing line of rocks and juvenile mangroves creates an obvious envelope for a swimming lagoon that will not require major excavation or impact greatly on existing vegetation. This location is preferred at this stage as it is sheltered from prevailing South easterly winds, forms a destination or anchor to the end of Macrossan Street and the refurbished water front, and enjoys views toward the iconic Sugar Wharf. Facilities and infrastructure associated with a lagoon in this location could also service the operation of the weekly markets.

**Scenario 2:** Adjacent the Surf Life Saving Club: The second locational scenario for the swimming lagoon is adjacent to the existing Four Mile Beach Surf Life Saving Club (SLSC). Obvious synergies exist between the operation of the SLSC and a swimming lagoon and a well-shaded area of land of a suitable scale exists immediately behind the existing complex. This site remains feasible but is not preferred as it is likely to have impacts on adjacent residential uses and is less visually and physically accessible from the heart of the town which is along the inlet side of the peninsula.

Although not tested as part of this master planning process, a potential exists to incorporate a family water park facility in the waterfront parkland area. The location and extent of this facility requires further investigation.

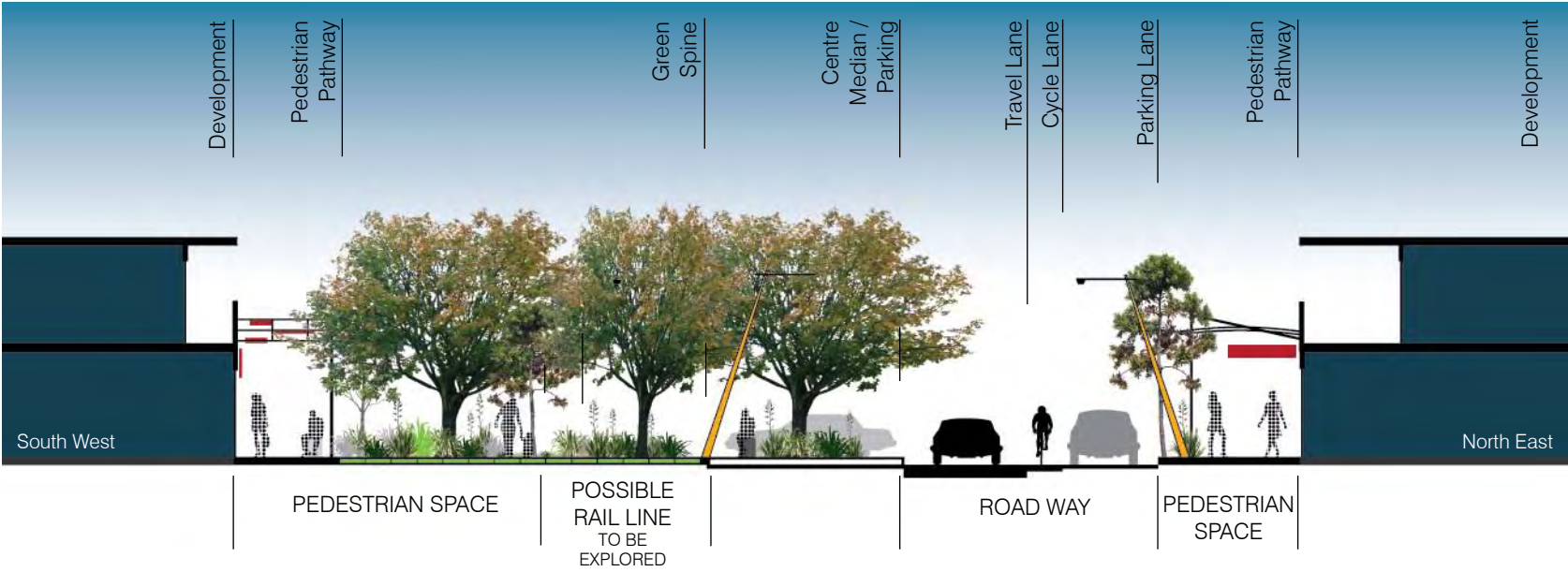


Figure 7.2: Macrossan Street Scenario 2 (refer also section 4.0 for preferred scenario)



# 7.5 Use of the Sugar Wharf

It is widely accepted that the Sugar Wharf is the town's most recognisable icon however, for a range of reasons, it has been un-used for a significant period of time. Identifying a suitable adaptive re-use of this important building that incorporates multiple uses will be a key measure of the success of the master plan.

Future uses of the Sugar Wharf must be publicly accessible, activating the Sugar Wharf Buildings and offering another dimension to the experience of Port Douglas. A potential use could be a discovery and display centre.



Figure 7.2: New uses for the Sugar Wharf

# 7.6 Combined Club Waterfront Access

A key principle of the master plan is to return un-encumbered public access to the waterfront accept where established marine industrial uses practically prevent this. The other water front user that currently has land use rights to the waterfront is the Combined Club. The issue of allowing public access to the quayside edge of the combined club was discussed at length at the EBD with the following scenarios established:

**Scenario 1:** Waterfront Access along the Combined Club frontage (preferred): Utilising a floating walkway concept, public access is possible along the quayside of the combined club with opportunities for direct access to the club from this promenade. This scenario is consistent with the overall intent of the master plan by allowing continuous waterfront access from Rex Smeal to the slipway and is also likely to be of commercial benefit to the Club as it would be able to capture passing foot traffic from the redevelopment Marina Mirage site and offer a number of moorings directly in front of the building.

**Scenario 2:** No Waterfront Access along the Combined Club Frontage: An alterative scenario is to end the waterside promenade immediately to the north of the Combined Club and return the promenade inland toward Port Street. This represents little change from the status quo.



Figure 7.3: Combined Club waterfront access scenario 2 (refer section 4 for preferred scenario)



This master plan has set out a coherent strategy for the incremental improvement of Port Douglas's greatest asset, its waterfront. The master plan is grounded firmly in a rigorous consultation process, which has clearly defined its overall direction and informed the development of several detailed strategies. The master planning process has:

- + Crystallised, through background technical investigations, the key opportunities and constraints that relate to achieving positive change along the waterfront and within the town.
- + Engaged a wide range of stakeholders and encapsulated a wide range of views into a widely agreed plan.
- + Investigated and proposed several layered strategies that underpin the overall plan and provide certainty about the key measures and initiatives that will be required to be delivered if the plan is to be realized.
- + Confirmed those areas and projects that require further resolution and developed alternate scenarios for these with the aim of facilitating further debate and, ultimately, agreement.
- + Described broadly the key priorities for implementation.

## 8.1 Next Steps

Following Council adoption of the master plan the following steps will be undertaken:

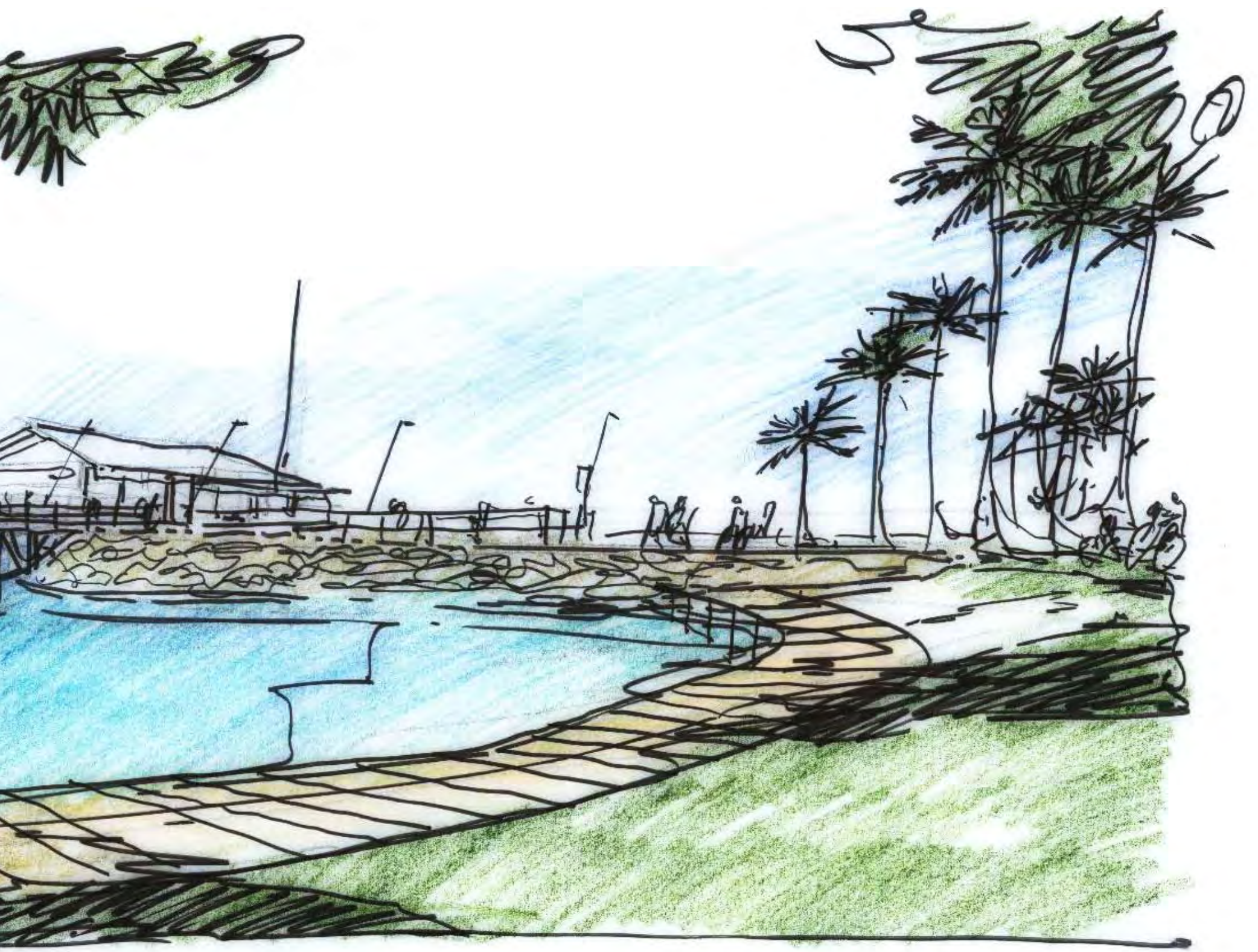
- + Revision of planning scheme provisions
- + Community consultation on Draft Planning Scheme amendments
- + Adoption of revised Planning Scheme amendments

The master plan will be reviewed from time to time in line with the implementation of projects. Any major deviation from the planning intent set out in the master plan will be subject to further consultation to ensure community desires and aspirations are maintained and reflected in the plan.



# 08 Conclusion/Next Steps







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