

COMMUNITY ENGAGEMENT SUMMARY REPORT

DRAFT SURFERS PARADISE
BUSINESS CENTRE PLACE
BASED MASTER PLAN

30 October – 26 November 2019

WHAT DO YOU
LOVE
ABOUT
SURFERS?

FOR MORE INFORMATION

P 1300 GOLDCOAST (1300 465 326)
W cityofgoldcoast.com.au

CITY OF
GOLDCOAST.





About the engagement

The City undertook a Place Based Master Plan for the Surfers Paradise business centre. The Place Based Master Plan focused on ensuring the area remains a dynamic and exciting neighbourhood to work, live, play, host events and enhance its identity as a major global destination for visitors.

The vision for the Master Plan was to unlock potential and guide transformation in Surfers Paradise to remain the Gold Coast's most vibrant and diverse beachside neighbourhood, event, business and night precinct. Key priority areas included:

- a refresh to Cavil Mall
- an extension of the foreshore area
- street scaping enhancements/shade
- a potential youth precinct
- a potential people plaza

Community feedback on the Master Plan was sought.



How we engaged with the community

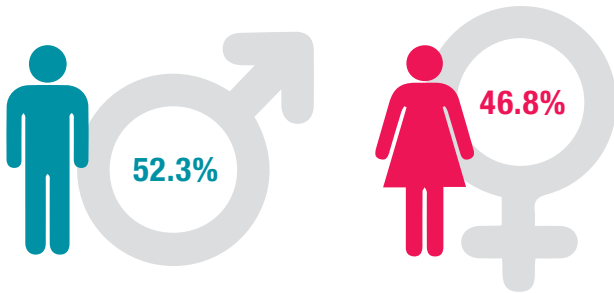
The community engagement aimed to gather community feedback on the Surfers Paradise Business Centre Place Based Master Plan. The engagement ran from 30 October to 26 November 2019.



Survey results

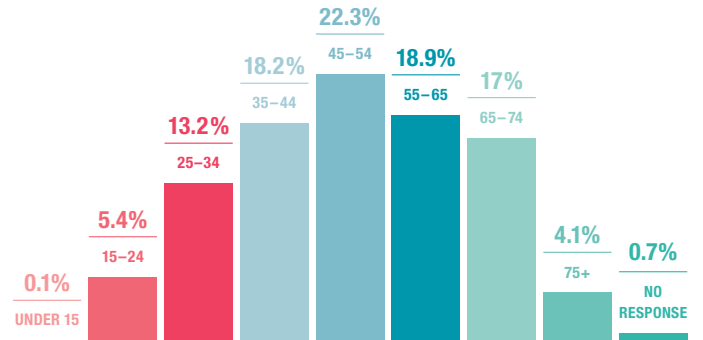
1003
engaged
participants

Gender of people surveyed

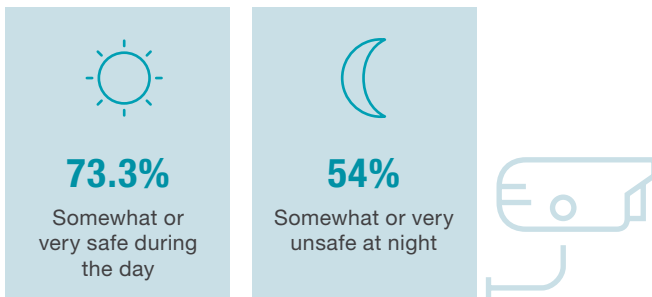


Other 0.2%

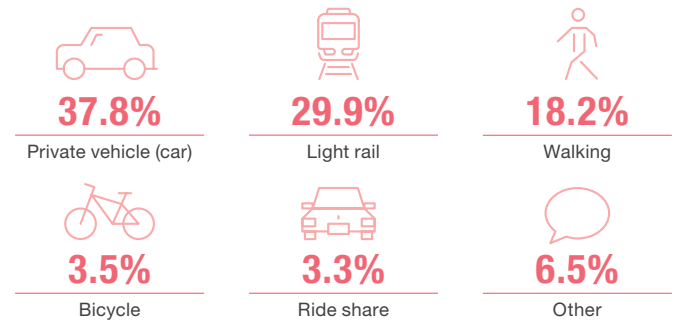
Age of people surveyed



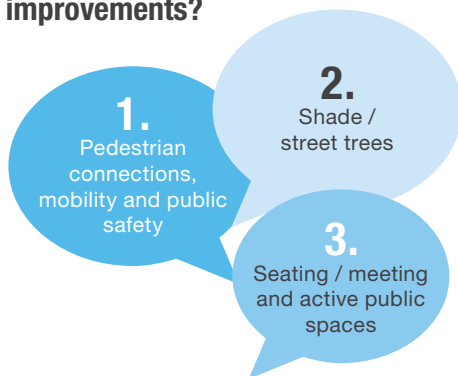
Precinct safety: Day vs night



How do you travel to the precinct?



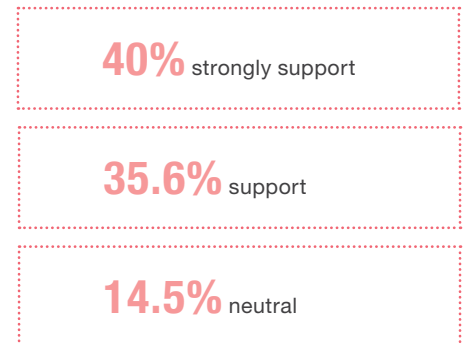
Most important Master Plan improvements?



Top three reasons you visit Surfers Paradise?

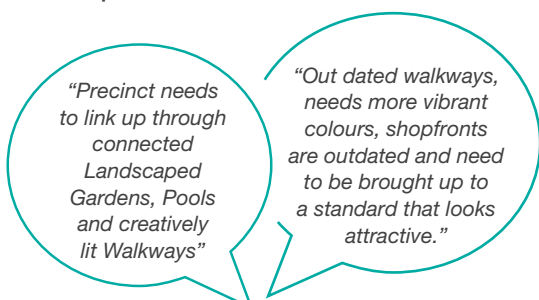


Event precinct?



Additional precinct improvements:

Atmosphere and aesthetics



Roads and traffic



Active travel infrastructure





What you told us and how we've listened

From your feedback we have devised key focus areas and actions.



Atmosphere and public space

- Enhance public space, improve lifestyle and liveability
- Investigate opportunity for a public plaza space for events and people including activations
- More shade throughout the precinct
- Incorporate public art, indigenous history and culture



Nightlife, entertainment and economy

- Balance nightlife culture with family friendly entertainment
- Enhance entertainment and festivals opportunities
- Investigate opportunities to promote and encourage local business
- Investigate opportunities to promote and encourage investment and entrepreneurship
- Synergies between day and night time economies of the precinct



Infrastructure

- Improve pedestrian and cycling connectivity within the precinct and into adjacent areas
- Expand and promote successful alternate transport modes, light rail, ferrys, bus, cycling and walking



Tourism and recreation

- Continue to promote Surfers Paradise as a key destination both locally and internationally
- Investigate family friendly opportunities including a youth precinct for locals and visitors
- Enhance greenspace, investigate additional park opportunities and event spaces
- Invest in eco-tourism opportunities with a focus on climate change outcomes



Safety and Amenity

- Night time safety and enhance amenity and decorative lighting
- Additional CCTV cameras
- Improve pedestrian safety
- Improve cohesion between public and private spaces including laneways

- Extend the Oceanway south to connect to Broadbeach
- Improve cleaning and maintenance

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