



VILLAGE BY THE SEA

STRATEGY PLAN

PALM COVE VILLAGE STRATEGY PLAN

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PALM COVE VILLAGE STRATEGY PLAN

1.0 INTRODUCTION

PALM COVE VILLAGE STRATEGY PLAN

The landscape upgrade of Williams Esplanade, including the paving works, is the catalyst of the *Palm Cove Village* concept. The project converted the Palm Cove beachfront into a unique village precinct where pedestrians take precedence over cars and the historic character of North Queensland acted as a model for a tourist and residential village.

It is our responsibility to ensure that *Palm Cove Village* reaches its full potential. It is essential that Palm Cove has its own unique Australian identity as a village for families to live, stay at, or visit for a few hours.

The following strategy outlines guidelines for the development of '*Palm Cove Village*' into the premier beachfront village in Far North Queensland.



PALM COVE VILLAGE STRATEGY PLAN

2.0 STRATEGY OBJECTIVES

PALM COVE VILLAGE STRATEGY PLAN

The strategy aims to promote the *Palm Cove Village* concept, provide guidelines to co-ordinate development for the enjoyment of both residents and visitors, and to ensure that the Village precinct draws from the historic architecture and indigenous landscape of North Queensland.

2.1 PALM COVE VILLAGE IDENTITY

Palm Cove has the potential of becoming Far North Queensland's premier township. Palm Cove's potential lies in its unique location and setting. These characteristics must be drawn upon to give Palm Cove a unique identity. It must not be homogenous, it must have a mix of people and it must be Australian in character and flavour.

2.1.1 CHANGE the name of Palm Cove to '*PALM COVE VILLAGE*'

2.1.2 ADOPT the concept of *Palm Cove Village*.

2.1.3 ADOPT the historic character of North Queensland as the model for a tourist and residential village.

2.1.4 ENHANCE the landscape qualities of the major entry points to Palm Cove.

2.1.5 PROTECT and enhance important panoramas.

2.1.6 PROTECT and enhance the distinctive village characteristics of Palm Cove.

2.1.7 REQUIRE developments to respect and contribute positively to the village character of their surroundings.

2.1.8 ENHANCE the village character of residential areas.

2.1.9 ADOPT a graphic symbol to represent *Palm Cove Village*.

2.1.10 PROMOTE village events such as music festivals.

2.1.11 ENCOURAGE the production of a village Newsletter.

PALM COVE VILLAGE STRATEGY PLAN

2.5 REDUCE TRAFFIC LEVELS WHILST IMPROVING ACCESSIBILITY FOR ALL

- 2.5.1 **IMPLEMENT** the Palm Cove traffic masterplan.
- 2.5.2 **MANAGE** traffic so that more account is taken of adjacent land uses.
- 2.5.3 **PROMOTE** measures to **CONTROL** car usage.
- 2.5.4 **ENCOURAGE** the use of public transport.
- 2.5.5 **PROMOTE** improvements to the safety and quality of the pedestrian environment.
- 2.5.6 **COMPLETE** the conversion of Williams Esplanade into a pedestrian zone.
- 2.5.7 **ENSURE** that access for persons with mobility problems is not restricted by unnecessary physical barriers.

2.6 CONSERVE AND ENHANCE OUR ENVIRONMENT AND HERITAGE

- 2.6.1 **PRESERVE** the natural landscape and indigenous species.
- 2.6.2 **PROMOTE** the use of indigenous landscapes.
- 2.6.3 **ENCOURAGE** greater environmental awareness in the community.

2.7 PROMOTE KEY INITIATIVES

2.7.1 INITIATIVE 1: WILLIAMS ESPLANADE LANDSCAPE UPGRADE

- Stage One - Paving and Landscape
- Stage Two - Paving and Landscape

2.7.2 INITIATIVE 2: PALM COVE JETTY AND CARAVAN PARK

- Closure of caravan park
- Construction and landscape Jetty complex
- Construction and landscape park and natural amphitheatre

PALM COVE VILLAGE STRATEGY PLAN

3.1 TRAFFIC CIRCULATION

The control of traffic circulation is fundamental to the *Palm Cove Village* concept.

Williams Esplanade should be designated a pedestrian precinct.

The paving and landscape works are a first step to achieving this and were purposely designed to slow traffic speeds to 20 km/hr. The next step will be to adopt one-way traffic movement as demonstrated on the diagram which follows.

To achieve this some land acquisitions are essential. Council should adopt a policy to acquire the land for the road links as soon as possible.

The road closures as demonstrated should be effected as soon as possible.

3.2 FUTURE PARKING

Whilst carparking has been provided along Williams Esplanade three carparking stations are proposed to cater for future demand. Their locations are demonstrated on the following diagram and are designed to serve the north, central and southern zones of *Palm Cove Village*.

Council should adopt a policy to acquire all necessary land as required and commence construction as soon as possible.

3.3 CONTROL DEVICES

Vehicles within the pedestrian precinct must be slowed to 20 km/hr. To achieve this, several speed control devices have been designed into the landscape upgrade.

The primary control device is the river rock speed humps. They serve several functions. Firstly, they act as a speed hump to reduce vehicle speed. Secondly, they define areas which are potential traffic / pedestrian conflict areas.

Diagrams of these areas follow. As can be seen the humps guide pedestrians away from the conflict areas and onto by-pass paths.

Flat edge strips are provided for the use of bicycles. These may require widening and made into a true hump to slow speeding motorcycles, but allow easy use by bicycles.

Signs demonstrating the direction of pedestrian paths and bicycle humps will be erected at each control device.

Similar control devices must be introduced throughout *Palm Cove Village* where speeding vehicles are presenting a hazard to pedestrians.

PALM COVE VILLAGE STRATEGY PLAN

3.4 SIGNS

Within the pedestrian precinct it is proposed to use special signs sympathetic to the village theme. Several sign styles will be required which are demonstrated in the following sketches.

Six sign styles will be required:

Palm Cove Village signs (style A):

These signs are architectural elements and are discussed in detail in section 4.0 of the plan. In brief two signs are proposed to be located on the Cook Highway indicating the entrances to *Palm Cove Village*. The design of the signs will be the subject of a public competition.

Major Intersection signs (style B):

This sign has been designed to guide traffic to and around the pedestrian precinct. It will be used on all major intersections as indicated on the Strategy Plan Map. It is primarily aimed at vehicles but can easily be viewed from bike or foot. The sign can accommodate all or a combination of the following information:

- *Palm Cove Village* logo
- street names
- caution pedestrian precinct
- parking restrictions

Traffic signs (style C)

This sign is aimed at vehicles and are traffic signs. It would be used to convey the following information:

- caution children
- stop, giveaway, slow
- parking areas
- speed hump speed advice
- one way traffic
- two way
- no through road

PALM COVE VILLAGE STRATEGY PLAN

Directory and General Information signs (style D)

This sign is aimed at pedestrians and would contain directory and general information as follows:

- playground
- Post Office
- shopping centre / retail
- public conveniences
- medical centre
- stinger net
- beach access
- BBQ's
- seating
- bandstand
- hire pavillion
- stinger explanation
- stinger net enclosure
- no dogs allowed

Caution signs (style E):

This signs is aimed at pedestrians and vehicles. It is designed to give direction a the speed control devices. For example:

- Pedestrians keep left

Speed limit signs (style F):

For legal reasons the speed limit signs must be the standard adopted throughout Australia.

General sign objectives :

All signs within *Palm Cove Village* but outside of the pedestrian precinct should be the standard design as adopted throughout Australia wih the *Palm Cove Village* symbol on each sign.

All existing identi-lights must be removed as soon as possible. Identi-lights must not be permitted in the *Palm Cove Village* area.

3.5 PEDESTRIAN PRECINCT SHUTTLE SERVICE

As Williams Eplanade becomes a pedestrian only area, a shuttle service will be required to move people between facilities. This service could take the form of a horse drawn carriage.

The horse drawn carriage would provide a worthwhile service and act as an attraction to the area.

A policy to introduce a shuttle service to the pedestrian precinct should be adopted by Council and acted upon as soon as possible.

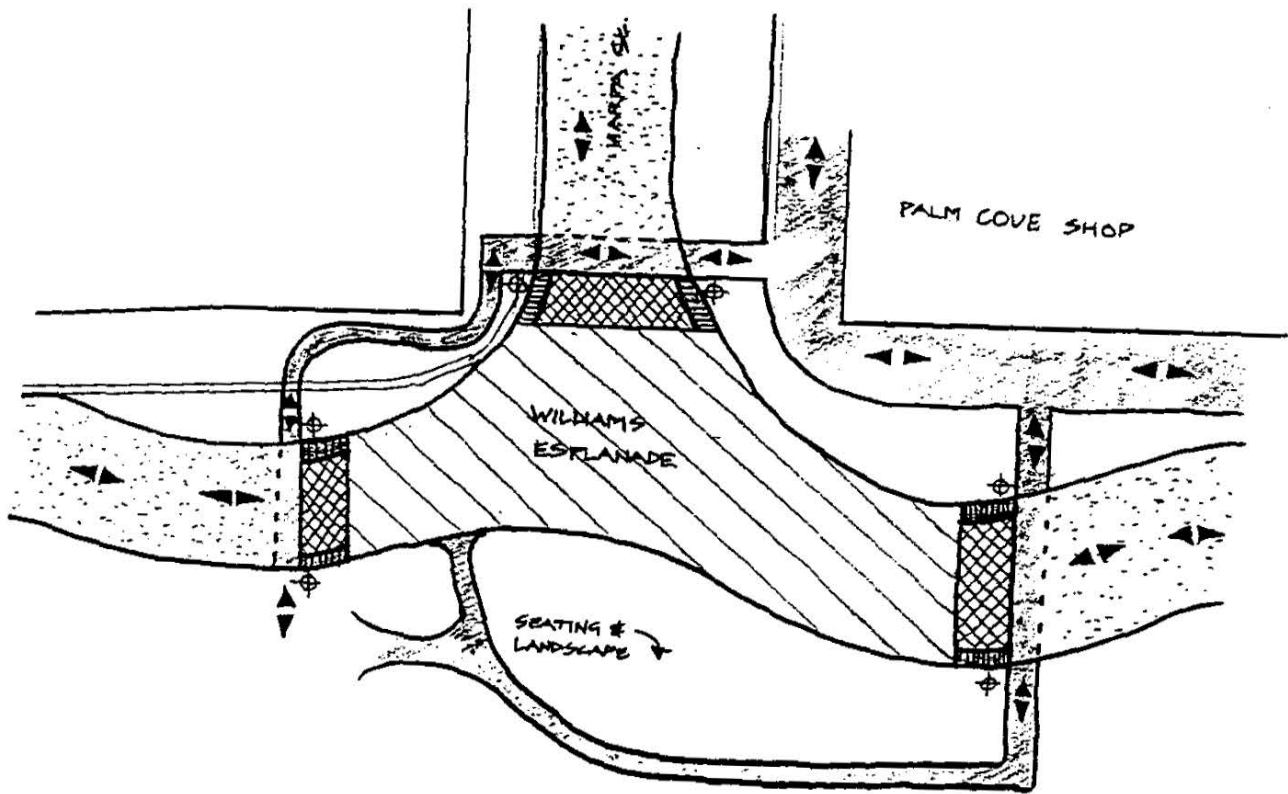
PALM COVE VILLAGE STRATEGY PLAN



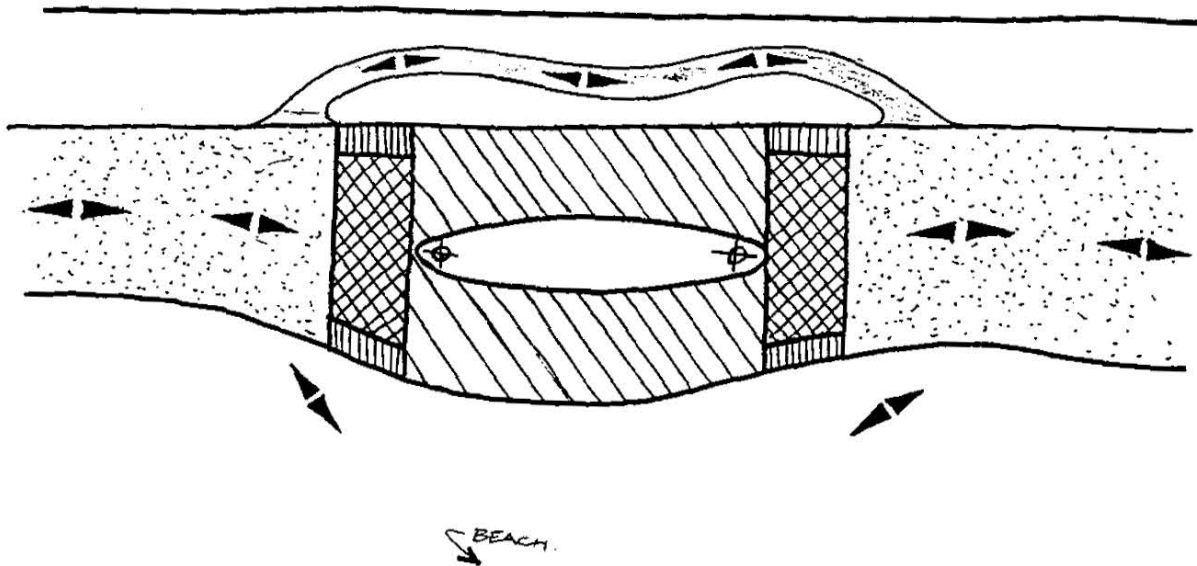
LEGEND

- PEDESTRIAN PRECINCT
- FUTURE ROAD LINKS
- FUTURE CARPARKS
- PARKS
- PEDESTRIAN FLOW
- TRAFFIC MOVEMENT
- FUTURE ROAD CLOSURES
- LANDSCAPING FEATURES
- BBQ / SEATING
- SEATING
- TOILETS
- PLAYGROUND AREA
- BEACH ACCESS
- BANDSTAND GAZEBO
- HIRE PAVILLION
- PALM COVE VILLAGE SIGNS
- MAJOR STREET SIGNS








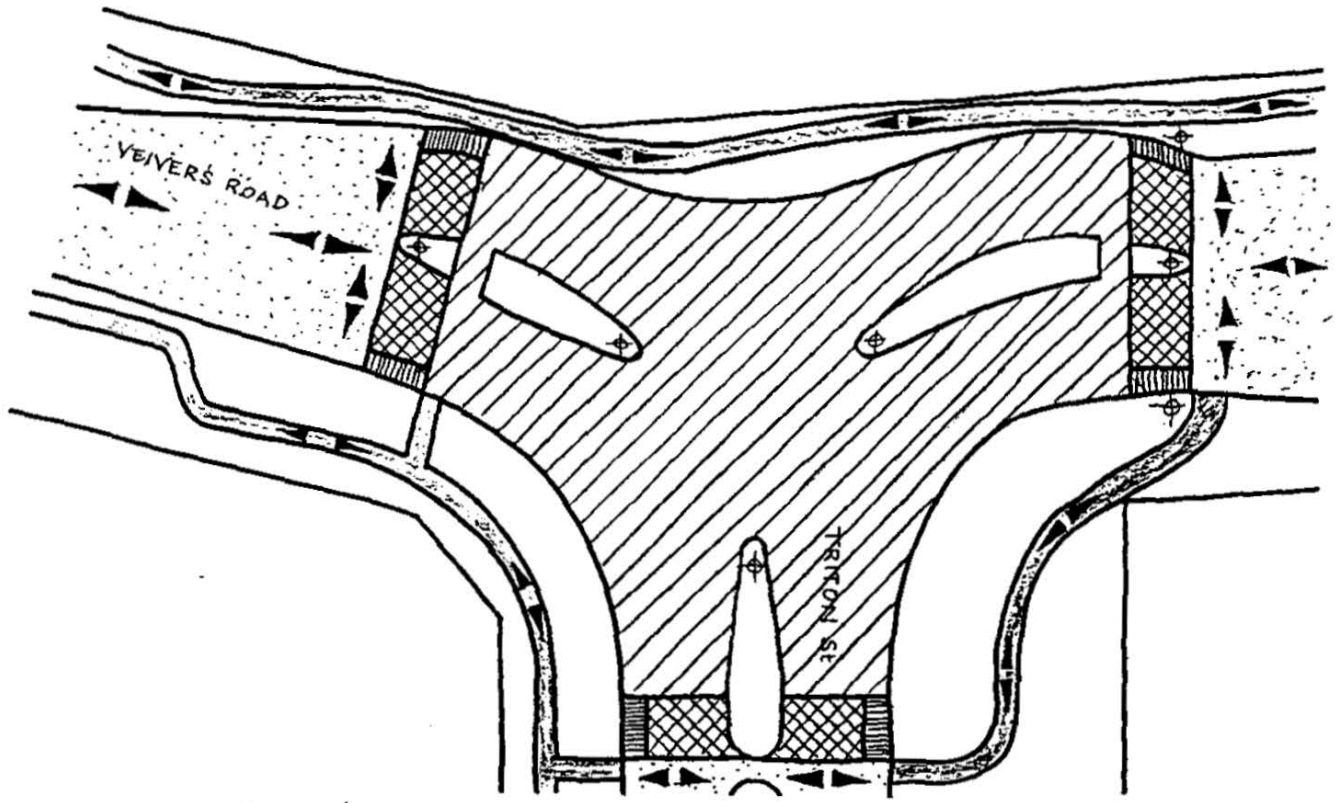
WILLIAMS ESPLANADE / HARPA STREET INTERSECTION



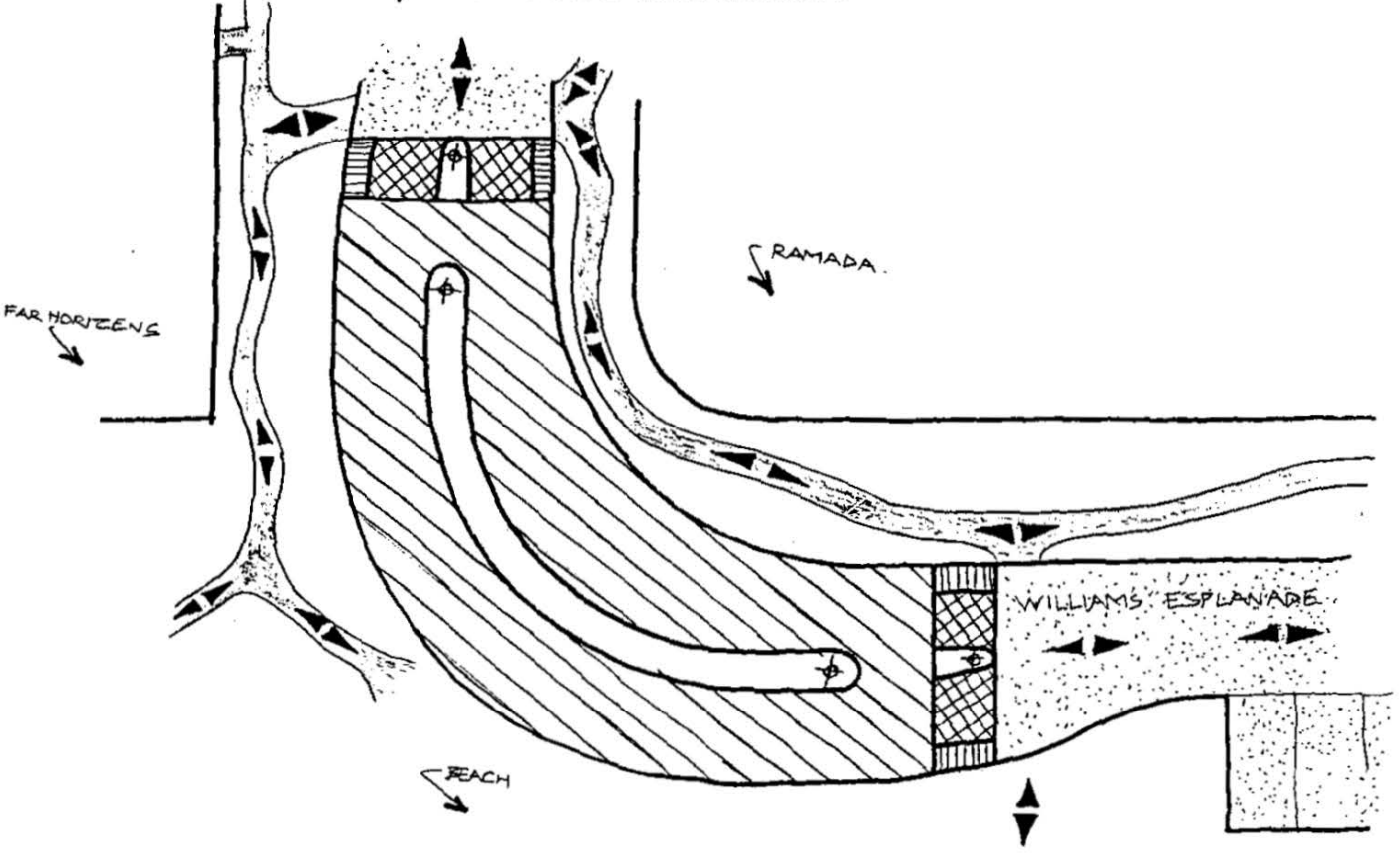
SPEED CONTROL DEVICE

-  PEDESTRIAN MOVEMENT
-  PEDESTRIAN/TRAFFIC CONFLICT AREA
-  RIVER ROCK CONTROL DEVICE
-  BICYCLES
-  LIGHT BOLLARD






Traffic/Pedestrian Conflict Area



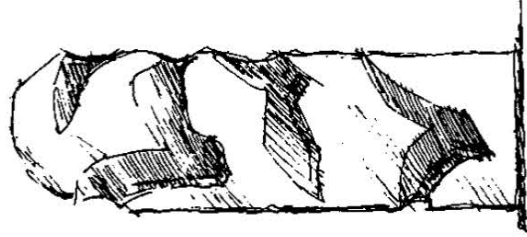
TRITON STREET / VEIVERS ROAD INTERSECTION



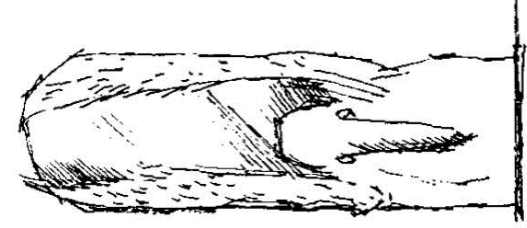
WILLIAMS ESPLANADE / VEIVERS ROAD INTERSECTION

-  PEDESTRIAN MOVEMENT
-  PEDESTRIAN / TRAFFIC CONFLICT AREA
-  RIVER ROCK CONTROL DEVICE
-  BICYCLES
-  LIGHT BOLLARD

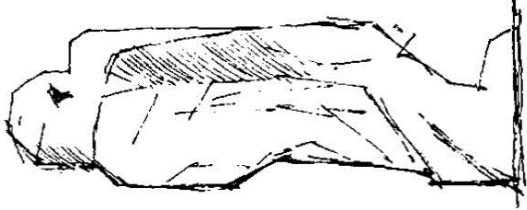
Traffic/Pedestrian Conflict Area



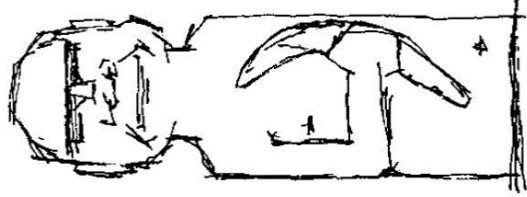
Seagull carving



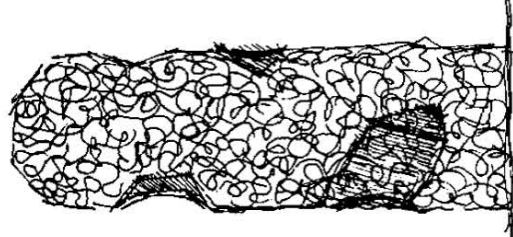
Flying bird



Pelican



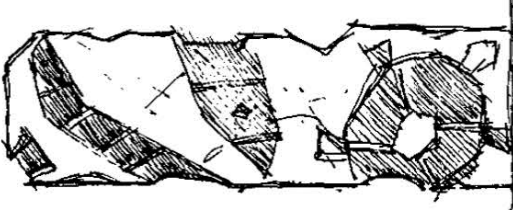
Aboriginal totem



Textural:
Brain Coral
with starfish,
spongers
& reef life



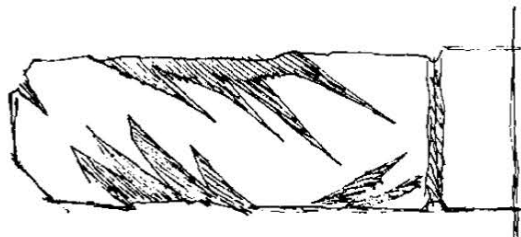
Rejoicing figures -
water sports



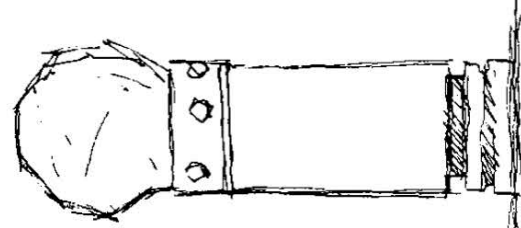
Surface relief:
very simply gouged
creatures



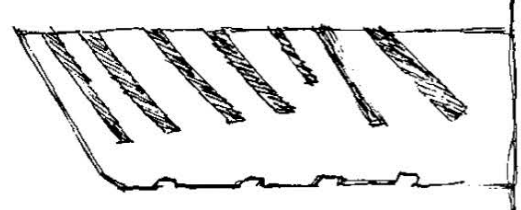
Graphic layer
patterns



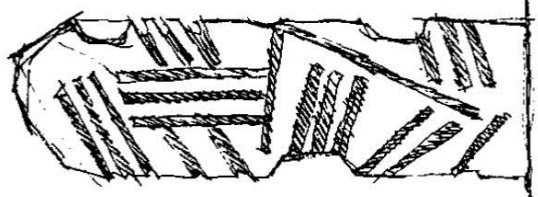
Fern leaves



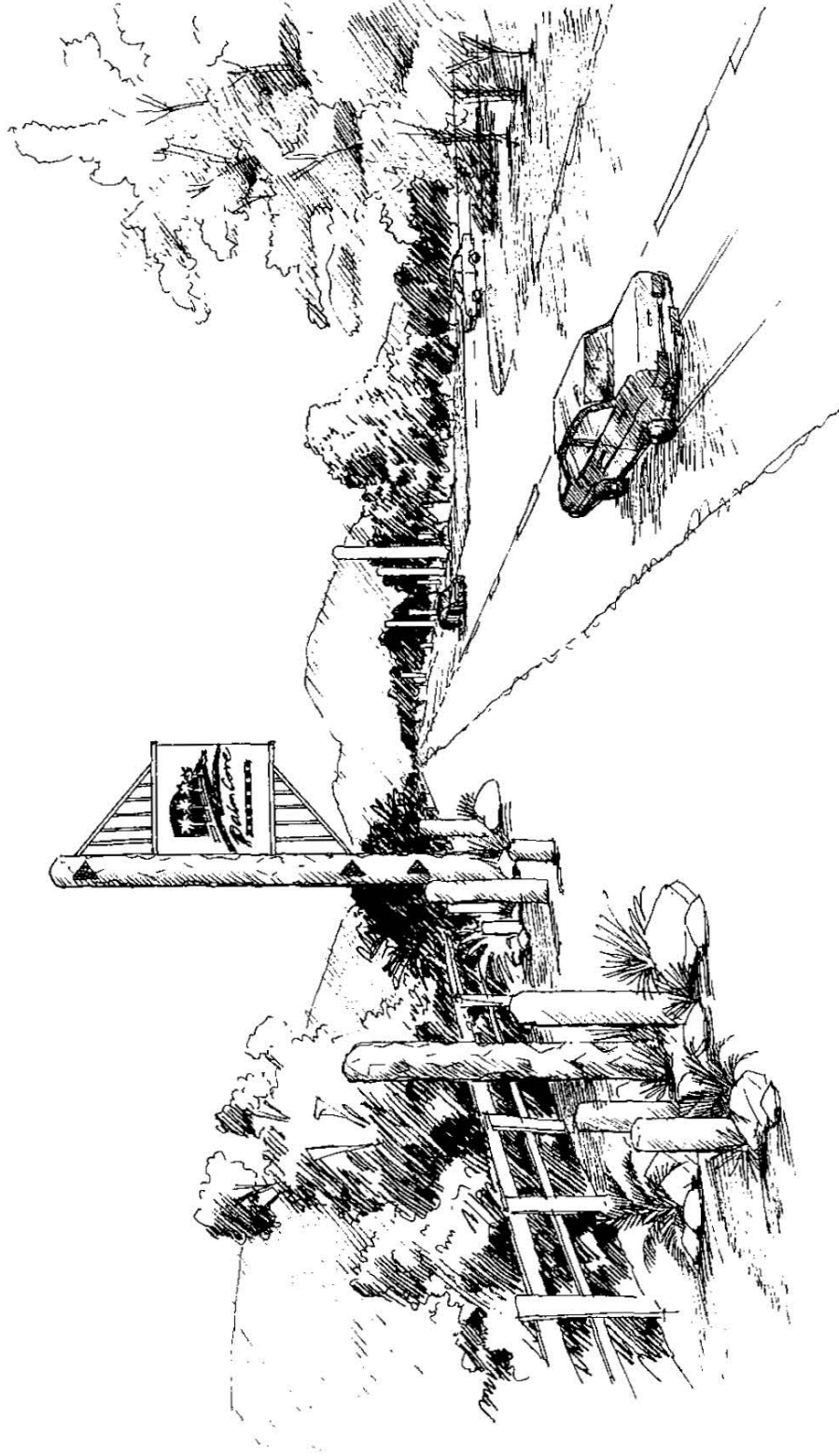
Seaman / ship
heritage bollard



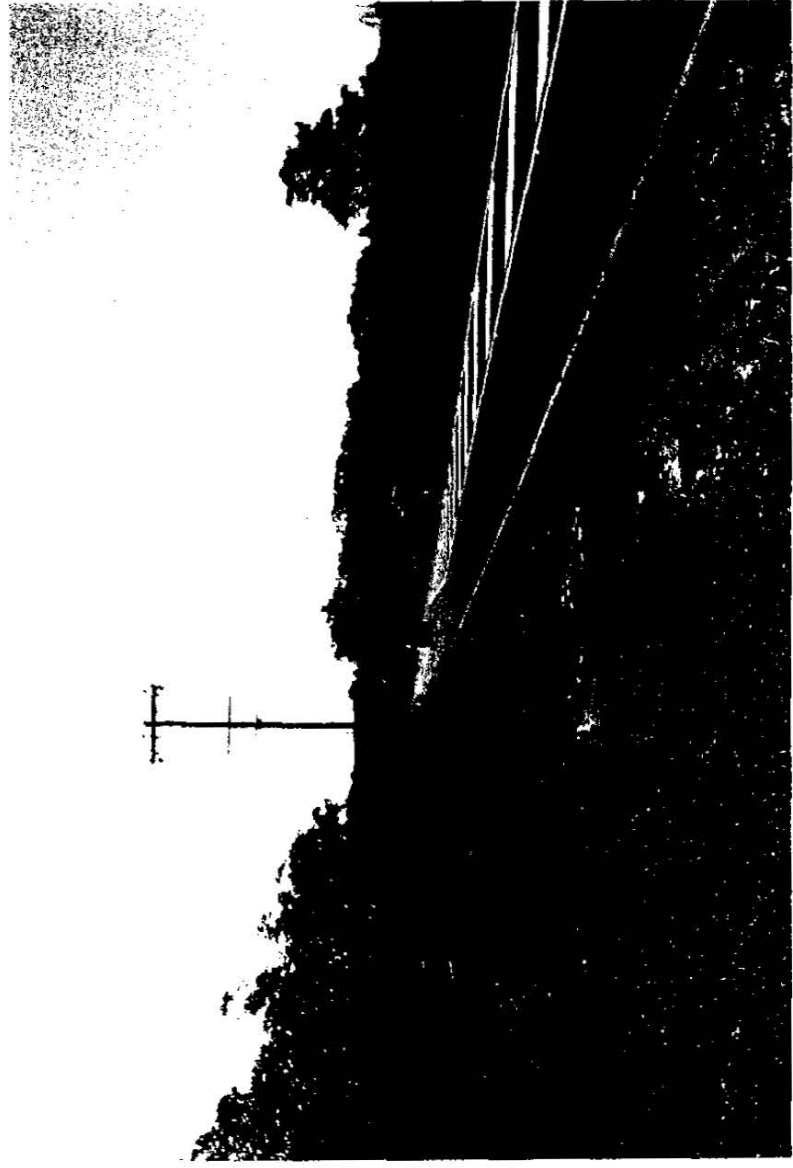
Graphic palm



Herringbone



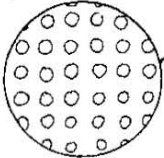
Palm Cove Village sign (style A)



Modern-day landmark begins theme for 'bollards' continued within the pedestrian precinct.

50mm rods support framework to which sign is mounted.

Sign face is 2 metres square - made from perforated metal.

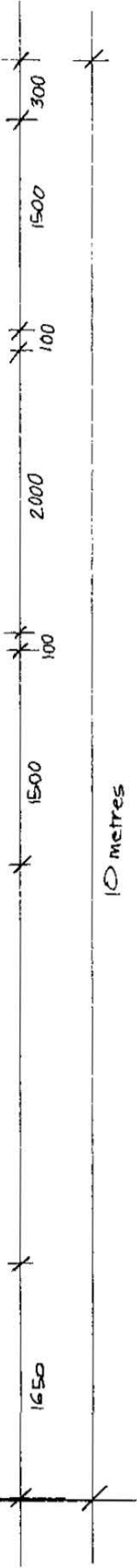


Sealed with metal primer and painted both sides.

Pole randomly and roughly gouged to give it a 'whittled' look. This is intended as a surface treatment and will not weaken the structure.

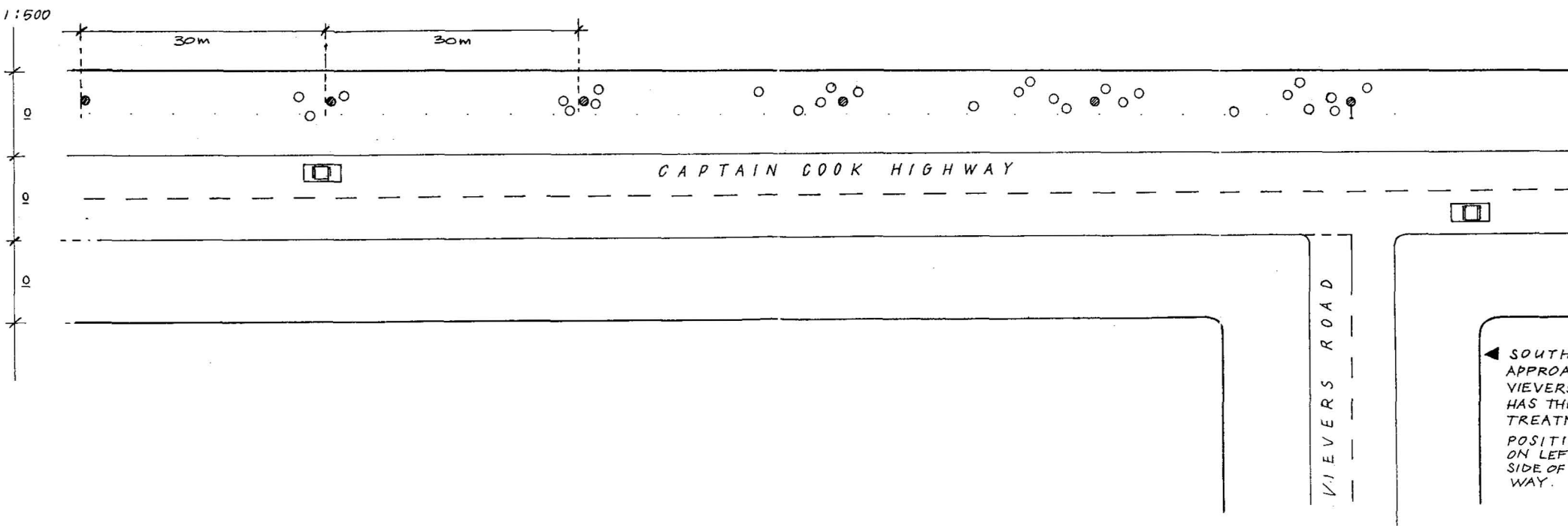
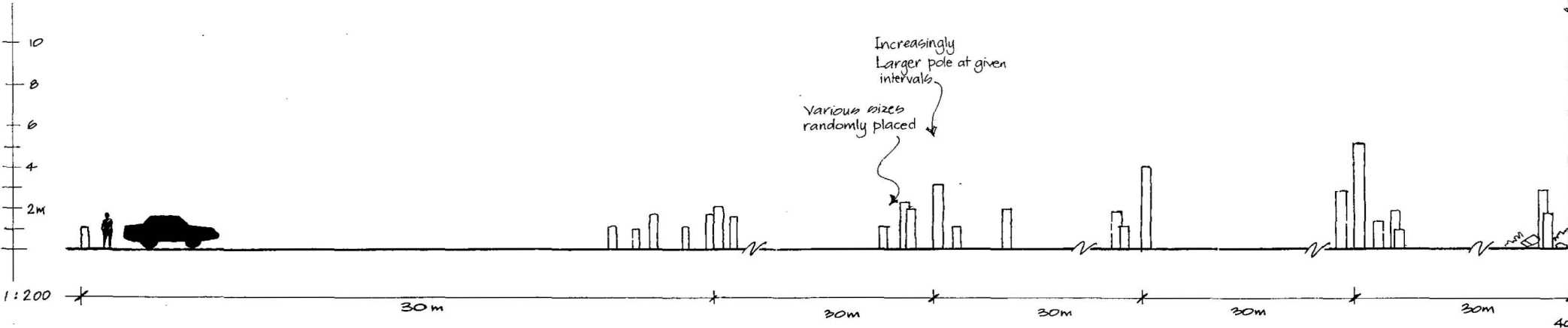
Geometric arrows carved into design

Anchoring in ground to comply with standards.



1:50

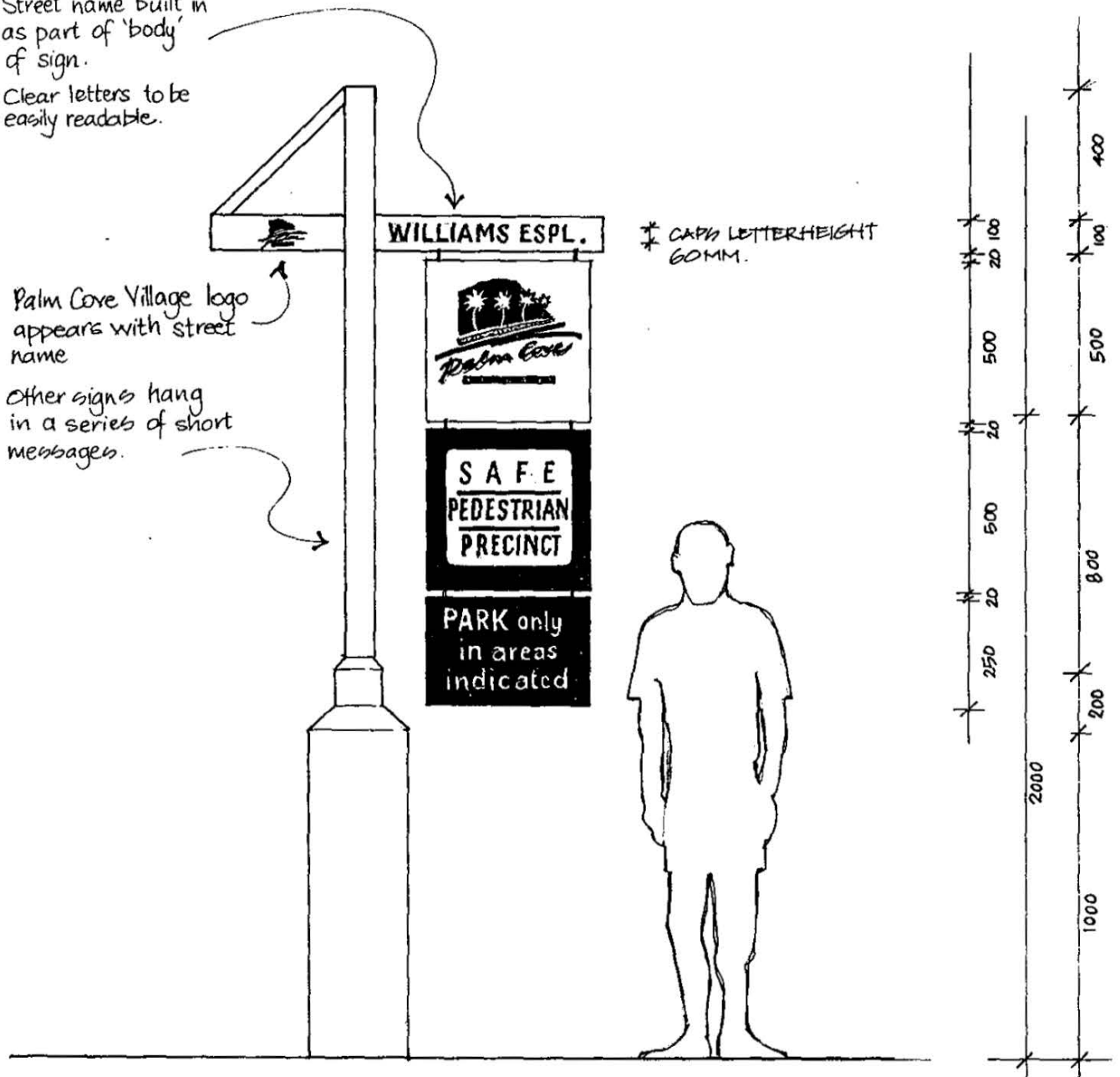
Main
Palm C



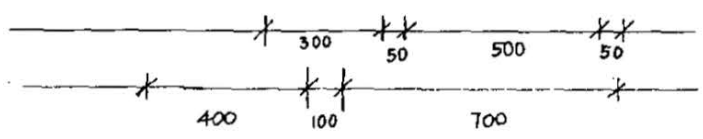
Street name built in as part of 'body' of sign.
Clear letters to be easily readable.

Palm Cove Village logo appears with street name
Other signs hang in a series of short messages.

* CAPS LETTERHEIGHT 60MM.



1:20

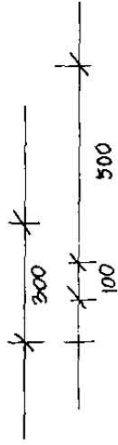
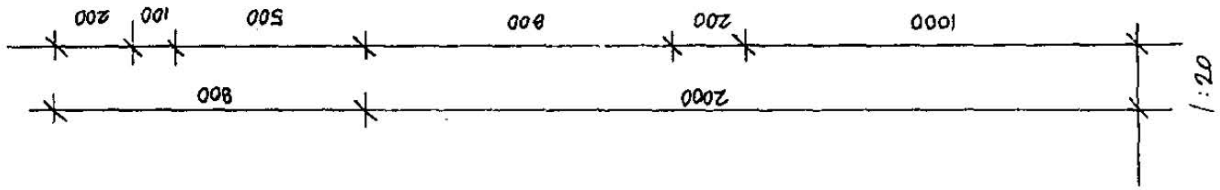
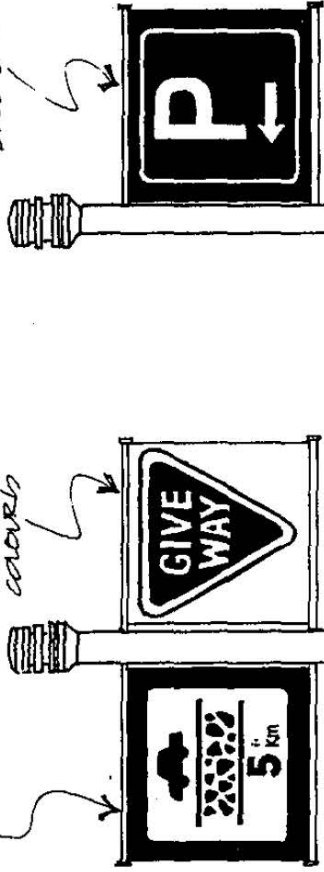


Major Intersection sign (style B)

PRECINCT SIGNS
GOLD & BLACK

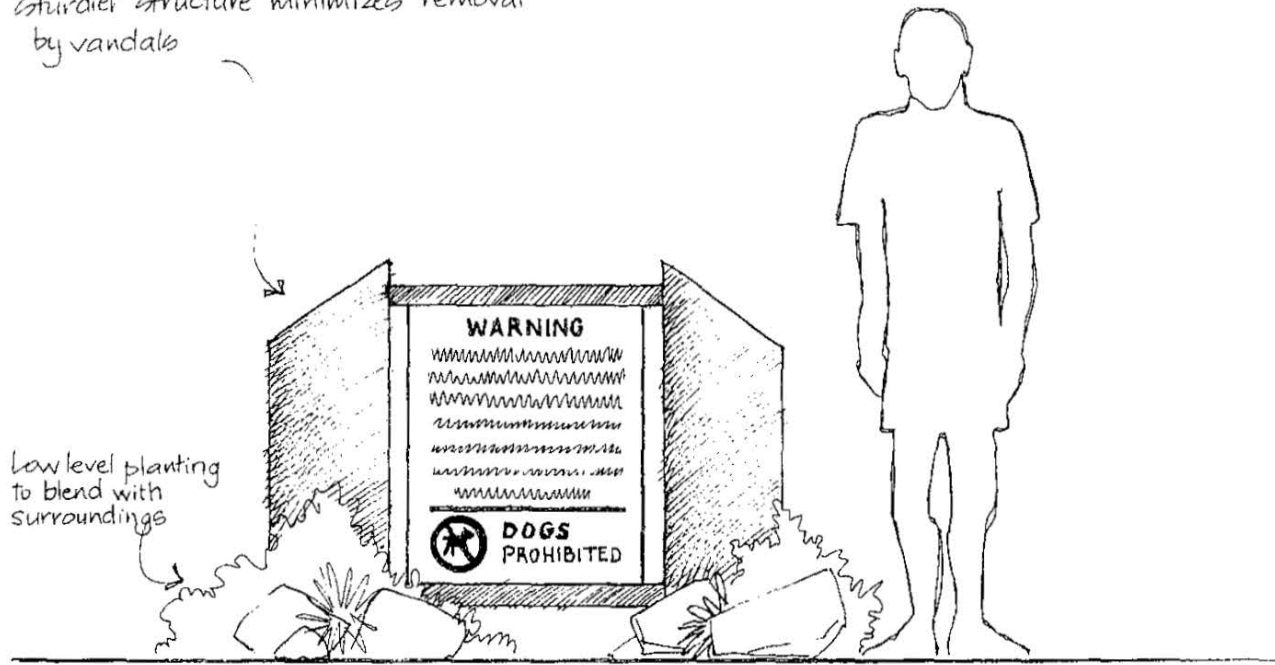
ESTABLISHED
TRAFFIC SIGNS
COLOURS

PARKING SIGNS
BLUE & WHITE



- INFORMATION:
WHITE BACKGROUND - RED LETTERS

Minimizes number of poles on beach
Sturdier structure minimizes removal
by vandals



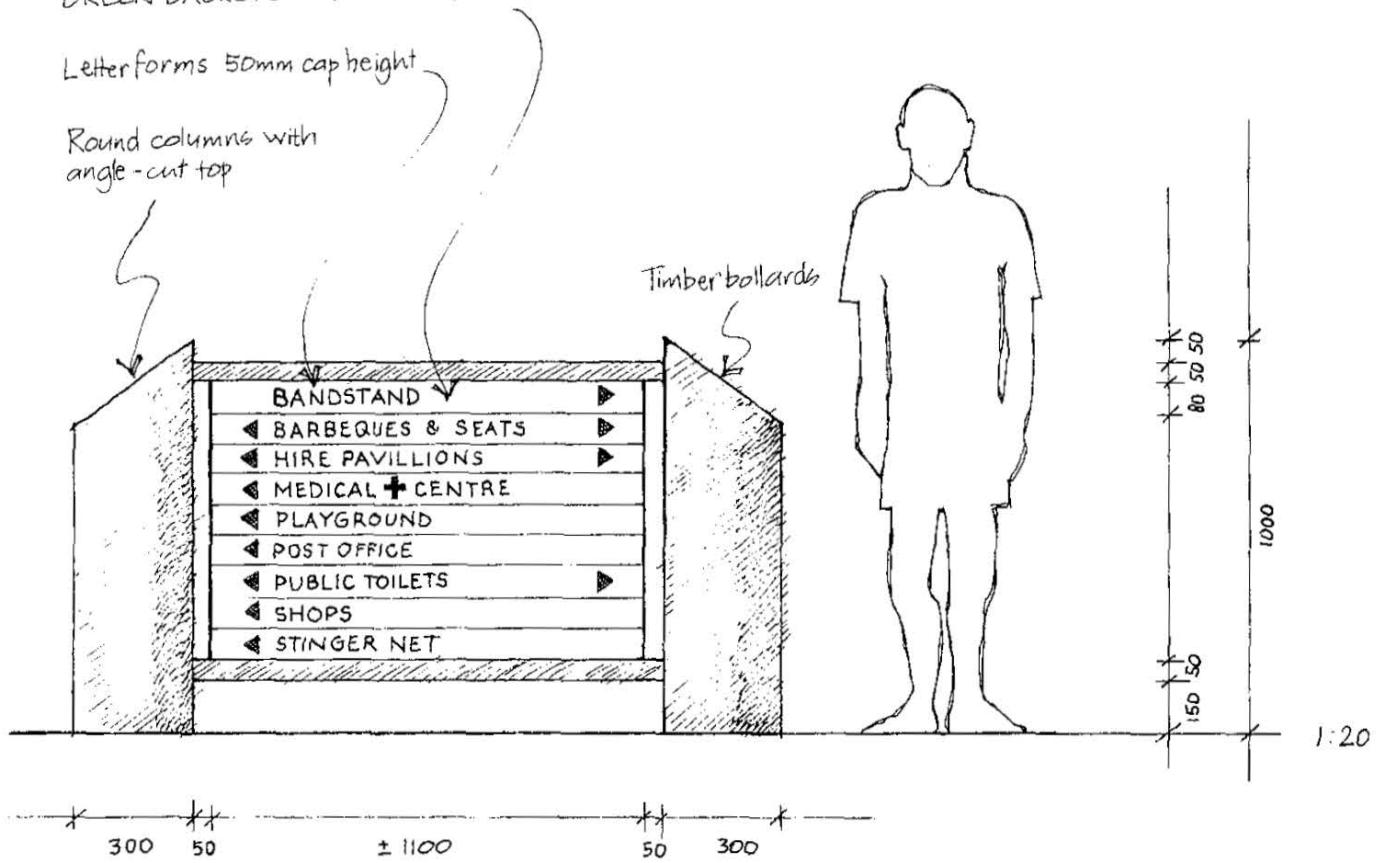
1:20

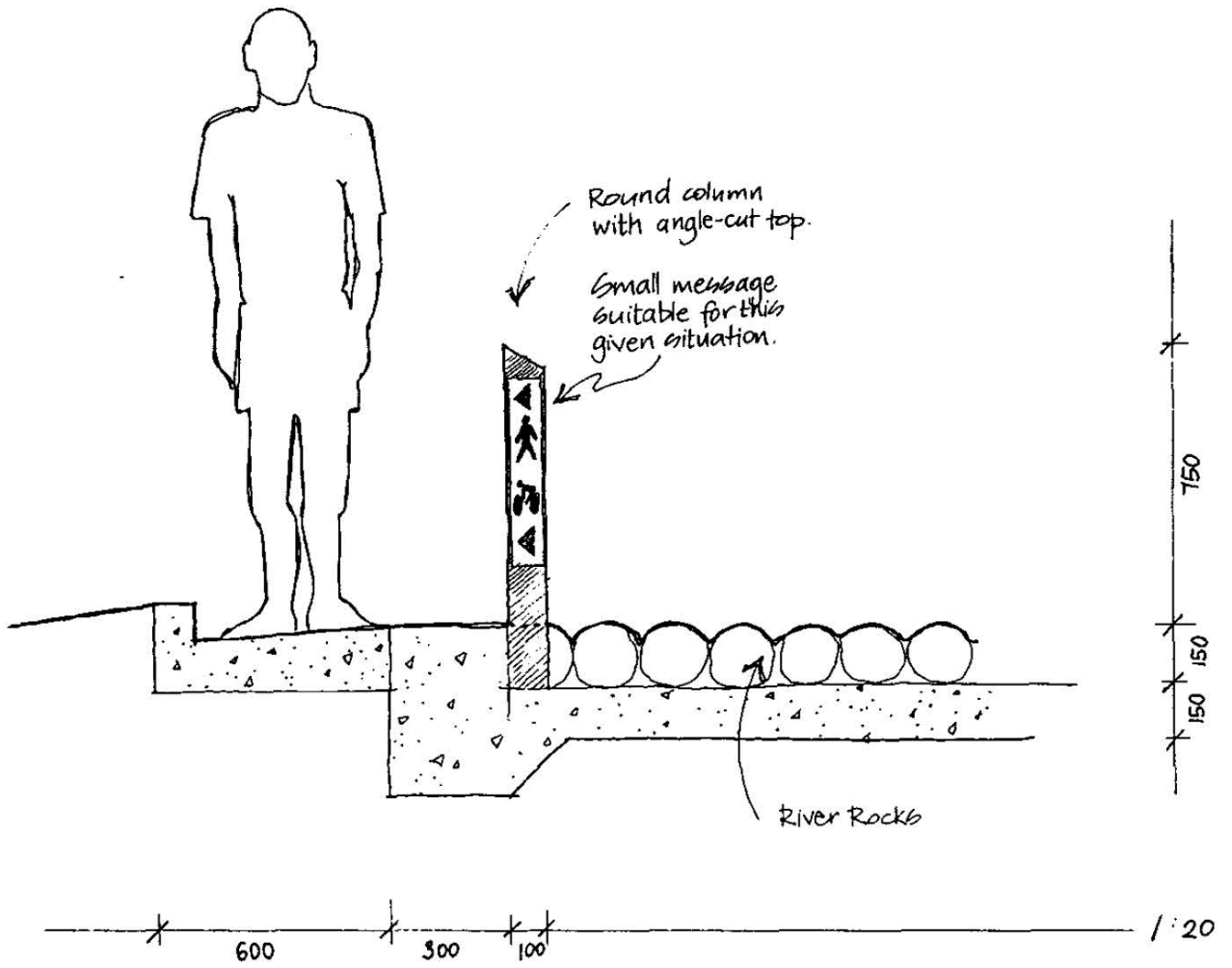


- DIRECTORY :
GREEN BACKGROUND - WHITE LETTERS & ARROWS

Letter forms 50mm cap height

Round columns with angle-cut top





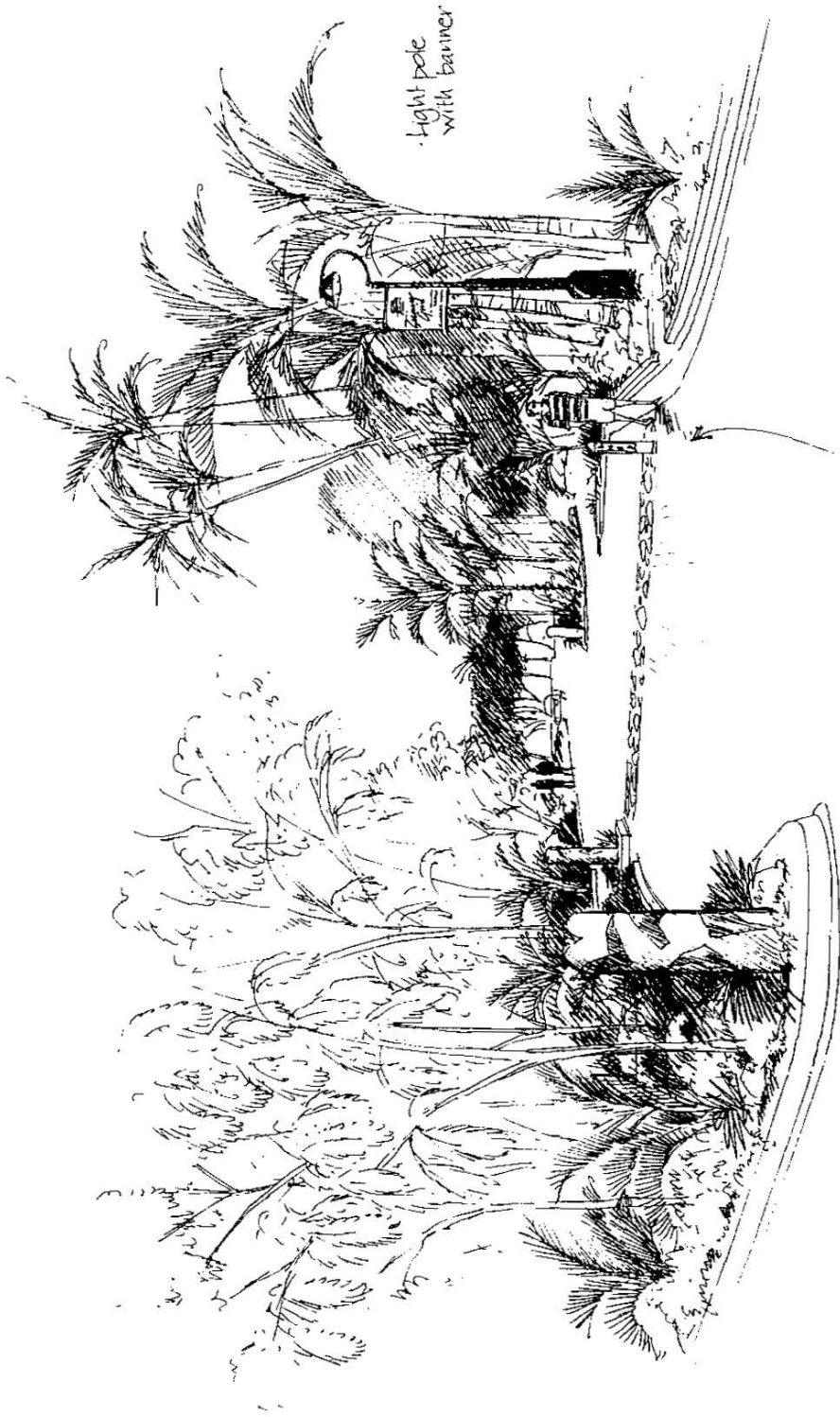
Caution sign (style E)



EXISTING
'IDENTI-LIGHT'
TO BE
REMOVED.



EXISTING 'IDENTI-LIGHTS' & SIGNS
TO BE REMOVED.

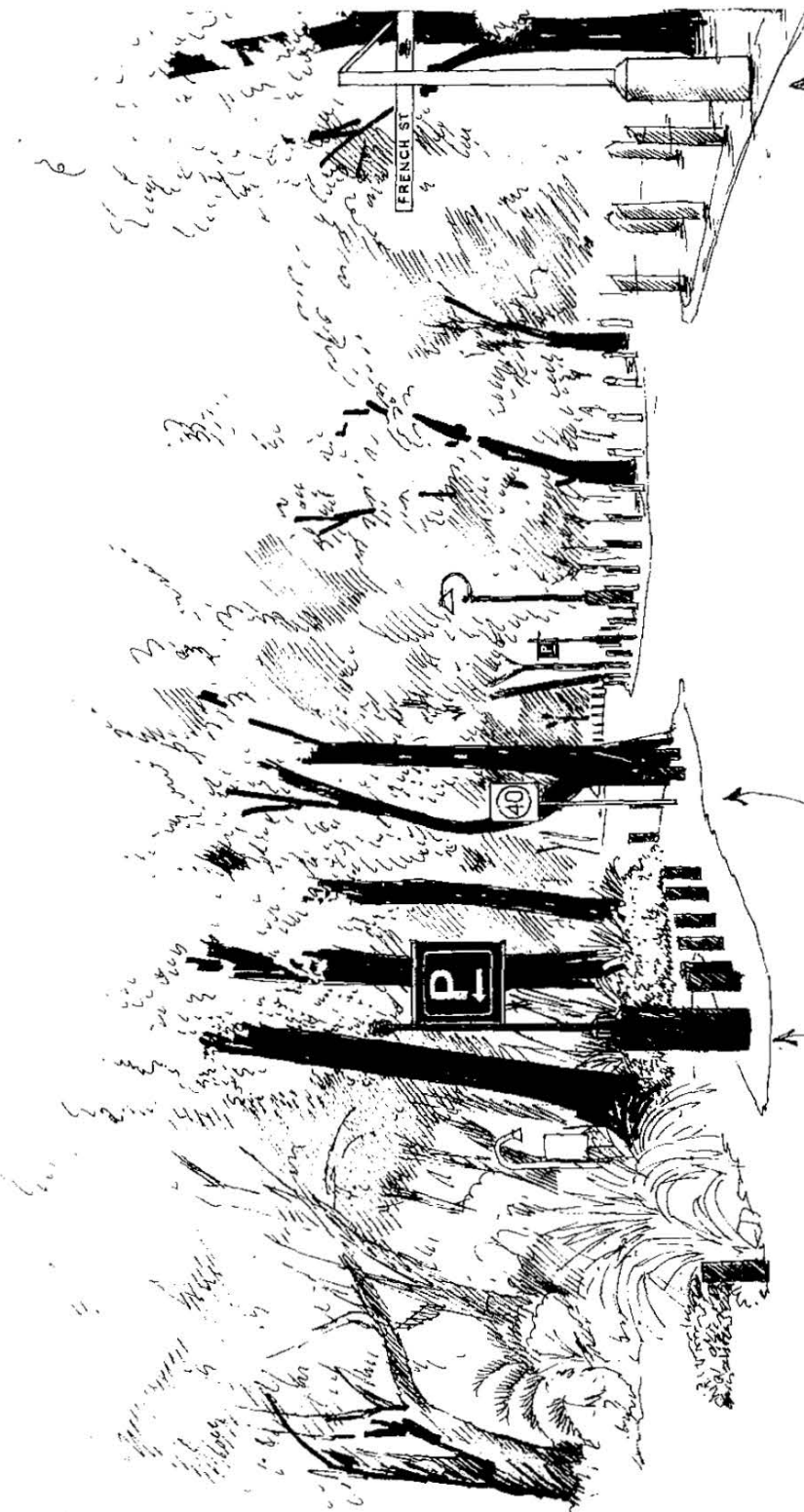


light pole
with banner

light bollards

style E sign
works in progress





Street Naming within precinct (style B)

Australian standard speed sign (style F)

Elimination of 'No standing' signs
 Only one parking sign required
 which is read from both sides,
 Minimizing number of poles required.



PALM COVE VILLAGE STRATEGY PLAN

4.0 LANDSCAPE GUIDELINES

PALM COVE VILLAGE STRATEGY PLAN

The following section sets guidelines for all landscaping in *Palm Cove Village*. Specifications for all landscape elements are provided which should be adopted and used for the present and future works.

4.1 SOFTWORKS

4.1.2 INDIGENOUS SPECIES - PRESERVATION

Only indigenous species may be used in the pedestrian precinct of *Palm Cove Village*. The use of indigenous species throughout the residential areas and on private property is encouraged.

4.1.3 INTRODUCED SPECIES - CONTROL

Introduced and non-indigenous species are not permitted in the pedestrian precinct and discouraged from use in all other areas.

4.2 PEDESTRIAN PRECINCT - STAGE ONE

4.2.1 INTRODUCTION

Palm Cove is fast becoming a major destination for tourists visiting the region. Whilst during the wet months it projects a lush tropical feeling, during the all important tourist season its ambience suffers from the long dry spell. During this time the Esplanade suffers. Grass turns to dust and the tourists witness a compromise that does not fulfil their tropical expectation.

This scheme proposes to address these problems while working closely with the existing vegetation. It also addresses the problem of controlling pedestrian and vehicular traffic to protect the dunes, and promises a semi-pedestrianised precinct along the beach front.

The philosophy in determining plant selection is to enhance, intensify and compliment existing vegetation.

The following factors are addressed:

1. With increased population the species are restricted in their success to replace themselves.
2. Intensifying planting is attractive and also helps to protect the dune from human created erosion.

PALM COVE VILLAGE STRATEGY PLAN

3. Use of physical barriers protects cars from parking on the dune and from randomly accessing the beach.

4. Traffic is primarily slowed by use of speed control devices. Psychologically drivers are further slowed by the placement of trees, rocks and bollards in what is now a semi-pedestrianised precinct.

The primary entrance to Palm Cove in the future will be via the Boulevard at the south end of the beach. A feature will be the creek crossing. Passing through this area one will experience a tropical shady experience passing below the established tree canopy.

4.2.2 Triton Street to Veiviers Road Intersection:

The shade continues with use of rain trees pruned to create an interesting canopy using close planting. The luxuriance of the creek with its Allocasia and Lomandra will be reflected in the ground treatment between the trees. At the corner Melaleuca are introduced to compliment those opposite on the Ramada entry. Clumps of McArthurii compliment the tropical environment.

4.2.3 Veivers Road to Far Horizon Corner:

The feeling of this area is already established by the resorts landscaping. The design simply reinforces the bending of the road using clump planting of both exotic and mature palms.

4.2.4 Far Horizons Corner:

This area has to cope with secondary drainage to Veivers Road section. The engineers provided a concrete open drain which simply terminates on the beach dune. The design uses rocks to create a material creek theme using Pandanus Trees, Callistemon, Native Bauhinia, Beach Lillies, Sea Lettuce and Crotoms add colour and foliage. As the plants grow, the rocks will soften and importantly discourage pedestrians from attempting to cross the road on what could be a potentially dangerous corner. While Pandanus are an extremely interesting native species, they also fulfill important practical requirements. Their form provides an unhindered passage for large vehicles and a clear view of pedestrians. The design includes the addition to the native ground cover.

4.2.5 Ramada Frontage to Harpa Street:

The existing Coconut Grove will be intensified as a tourist feature. The Grove in this position links to the dramatic existing Grove along the Jewel Resort frontage which has been a major feature to tourists for years. The car parking bays, use hedging of Sea Lettuce and clumps of resilient coastal species reinforced with physical barriers to protect the dune. Walking north after the Coconut Grove one enters the Cotton Wood Grove and upon reaching Harpa Street one enters a primarily shady zone.

PALM COVE VILLAGE STRATEGY PLAN

4.2.6 Harpa Street & Williams Esplanade Corner:

This is primarily "Takeaway Corner" and the design is based upon creating subtle seating areas protected from traffic using large boulders. The boulders will soften as the native grasses become established. The seating areas will be shaded by the use of Poinciana trees with their brilliant colour. Other planting consists of Fragrant Ginger, Croton and Acalapha's for further splashes of bright colour.

4.2.7 Esplanade and Harpa Street to Established Zone (Opposite Melaceuca):

The primary theme is the intensifying of the Casuarina trees on the dune side and Melaceuca trees on the property side. The planting, while relatively close, will take care to provide "window views" for the properties.

Where as the car parks of Harpa Street use mainly Sea Lettuce, these car bays will be hedged with Grevillia to further encourage bird activity and control access to the beach dune. The design continues to use Ipomea Pes Capre on the dune as a stabiliser.

Plans of the landscaping follow which demonstrate the location of species and all hard landscaping elements.

4.3 HARDWORKS

4.3.1 IRRIGATION

A fully integrated, automatic and vandal-proof irrigation system has been allowed for and will be installed as part of the landscape upgrade.

4.3.2 ARCHITECTURAL ELEMENTS

Triton Street pump station cover:

A sketch of the proposed cover of the Pump Station follows. The sentry box style should be adopted and used in similar circumstances in the future.

Two Hire pavillions:

The existing caravan which is used as a beach hire pavillion located opposite Pete's Shop, should be replaced with a pavillion. The following diagram demonstrates the design for the pavillion.

A second hire pavillion will be required to cater for future needs at the southern end of the village. A similar design should be adopted and it is important that such facilities be spread along the beach rather than being concentrated in one area.

PALM COVE VILLAGE STRATEGY PLAN

In order to comply with Beach Protection Authority regulations, the pavillions cannot be permanent structures. It is proposed that they follow the principle of building site sheds; transportable and pinned to footings as approved by the Beach Protection Authority.

The pavillions could be constructed by Council and leased to the beach hire operators.

Palm Cove Village entrance signs:

Two prominent entrance signs are proposed to be located on the Cook Highway to indicate the access road to *Palm Cove Village*.

Concept sketches are shown in section 3.4 (style A), however as discussed in section 7.0 Public Participation, it is proposed to conduct a competition to design the entrance signs.

Music gazebo:

Music is an invaluable tool in creating atmosphere. It is proposed that *Palm Cove Village* be promoted as a venue for musicians and for people to enjoy a relaxing afternoon of entertainment.

A gazebo or rotunda is proposed directly opposite Paradise Village. It will serve as a venue for formal and informal non-amplified musical performances. Located at the centre of activities it may also serve for other community events. A design for the rotunda follows.

4.3.3 LANDSCAPE FURNISHINGS

Lighting:

Street lights have already been installed for the length of the pedestrian precinct. All future street lighting should be of a similar design.

B.B.Q'S:

The design for the proposed BBQ's follows. All existing BBQ's should be replaced with the new design.

Benches:

River rocks are to be used throughout the precinct as features forming secluded seating and BBQ areas. Benches will be formed with large slabs of Melaleuca spanning between river rock bolders. A sketch of the design follows.

Paving:

Council should encourage the use of paving instead of other hard surface treatments in all public and private areas. Paving details should match those employed in the landscape upgrade.

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Erosion Control:

As can be seen on the Strategy Plan, it is proposed to limit beach access to as few points as possible. Access will be provided at carparking, major pedestrian routes and at landscape features. At each point the erosion of the dunes will be controlled with chain linked sleepers. A diagram of the erosion control device follows.

Tables:

The existing concrete tables will be used throughout the Village.

Rubbish Disposal:

All existing concrete rubbish bin with advertising signs attached must be replaced with the steel frame and plastic insert bins. The option of providing a separate bin for recyclable materials should be investigated and encouraged. A photograph of both examples are attached.

Drinking Fountains:

A diagram of the proposed design for drinking fountains follows. Fountains will be provided along the pedestrian precinct as required.

Traffic Barriers:

The cross bar of the existing treated pine traffic barriers will be removed, cut into lengths and used as posts. All of the posts will be painted white.

To prevent vehicles and especially large four wheel drives from cutting corners and destroying landscaping, river rock boulders will be placed in strategic spots. The boulders tie in with the general landscape theme and are the only device that actually solves this problem.

Showers:

A diagram of the proposed showers follows. The design follows the theme of the street lights and incorporates similar materials. Showers will be provided along the Pedestrian Precinct as required.

Public toilets:

The style of the toilet block constructed near Paradise Village should be adopted for all future public toilet blocks. The stone walls and shingle roof is extremely successful in blending with the environment. A photograph of the existing toilet block follows. The block will be landscaped as part of the current works.

We anticipate that as demand grows a second toilet block will be required at the south end of the pedestrian precinct.

Power supply:

As part of the landscape upgrade some over head power lines have been removed and put underground.

This policy should be adopted throughout *Palm Cove Village*. All overhead lines must be removed and put underground.

PALM COVE VILLAGE STRATEGY PLAN

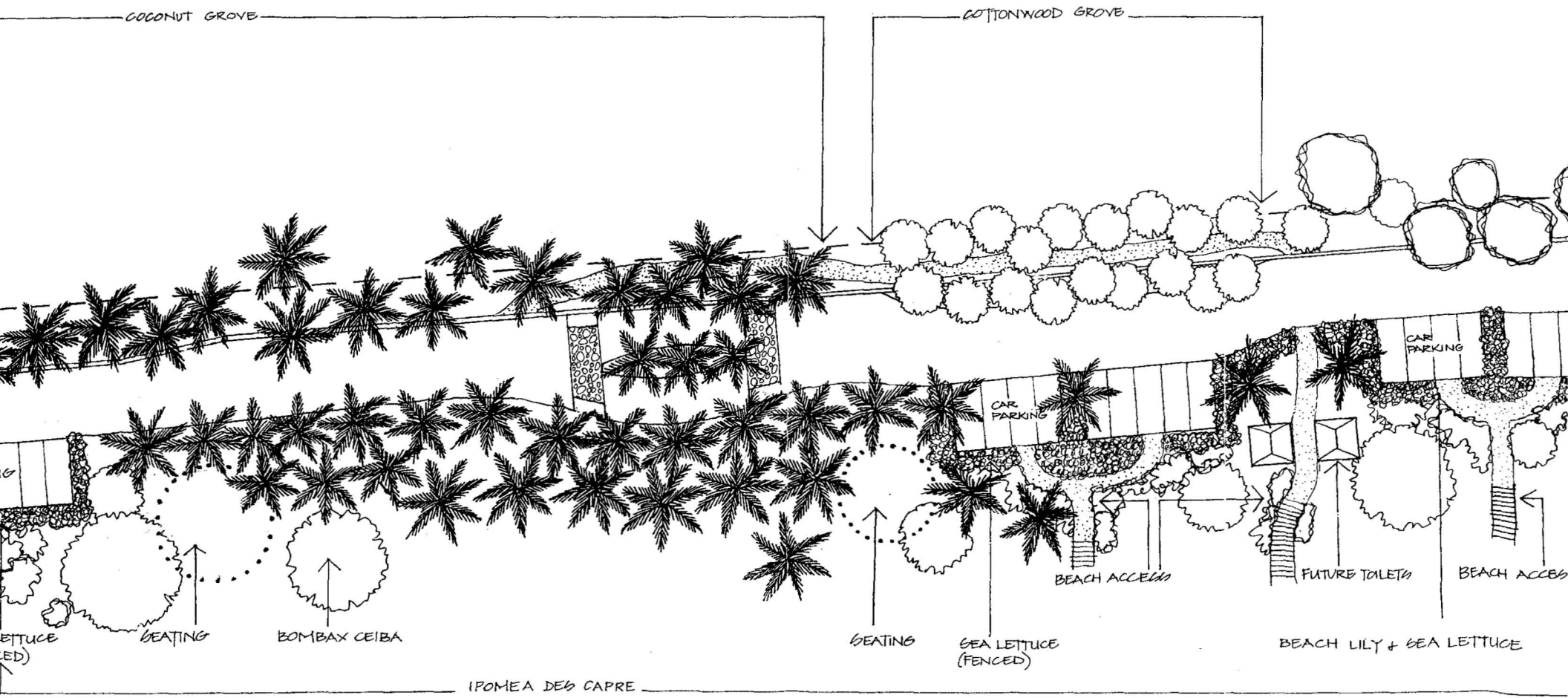
4.4 MAINTENANCE

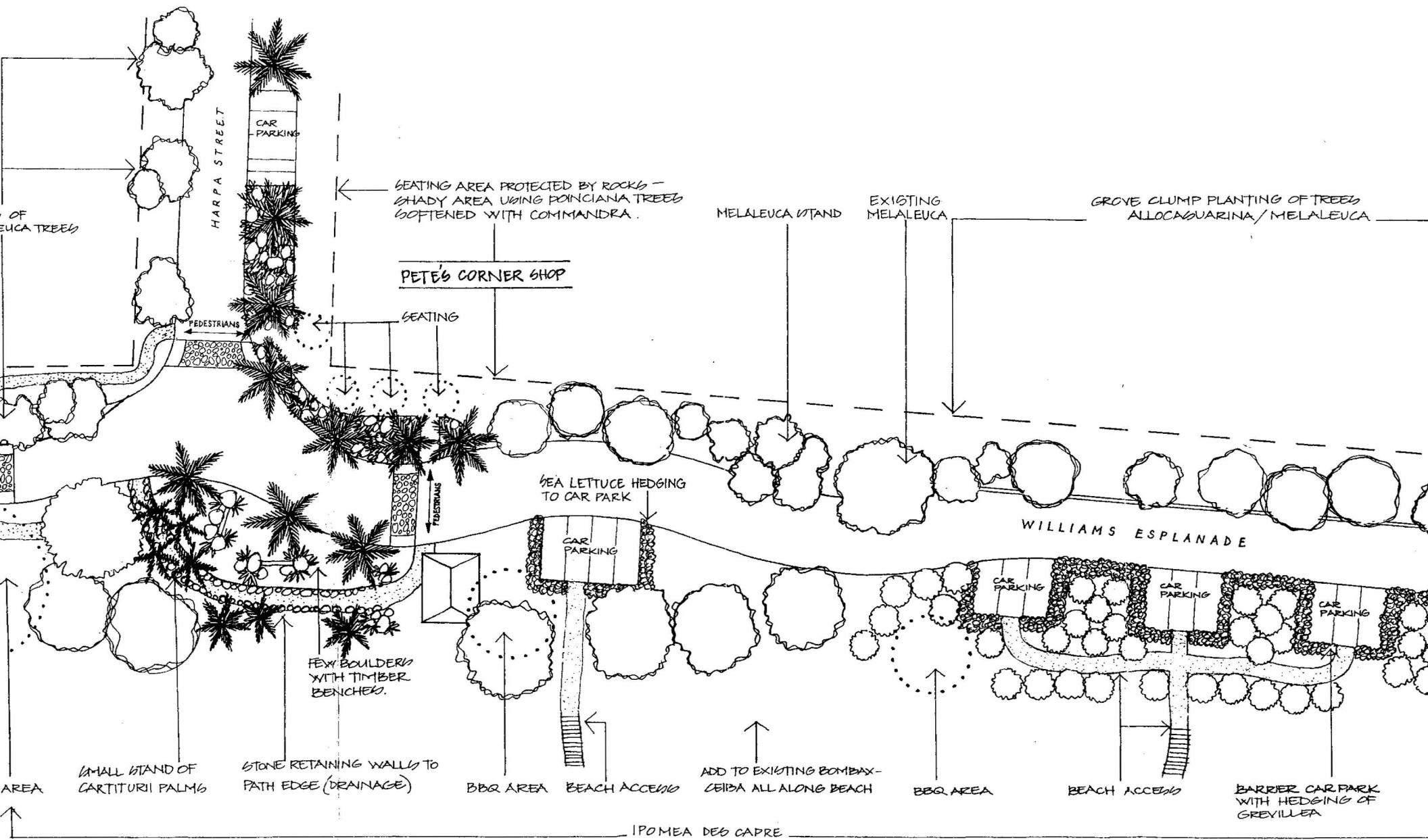
The landscaping works have been designed to minimise maintenance. Some compromise to this objective was necessary to give flair and tourist interest to the species selection. Coconuts have been used in specific areas to achieve this. De-nutting will not be a problem for several years however this inconvenience is far out weighed by their aesthetic appeal and attraction for tourists.

The river rock boulders were used for aesthetic and functional purposes. They will protect planting from vehicles where the cutting of corners may occur whilst they suit the landscaping style. With time, the appearance of the rocks will be softened with small shrubs and grasses.

A completely integrated and automatic watering system will be installed shortly. It will cover the whole of the stage one works and the extent of the existing paving.

All hard landscaping elements have been designed to be vandal proof and as maintenance free as possible.





Landscape Plan - Pedestrian Precinct Stage 1

ROSELLINI +
MCCARTURII
PALMS

ALEXANDRA
PALMS

EXISTING JEWEL
LANDSCAPE

HELICONIA

MONDO GRASSO

GINGER

JEWEL OF THE REEF
RESORT

RAMADA
REEF
RESORT

TO PANDANUS GROVE
LEPTOSPERMUM
CALLIOTEMON
SMALL PANDANUS

PEDESTRIANS

WIDE PEDESTRIAN PATH
TO AVOID CORNER

FAR HORIZONS
RESTAURANT

WILLIAMS ESPLANADE

ROCKS, BOULDERS,
BEACH CREEPERS
TO DRAINAGE AREA.
DRAINAGE CREEK THEME, ETC.

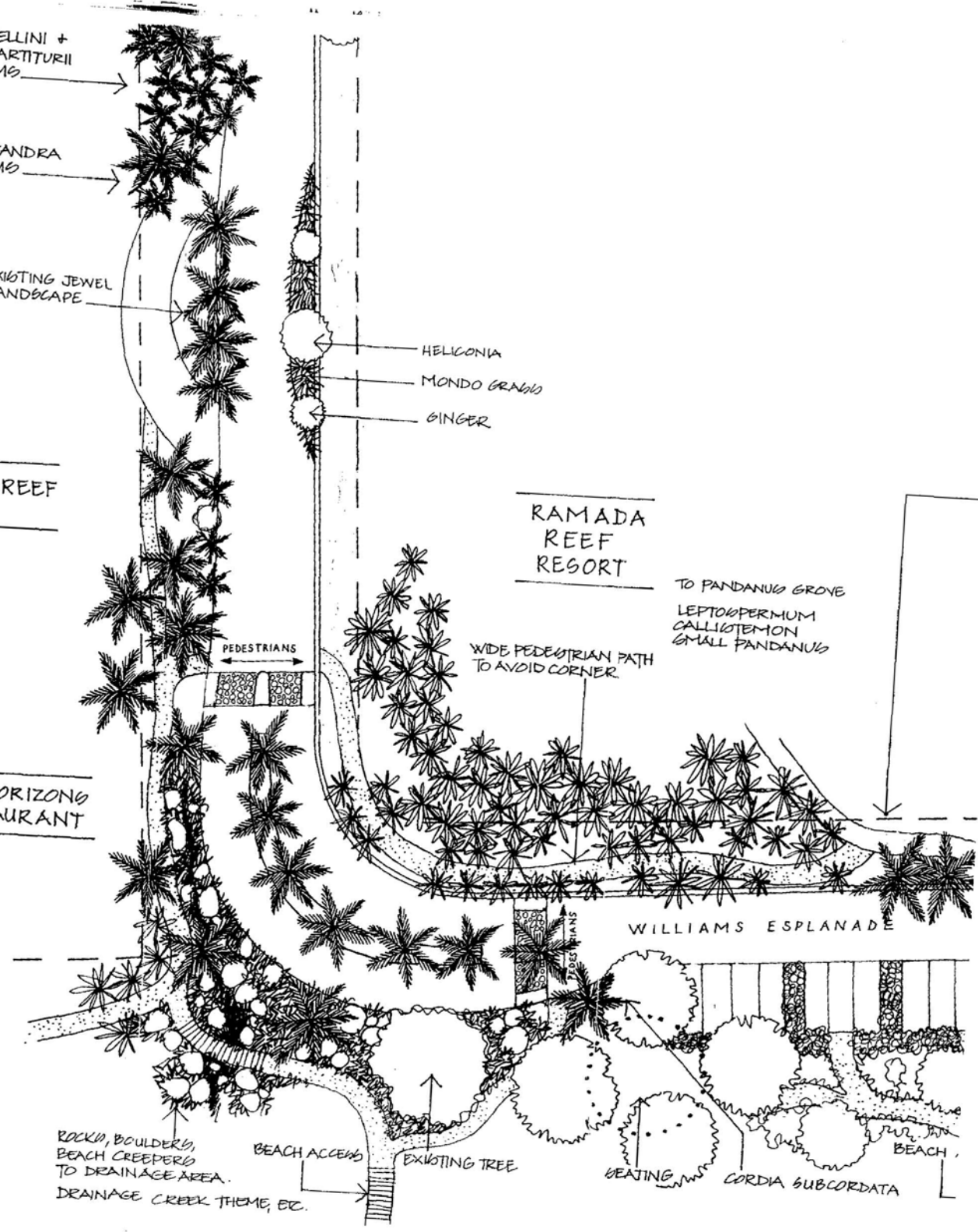
BEACH ACCESS

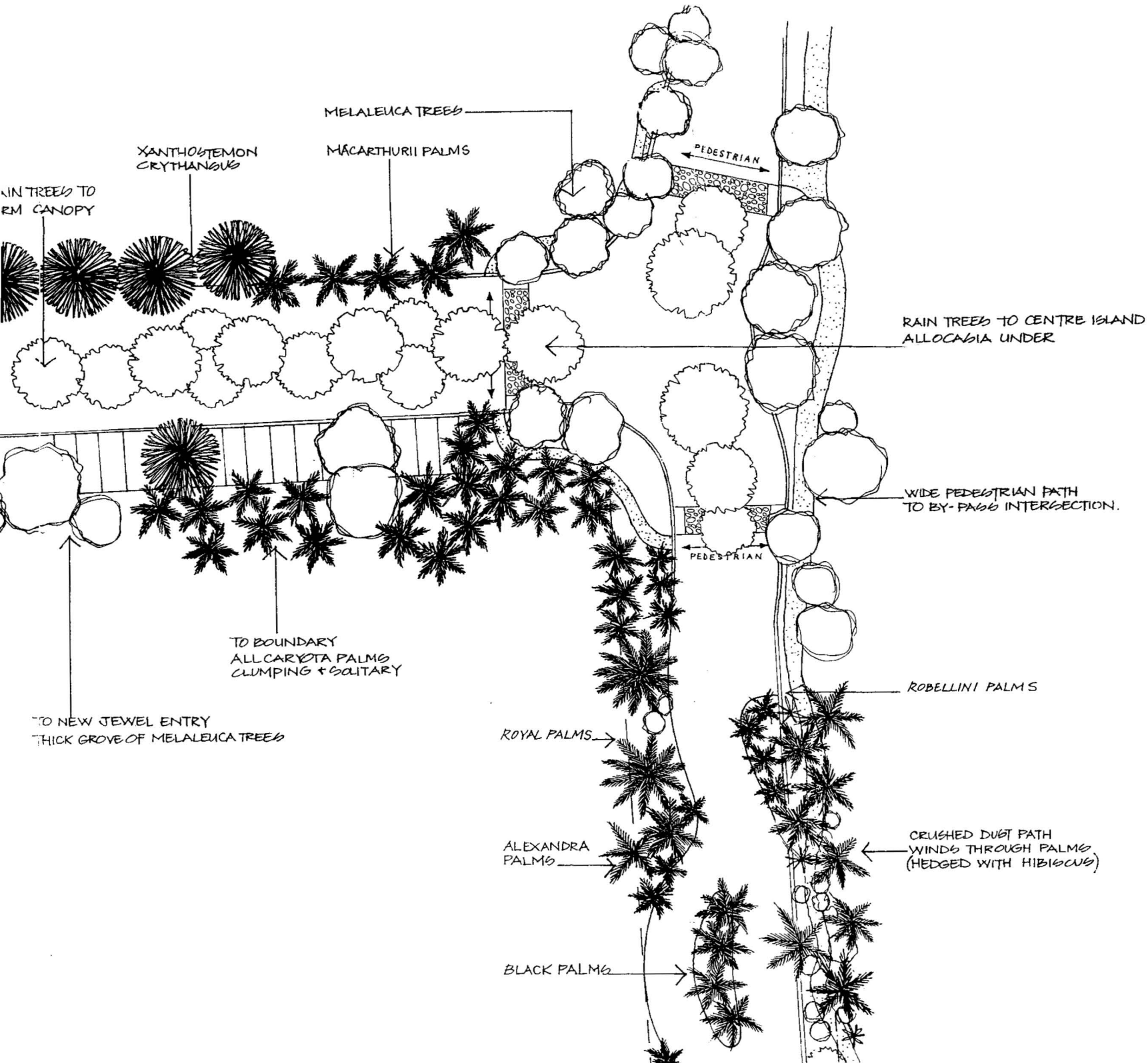
EXISTING TREE

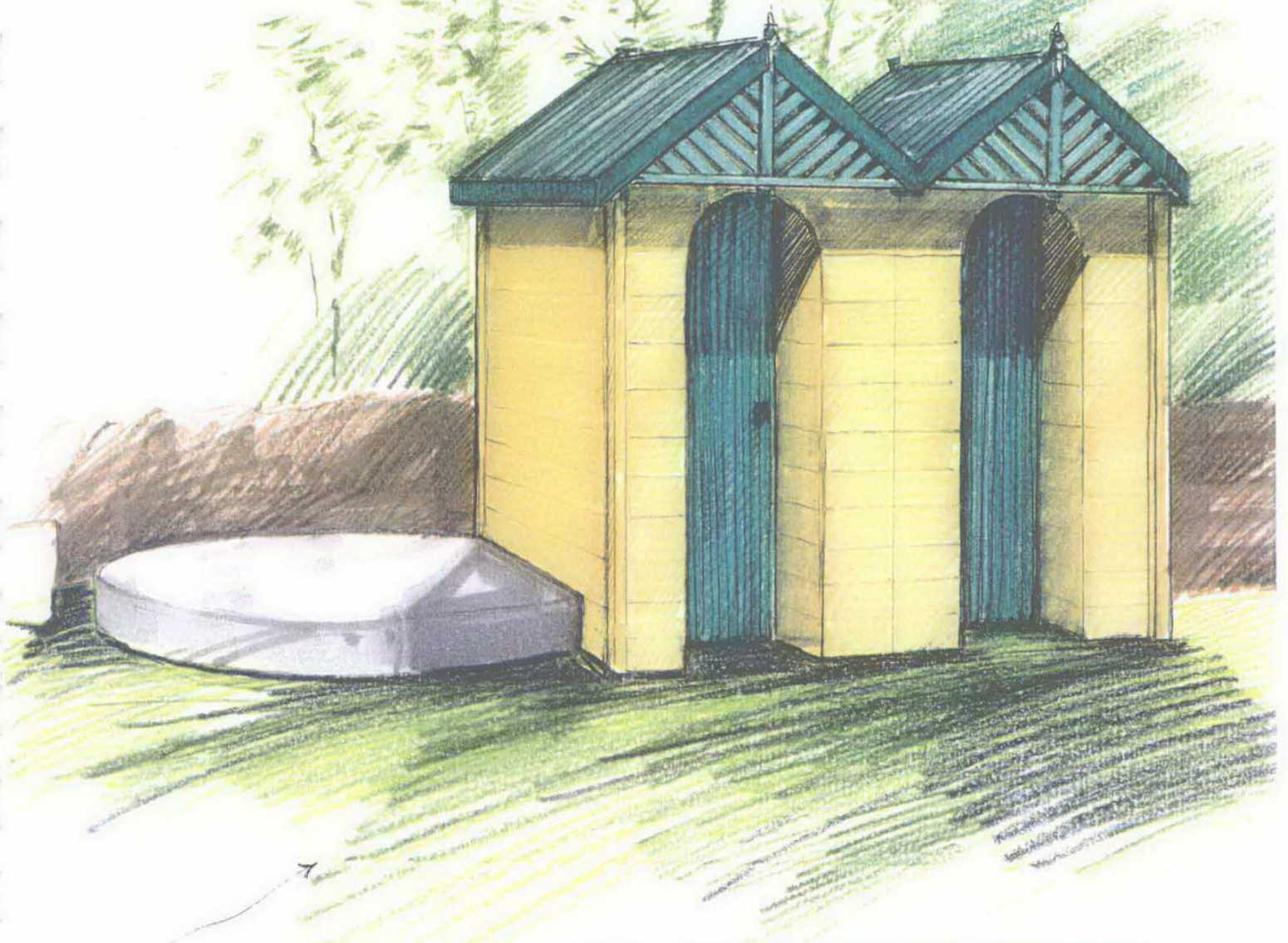
BEATING

CORDIA SUBCORDATA

BEACH







Bentry Box concept -

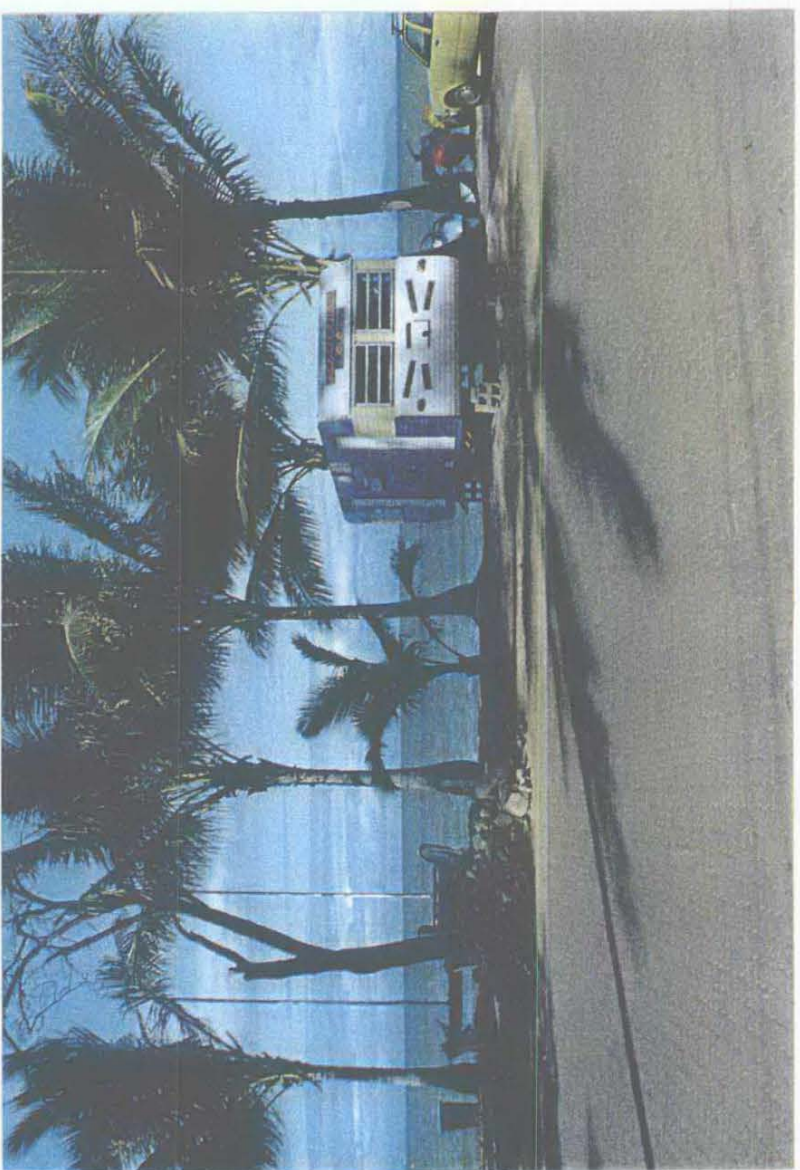
Makes a likeable landmark out of something which would look ugly.

Internal insulation ensures mechanical sounds are minimized.

Colours and architecture blend in with themes established for Palm Cove Village.

Pump Station →





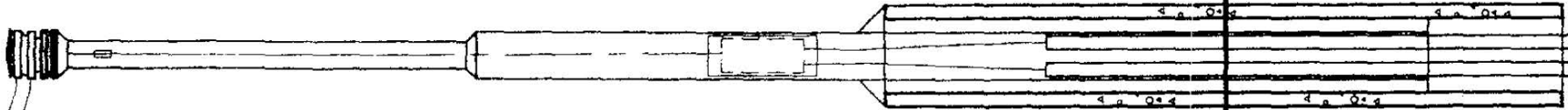
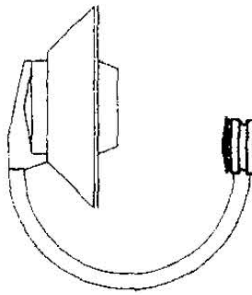




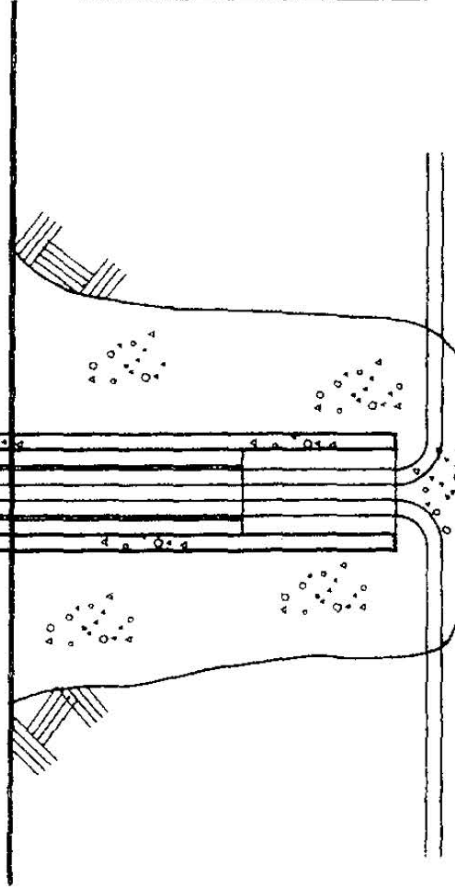
Proposed Beach Hire Pavillion

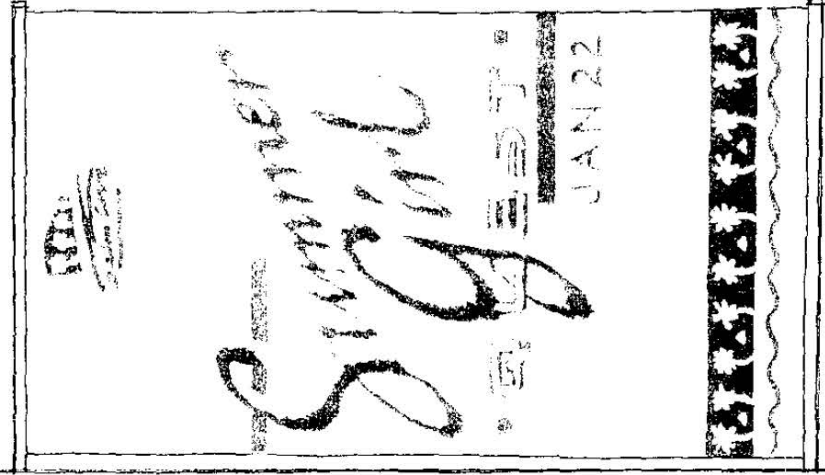
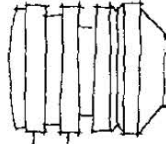
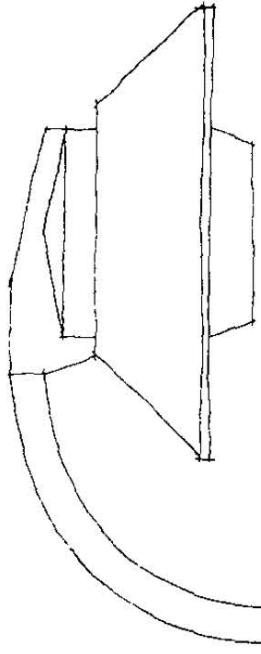


Music Gazebo

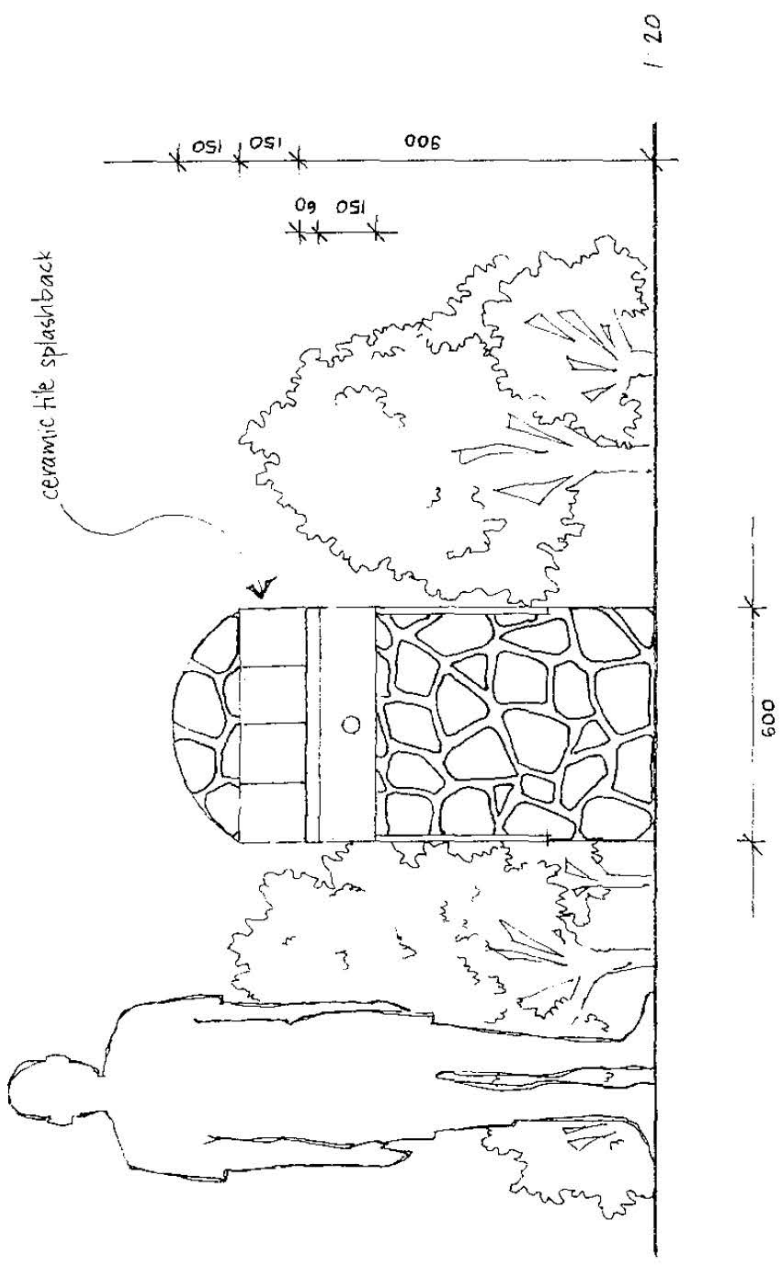


GROUND LEVEL

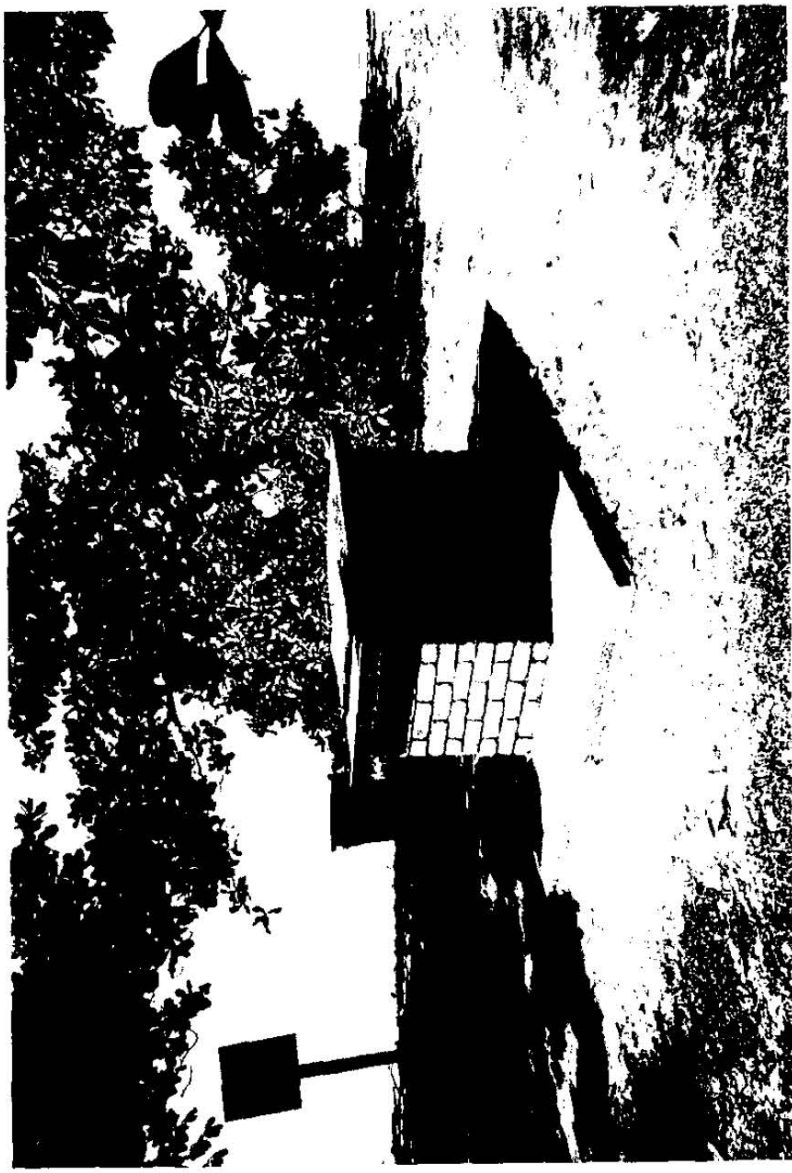


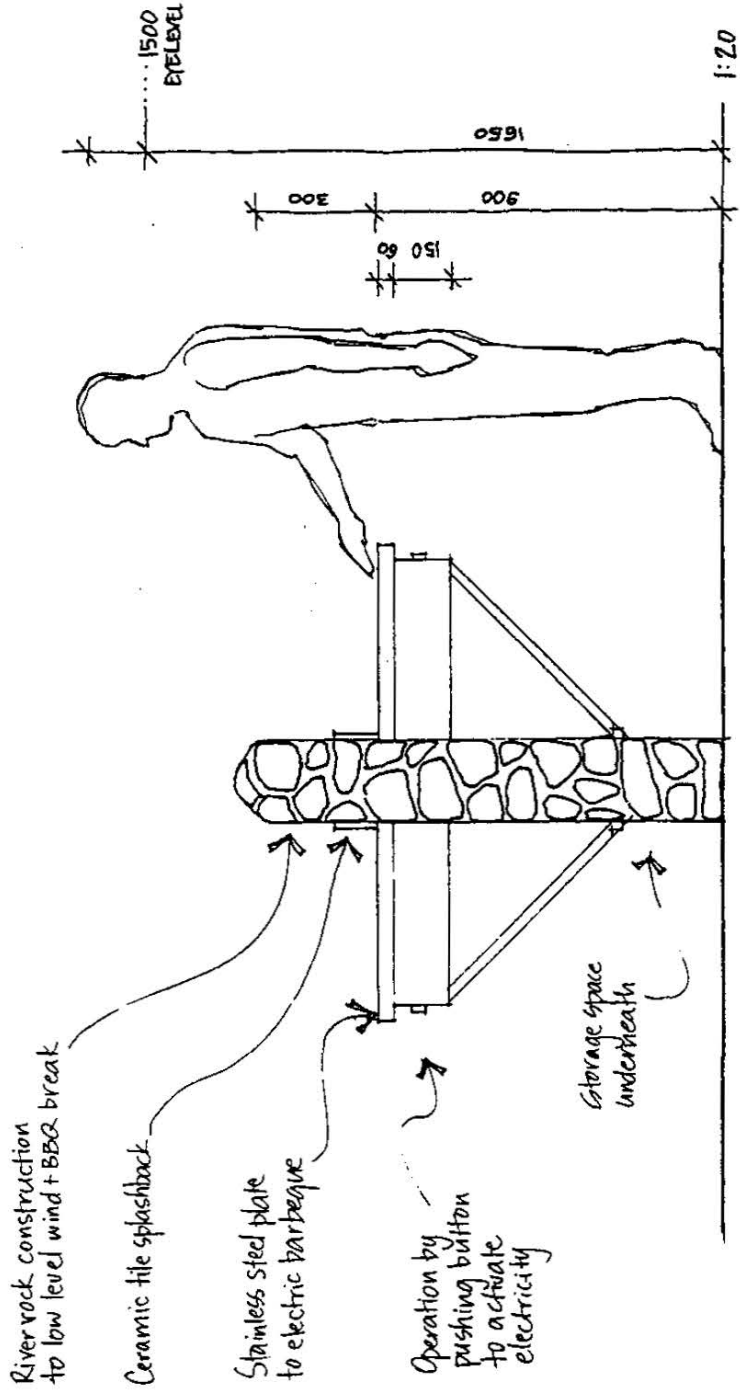


Used for seasonal events
it can be printed in any
combination of suggested
corporate colours

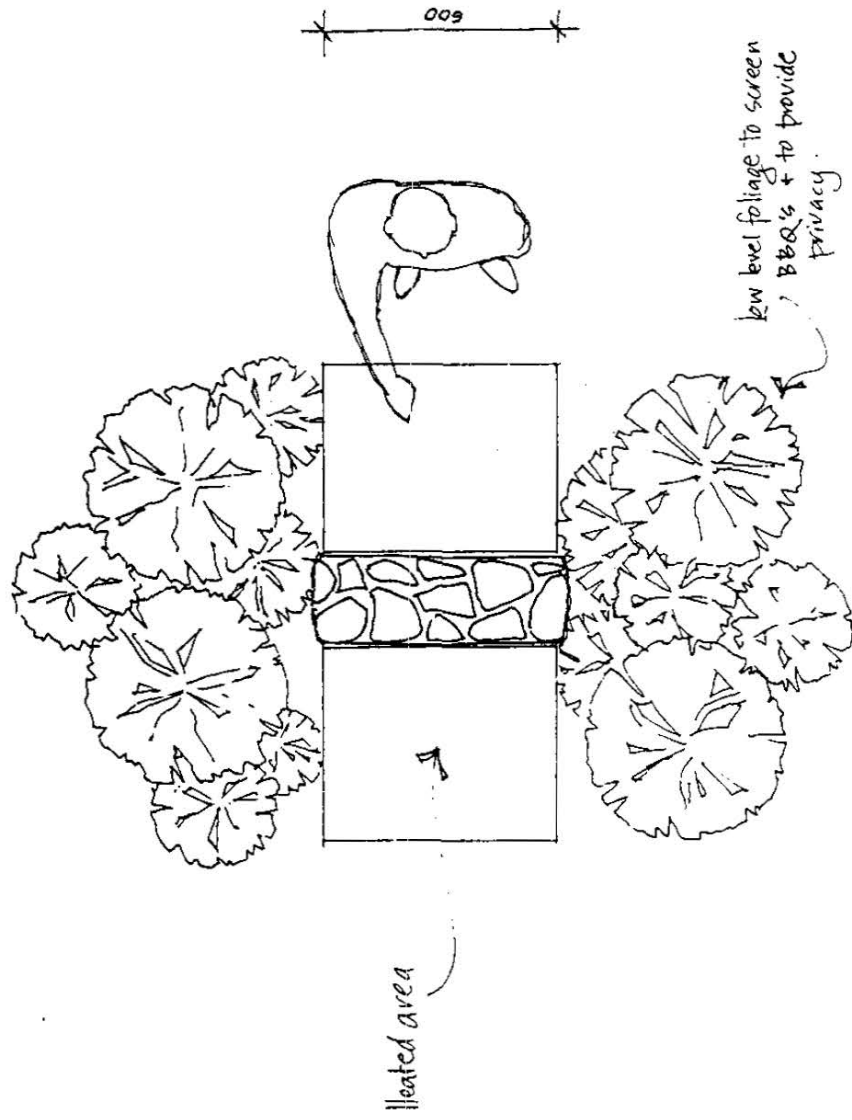


Proposed elevation





Proposed side elevation



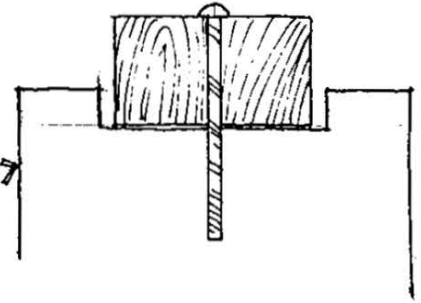
Proposed plan

Double width railway sleepers used for bench seat.

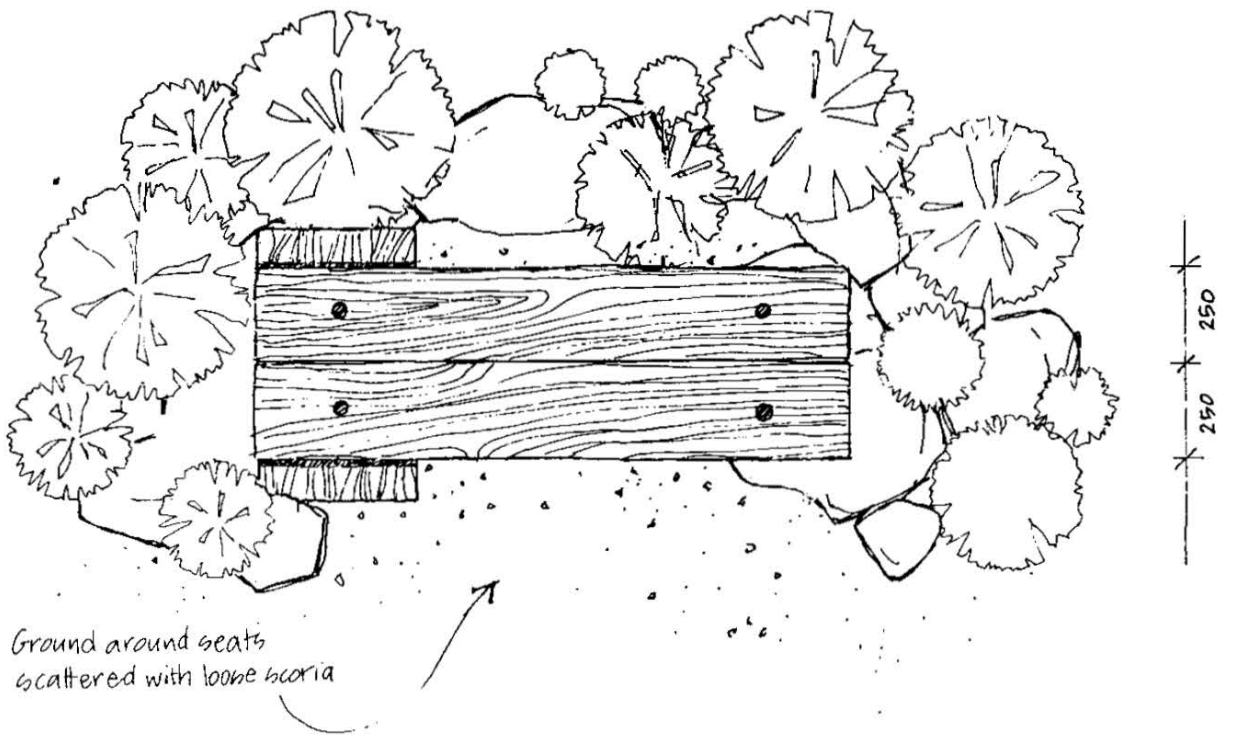
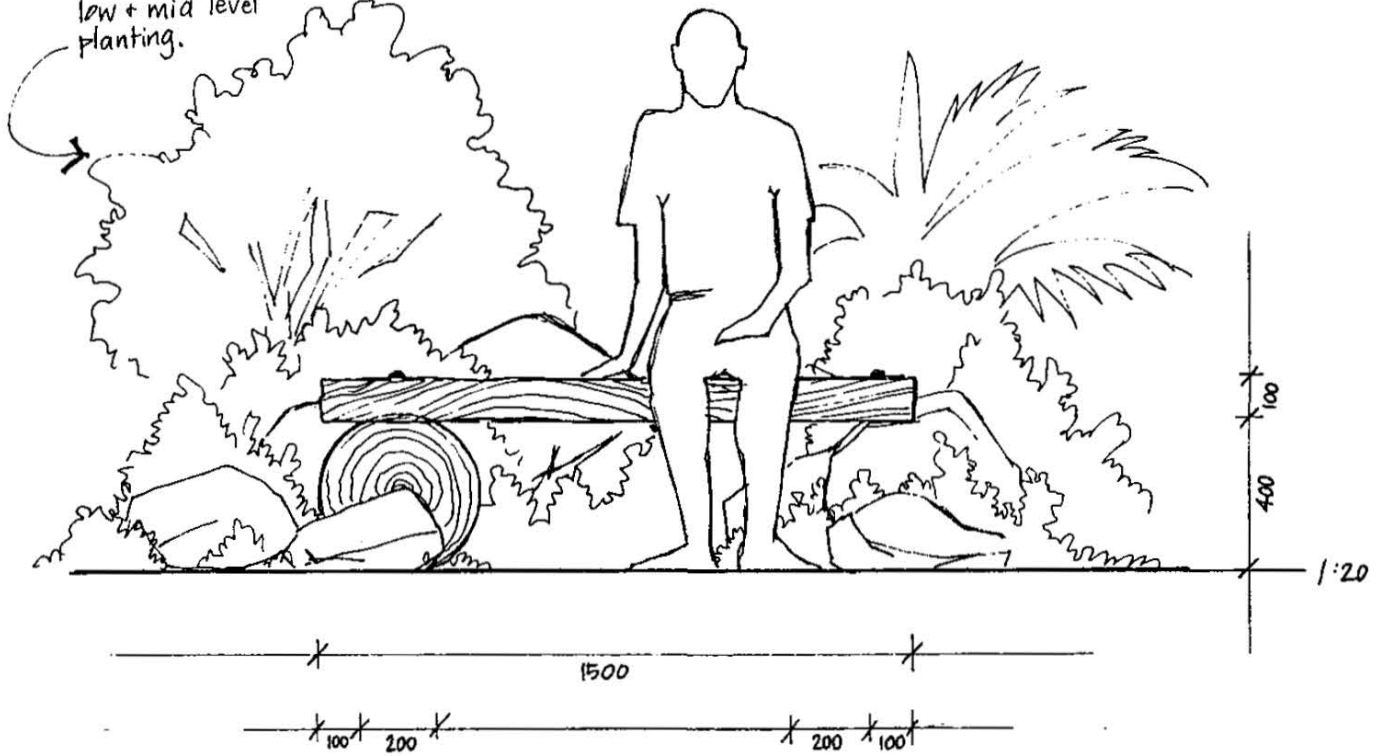
Option 1: Bolted to log (left)

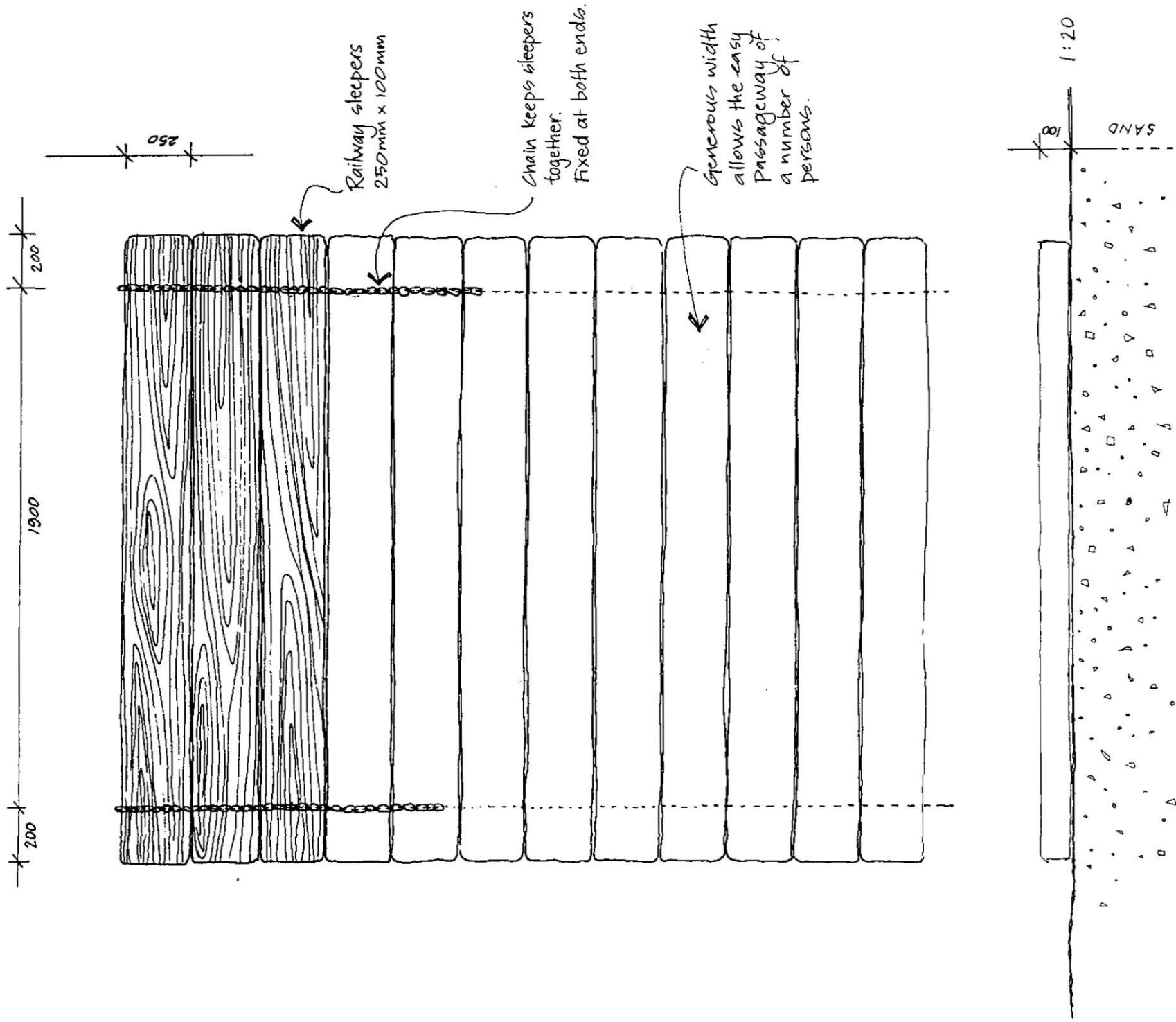
Option 2: Pinned to large boulder. (right)

Detail to fixing

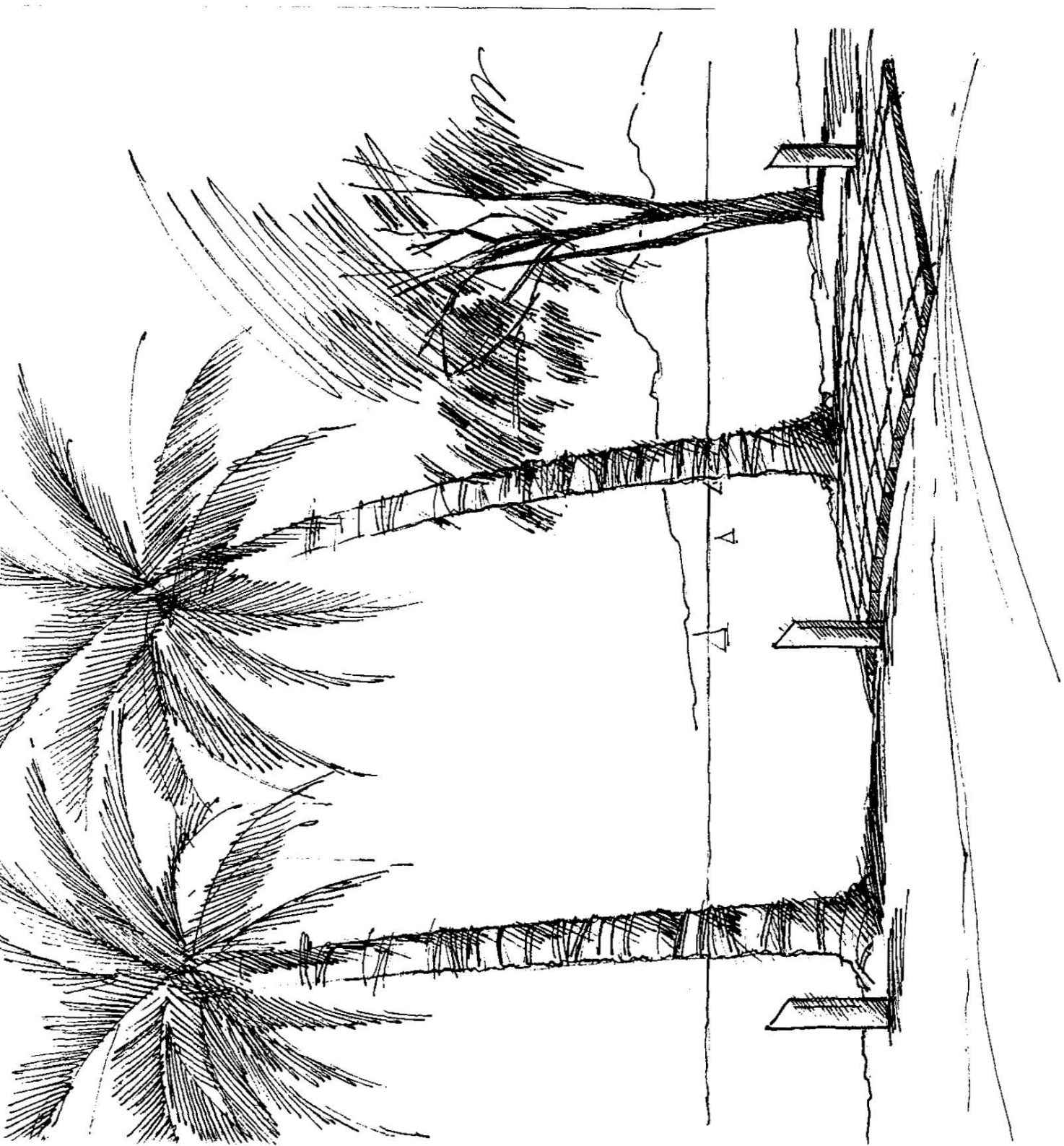


Screening around seating area achieved with boulders and low + mid level planting.





Erosion Control





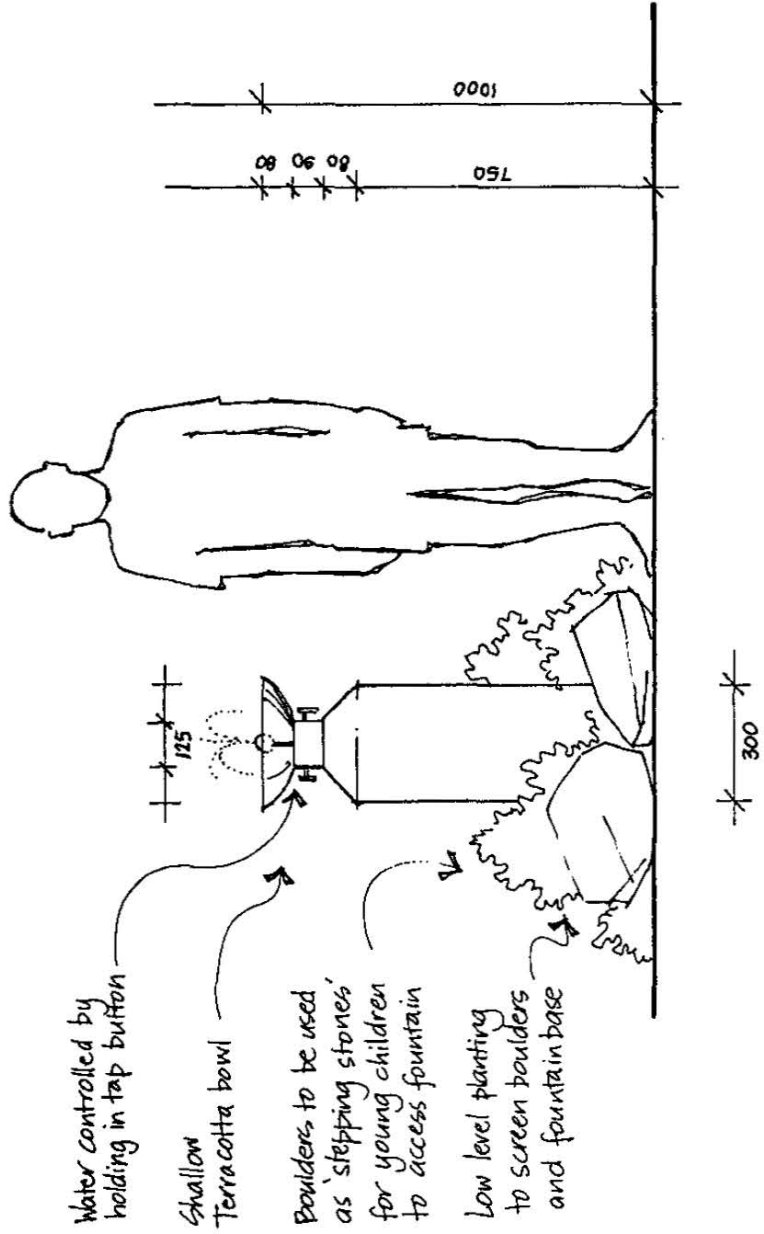
Existing bin to be removed from Palm Cove Village precinct

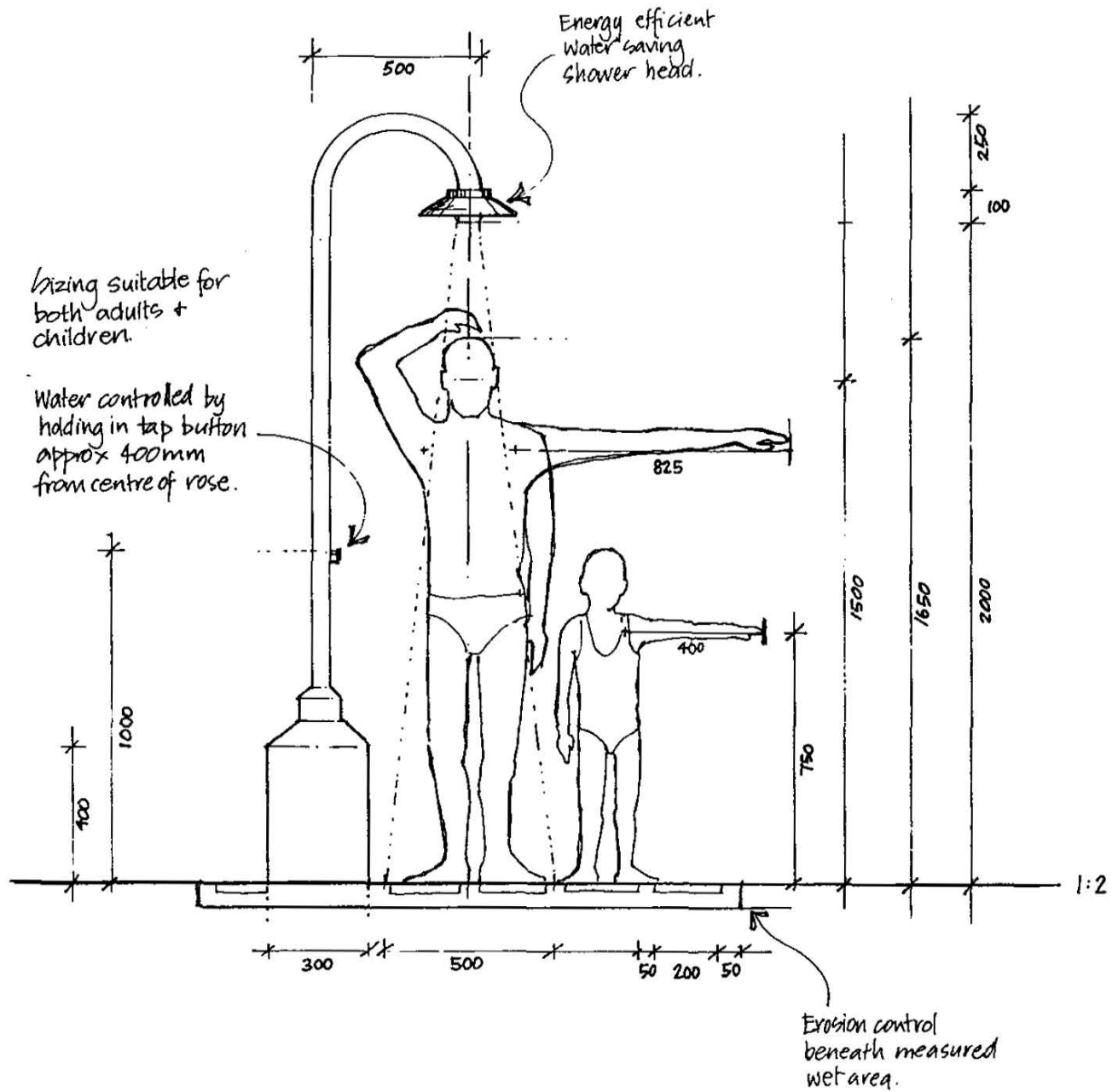
- Unhygienic
- Does not suit surroundings
- Torn-off ads look unsightly

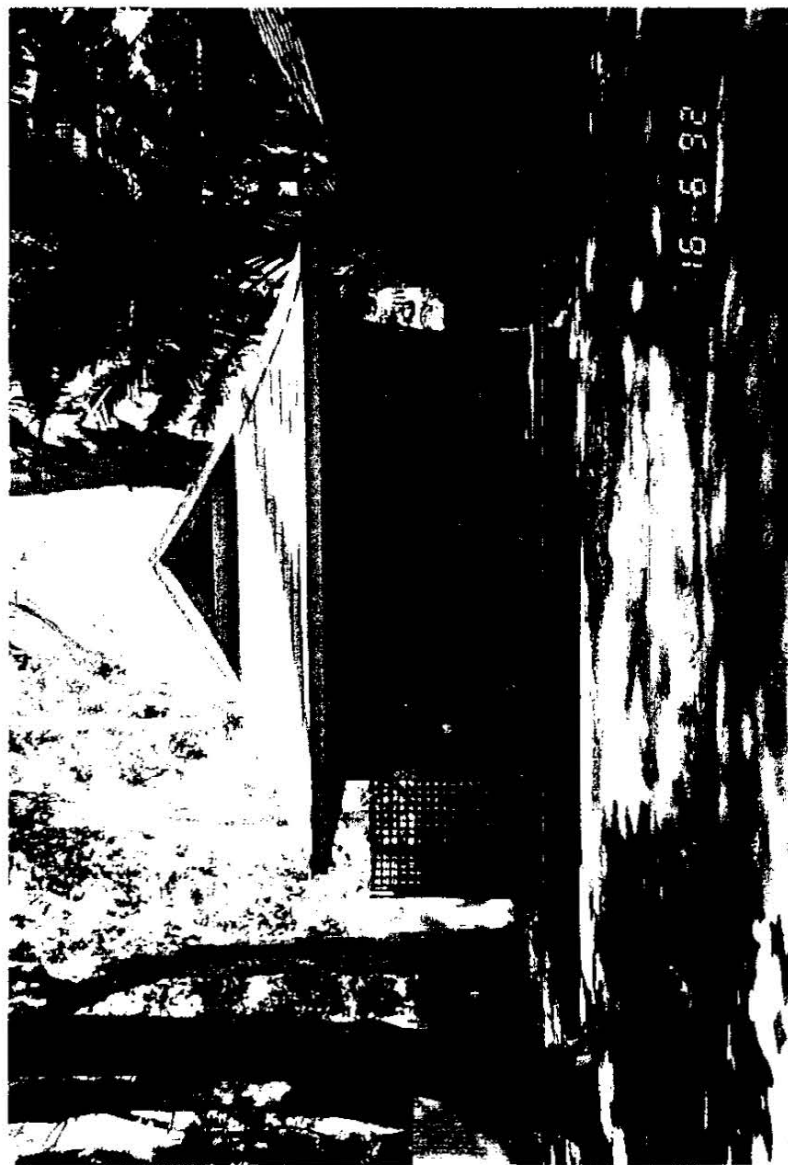


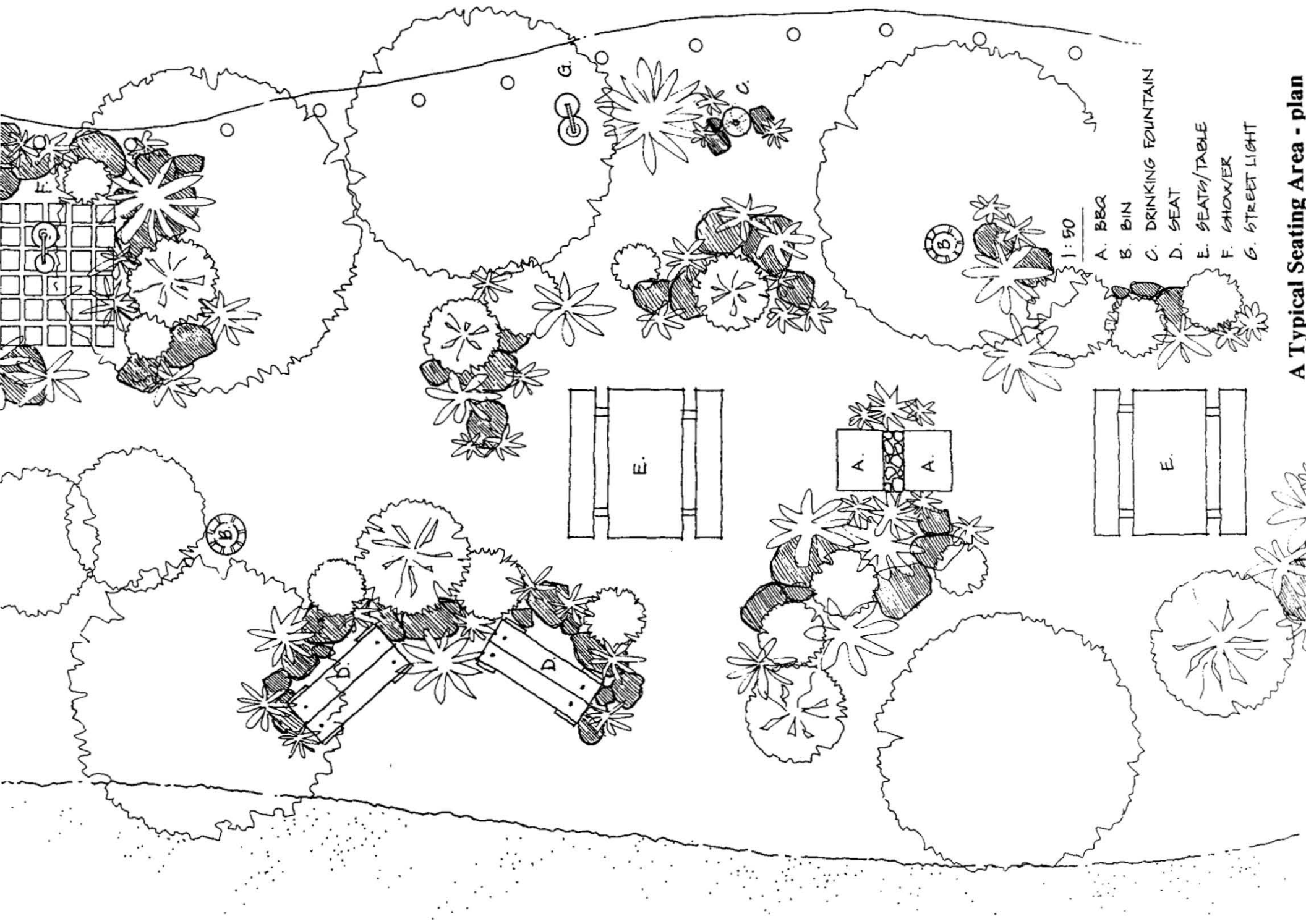
Light-weight bins to be used
Metal girdle may be painted to suit the Precinct theme.











1:50

- A. BEG
- B. BIN
- C. DRINKING FOUNTAIN
- D. SEAT
- E. SEATS/TABLE
- F. SHOWER
- G. STREET LIGHT

A Typical Seating Area - plan



A Typical Seating Area

PALM COVE VILLAGE STRATEGY PLAN

5.0 KEY INITIATIVES

PALM COVE VILLAGE STRATEGY PLAN

5.1 INITIATIVE 1: WILLIAMS ESPLANADE LANDSCAPE UPGRADE

5.1.1 DESCRIPTION

The landscape upgrade of Williams Esplanade includes the paving of the Esplanade and landscaping. The project is to be completed in two stages:

- Stage 1 includes Triton Street, Veivers Road east of Triton Street, Williams Esplanade between Veivers Road and the existing paved area and Harpa Street from Williams Esplanade to the first property boundry. The landscaping works for stage one includes the above mentioned areas and the area surrounding the existing paving opposite Paradise Village.

- Stage 2 includes the paving and landscaping of the balance of Williams Esplanade and Cedar Road from Williams Esplanade to the entrance to the new Jetty Pavillion.

The paving and landscape works define the Pedestrian Precinct as refered to in this report.

5.1.2 FUNDING

Funding for the upgrade is obtained from the Mulgrave Shire Council's Esplanade enhancement contributions, The Jewel Group (Jewel Of The Reef), KM Group (Ramada Reef Resort), and Daikyo North Queensland (Palm Cove Resort).

5.1.3 PROGRAM

Stage one of the works will be completed by September 1992. Construction of stage two should commence as soon as possible and would take approximatly sixteen weeks to complete.

5.1.4 IMPLEMENTATION

Taylor Ratcliffe Architects have provided the architectural and construction managment service for stage one free of charge. A similar service reporting directly to council will be provided for stage two.

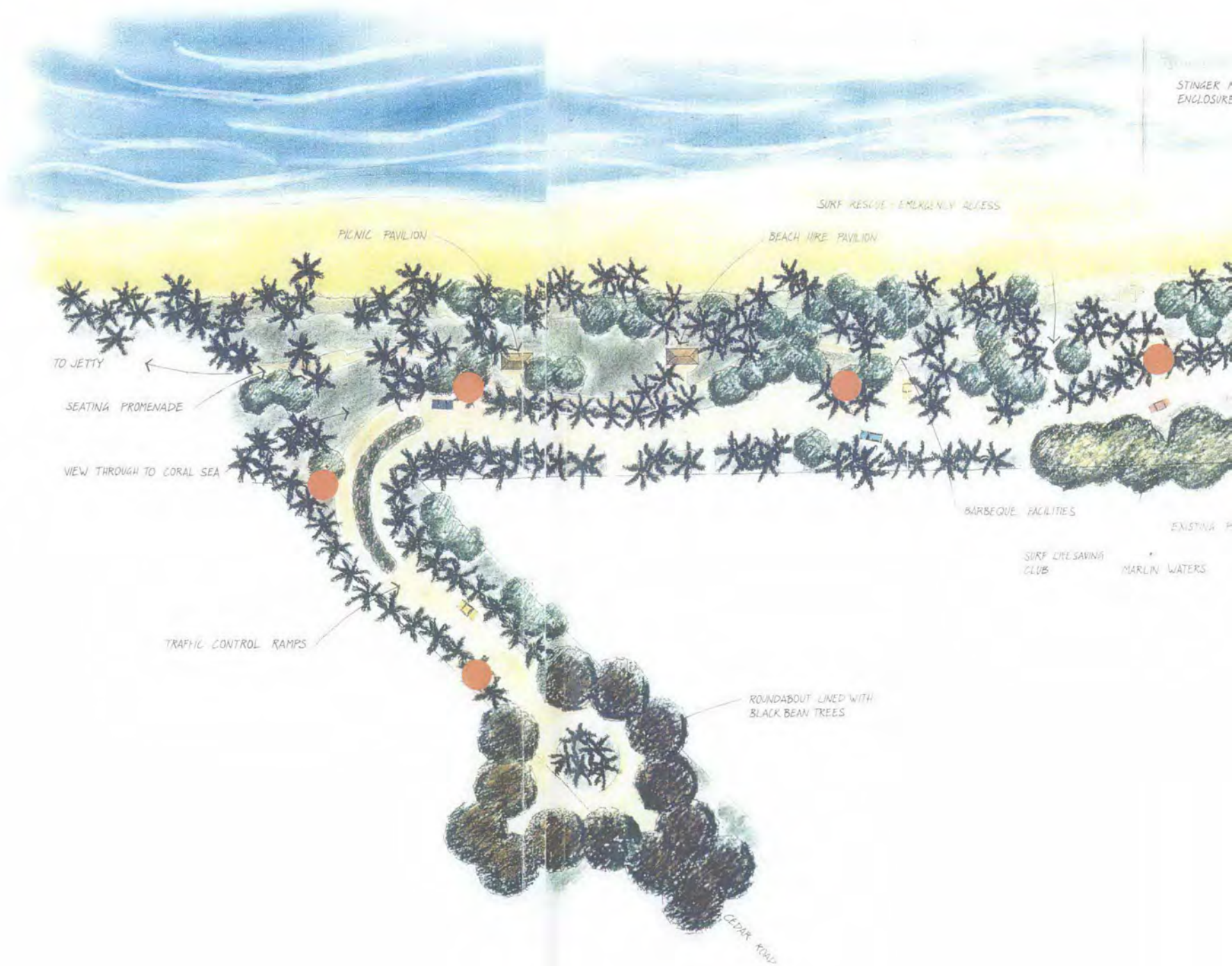
5.2 INITIATIVE 2: PALM COVE JETTY AND COMMUNITY RECREATION PARK

The jetty pavillion will encompass retail, restaurant and carparking facilities as well as a office for harbour control. It will act as a catalyst promoting the use of the jetty and will be an important facility for residents and visitors to *Palm Cove Village*.

A recreation park is to be established for the use of the community replacing the existing caravan park. There is the possiblity of an open air amphitheatre for impromptu performances, film viewing and non-amplified musical performances. A rendering of the proposed pavillion and park follows.

PALM COVE VILLAGE STRATEGY PLAN

Stage two of the landscape upgrade must be completed prior to commencement of work on this initiative. Once the caravan park is closed the pavillion and recreation park can be completed.



STINGER ENCLOSURE

SURF RESCUE - EMERGENCY ACCESS

PICNIC PAVILION

BEACH HIRE PAVILION

TO JETTY

SEATING PROMENADE

VIEW THROUGH TO CORAL SEA

BARBEQUE FACILITIES

EXISTING P...

SURF LIFE SAVING CLUB

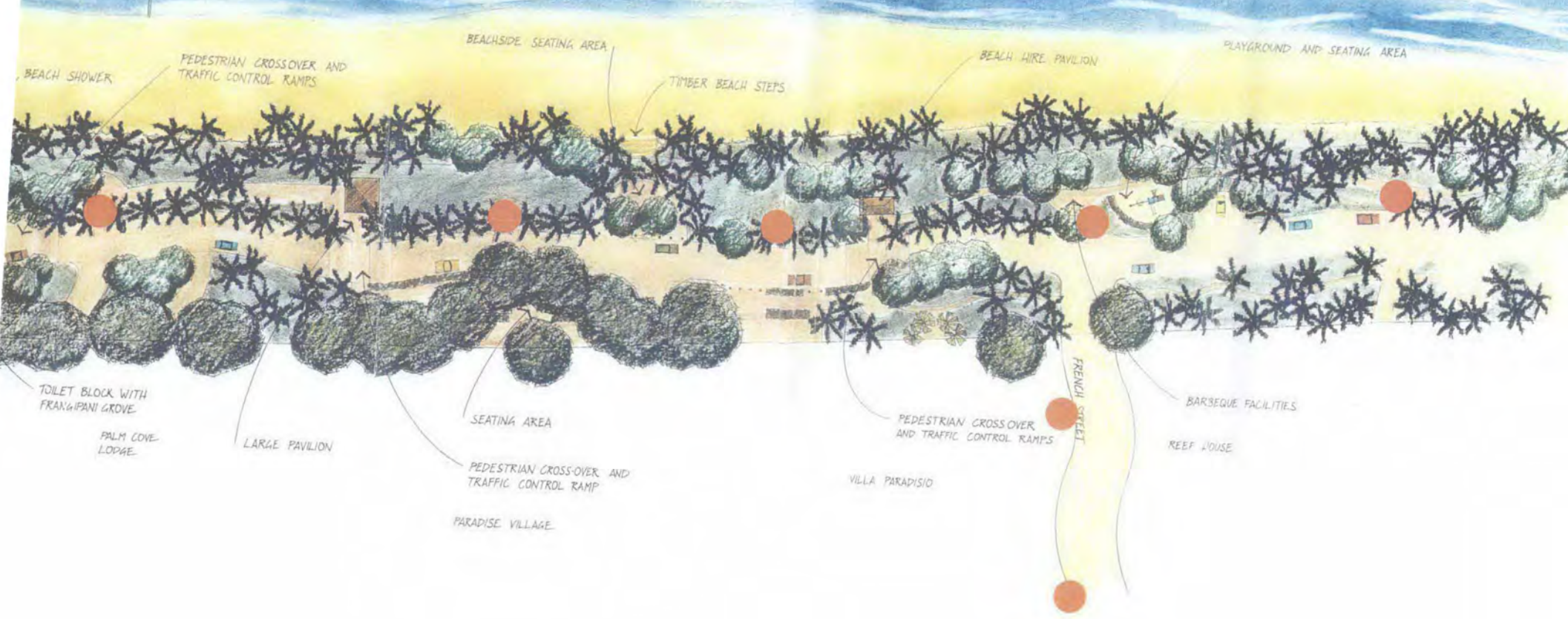
MARLIN WATERS

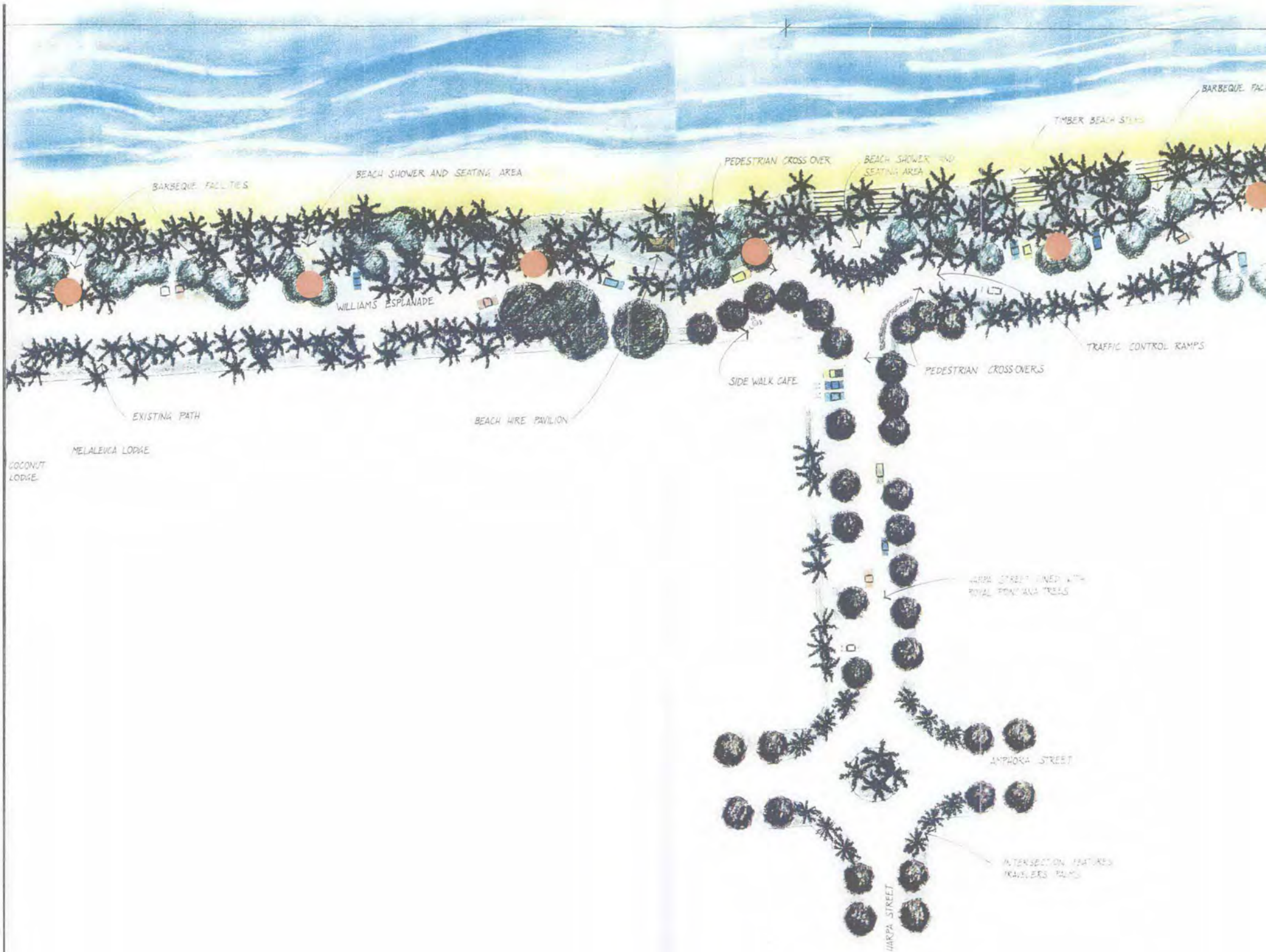
TRAFFIC CONTROL RAMPS

ROUNDABOUT LINED WITH BLACK BEAN TREES

CEDAR ROAD

STAGE 2







STAGE 1

DUNE STABILIZATION

TOILET BLOCK AND FRANGIPANI GROVE

BARBEQUE FACILITIES

TWIN PAVILIONS AND TILING AREA

VIEW TO CORAL SEA

EXISTING PATH TO JOIN BEACH PROMENADE

TRAFFIC CONTROL RAMPs

RAMADA

PEDESTRIAN CROSS OVER

TRAFFIC CONTROL RAMPs

WILLIAMS ESPLANADE
PALM COVE • FAR NORTH QUEENSLAND
LANDSCAPE UPGRADE

PAWSEY & PROWSE
LANDSCAPE ARCHITECTS

JEWEL OF THE REEF

TRITON STREET

ES ROAD



PALM COVE VILLAGE STRATEGY PLAN

6.0 TOURISM

PALM COVE VILLAGE STRATEGY PLAN

Tourism will be a natural flow on from the *Palm Cove Village*. All major tourist destinations across the world are successful because of their vernacular identity. The importation of Hawaiian designs and the creation of pristine homogenous resorts must be prevented. *Palm Cove Village* must have an indigenous character. Tourists travel to experience cultures, climates and environments. If *Palm Cove Village* develops as a place that is a liveable example of North Queensland, tourism will follow.

The built forms and natural environment should be such that Palm Cove retains its cultural heritage. Tourism will automatically follow and will not damage the fabric of the village providing a strategy is in place to preserve it.

Reference:

BELLE Design and Decoration, Issue No. 111, June/July 1992. p.86 - 93

SPECIAL ♦ BELLE ♦ SURVEY

THE *Environmental* TOURIST

Australia's biggest earner is tourism. Australia's biggest attraction is its natural beauty. Only now, reports Michael Dickinson, are we realising that maintaining both assets hinges on astute environmental design – smaller, specialist resorts designed to complement and enhance, not degrade, their surroundings.

PHOTOGRAPHY: WAYNE LENNOX MILES



PHOTOGRAPHY: TIM BAUER

ourism. Australia's biggest earner, leaving wool, coal and wheat in its wake, with its \$7.3 billion in foreign exchange representing some

of our export earnings. investment boom of the eighties né reigned. Five-star hotels here the same as five-star hotels anywhere rising as they were probably designed name Hong Kong or American (s). Country guesthouses were only chintzy. Tropical resorts had bungalows and the same free- form ing pools set in similar suburban

tropical landscaping. "Tourist attractions" were mostly self-conscious and sometimes dire. Tourism, Australian-style, was an ad-hoc collection of conventional formulae, from universal glitz to ubiquitous fast-food.

The evolution of the industry (and possibly the shake-out of the past two years) has allowed new kinds of ideas to emerge. Smaller operators targeting market niches are one reason. In the past 12 months, in Sydney and Melbourne for instance, a crop of small hotels has sprung up with an emphasis on modern and distinctive style. (See *Putting Off The Ritz*, page 96). In other parts of the country small specialist resorts have sprung up, some, like Seven Spirit Bay

north-east of Darwin (with no road access), are part of the new "eco-tourism", which many see as a key opportunity for Australia to define and express itself to the world. Eco-tourism has been explained as "ecologically and socially responsible nature-based tourism that fosters environmental appreciation and understanding".

Then there's the realisation (somewhat slow, and by no means universal), that environmental design is important in the increasingly competitive tourism market, that public spaces need to be of high quality to attract people, that streetscapes and town character are significant and that instead of destroying the features, natural or

English fishing towns, Caribbean ports and the cliff-side villages of Italy's Amalfi coast. Not that such places don't have problems. Even St Tropez and Florida's Key West struggle to retain their distinctiveness against the onslaught of modern, mass tourism. Ecological issues aside, the problem is to find appropriate scales and forms of new development.

In Australia we mostly can't rely on historical heritage, but this creates opportunities for new approaches using our best architects, designers and planners. Using second-hand overseas ideas is unsatisfactory for both business and the community.

So too is being frightened of tourism. Australia's most famous beach, Bondi, continues to languish, the victim of a decision-making paralysis created by mistaken notions. The beachfront park remains scruffy, the streetscape ugly and the traffic chaotic. The main problem seems to

be that tourism is seen as a threat to traditional character. But it doesn't have to pose that danger. Sustainable tourism requires the characteristic

"Simply transplanting Hawaiian-style complexes will diminish the very qualities which attracted tourists here in the first place."

place be reinforced, not destroyed. "Overseas travelers don't want to see themselves as tourists anymore than we do," says Sydney marketing consultant Jacqueline H. "They want authentic knowledge."

experiences – in our urban areas as much as the natural environment.

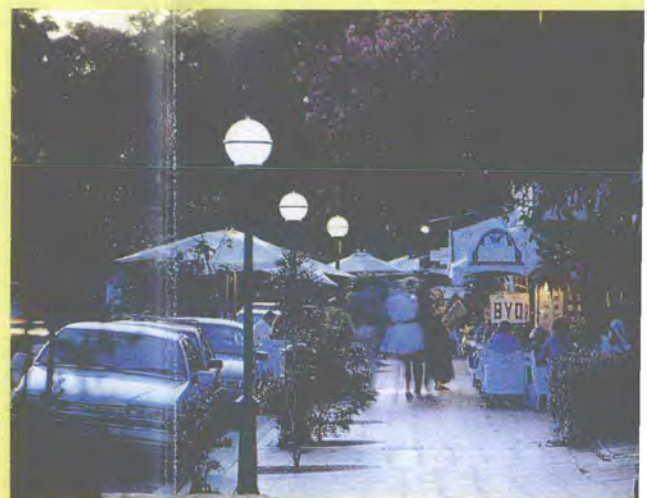
Hastings Street, Noosa, faced development pressures in the decade but survived and shaped up with a pleasant and distinctive character which is an integral part of "the Noosa experience". True, it has changed dramatically from years when Noosa was a sleepy, traditional seaside holiday town.

But if the issue is the management change, Noosa appears successful.

man-made, which initially attracted people, tourism can actually *improve* an area for both locals and visitors.

Overseas, authentic and unique urban environments are key elements of tourism – and clearly inseparable from national and local lifestyles. Places like the Cape Cod town of Provincetown, Greek island villages,

Seven Spirit Bay (opening pages) near Darwin, perhaps Australia's most secluded resort, has no road access. Down south, world-famous Bondi Beach (above), has been a victim of decision making paralysis, while Noosa (right) has shaped-up with a distinctive character.



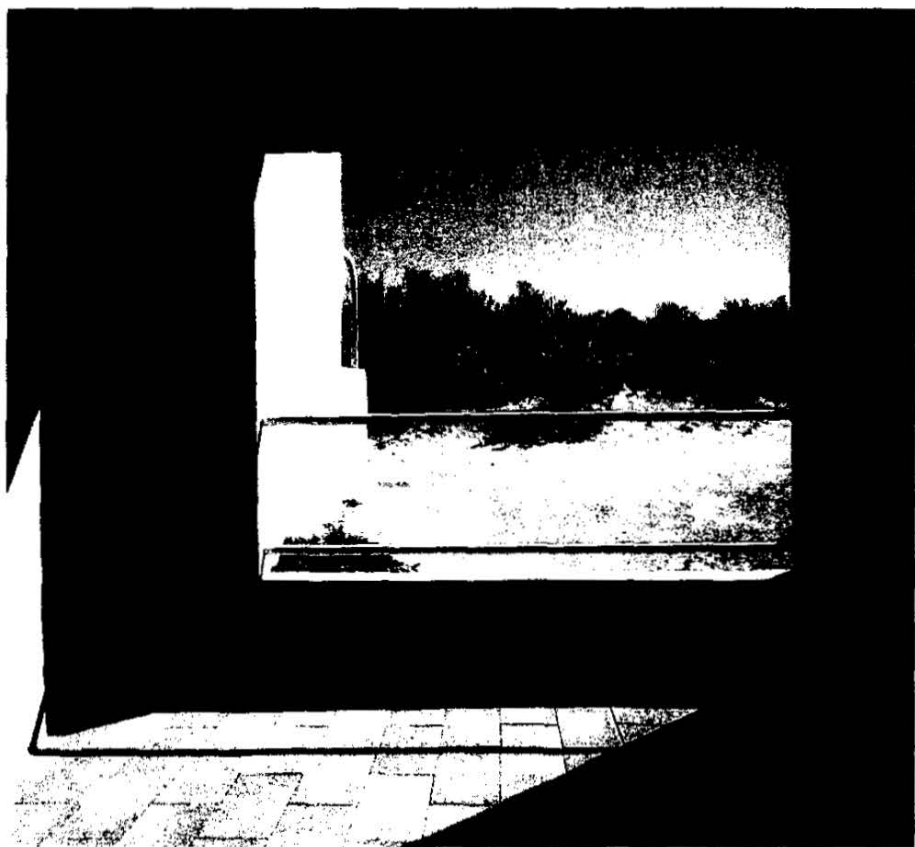
Even the design of footpaths, paving and steps adds to the total ambience. But rather than display the self-conscious newness of many such urban design details in Australia, these have a nonchalant, rough edge. To sit in a sidewalk restaurant or bar and look at the pedestrians while being watched from the holiday apartment balconies is reminiscent of the south of France.

Says Noosa Shire Planner Raul Weychardt, "Hastings Street remains a residential area with severe restrictions on commercial development.

"The urban design is the result of many groups and interests. Noosa attracts talented creative people and the council has been responsive to many of their suggestions."

Bellingen on the NSW north coast has taken a more historicist angle on renovating its image. Local businessman Barry Smith began restoring buildings in the town centre some years ago. Now a "town square" is to be constructed after much discussion in the community.

The preferred solution was to widen the footpaths in the street overlooking the river, containing the Courthouse and several cafes. Says project architect Michael Bennett, "We



The spirit of Yulara (above), an integrated tourist complex in central Australia, springs from a sympathy with its surroundings. On the NSW north coast, Bellingen has striven for a 'country town' spirit by restoring historic local buildings and creating a town square (sketched below).

"The environment is crucial to the Australian tourism market in places like Europe. Degrade it in any way and tourists just won't come."



were looking for a 'country town' form of community space rather than the more suburban, and often twee, pedestrian mall." The search for local solutions appears to have paid dividends. Says Chamber of Commerce president Warren Hill, "The whole community is benefiting. What's taken place here in the past five years seems to have gone against the national trend — the town's economy is healthy and even real estate prices have held."

Because many resorts now are large enough to resemble small towns,



Both the Hyatt Coolum (above), on the Sunshine Coast, and Lake Crackenback alpine resort (top) are examples of environmentally sensitive design. In the Victorian Alps too, the architecture of Dinner Plain Village (above right), is entirely appropriate for its mountain site.

landscaping, planning and "urban design" have a new significance in tourism.

Indeed, many of the best resorts, from central Australia to the snow country, have been conceived as "villages".

Yulara in Central Australia is perhaps the best known. Designed as an integrated complex, Yulara provides the infrastructure of services, airport and housing for Aboriginal and staff populations as well as tourist accommodation. Says architect Philip Cox, "Yulara is perhaps the ultimate opportunity for a practice whose work is dedicated to achieving an Australian architecture and a cultural and geographic identity through architecture."

Brisbane architect Graham Bligh is blunt on the subject of tourism design. "Simply transplanting Hawaiian-style complexes . . . will diminish the very qualities which attracted tourists here in the first place . . . and in the long-run backfire on Australian tourism operators." Bligh has been involved with the spectacular Lake Crackenback alpine resort in the Snowy Mountains (winner of the national 1990 Sulman Architectural Award) and the Hyatt Coolum resort on the Sunshine Coast, winner of the 1991 Architects' Tourism Award.

"As Australian designers creating concepts for Australian tourism projects we must be confident enough to draw from the rich individuality of our climate and history in a way that is honest. If we do this it will be easier for operators to both capture and keep a slice of the international market.

"The challenge for resort architects during the next decade in this country," says Bligh, "is to produce environmentally friendly complexes which are not simply

copies of those found in Thailand, Indonesia, Hawaii and the Pacific islands."

One of Australia's most prestigious architectural prizes, the Sir Zelman Cowen Award for Outstanding Design, went in 1987 to the first stage of the Dinner Plain Alpine Village (see also page 58).

When completed, Dinner Plain will become a year-round resort for 2,000 people on a 230-hectare site in the environmentally sensitive high plains of Victoria's Alps.

"When I began designing Dinner Plain," says architect Peter McIntyre, "I wanted to create a truly Australian alpine architecture."

As Australian architecture is largely eclectic, the inspirations were diverse: cattlemen's huts, the colonial homes dotted among the Alps before the Kosciusko/Charlotte Pass bushfires, the modern practicalities of recent Rocky Mountains homes in the United States and the close-knit style of the European ski village.

Portsea Village, a new timeshare project on Victoria's Mornington Peninsula, was