

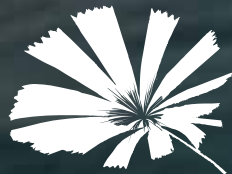


# *Palm Cove*

STREETScape & LANDSCAPE

# MASTER PLAN

Shaping Palm Cove into the future : Key public space project opportunities



**Cairns**  
REGIONAL COUNCIL



The Cairns Regional Council acknowledges and pay our respects to the First Peoples within our region who are the Traditional Custodians of this country.

We acknowledge the Yirriganydji People who are the Traditional Custodians of Palm Cove and surrounds. Other Traditional Custodians within the Cairns Region include the Djabugay; Buluwai, Gimuy Walubara Yidinji; Mandingalbay Yidinji; Gunggandji; Dulabed and Malanbara Yidinji; Bundabarra and Wadjanbarra Yidinji; Wanyurr Majay; Mamu and NgadjonJii peoples.

We extend this respect to all elders past, present and future, and other First Peoples within our region.



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# EXECUTIVE SUMMARY

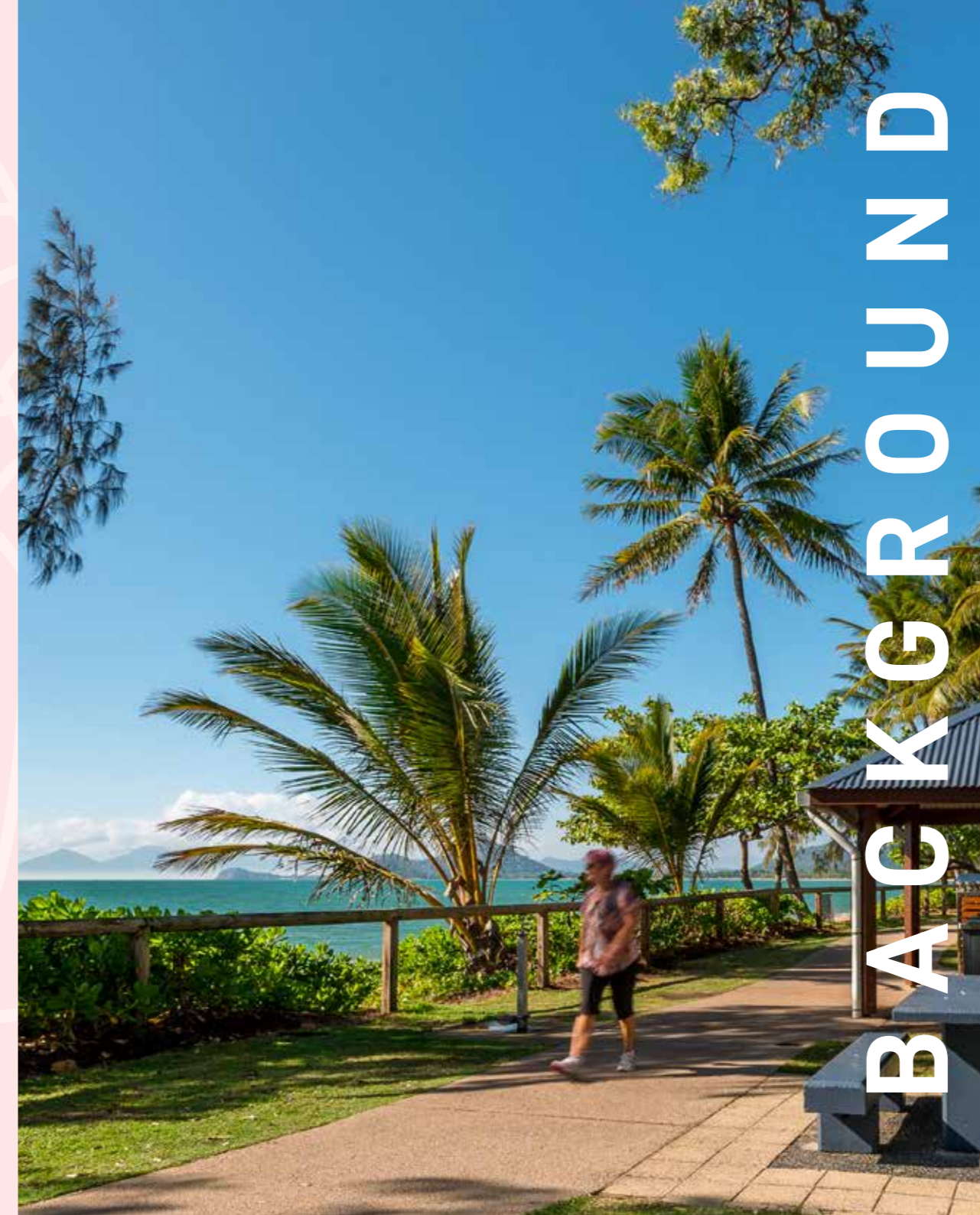
Palm Cove is one of Cairns' most popular and iconic beachside communities. Williams Esplanade and the foreshore tourism precinct boasts postcard-perfect views of the Coral Sea and tropical palm-fringed parklands. It offers a relaxed seaside experience coupled with a vibrant collection of tourism and retail offerings. These unique values make Palm Cove a major drawcard for visitors and much loved by locals.

As the area has evolved and become ever-more popular, the community has identified several opportunities for improvement. Many relate to safety, accessibility, connectivity, and amenity - particularly concerning footpaths and traffic.

This Palm Cove Streetscape and Landscape Master Plan (Master Plan) will guide the ongoing delivery of streetscape and landscape improvement projects within Palm Cove. It outlines a coherent design style that builds upon Palm Cove's unique character and creates an exciting, attractive and accessible place for all.

Council's Corporate Plan and the community's values and aspirations for Palm Cove are reflected in the Master Plan. These are expressed throughout the guiding principles which shape the project opportunities and design principles found within the plan.

This Master Plan describes in words, pictures, diagrams and illustrations the guidelines and project opportunities to inform Council's future designs and development within the area. It will be an important tool for Council to guide development and renewal of public places and drive positive change for Palm Cove.



# BACKGROUND

The Palm Cove Village Strategy Plan prepared by Taylor Ratcliffe Architects established the development of the Palm Cove Village into the premier beachfront village destination it is today.

The Strategy Plan provided guidelines to coordinate development for the enjoyment of both residents and visitors, including:

- Enhance the landscape qualities of the major entry points to Palm Cove;
- Protect and enhance important panoramas;
- Protect and enhance the distinctive village characteristics of Palm Cove;
- Promote improvements to the safety and quality of the pedestrian environment.

The Marlin Coast Landscape Master Plan (which included all northern beach suburbs) was prepared in 1999 and provided strategic and design direction for Williams Esplanade and foreshore areas of the Cairns Northern Beaches, including Palm Cove.

The Marlin Coast Landscape Master Plan guided and delivered many of the much-loved elements of Palm Cove's public space, including:

- Reinforcing the pedestrianised theme of Williams Esplanade;
- Recognising the importance of the views to the sea and Double Island;
- Expanding parking opportunities;
- Retention of the visually prominent and iconic Melaleuca trees

Since then, Palm Cove has doubled its resident population and seen an increase in annual visitor nights.

This Palm Cove Streetscape and Landscape Master Plan has been prepared to provide a contemporary plan to guide the future development of the public spaces within Palm Cove.

It provides project opportunities and design principles that complement and improve public spaces in a manner that does not detract from the area's values and loved features.



## MASTER PLAN AREA

The Palm Cove Master Plan focuses on the public realm of Williams Esplanade and the foreshore tourism precinct. This is the area's high-activity centre, extending from the Palm Cove Jetty in the north to the Sea Temple in the south and bounded by Oliva Street to the west.

Private property and private development are outside the scope of the Master Plan.





# ENGAGEMENT PROCESS

**The Master Plan delivers a community-led set of principles to guide the future of public spaces in Palm Cove.**

**The community, internal and external stakeholders have been engaged throughout development of the plan.**

Our engagement was designed to provide an understanding and insight into what the community valued most in Palm Cove, what needs to be retained, enhanced and protected. It also identified opportunities for improvement.

Council's initial engagement in November and December 2021 sought to gain a clear understanding of what matters most to stakeholders, the community and visitors, and to identify potential opportunities for improvement.

We heard that the most highly-valued features of Palm Cove were:

- The trees in the streets and on Williams Esplanade, and the area's greenery and natural beauty;
- The relaxed village atmosphere;
- The walkability of the village.

**"Palm Cove is truly spectacular and a special location"**

**"The laid back lifestyle"**



**"The tropical island village vibe must not be compromised"**

**"The experience of the natural environment needs to be enhanced"**

**"It's beautiful just the way it is"**

**"It's definitely one of Australia's most beautiful towns and beaches with a great vibe"**

We also learnt that improvements could be made to:

- Pedestrian and cycle connectivity;
- The continuity and safety of footpaths;
- Public facilities (like amenities and playgrounds);
- Activate the public spaces, in particular the northern end of Williams Esplanade.



**"Footpaths need widening"**

**"The Footpaths abruptly end at carparking spots – it would be great if it was continuous"**

**"A toilet block on the southern end"**

**We listened to this feedback and reflected it as we developed the project opportunities and design principles within this Master Plan.**

**We tested these through an "Enquiry by Design" process with experienced Council officers and made necessary modifications.**

In June 2022, we sought community feedback on an Opportunities Paper which presented a core set of design principles and six project opportunities.

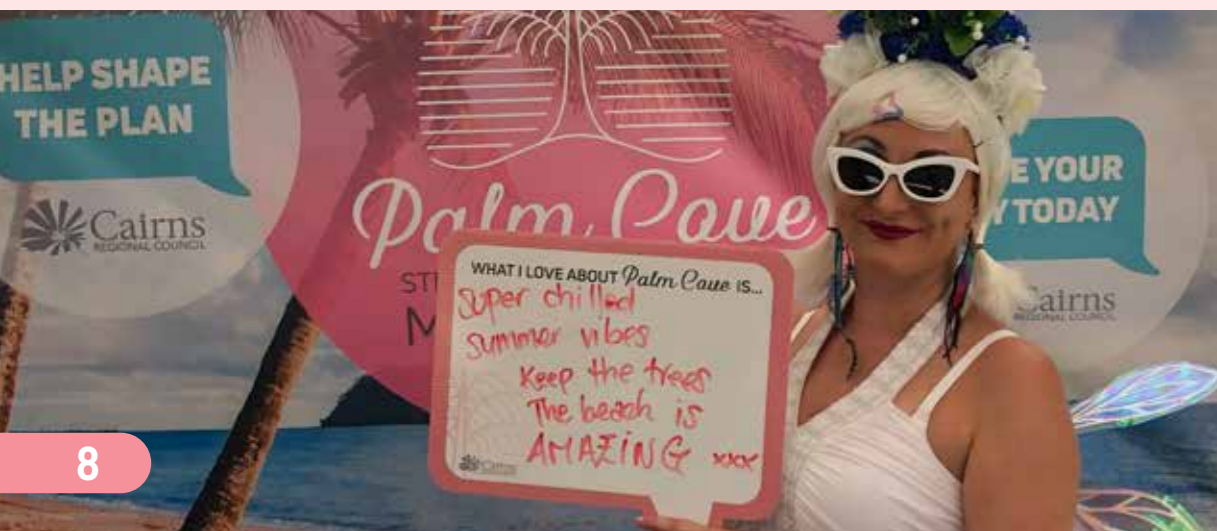
This engagement process highlighted additional opportunities for improvement, which we reflected in changes including:

- Providing additional disabled parking spaces in the Northern Activity Precinct;
- Aligning the proposed crossing with existing accesses to the Palm Cove Surf Life Saving Club;
- Investigating disabled access to the beach at the Play Precinct and the stinger net enclosure;
- Ensuring the space within the Northern Activity Precinct can be multi-functional and allow for the continuation of existing events and users of the space (eg Ironman).

During this consultation and engagement process, we have directly engaged with over 650 people at the Palm Cove markets and during trader walk-arounds. We also received a further 370 responses to our online surveys.

The responses and engagement have helped shape the direction of the Palm Cove Master Plan and ensure that it is a truly community-led vision.

**Each and every action in the future must be benchmarked against the Palm Cove positioning of sophisticated simplicity.**







## GUIDING PRINCIPLES

Celebrate Palm Cove's relaxed beachside village character and tropical beauty

Create a safe, accessible and connected environment

### The Master Plan is underpinned by a set of principles to guide future public space improvement projects.

These guiding principles respond to the challenges and community aspirations identified throughout the Master Planning process. As a set of core values, they will guide all future changes and help to deliver on both Council and community aspirations for Palm Cove into the future.

- Protect and enhance Williams Esplanade and the foreshores natural beauty and tropical character
- Embrace Tropical Urbanism principles
- Rationalise existing facilities and provide additional public facilities
- Activate the northern end of Williams Esplanade
- Retain the views of Double Island and the Coral Sea.

- Improve pedestrian walkability and connectivity
- Encourage a healthy lifestyle
- Provide shady pedestrian links
- Prioritise pedestrian safety over car parking
- Provide improved wayfinding
- Provide safer and more useable spaces for day and night
- Improve access to accessible parking spaces
- Manage traders' use of public land (eg outdoor dining areas on footpaths) to ensure public space is available for landscaping, footpaths and accessibility
- Design that incorporates Crime Prevention through Environmental Design (CPTED) principles to minimise the opportunity for crime.

Embrace culture and creativity

- Integrate art, Yirriganydji First People storytelling and place-making into public spaces
- Investigate the creation of cultural experiences
- Provide interpretive signage
- Provide adaptive, flexible public spaces that can accommodate a range of events and support community celebrations.

Support economic growth

- Tourism remains a critical part of the area's prosperity
- Provide unique and memorable experiences that draw repeat visitors
- Provide attractive and well-designed tropical spaces
- Ensure new public spaces attract and accommodate a range of events.

Deliver sustainable design

- Protect and preserve the natural environment for future generations
- Apply Indigenous land management knowledge to restore ecosystems, connect landscapes and promote connection to country
- Embody sustainability principles
- Design resilience to environmental challenges (eg storm surge)
- Control beach access through revegetation with appropriate native species and reduce erosion
- Provide appropriate construction materials
- Protect and enhance the natural qualities of the foreshore
- Use sustainable design and technology to promote recycling, save energy and water.

# ANALYSIS AND OPPORTUNITIES

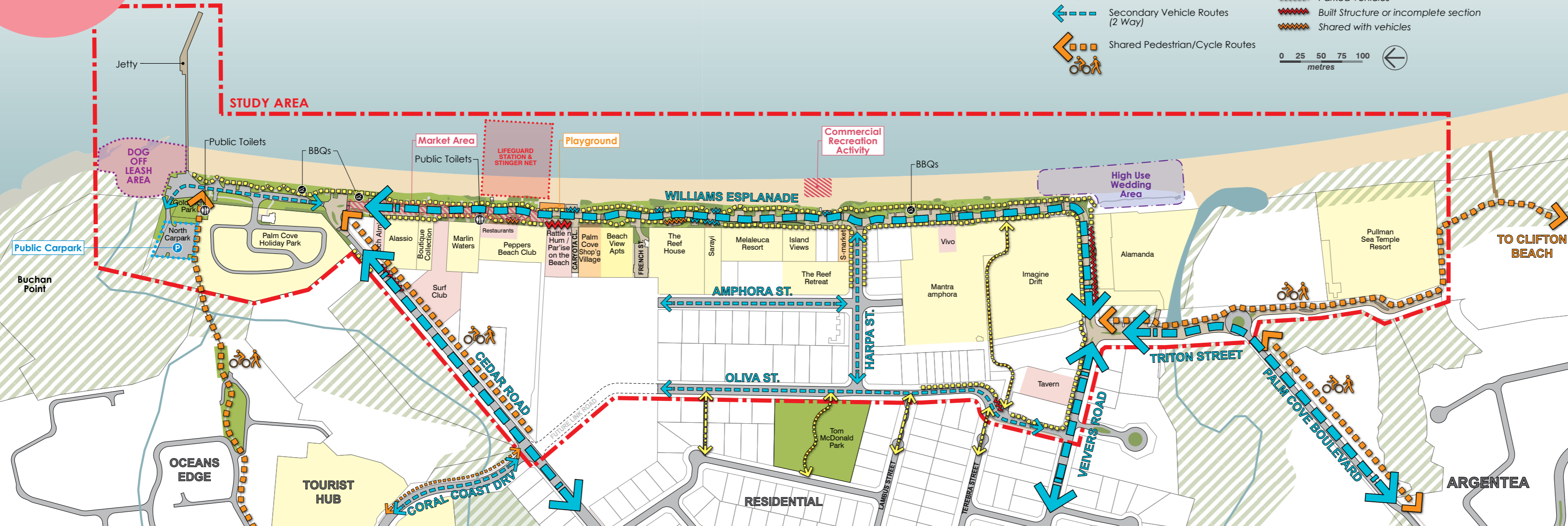
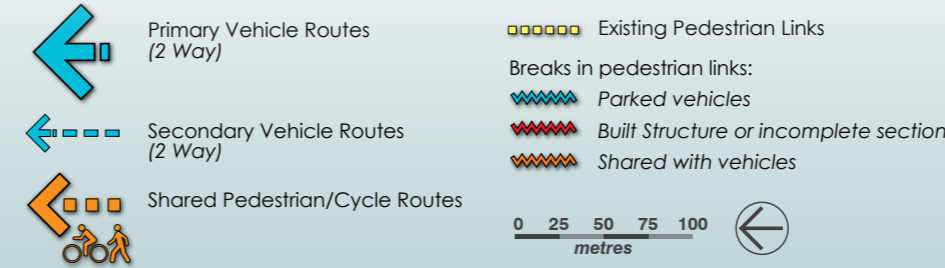
Williams Esplanade and the foreshore is a physically constrained space, positioned between the Coral Sea to the east and Palm Cove Village (and associated private properties) to the west.

The public space serves a wide variety of uses and activities including commercial activities (eg weddings) and passive recreational activities.

## Key opportunities:

- Activate the space
- Improve quality and access to public facilities and amenities
- Consider best locations for public facilities and amenities

## LEGEND



## CAR PARKING

Parking within Palm Cove is provided through a mix of formal marked parking on Williams Esplanade and the northern car park, and informal unmarked parking on surrounding streets.

During peak times such as Sundays and market days, parking spaces along Williams Esplanade and within the northern car park have consistently high occupancy. Substantial on-street parking within surrounding streets also occurs. However, throughout the rest of the week, formal parking spaces (including within the northern car park) are often under-utilised. In the case of the northern car park, this may be due to a lack of awareness of its existence.

## Key opportunities:

- Improve accessibility of parking spaces especially for all-abilities access
- Improve wayfinding and connectivity for/to parking spaces
- Investigate reconfiguration of existing parking spaces to maximise parking opportunities
- Prioritise pedestrian safety and use of Williams Esplanade and foreshore over new parking spaces.







## PEDESTRIAN AND CYCLE CONNECTIVITY

Palm Cove lends itself to being a pedestrian and cycle friendly suburb. Future connections to Palm Cove – including the Wangetti Trail to the north and the Northern Beaches Leisure trail to the south – are likely to increase the number of pedestrian and cycle users.

The main pedestrian and cycle connection is along Williams Esplanade, with connections to the west along Cedar Road and Vievers Road. On the ocean side of Williams Esplanade, the existing shared path along the foreshore is 2 metres wide and meanders through trees. At several points along the foreshore shared path, the path terminates at car parking bays, resulting in pedestrians walking behind parked cars. At these points there are also spatial constraints between the beach and the roadway which do not allow for the retention of car parks and provision of a safe shared path.

On the western side of Williams Esplanade, there is generally a narrow (1.5 metre wide or less) footpath that consists of a mix of pavement treatments. In places the footpath weaves through private businesses (eg Rattle n Hum) and over decks.

Along the length of the Williams Esplanade and foreshore, there is poor pedestrian and cycle legibility and a lack of clearly defined or safe crossing points.

Harpa Street provides connection to surrounding residential streets and Goldfinch Park. However, existing development patterns in other streets to the west of Williams Esplanade do not offer pedestrian connectivity to the foreshore.

### Key opportunities:

- Improve pedestrian safety
- Improve pedestrian connectivity and permeability to the west of Williams Esplanade
- Improve pedestrian wayfinding
- Limit further encroachment into the pedestrian realm.



## VEHICULAR CONNECTIVITY

Williams Esplanade is a two lane, two-way road of approximately 6.5 metres width from kerb to kerb. It has a 40km/h speed environment and is conducive to slow speeds with an interlocking paver surface treatment, landscaped traffic islands, bollards, cobbled river rock 'speed humps' and a village feel.

Williams Esplanade services the Palm Cove foreshore area and is the only road access to several esplanade-fronting properties. Public bus route 110 runs along Williams Esplanade and has three stops to service the village and connect Palm Cove to Cairns.

During this master planning process, we investigated the option of one-way Williams Esplanade. However due to the need to retain sufficient access and passing room for emergency services vehicles, it was determined that one-waying would result in only a minimal gain in recreational or green space along the foreshore.

### Key opportunities:

- Retention and improvement of elements that contribute to a slow speed environment and village feel





# PROJECT OPPORTUNITIES

The Master Plan identifies six project opportunities that respond to the community's values and deliver on the guiding principles.

It should be noted that each of these opportunities will require further concept design, technical studies, testing and community engagement and are not included in Council's 2022/23 budget.

NORTHERN  
ACTIVITY  
PRECINCT

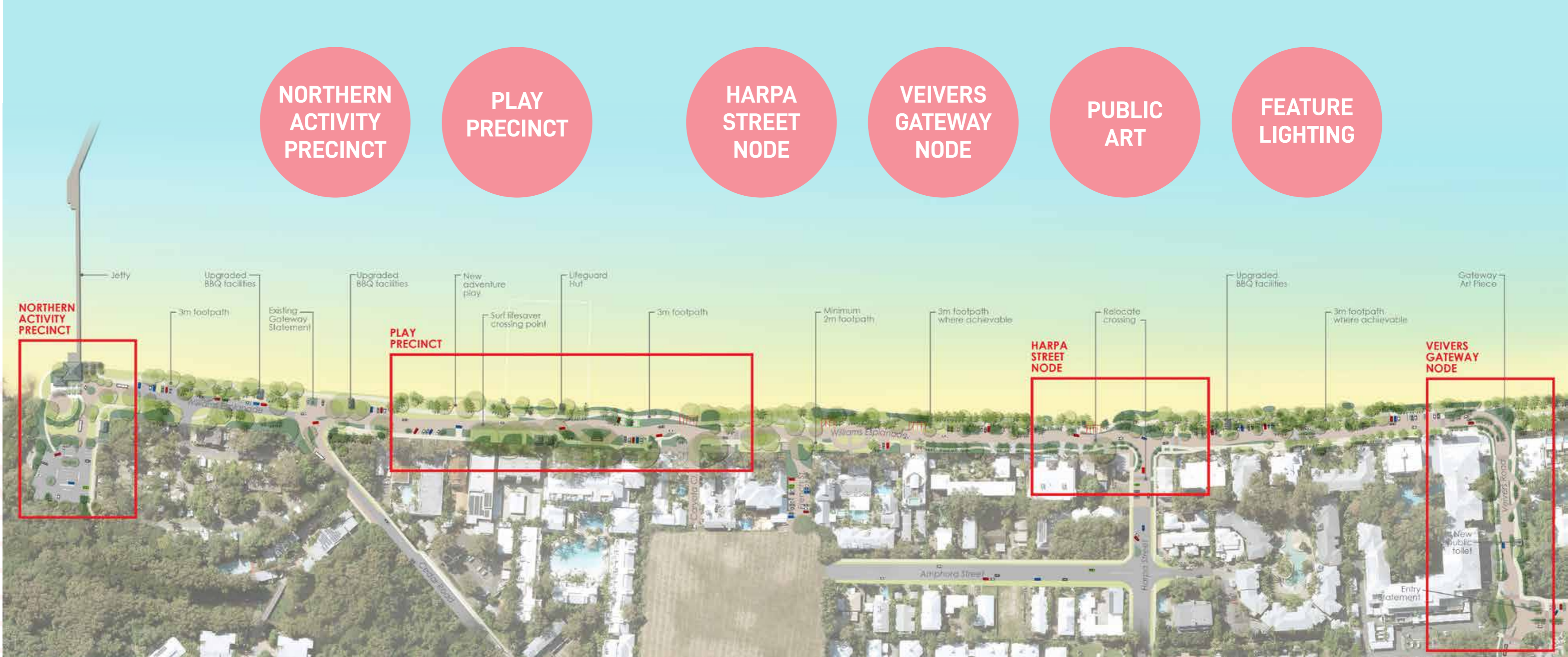
PLAY  
PRECINCT

HARPA  
STREET  
NODE

VEIVERS  
GATEWAY  
NODE

PUBLIC  
ART

FEATURE  
LIGHTING





## NORTHERN ACTIVITY PRECINCT

The northern part of Palm Cove is largely under-used and lacks contemporary public amenities. Community feedback highlighted the need to activate this area.

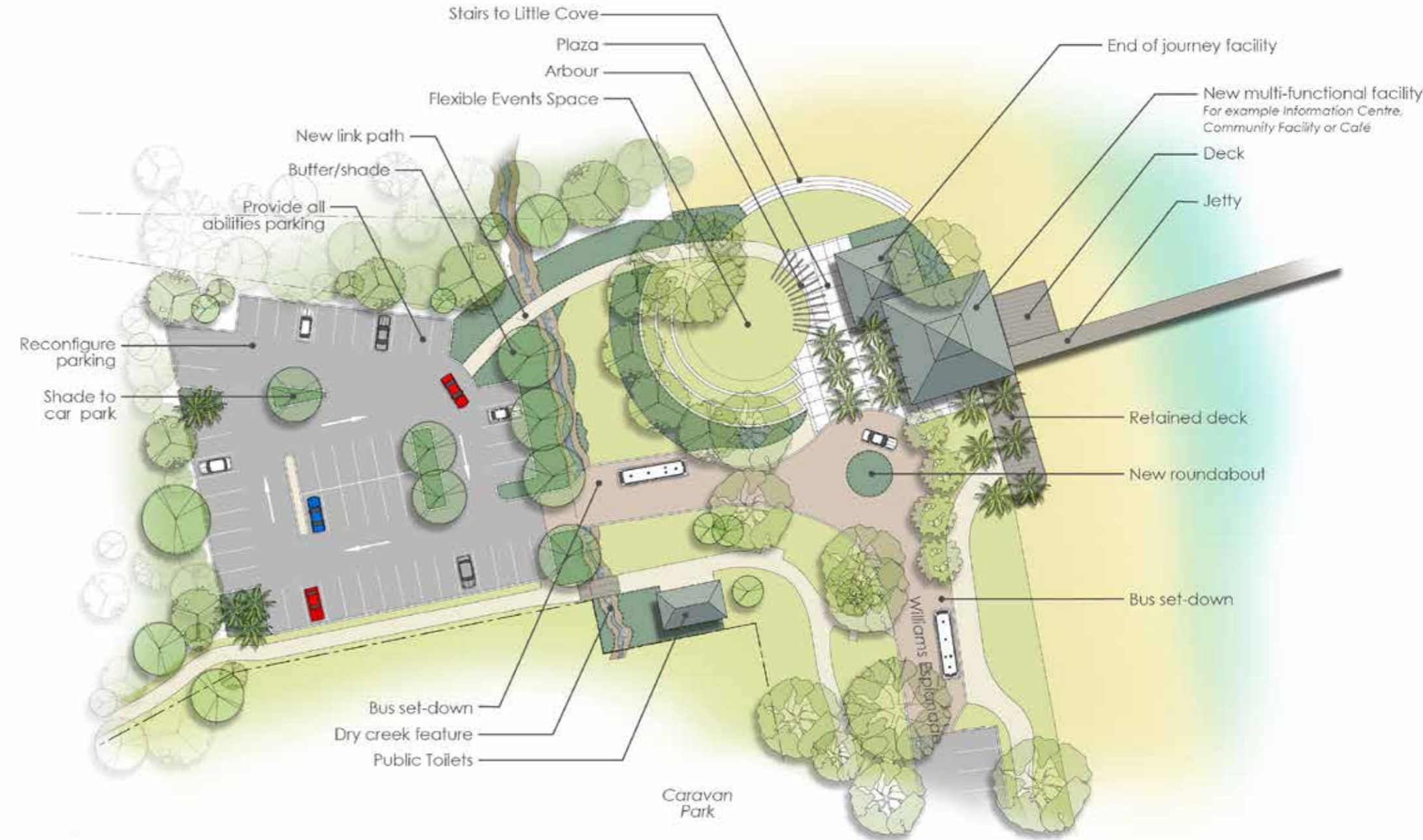
This project opportunity will reconfigure the Northern activity precinct and return under-used roadway and trafficable areas to green open space.



### Specific objectives for this project are:

- Create a new multi-functional space for events and activities.
- Improve beach access to Little Cove.
- Redesign the road between Goldfinch Park, the Jetty and the end of Williams Esplanade. This includes relocating car parking from roadway to the car park.
- Provide new bus set-down areas.
- Reconfigure the existing car park to create additional shared car spaces and to provide new accessible car parks.
- Rehabilitate the former boat ramp access and vehicle turn-around area with trees and landscaping.
- Ensure that improvements do not limit the use of the space for events such as Ironman.

**Note:** The design option illustrated shows one method that could be used to achieve the design principles. It shows a plaza and associated amphitheatre leading to beach stairs on the northern side of the jetty. There is also potential to build new facilities to enhance and take advantage of the jetty. These could include food outlets such as restaurants and cafes, an information centre, end of trip facilities for the Wangetti trail, changing facilities for the adjacent beach or even a community centre.





# PLAY PRECINCT

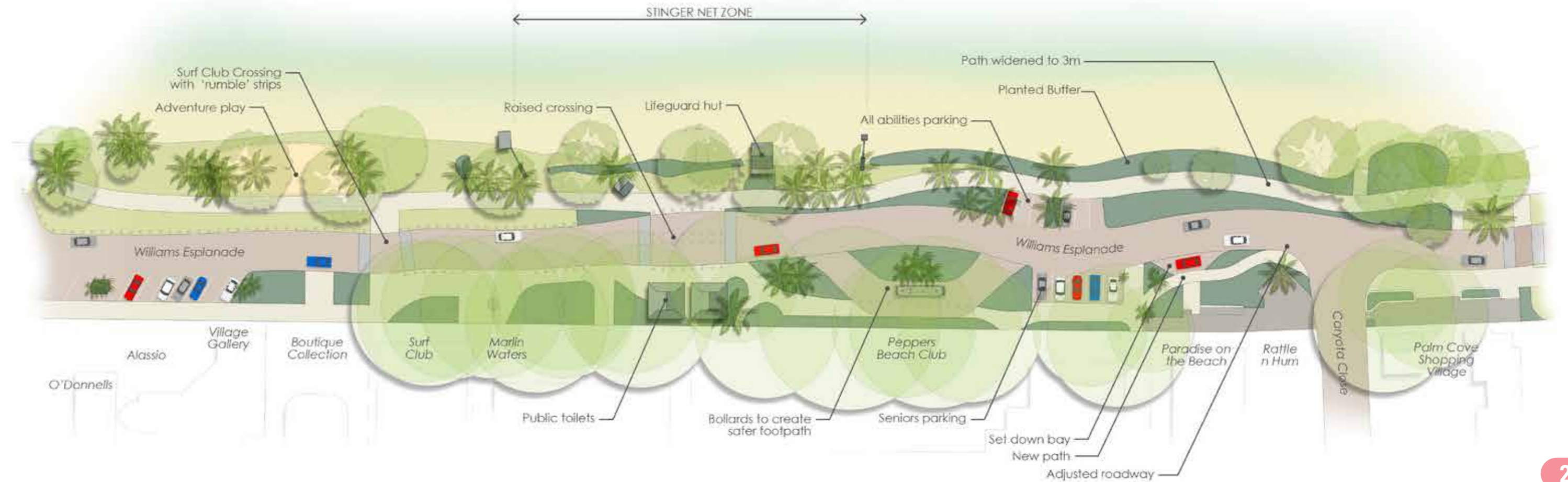
The Palm Cove foreshore is very popular with young families and community feedback highlighted safety, access and overcrowding issues at the existing play facility.

This project opportunity will address these concerns by moving the children's playground to a more suitable site further north, along with other safety and access enhancements.



## Specific objectives for this project are:

- Locate new adventure playground on a wider foreshore frontage to allow for a larger play facility, fencing (if deemed necessary) and greater separation from vehicles and provide space for a wider pedestrian path.
- Position playground closer to the swimming area to co-locate facilities.
- Investigate inclusion of an adult disability change facility within either a new or upgraded amenities block.
- Position playground in closer proximity to car parking for parents and families.
- Improve pedestrian access across Williams Esplanade to the central toilets.
- Provide new, dedicated accessible car parking to improve access to the foreshore for residents and visitors with disability.
- Provide a new crossing of Williams Esplanade between the Palm Cove Surf Life Saving Club and the beach to improve access and pedestrian safety (especially for nippers).







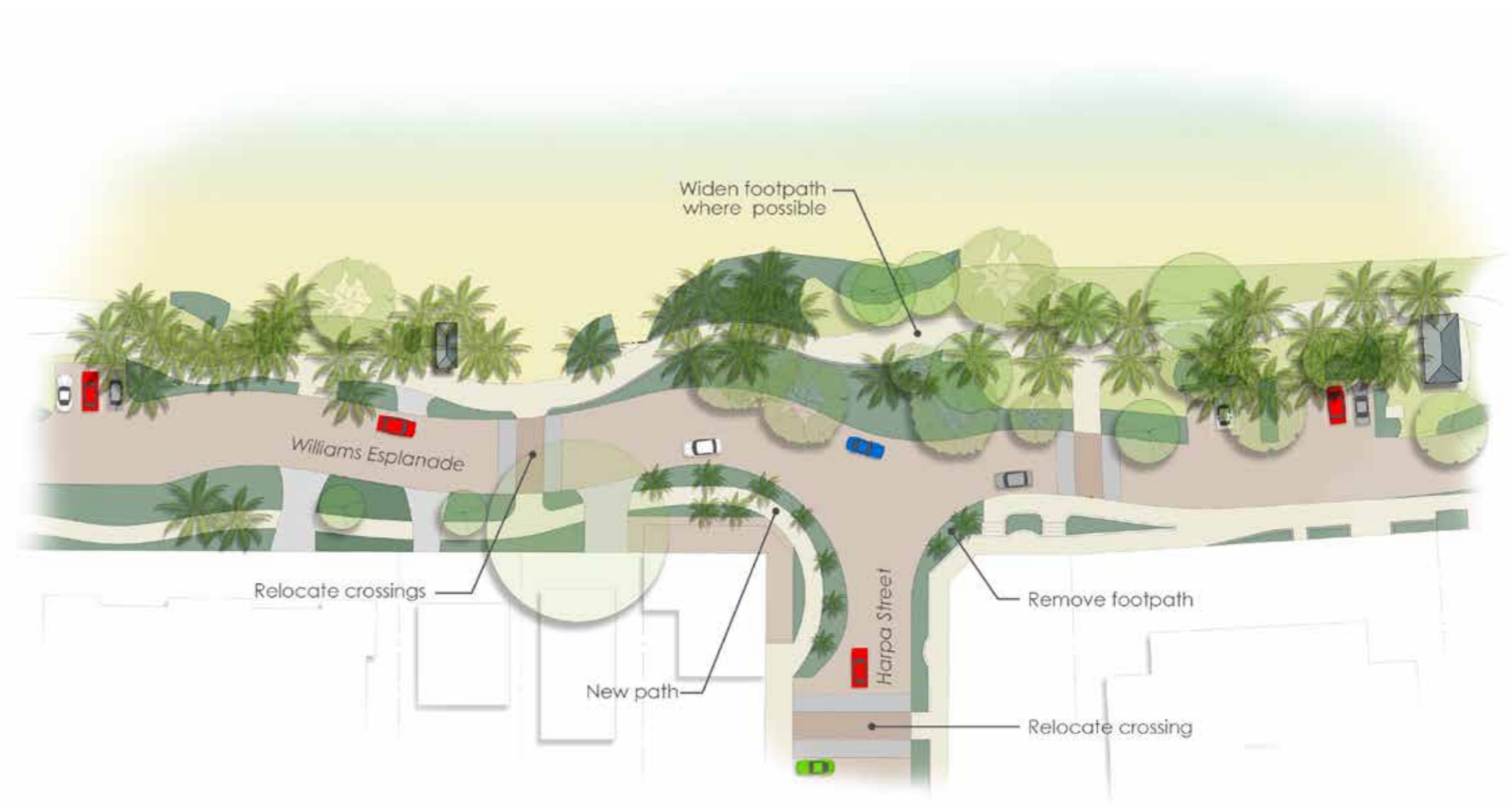
# HARPA STREET NODE

Community feedback highlighted traffic, pedestrian and cycle connectivity, and footpath access as key areas for improvement.

This project opportunity will address these concerns, particularly at corner developments along Williams Esplanade.

### Specific objectives for this project are:

- Create a safer footpath connection from Tom McDonald Park to the foreshore. This will encourage visitors to 'park and walk' during peak times where Esplanade carparks are in high demand (eg market days). It will also create a better walking experience for Palm Cove residents.
- Locate pedestrian crossings away from intersections to improve pedestrian safety.
- Widen the foreshore path (in areas where existing trees won't be impacted) to create a safer, slow-speed path for bicycles and pedestrians.





# VEIVERS GATEWAY NODE

Veivers Road is the most heavily used of Palm Cove's three access roads from the Captain Cook Highway. As such, it is a high-profile entry point for both vehicles and pedestrians.

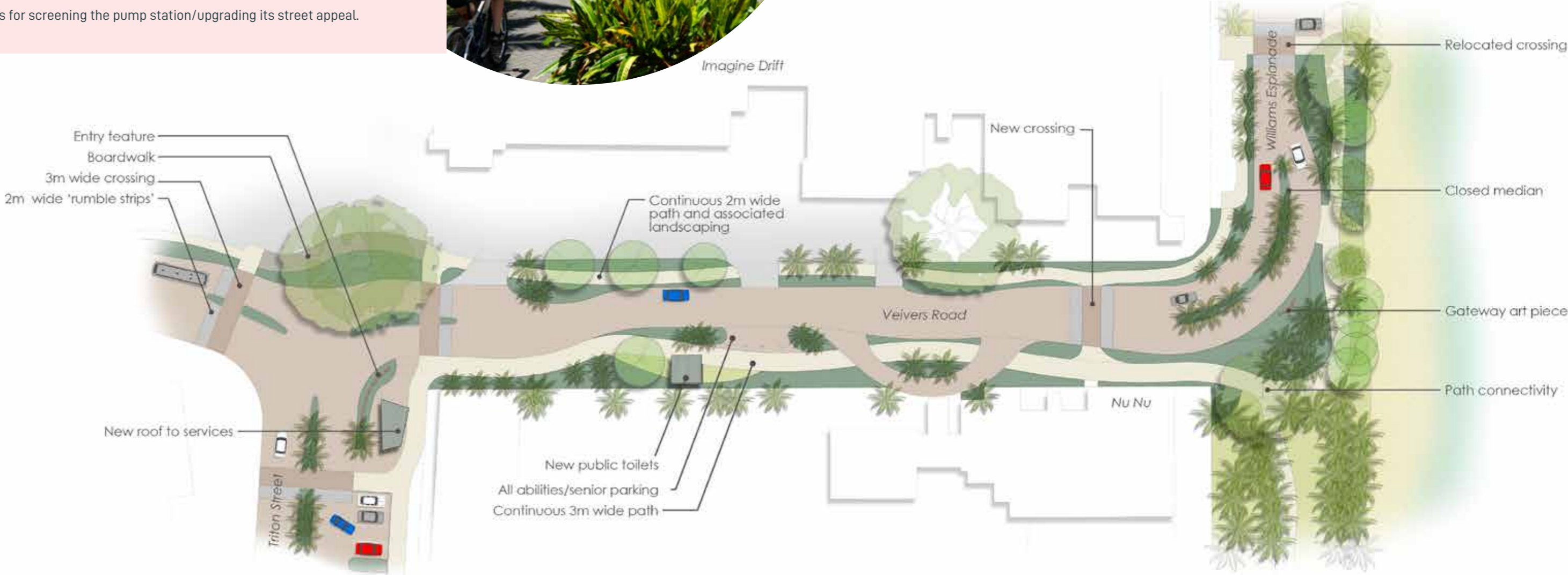
This project opportunity aims to improve traffic flows and safety whilst creating a sense of arrival with a new feature public artwork. Community feedback also highlighted a need for more public facilities in this area.

### Specific objectives for this project are:

- Improve pedestrian access with wider footpaths and safer crossing points on both sides of Veivers Road between Triton Street, the foreshore and Williams Esplanade.
- Provide new public toilet amenities on the southern side of Veivers Road to service the southern end of Williams Esplanade and the foreshore.
- Prioritise pedestrian safety by ensuring the foreshore path is separate to carparks. This will involve reconfiguration and some removal of on-street carparks.
- Install a new artwork as a focal point on the Williams Esplanade corner to establish Palm Cove's special character and create a sense of arrival to the foreshore precinct.
- Investigate options for screening the pump station/upgrading its street appeal.



Imagine Drift







## PUBLIC ART

A public art strategy would heighten the unique sense of place and visitor experience for Palm Cove.

### Specific objectives for this project are:

- Provide welcome signage with conveys a sense of arrival to Palm Cove.
- Provide an appropriate entry feature and nodal pieces of public art in Palm Cove.
- Integrate art, Yirriganydji First People storytelling and place-making into public spaces. Palm Cove is particularly significant to the Yirriganydji First People and they have wealth of expertise and knowledge of the land, sea and country. Public art provides an opportunity to share their connection to Palm Cove.



## FEATURE LIGHTING

### There is a current prevalence of bud/fairy lighting along the Palm Cove foreshore area.

This lighting has been fixed to palms and trees in an ad-hoc manner using a variety of mounting and wiring methods. This is not only problematic for the ongoing health of the trees, it also fails to take advantage of modern feature lighting varieties and technologies.

The project opportunity recommends a stand-alone feature lighting project to encompass the entirety of the foreshore. It is crucial that the natural environment retains priority.

### Specific objectives for this project are:

- Provide feature lighting that has a synergy with the character and relaxed natural ambience of Palm Cove
- Ensure feature lighting enhances the foreshore and views out to sea, rather than overwhelming it.
- Use a careful selection of techniques to subtly enhance natural features.





## DESIGN PRINCIPLES

The Palm Cove Master Plan aims to ensure that future change remains true to the relaxed village feel and protects the valued features of Palm Cove.

The design principles aim to retain and enhance the area's character and charm, while improving public safety and amenity.

### STREETSCAPE

**Williams Esplanade has a special character, created by a combination of its unique, meandering alignment and soft palette of materials.**

The key objective is that all future upgrades and works will retain the road surface and improve the safety and accessibility for all users.

- Retain two-way vehicle access along Williams Esplanade.
- Provide new accessible car parks to help residents and visitors with disability.
- Provide pedestrian crossings across roads and locate them away from intersections to improve safety.
- Prioritise pedestrian safety by ensuring the foreshore path is separate to carparks. This will involve reconfiguration and removal of some on-street carparks.
- Revitalise the road surface in keeping with the existing character of Williams Esplanade with a wearing course of 80mm interlocking pavers (colour to match in with existing).
- Provide crossings in exposed aggregate concrete with natural stone thresholds/approaches.
- Avoid the use of asphalt on Williams Esplanade.
- Retaining structures should use natural stone products with a preference for granites sourced from within the region rather than sandstone and the use of black oxide grout. (example: Red Beret Intersection, Redlynch)



### PATHWAYS

**The pedestrian and cycle network is a key element in establishing a well-connected, legible, safe and accessible Palm Cove for all users.**

Pathways should provide a user-friendly and permeable environment which can be easily traversed by pedestrians and cyclists of all abilities.

- Focus on retaining the area's much valued trees and palms when installing new footpaths.
- Generally, widen the foreshore path to 3 metres (in areas where existing trees won't be impacted) to create a slow-speed shared path for pedestrians and cyclists with a subtle curvilinear form.
- Improve access for all along the retail/dining side of Williams Esplanade with a continuous 2 metre wide, mobility friendly footpath.
- Prioritise pedestrian safety by ensuring footpaths are separated from car parks and conflicts are removed. This will involve reconfiguration and removal of some on-street carparks.
- Improve walkability and pedestrian connectivity between Williams Esplanade and surrounding streets (including through Caryota Close and French Street, where possible)
- Manage traders' use of public land (eg outdoor dining areas on footpaths) with provisions to ensure accessibility.
- Use of subtle and natural materials – generally exposed aggregate finish (tablelands pink) with natural stone feature inlays with a smooth pebble finish.







## PLANTING

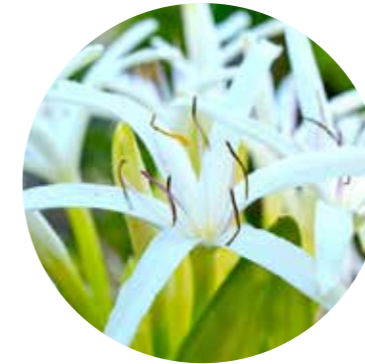
Appropriate landscape design and plant species selection will play an important role in the evolution of Palm Cove.

These design principles and planting palettes provide a guide for design and replacement of trees and plants, which have a natural life expectancy and over time, need to be removed and replaced. This will ensure Palm Cove's natural beauty and character remains intact for future generations to enjoy.

- Prepare a program for replacement as mature *Melaleuca leucadendra* trees fail.
- Generally use a native plant palette.
- Retain the views to and of the ocean.
- Limit colourful exotic planting to the western side of Williams Esplanade. No colourful exotic planting on the ocean side of Williams Esplanade.
- On the ocean side of Williams Esplanade, coconuts are to be replaced with coconuts when they fail.
- Avoid planting other palm species on the ocean side of Williams Esplanade to retain the existing tropical character
- Plant mono specific copses for beach stabilisation. *Casuarina equisetifolia* (clear trunk for retention of views)
- Single feature tree – *Terminalia catappa*
- Street trees – *Dillenia alata*, *Talipariti tiliaceum*, *Talipariti rubrum*, *Cupaniopsis anarcardoides* (in limited capacity)
- Shade trees and structure planting - *Calophyllum inophyllum*
- Nodal planting - Solitaire Palms (and *Licuala ramsayii* in sheltered areas).
- Feature planting to significant nodal points – *Pandanus* sp. (.)
- Structure planting - *Livistona decipiens* and *Livistona muelleri*.
- Mono specific copses for beach stabilisation – *Casuarina equisetifolia* (clear trunk for retention of views)



*Calophyllum inophyllum*  
Mastwood



*Crinum pedunculatum*  
Swamp Lily



*Dillenia alata*  
Golden Guinea Tree



*Gardenia psidioides* 'Glennie River'  
Gardenia Glennie River



*Ipomea pes-caprae*  
Beach Morning Glory



*Licuala ramsayii*  
Australian Fan Palm



*Talipariti rubrum*  
Red Cottonwood



*Terminalia catappa*  
Beach Almond



*Melaleuca leucadendra*  
Weeping Paperbark

### Mono-specific massing for foreshore and general planting

- *Melaleuca leucadendra* – Weeping Paperbark
- *Casuarina equisetifolia* – Coastal She-oak
- *Terminalia catappa* – Beach Almond
- *Calophyllum inophyllum* – Mastwood
- *Dillenia alata* – Golden Guinea Tree
- *Talipariti tiliaceum* – Sea Hibiscus
- *Talipariti rubrum* – Red Cottonwood
- *Cupaniopsis anarcardoides* – Tuckeroo
- *Pandanus* sp.

### Palms

- *Cocos nucifera* – Coconut Palm
- *Phytosperma elegans* – Solitaire Palm
- *Licuala ramsayii* – Australian Fan Palm
- *Livistona decipiens* – Weeping Cabbage Palm
- *Livistona muelleri* – Dwarf Fan Palm

### Shrubs & Groundcovers

- *Gardenia scabrella* – Star Flower
- *Gardenia psidioides* 'Glennie River' – Gardenia Glennie River
- *Ficus green island* – Green Island Fig
- *Scaevola taccada* – Beach Cabbage
- *Ipomea pes-caprae* – Beach Morning Glory
- *Hibbertia scandens* – Golden Snake Vine
- *Cordyline cannifolia* – Palm Lily
- *Crinum pedunculatum* – Swamp Lily

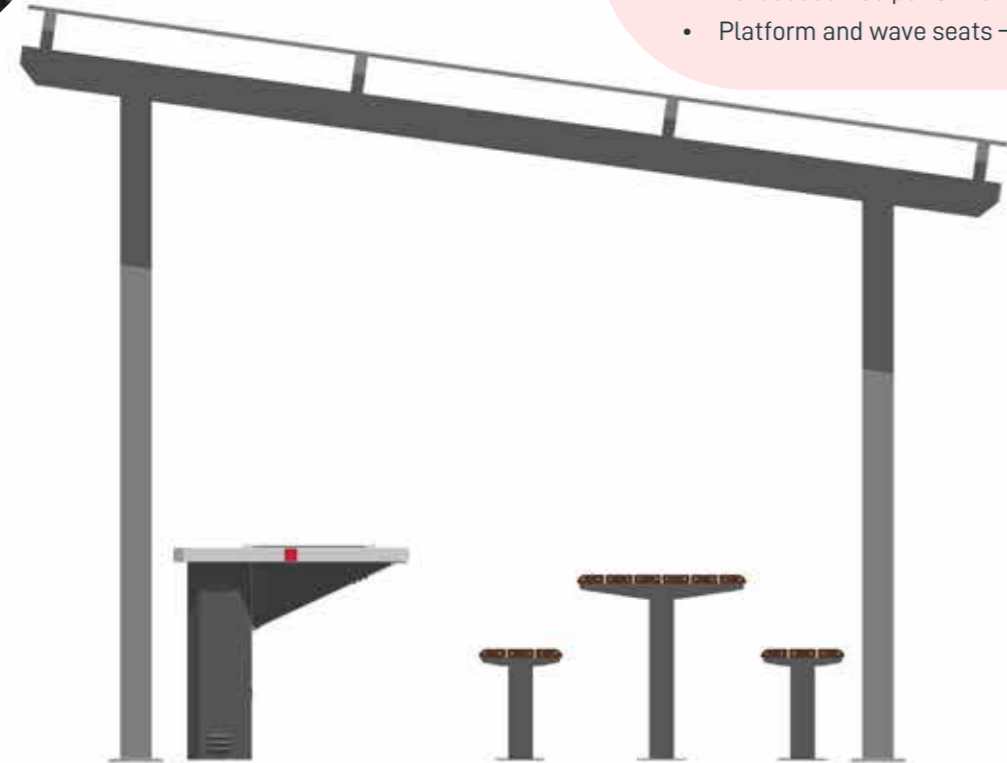


## STREET FURNITURE

**Furniture should be thoughtfully placed within the landscape, providing rest in the shade and maximising opportunities to enjoy key views out to the ocean and islands. It should be accessible to all users and grouped to create informal meeting places where people can gather together.**

Generally, the street furniture palette should be in keeping with that used along other northern beach foreshores, the exception being the style of bollards.

- Shelters – Gossi Park with anodised finish
- Bench seats – Aluminium with Timber Image™ finish slats and hammer finished frame
- Picnic tables – to match seats in Timber Image™ finish and hammer finished frame
- Drinking fountains – to match seats (as per Grillex Eco drinking fountain in Timber Image™ finish)
- Beach showers – as per drinking fountain in Timber Image™ finish
- Bollards – Aluminium in Timber Image™ finish with stainless steel cap
- Barbecues – as per Grillex 'Frontier' (or Equivalent)
- Platform and wave seats – in Timber Image™ finish and hammer finished frame



## SIGNAGE

**Interpretation and signage play a vital role in the legibility, permeability and accessibility between the arrival points to Palm Cove and the waterfront.**

Wayfinding assists on a practical level, helping visitors navigate to the waterfront while highlighting key features and places of interest.

Interpretive material tells the stories which are particular to Palm Cove and should be presented in forms which are readily accessible to the wider public. Both ensure that visitors and residents gain a full appreciation of Palm Cove and all that it has to offer.

All interpretation and signage relating to Palm Cove's Indigenous history and the strong connection of the Yirriganydji First Peoples to the area should be developed in close consultation with representatives.

- The use, design and placement of signage and should be carefully considered so as not to create unnecessary visual clutter.
- Provide an entry statement to Palm Cove at the highway to assist with wayfinding.
- Public art could be used to create a uniquely "Palm Cove" entry together with nodal pieces which would convey a sense of arrival without the use of words.
- Interpretation and signage are to be visually unobtrusive and be located so as not to obscure views or detract from the natural feel of the place.
- Signage will include maps and/or directional information, which identify local amenities and key areas of interest.
- Introduce signage guidelines so that wayfinding and regulatory signs reflect Palm Cove's character with an emphasis on a cohesive, easily identifiable suite of signs unique to Palm Cove.
- All signage should be easy to read and accessible to a wide audience, including those for whom English is not the first language.
- Interpretive signage relating to Palm Cove's indigenous history should be developed in close consultation with representatives of the Yirriganydji First Peoples.
- Statutory and wayfinding sign posts to be painted and unpainted galvanised finish posts to be avoided.



## MASTER PLAN PROCESS

**This Master Plan is a non-statutory document that articulates Council's shared vision for Streetscape and Landscape improvements works for the Palm Cove foreshore and Williams Esplanade.**

**It identifies future project opportunities and design principles. These project opportunities have the potential to deliver successful public space improvement projects to respond to community and stakeholder aspirations for Palm Cove.**

**The design principles will guide future works within Williams Esplanade and the foreshore areas.**

**Whilst only opportunities at this stage, the individual projects will progress through further investigation, community and stakeholder engagement, and concept development.**

**This work will be undertaken over the longer term and be subject to a range of factors including but not limited to funding availability, service delivery priorities, investment decision by private businesses and other levels of government, environmental and other approvals, presentation of new opportunities, and changes in community needs and aspirations.**

**As individual projects progress, the community will be notified separately about consultation opportunities and statutory notification processes.**







Online at [www.cairns.qld.gov.au/palmcove](http://www.cairns.qld.gov.au/palmcove)

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