

Palm Cove

STREETSCAPE & LANDSCAPE MASTER PLAN CONSULTATION UPDATE

WHY A MASTER PLAN FOR PALM COVE?

Palm Cove is one of Cairns most popular and iconic beach communities. It has a unique, authentic identity and much-loved character that is highly valued.

The Palm Cove Master Plan project aims to deliver a shared, community-led vision for streetscape and landscape improvement projects within the Williams Esplanade and foreshore tourism precinct.

The Master Plan will identify a suite of coherent public place and streetscape improvement projects that will build upon Palm Cove's unique character. Projects identified through the Master Plan will be considered through Council's long term budget process.



WHO WE'VE HEARD FROM

Our first round of engagement in November/December 2021 sought broad feedback from stakeholders, community and residents, to help inform the project's direction.

We wanted to gain a clear understanding of what matters most to them within Palm Cove and what they see as opportunities for improvement.

WE INVITED RESPONSES TO THREE KEY QUESTIONS:

- What do you love about Palm Cove?
- What could be improved?
- What ideas do you have for Palm Cove?

OUR COMMUNICATION AND CONSULTATION ACTIVITIES INCLUDED:

- A dedicated Palm Cove Master Plan webpage on Council's website;
- Media and social media promotion including Facebook posts which were shared by several non-affiliated community Facebook pages;
- Distribution of pamphlets and survey links directly to Palm Cove traders via a walk around;
- Palm Cove market stall in December 2021

WHAT WE'VE HEARD SO FAR

We engaged directly with some 270 people through the trader walk-arounds and Palm Cove markets. Additionally, over 320 responses to the on-line survey were received and over 70 social media comments were recorded. The key findings are summarised below.

What do you love about Palm Cove?

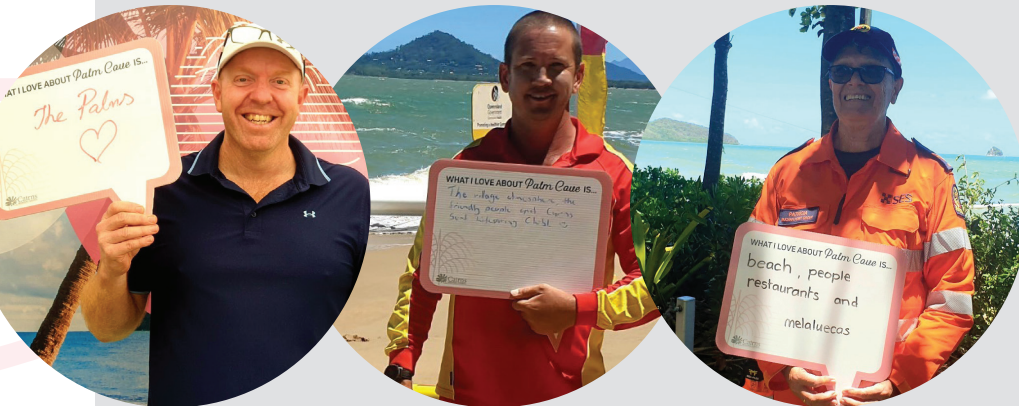
- Greenery (natural and landscaped) and natural beauty
- Relaxed village atmosphere - unique to Palm Cove and unlike anywhere else
- Low rise development
- Trees and lighting
- Public amenities (e.g. bbq facilities) provided
- Walkability
- Dining options, particularly beachfront locations with views.
- Jetty
- Markets

What could be improved?

- Parking and traffic
- Public facilities (walkway lighting, landscaping and maintenance, playground, public bins, footpath surface, more amenities)
- Development conditions and density
- Pedestrian and cycle connectivity
- Accessibility to shops and continuity of foreshore footpath

Ideas for Palm Cove?

- Traffic management through prioritising pedestrians eg, make Williams Esplanade one-way, close Esplanade to vehicles (completely or partially e.g. on weekends)
- Parking – remove from Esplanade and create a purpose-built parking space away from Esplanade
- Increase tree and bud lighting
- Jetty upgrades to include breakwater, reopened boat ramp
- Beach huts
- More alfresco dining
- More public toilets, bbqs and covered picnic tables
- Additional footpaths connecting Palm Cove with Buchans Point and Ellis Beach
- New tourist attractions (e.g. a lagoon, marina and improved boat access / reef trips)
- Covered water play area for children
- Council-run activities (e.g. workout spaces and fitness classes)
- Live entertainment and a purpose built amphitheatre / live music venue



* It should be noted that some of the suggestions for improvement and ideas fall outside of the scope of the Master Plan.

NEXT STEPS

- The responses received to date will inform additional technical studies and potential master plan projects.
- The identified suggestions for improvement and ideas will guide further investigations and help develop the shared vision and project recommendations.
- Public consultation on a draft Palm Cove Master Plan is expected to commence in April 2022.