



Mackay, Queensland Beachfront - Town Beach

POINTGLEN



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Introduction

Pointglen has the pleasure of offering a unique and exclusive opportunity in Mackay, Queensland.

Town Beach, located on Mackay's foreshore just minutes away from the CBD and Airport is a significant site which invites a strategic response to the development of Mackay as a vibrant liveable, contemporary, subtropical city. The beach-side development encompasses almost 6 hectares and provides a comprehensive variety of approved uses including multi-level hotel and resort, multi-level apartments, dwelling houses as well as shops, retail, café and restaurants.







BLUEWATER LAGOON

PIONEER RIVER

Mackay
CBD

VICTORIA STREET

BLUE WATER TRAIL

400M
ALFRED STREET

800M

SYDNEY STREET

QUEENS PARK

SHAKESPEARE STREET

EVANS STREET

MILTON STREET

JULIET STREET

BLACK STREET

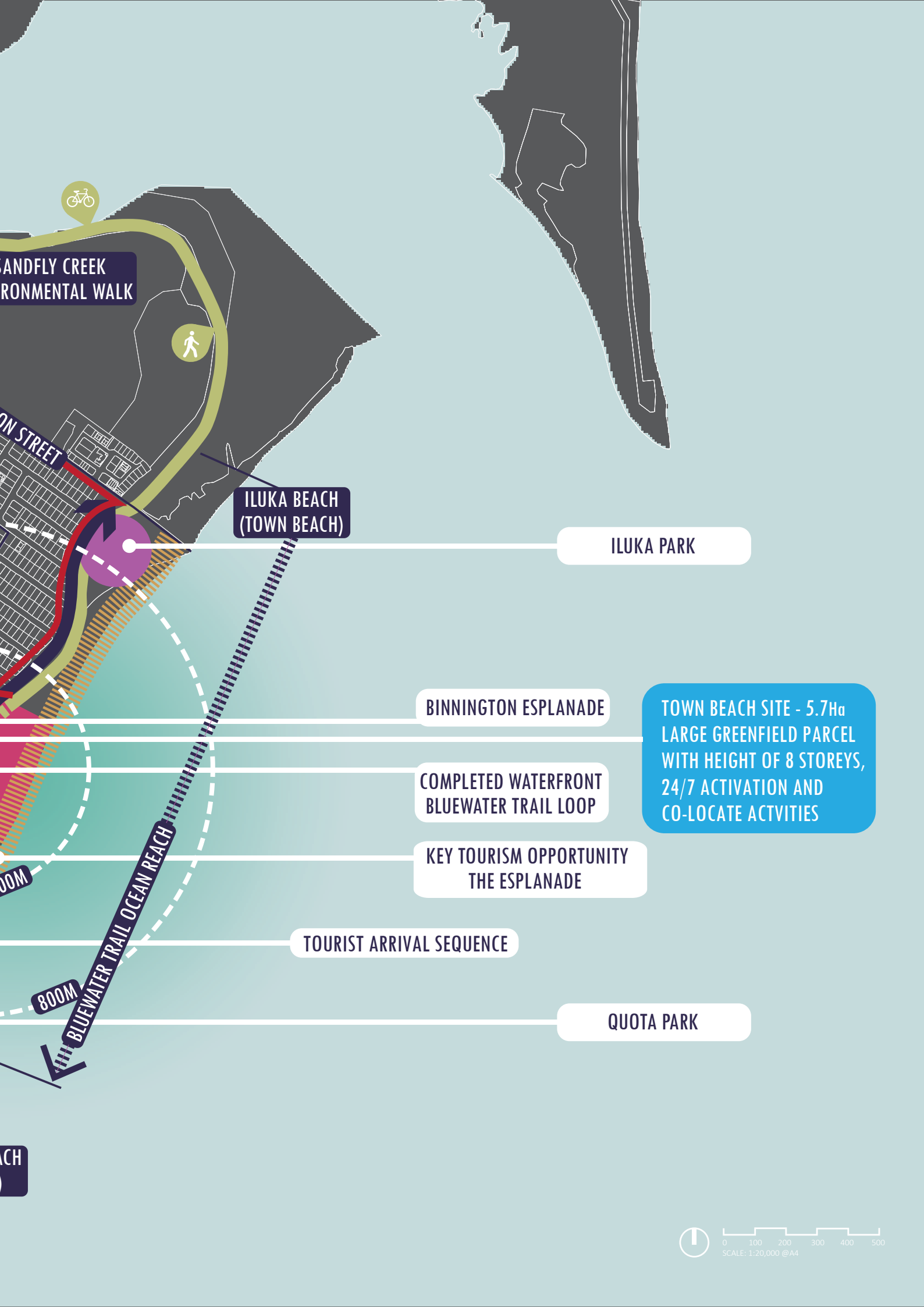
KIPPEN STREET

BLUE WATER TRAIL

BRIDGE ROAD

MACKAY AIRPORT

ILLAWONG BEACH
(FAR BEACH)



SANDFLY CREEK
ENVIRONMENTAL WALK

ON STREET

ILUKA BEACH
(TOWN BEACH)

ILUKA PARK

BINNINGTON ESPLANADE

COMPLETED WATERFRONT
BLUEWATER TRAIL LOOP

KEY TOURISM OPPORTUNITY
THE ESPLANADE

TOURIST ARRIVAL SEQUENCE

QUOTA PARK

TOWN BEACH SITE - 5.7Ha
LARGE GREENFIELD PARCEL
WITH HEIGHT OF 8 STOREYS,
24/7 ACTIVATION AND
CO-LOCATE ACTIVITIES

000M

800M

BLUEWATER TRAIL OCEAN REACH

CH



0 100 200 300 400 500
SCALE: 1:20,000 @A4

Mackay at a glance

117,064
REGIONAL
POPULATION
21ST LARGEST CITY
IN AUSTRALIA



\$7.5
BILLION
GROSS REGIONAL
PRODUCT


EXPORT
OF GLASS
SEAFOOD
COAST

PROVIDES
OVER 1/3 OF
AUSTRALIA'S
SUGAR

AIRPORT
OVER 808,969
ANNUAL DOMESTIC
PASSENGERS




UNIVERSITY
WORLD-
LEADING
UNIVERSITY
EDUCATION
SECTOR

From Strength to Strength



Tourism Growth

4 years of consistent growth in
visitation and expenditure



Housing

1.7% rental vacancy rate - lowest
level since 2012



Development Activity

Over \$2 billion in regional
development activity



Unemployment

3.9% in December 2018
(below Queensland average)



Jobs

Over 2 consecutive years of strong
employment growth - current work
force is the highest ever

Top contributors



Manufacturing



Mining - \$1.1 billion



Construction



Real Estate



Logistics - \$1.1 billion



RT 7%
OBAL
ORNE
AL

65,291
WORKERS



**PREMIER
MINING
SERVICES HUB**
OVER 400
MINING SERVICE &
MANUFACTURING
COMPANIES



RSITY
CLASS
SITY &
ATION
TOR

wotifi.
**AUSTRALIAN
TOWN OF THE
YEAR 2018**



**EMPLOYMENT
OPPORTUNITIES**
OVER 1,000 JOBS
AVAILABLE NOW

Contributors to our economy

ring - \$2.4 Billion

.9 Billion

on - \$1.81 Billion

e - \$1.5 Billion

\$1.1 Billion

Enviably lifestyle



Access to 74 GBR Islands



Beaches



Fishing Haven



Rainforest



Vibrant City Centre

Town Beach

Approved Masterplan

Council have issued a Development Permit for the masterplan and Reconfiguring a lot.

The architectural vision for Town Beach is based on a rigorous application of master-planning principles. The aim is to create a highly liveable environment that is both responsive to the needs of the city, and to the needs of the individual – providing a sense of place that is appropriate, accessible and welcoming. A range of approved uses and building types are proposed, with an overall level of density that is appropriate for the establishment of a vibrant and diverse urban community.

The Northern portion of the site is identified for higher density residential with hard street edges characterised by built boundaries and active frontages. The Southern portion of the site is characterized by 2-storey single lot residences adjacent existing estates, quiet streetscapes; and multi-story residential buildings on the Eastern edge that maintain a generous proportion of wide-open space. A legible hierarchy of primary and secondary access ways are established through the site for vehicles and pedestrians. A new 5 m wide public connection route is carefully articulated to encourage pedestrian and bicycle movement. Connecting to the beach, the exiting Blue Water Trail and the existing pedestrian network, the new Public Connection route creates access to the key public destinations and amenity. A hierarchy of open spaces are established that respond to the particular needs of each Precinct as well as the development as a whole – providing visual and sensory permeability at a variety of scales. Building edges are carefully crafted to reinforce the street edge where a vibrant and active public realm is desirable and providing a sense of habitation and security to softer residential edges.



Building heights are limited to 2 and 3 storey where adjacent residential estate boundaries and at the North East corner of the site. Building form is generated out of a response to context, the site, the sub-tropical climate, the coastal landscape, views and urban context. Roofs are considered at the scale of the landscape, articulated to create deep overhangs and minimise the impact of larger building types.

Robust materials will be used and natural finishes expressed where appropriate. Aluminium, timber and concrete screening devices will be expressive and of a scale appropriate to the expressions of the building. Sun shading will allow a greater extent of operable windows and glazing but minimizing heat load.

Screens to moderate the breezes protect the outdoor living spaces, encouraging greater natural ventilation and internal spaces. Privacy screens will contribute to a hierarchy and diversity of spaces across the site.

The establishment of a green band, a wide area of landscaped open space and quality infrastructure contributes to the identity of the site and provides amenity to residents and the greater community.



Approved Masterplan

Zone 5
Dwelling and house lots

Zone 1
Multi storey residential

Zone 2
Multi storey residential



Schedule	
Dwelling Units	266
Dwelling House Lots	15
Commercial GFA	3006m ²
Hotel Keys	65

ntial

Zone 3

Two storey terrace housing and units

Zone 4

- Multi-storey residential
- Serviced apartments / hotel
- Destination retail





1. Re-established Environmental Creekway
2. Parkour / Skate park
3. Boardwalk / Blue Water Trail
4. Cultural heritage and ecotourism precinct
 - 4a. Ecotourism boardwalks
5. Community lagoon
 - 5a. Splash / water play
 - 5b. Pool
 - 5c. Beach
6. Amphitheatre terraces
7. Playground
8. Promenade
9. Playing fields
10. Rejuvenated Dunal vegetation and established beach access
11. Passive parkland
12. Tennis Courts
13. Future low - med density
14. Future med - high + mixed use
15. Approved Tourism + Mixed Use Development

Note:

Re-established Environmental Creekway includes flood mitigation benefits

Amphitheatre Terraces and Promenade include storm surge mitigation benefits



- 16. Evan Street Market / Plaza
- 17. Car Park
- 18. Shelters / BBQ

Public Realm Concept Plan

Mackay Waterfront Priority Development Area (PDA)

The site forms part of the declared Mackay Waterfront Priority Development Area (PDA)

The Mackay Waterfront Priority Development Area (PDA) was declared on May 25, 2018 to kick start this visionary project that will transform the city and unlock the true value of Queensland's Bluewater Edge. The PDA was declared to establish the necessary policy and governance framework to support the PDA vision, Mackay Waterfront Master Plan, and the intended development, investment, economic and community outcomes for the area.

The redevelopment of the waterfront areas will set the scene for significant urban transformation for the city, that establishes Mackay as a nationally recognised destination of choice to live, work, invest, do business, study and holiday. The PDA will build upon the area's exceptional natural, cultural and heritage assets within the city centre environment as part of an ongoing process of evolution and positive change. The rejuvenation of the public realm and investment opportunities across the five PDA precincts will:

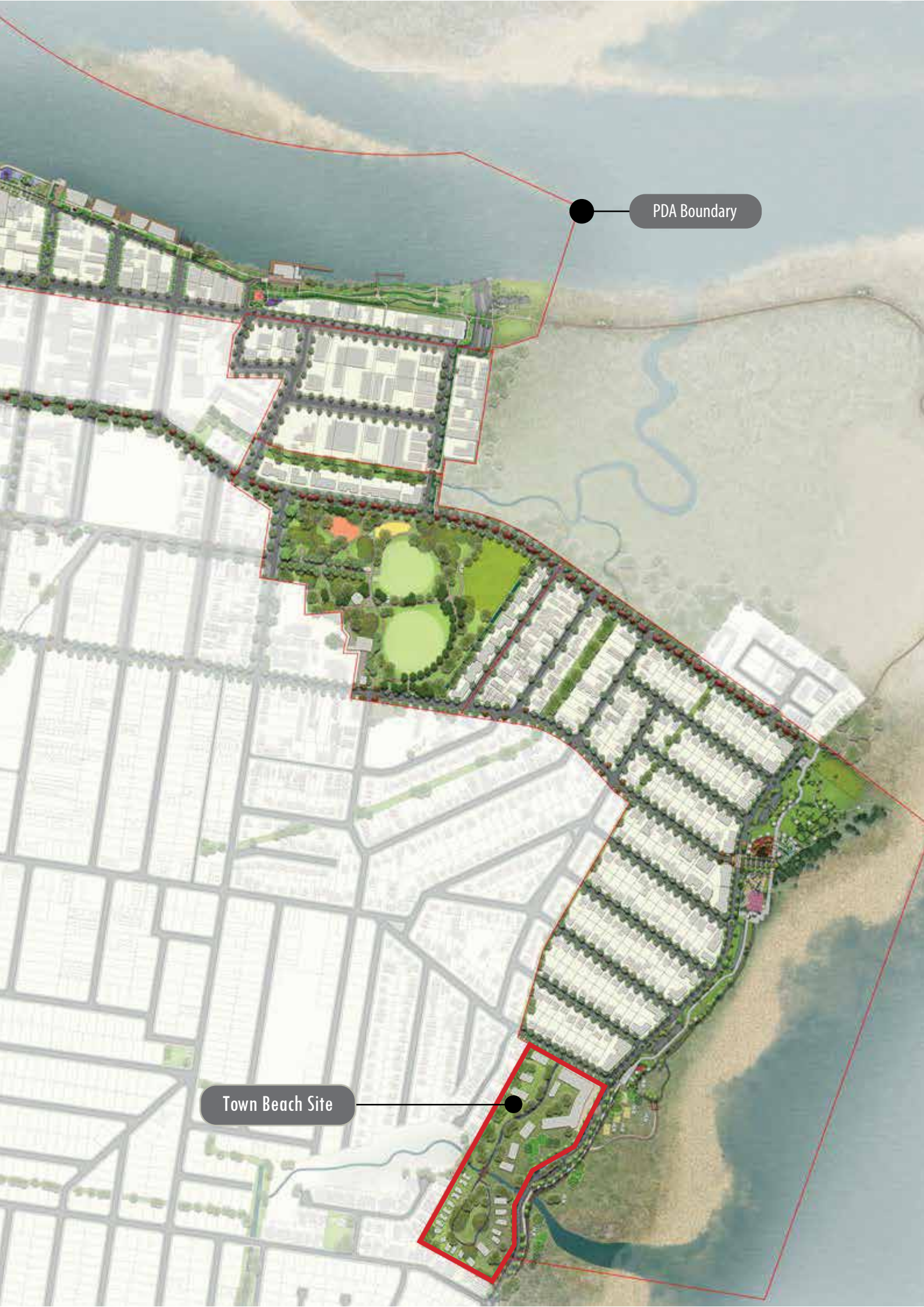
- improve the city's and region's liveability and loveability
- create jobs, diversify the economy and increase business and prosperity
- boost and support investment confidence across the region
- contribute to the region's character, identity and community connections
- complement and support the region's places, facilities, attractions, features, offerings and activities.

The identification of public realm investment is a significant catalyst to attract private investment and it is the private investment in the PDA that will deliver a more diversified regional economy. The PDA Development Scheme supports the potential public investment by facilitating a range of development and investment opportunities across the PDA under a streamlined assessment process.

The PDA provides significant opportunities to redevelop the Pioneer River and Binnington Esplanade waterfronts; establishing a precinct for innovation and knowledge industries; promoting the City centre as a key business hub; and providing exciting and activated streets, places and attractions that improve the city's liveability, tourism appeal, and investment attraction.

*Source Mackay Regional Council





PDA Boundary

Town Beach Site

PDA Beachside Precinct

Town Beach is a valuable area of open space for a range of both active and passive recreation which provides around 22,000 residents located within the southern half of the city with direct access to the beach front. The Beachside precinct will provide an enhanced waterfront edge to the city, which boasts expansive ocean views and generous open spaces. A re-imagined Binnington Esplanade will link the beachfront from East Gordon Street to Kippen Street acting as a low speed, high amenity esplanade that is characterised by its coastal vegetation, narrow carriageway and gentle grades.

The proposed Town Beach development anchors the Beachside precinct and is strategically placed as a southern bookend to the priority development area.



Legend

- | | | | |
|--|-----------------------------|--|-----------------------------------|
| | BLUEWATER TRAIL | | NEW OR IMPROVED GREEN SPACE |
| | NEW RECREATION OPTIONS | | STREETSCAPE IMPROVEMENTS |
| | PEDESTRIAN CROSSING | | IMPROVED AMENITIES |
| | INTERSECTION IMPROVEMENTS | | PATHWAYS AND ACTIVE MOVEMENT LINK |
| | CAR PARKING RECONFIGURATION | | BICYCLE INFRASTRUCTURE |
| | CROSS BLOCK CONNECTION | | OUTDOOR GYM EQUIPMENT |
| | FOOD BEVERAGE ACTIVATION | | EVENTS AND ACTIVITIES |
| | RETAIL ACTIVATION | | TOURISM AND MARKETING |
| | RESIDENTIAL GROWTH | | SIGNAGE / WAYFINDING |
| | GOVERNANCE AND COORDINATION | | COUNCIL ASSETS |
| | FURTHER STUDY DETAIL | | CIVIC & EDUCATION USES |



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