

Surfers Paradise Foreshore Redevelopment

Location: Queensland, Australia **Designer:** PLACE Design Group **Photographer:** Gold Coast City Council **Completion date:** 2011 **Site area:** 27,000 sqm

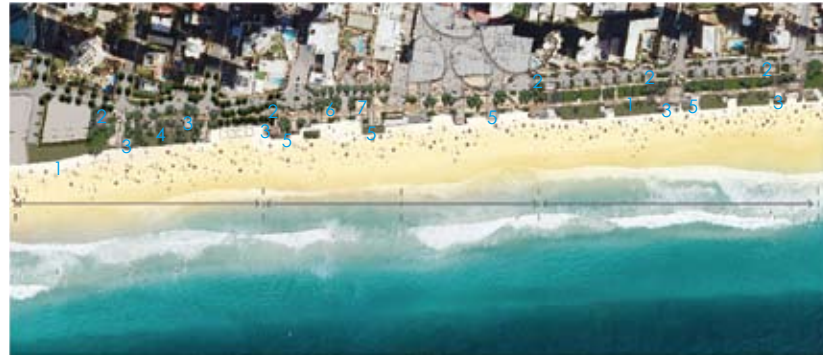
Surfers Paradise has iconic status in Australia as a playground for vast numbers of locals and tourists of all different ages, interests, cultures and backgrounds. It is a place for fun in the sun, splashing in the surf or simply relaxing in the shade and watching the world go by. The design intent for Surfers Foreshore is to create a dynamic and vibrant public promenade beachfront experience that befits its iconic status.

The site incorporates three distinct zones – an urban plaza, urban beach and urban park. The urban plaza is the central area, consisting of a 20m wide pedestrian promenade and bikeway, with seating and a shared vehicular and pedestrian zone.

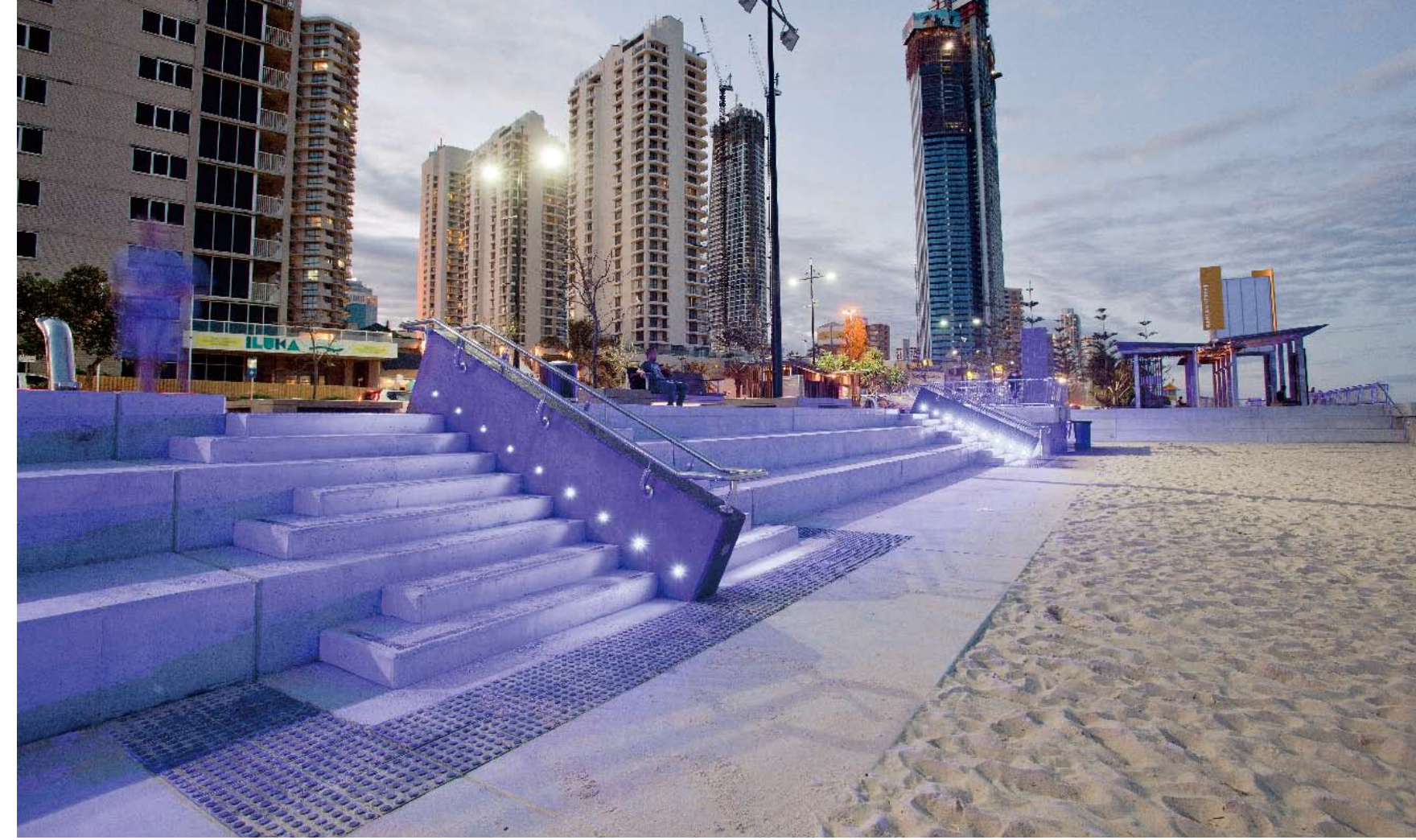
The urban plaza zone includes terraces, ramps and stairs leading to the beach. The beach volleyball courts include broad terraced beachfront spectator seating. The urban park zones incorporate grassed areas, large quantities of existing retained trees, picnic tables, barbecues, beach shelters, beachfront markets and on street parking.

A key principle of the overall design is about access to the beach – it is what it is all about. At each street end node beach goers are provided with a clear view and outlooks over the beach, shelter towers, toilets, showers and wide staircases and ramps providing direct access to the beach destination.

Beach towers and viewing build outs have been positioned along the entire frontage of the Esplanade. All of the beach towers and toilet blocks contain large super graphic images depicting the changing scenes of Surfers through history.



- 1. Soft Green Edge to Park Zones
- 2. Toilet
- 3. Beach Shelter, BBQ & Art Element
- 4. Dune Area Low Planting & Existing Trees
- 5. Lifeguard Tower
- 6. First Aid Room
- 7. SLSC Equipment Storage



Upper right: Access to the beach - the genius loci of the place is paramount
 Lowe right: Picnic furniture and BBQs are the essential part of the infrastructure

