

## THE HEART OF THE REEF.

A Master Plan for Airlie Beach, the cornerstone of the Whitsunday Coast and best regional waterfront in Australia.

# Airlie.

## Purpose of this document

The Master Plan sets out the strategic direction for Airlie Beach, envisioning the next generation of experiences for the region. Intended to guide future development and investment, it provides a blueprint for renewal that builds upon its legacy: *the heart of the Great Barrier Reef*. The Master Plan recognises the role of Airlie Beach, the gateway to the Whitsundays, and aims to unlock greater commercial, recreational and socio-cultural value through strategic intervention.

Building on the momentum of the Brisbane 2032 Olympic and Paralympic Games, the Airlie Beach Master Plan will drive the delivery of new infrastructure - prioritising that which has the capacity to support the growth that follows major events. The plan will capitalise on opportunities that showcase the character of the region - welcoming the Whitsundays to the world.

### Plan for the future

The Master Plan has been prepared through a process of collaboration and engagement, informed by the knowledge and commitment of government and stakeholders. With consideration of previous consultation, the Master Plan responds to the

ascendant drivers of change: a shift in demand profile - supporting the replacement of assets and the renewal of social infrastructure - and brand latency - prioritising intervention that enables authentic tourism. As such, the plan aims to achieve the following objectives:

- 01 Realise the inherent value of Airlie Creek and leverage its potential as a natural asset
- 02 Re-imagine public spaces to improve atmosphere, activation and identity
- 03 Enable experiences that increase visitation and support social sustainability
- 04 Facilitate catalyst development and private investment to enable economic growth and strengthen tourism industry
- 05 Create a comfortable and convenient environment by improving inter-modal connectivity and precinct-wide mobility

For interpretation, this document has been structured to reflect the sequential development of the Master Plan - Chapter 01: Vision and Chapter 02: Design.

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## Airlie today

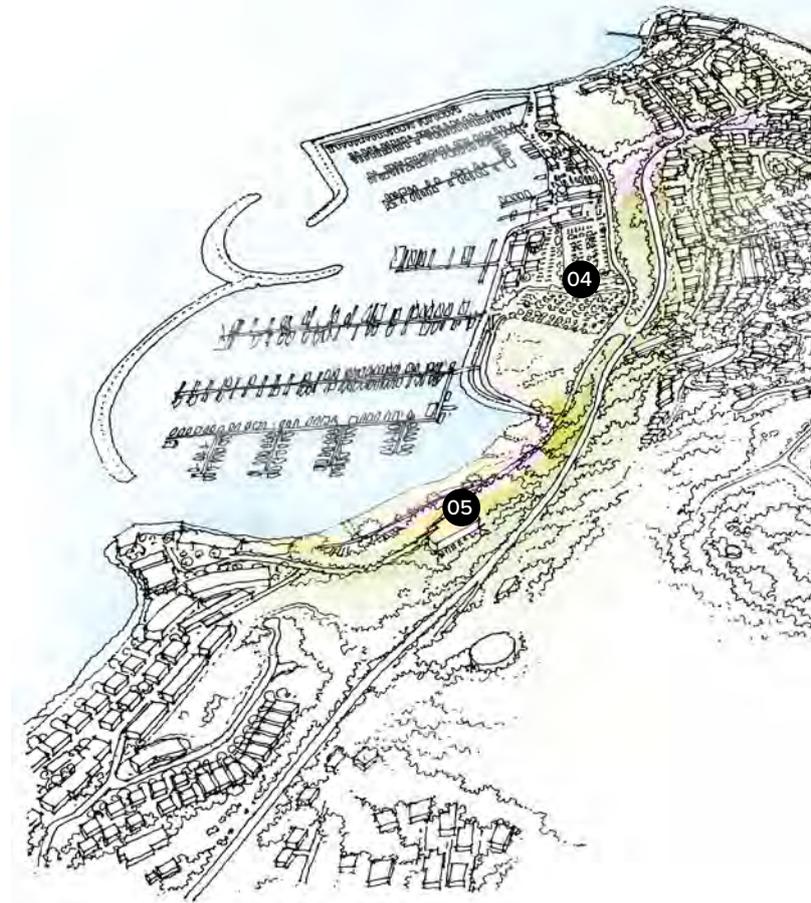
Nestled in the heart of the Whitsunday Coast, Airlie Beach is a welcoming location - the gateway to the Great Barrier Reef and the Whitsunday Islands. Naturally appealing with a true coastal character, it is well-loved by locals and visitors alike.

### Key places

- 01 Airlie Beach Foreshore
- 02 Main Street and Esplanade
- 03 Wanderes Site
- 04 Coral Sea Marina
- 05 Shingley Beach
- 06 Boathaven Beach
- 07 Coconut Grove
- 08 Port of Airlie
- 09 PCYC Whitsundays

## Defining the precinct

The study area incorporates a mix of public and private land holdings including streets, open spaces and catalyst developments. Extending across the Foreshore, from PCYC Whitsundays to Shingley Beach, the Master Plan considers an area of over 63ha, as shown in Figure 01.

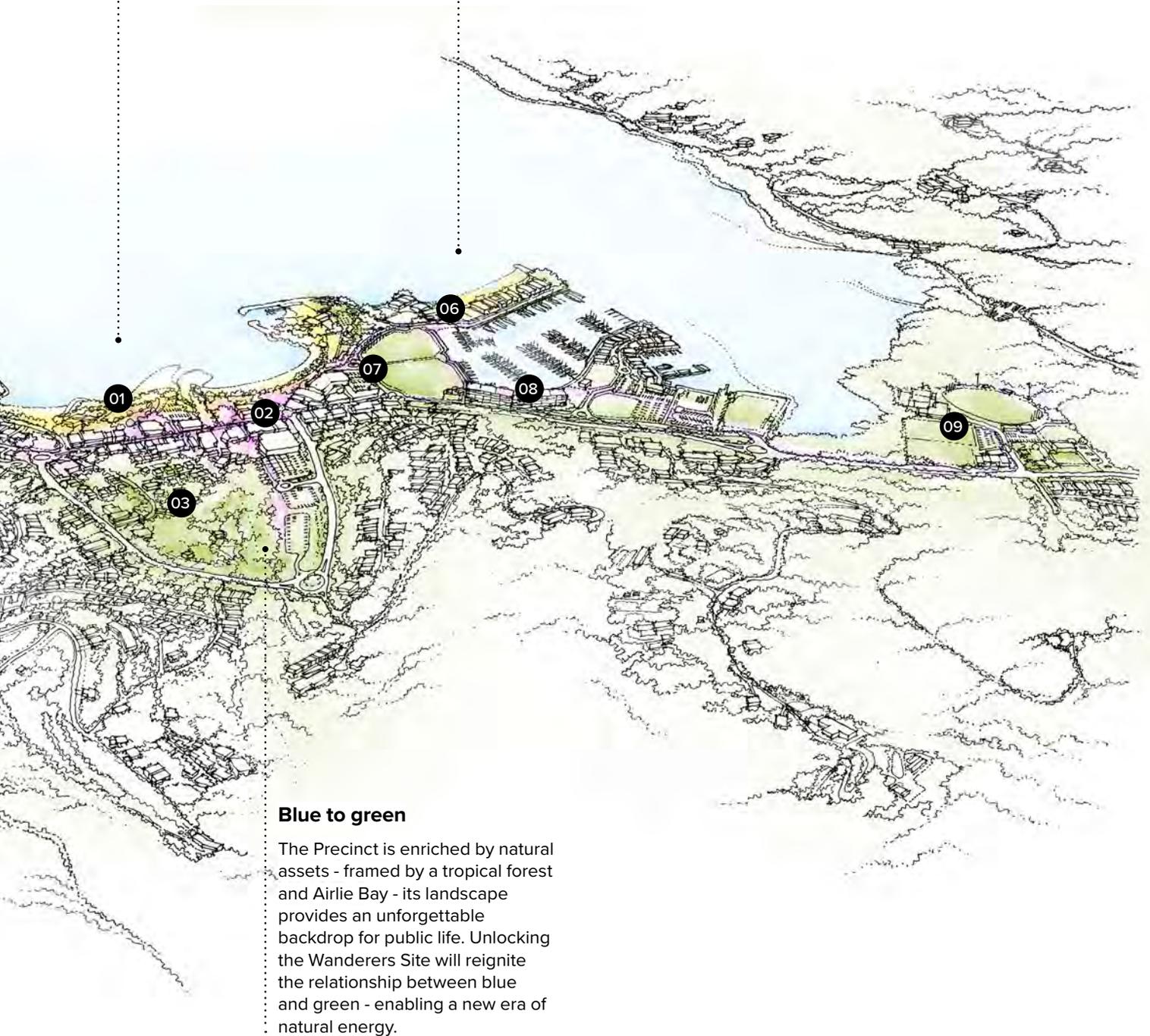


**Extend the waterfront**

The Foreshore Promenade overlooking Airlie Bay and the Whitsunday Islands will be leveraged as a lifestyle and recreation asset. Extending the Promenade to the east and west will complete the Foreshore, unlocking approximately five kilometres of waterfront.

**Experience network**

The Foreshore and Main Street provide a strong foundation for community activation and socialisation. Improving connection to surrounding destinations - Airlie Hill, Shingley Beach, Boathaven Beach and the Sports Park - will enhance Airlie's experiential network.



**Blue to green**

The Precinct is enriched by natural assets - framed by a tropical forest and Airlie Bay - its landscape provides an unforgettable backdrop for public life. Unlocking the Wanderers Site will reignite the relationship between blue and green - enabling a new era of natural energy.

## Airlie tomorrow

The revitalisation of Airlie Beach will build upon its legacy: *the heart of the Great Barrier Reef*. Leveraging its assets to unlock greater commercial, recreational and socio-cultural value for the town and its people.

# Drivers of change

In framing the opportunity for Airlie Beach it is necessary to acknowledge the ascendant drivers of change. The overarching themes under which these drivers may be considered are: a change in demand profile and a shift in brand latency.

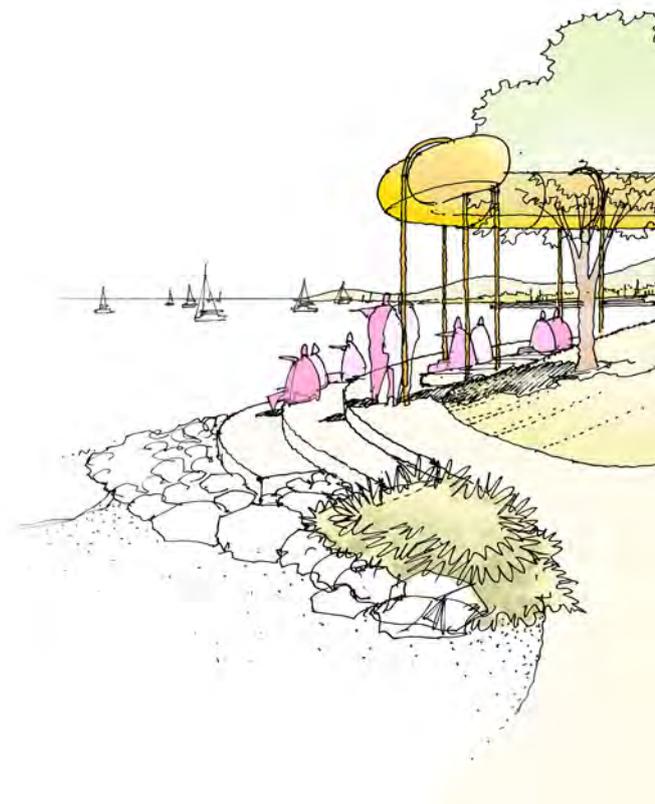
### Demand profile

Balance local and global needs and support sustainable growth, upgrade and unify the public realm and enable easy and intuitive movement.

### Brand latency

Prioritise authentic tourism that leverages adventure and discovery, draw on blue and green destinations and ensure long-term benefit outweighs short-term gain.

*Drivers have been drawn from an extensive review of documentation provided by Whitsunday Regional Council.*



**Place for people**

Capture local character and celebrate global culture to provide a platform for sustainable growth.

**Breathing new life**

Invest in the beautification and contemporisation and deliver a high-quality public experience.

**Everyday ease**

Support an authentic mix of uses and users to meet the needs and aspirations of the wider community.

**Experiential value**

Deliver an immersive discovery network - an ecological, cultural and culinary adventure - to amplify future tourism.

**Natural energy**

Reignite a relationship from the rainforest to the reef, to leverage competitive advantage and intrinsic appeal.

**Future heritage**

Enable a legacy of creative conservation to reposition Airlie - the first and last impression of the Whitsundays.



Diagram 01

Drivers of Change



## Only in Airlie

The Airlie Beach Master Plan has been developed in response to a strong vision that seeks to preserve place character. This chapter sets out the strategic direction for Airlie Beach, demonstrating its potential through an illustrative Master Plan.

**The 2050  
vision reflects  
the first step  
towards the  
future of Airlie  
Beach.**





Embodying the  
*essence* of life in  
the Whitsundays.

*Airlie.*

Airlie will draw on its greatest asset - itself. It will reignite a relationship between the forest and the sea, nurture cultural energy and amplify sense of place to enable experiences that can only happen in Airlie. Its revitalisation will capture a once in a generation opportunity to create Australia's best regional waterfront.



View of Airlie Hill lookout from Shute Harbour Road

## Airlie Beach Master Plan

The Master Plan has been developed to preserve the character of Airlie Beach, leveraging its assets to enable an era fuelled by natural energy. Through the revitalisation of key areas and the delivery of catalyst projects, the plan engenders the interconnectivity of experiences.



### Revitalisation Area

- 01 Airlie Beach Foreshore
- 02 Main Street and Esplanade
- 03 Airlie Creek
- 04 Shingley Beach
- 05 Airlie Beach Sports Park
- 06 Port of Airlie

### Catalyst Project

- A Waterson Way integrated hub
- B Wanderers redevelopment
- C Airlie Skyway
- D Sailing Club development
- E Coconut Grove development
- F Airlie Beach Lookout



Figure 01

Airlie Beach Master Plan



## Detailed design

The Airlie Beach Master Plan provides a strategic framework for revitalisation and future development. This chapter sets out the design interventions that will transform Airlie Beach.

**A plan to drive  
transformative  
change, framing  
the future of  
Airlie Beach.**



## Revitalisation area

The revitalisation of the Foreshore will be led by the renewal of Airlie Beach Lagoon and Airlie Beach Parkland.

## Foreshore

Building on its foundational success, the revitalisation of the Foreshore will bring new features and facilities to the waterfront - blending the street with the beach. A green and playful landscape, Airlie Foreshore will enable a sense of discovery and exploration.

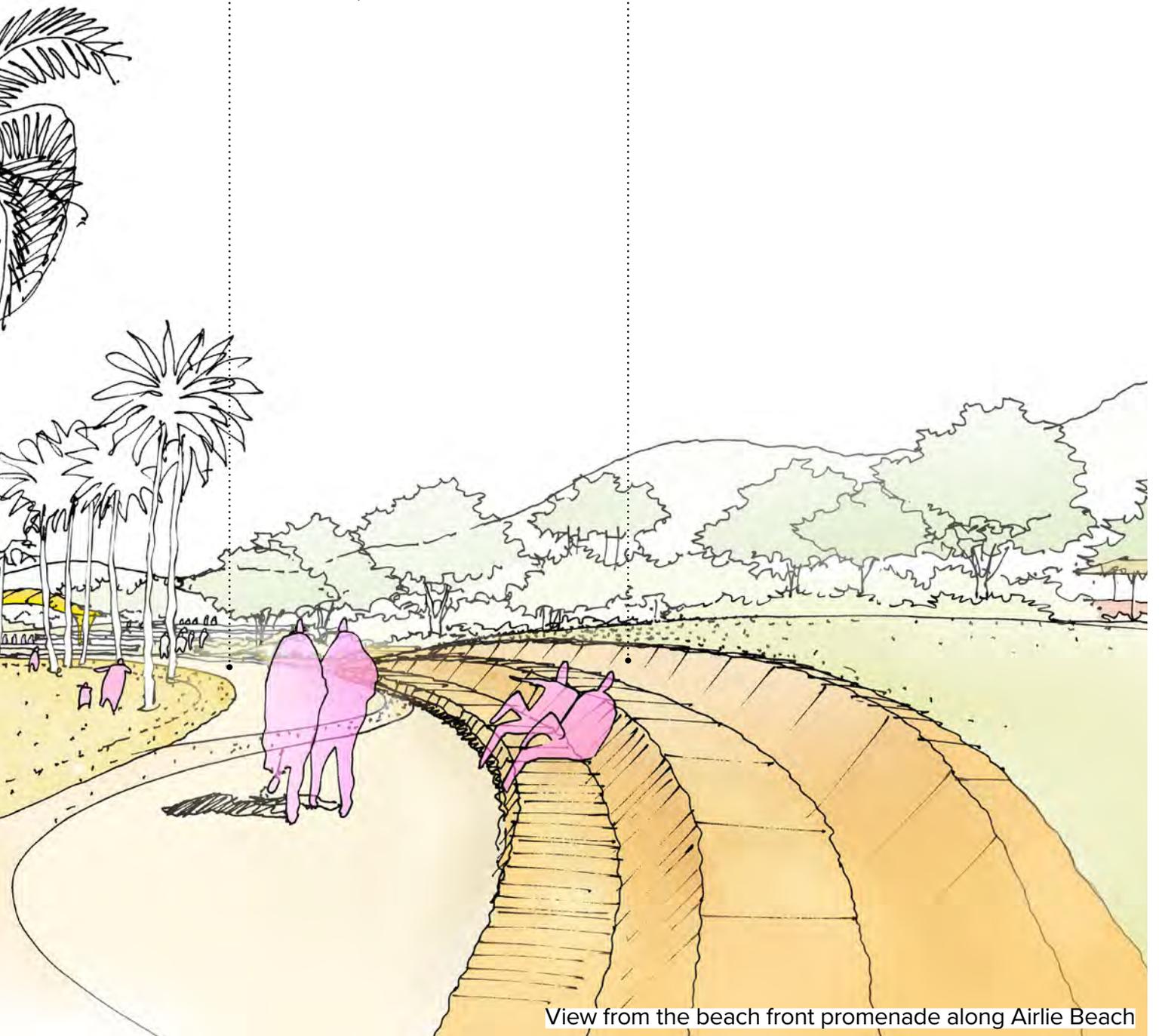


**Airlie Promenade**

The Foreshore revitalisation project will provide additional infrastructure along the waterfront to complete the Airlie Beach Promenade experience.

**Comfortable Waterfront**

Additional green space and canopy coverage along the Foreshore will create a more comfortable and occupiable beach front.



View from the beach front promenade along Airlie Beach

# Foreshore

## Airlie Beach Lagoon

The revitalisation of the lagoon will bring family friendly experiences to the Foreshore, introducing a suite of pavilions that activate and service the waterfront.



01 Western fishing pier and water craft launch - improving accessibility into Airlie Bay

02 Tenancy Pavilion and SLSC - activating the waterfront and improving safety and storage provisions

03 Waterplay island and waterfall - enhancing the already iconic lagoon experience

04 Children playground - enabling universal play on the waterfront

05 Raised dining deck - activating the Foreshore and enabling opportunities to explore additional rear tenancies

06 Parkland amenities - responding to the increased demand and screening the pump room

07 Beach volleyball courts - introducing new sporting activities into the Foreshore

08 Flexible pop up plaza and car park - enabling seasonal events whilst maintaining accessibility



**Sunset Lookout and Mangrove Walk**

The extension of the Foreshore experience to the edge of the Sailing Club will enable on and over water activities and provide an iconic backdrop to Airlie sunsets.

Airlie Beach

**Multideck car park**

The removal of on street parking supports the expanded landscaped public realm along the Foreshore. A new 3 story multideck car park ensures vehicle access is not compromised, offsetting and expanding the current on street parking numbers.

**Airlie Beach Parkland**

The renewal of the Foreshore parkland will increase the amount and quality of public green space, improve event capacity, and provide more activities and amenity for a wider and more diverse audience.

- 09 Creek bridge and hero pavilion - completing the waterfront promenade and introducing experiential dining
- 10 Family green and play - expanding waterfront green to facilitate all-age play
- 11 Beach dining plaza - consolidating BBQ's into a dedicated beach front pavilion
- 12 Amenities beach pavilion and pop jet plaza - servicing the parkland and soundscape to create opportunities for evening light and water shows
- 13 Soundscape, event lawn and amphitheatre - bolstering the capacity to host quality outdoor events
- 14 Parkland pavilion and amenities - servicing Airlie Beach parkland and the soundscape, integrated within the multideck car park
- 15 Market plaza - providing a shaded and landscaped dedicated setting for the weekly markets that can act as an expansion of the parklands outside of market days



## **Foreshore revitalisation**

As Airlie Beach continues to grow with its community and visitors, the Foreshore evolves alongside it - welcoming new amenity facilities, expanded waterfront walks, and active uses like beach volleyball that enrich the experience of a day by the sea.



View of the Foreshore from the Lagoon Carpark



## **Foreshore revitalisation**

Expanded and revitalised green spaces, complemented by uniquely Airlie pavilions and shade canopies, will offer more to see and do along the foreshore, shaping a more identifiable and comfortable place to gather and play.



View of the Foreshore from Coconut Grove



## Market plaza

A dedicated landscaped plaza within the expanded Foreshore parkland houses the weekly markets, providing a resilient, well connected and comfortable space to enjoy local produce. Outside of market day, shaded seating nooks welcome relaxation and flexible spaces provide opportunities for pop up events.



View of the Market Plaza towards the Sailing Club car park and Foreshore

## Revitalisation area

The revitalisation of Main Street and Airlie Esplanade will be driven by the demand for greater pedestrianisation.

# Main Street and Airlie Esplanade

The reclamation of Main Street and Airlie Esplanade will reset the pace of public life - reconnecting the street with surrounding experiential landscapes. Its revitalisation will improve accessibility and comfort, supercharging the pedestrian environment.



**Pedestrian Friendly Street**

The reconfiguration of Main Street will enable one-way eastbound movement, reducing traffic and improving pedestrian safety.

**Airlie Boulevard**

The removal of westbound traffic will unlock the public realm, providing opportunities for a canopy covered boulevard, seating and landscape.



View from the Main Street looking East adjacent to Airlie Creek-

# Main Street and Airlie Esplanade



## One Way Main Street

The removal of westbound traffic will slow down and reduce through traffic, improving pedestrian safety and expanding the public realm.

**01** Realigned one way Main Street - reducing traffic speed and volumes to unlock space for people and outdoor dining along widened footpaths

**02** Airlie Boulevard along the southern side of the street - providing additional tree canopy cover along the warmest part of the street

**03** Indented parallel parking bays - servicing tenancies along the Main Street without dominating the streetscape

**04** Wide, raised pedestrian crossing - facilitating safe movement and slowing down traffic

**05** Airlie Beach Plaza - connecting the Main Street with the Foreshore and providing space for pop up events and food trucks



**Expanded Public Realm along Coconut Grove**

The relocation of carparking along Coconut Grove unlocks additional space to expand the Foreshore parkland and link it to the new market plaza. Increased shaded pathways and landscaped seating will be provided.

**Esplanade Reconnects with the Foreshore**

The removal of westbound traffic will enable the expansion of footpaths along the Esplanade, unlocking high quality visual and physical connections with the Foreshore.

**Shute Harbour as an Extension to the Main Street**

The extension of Main Street to Shute Harbour Road, will visually and physically link both streets through consistent public realm and landscape treatments.

- 06 Street gardens and seating pockets - encouraging pedestrians to linger in comfort along the Main Street
- 07 Main Street arrival plaza with drop-off and pick up bays - ensuring accessibility into the heart of Airlie, with easy connection to the Foreshore

- 08 Flush connection between Main Street and Shute Harbour Rd - slowing down traffic and ensuring pedestrian safety
- 09 Bidirectional bike lane - providing a safe path for e-scooters and bikes

- 10 Expanded footpaths along The Esplanade - ensuring pedestrian accessibility on both sides of the street
- 11 Realigned roundabout - unlocking additional green space along the Foreshore
- 12 Emergency vehicle connection

Figure 03

Main Street Precinct Plan





## **Main Street revitalisation**

Reducing traffic along the Main Street enables the heart of Airlie to evolve into a safe and comfortable, people-friendly place alive with activity -where local businesses thrive and the enviable Whitsundays climate can be enjoyed from the shade of the tree canopies.



View of from the Main Street arrival plaza towards Airlie Esplanade

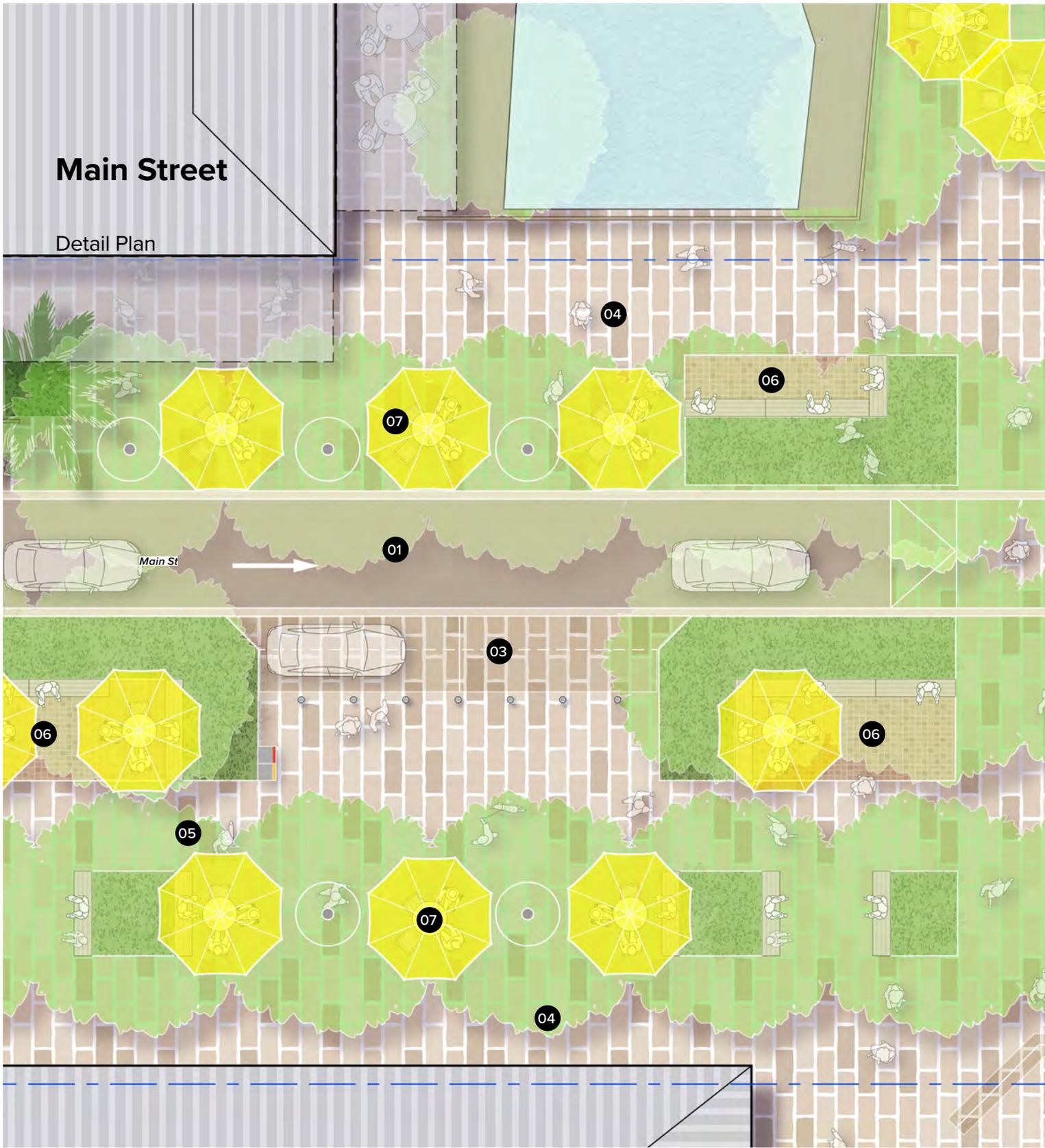


## Main Street revitalisation

A new plaza at the intersection of the Main Street and the Esplanade becomes an identifiable, shaded meeting point and drop-off. Enhanced connections to Shute Harbour Road ensure precinct accessibility and urban cohesion.



View of from the Main Street arrival plaza towards Airlie Esplanade



- 01 One way eastbound street
- 02 Raised crossing shared zone
- 03 Indented, parallel parking
- 04 Footpath
- 05 Tree lined boulevard
- 06 Seating gardens

- 07 Flex space (dining, pop up seating, events, etc)

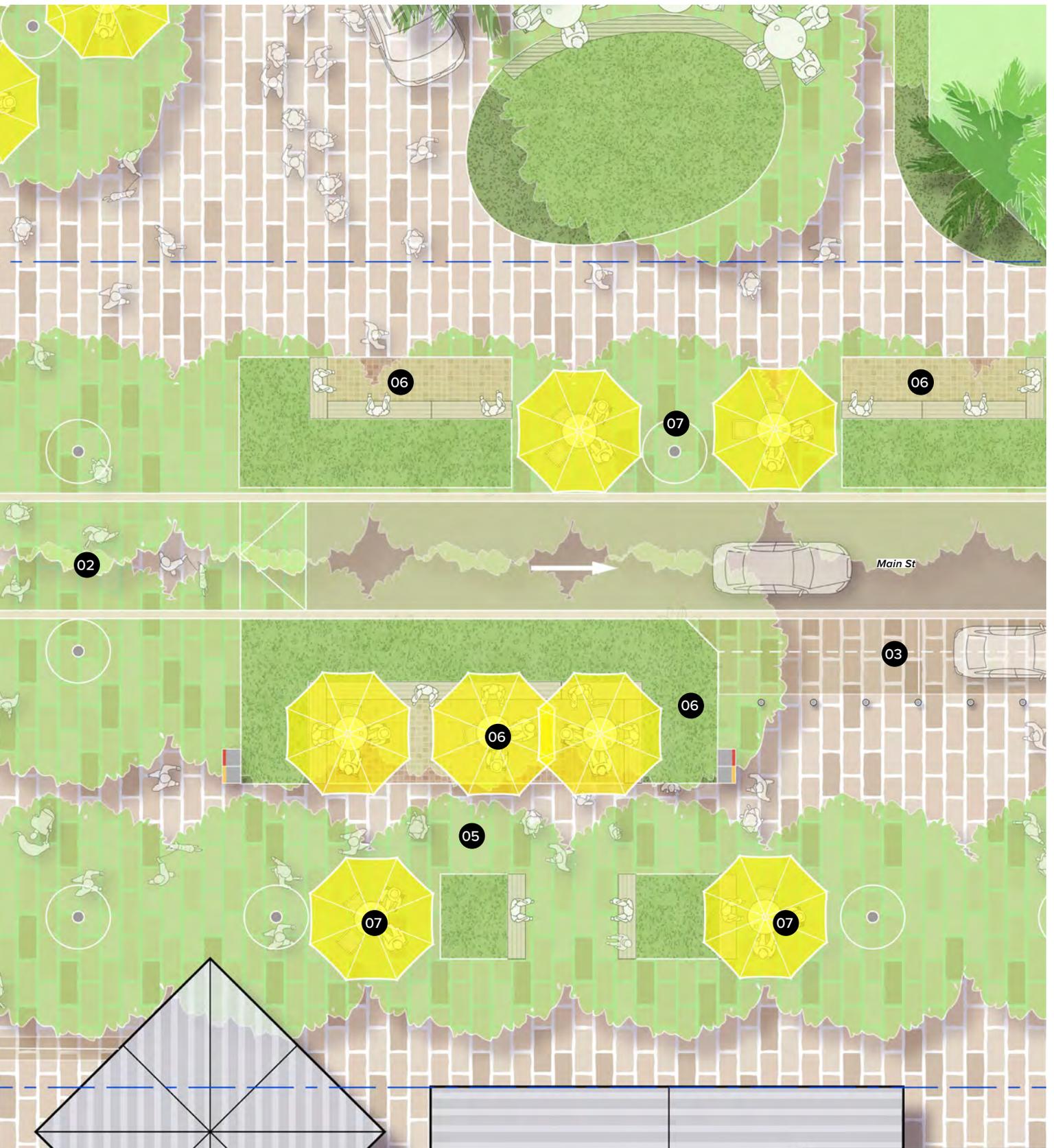
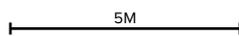
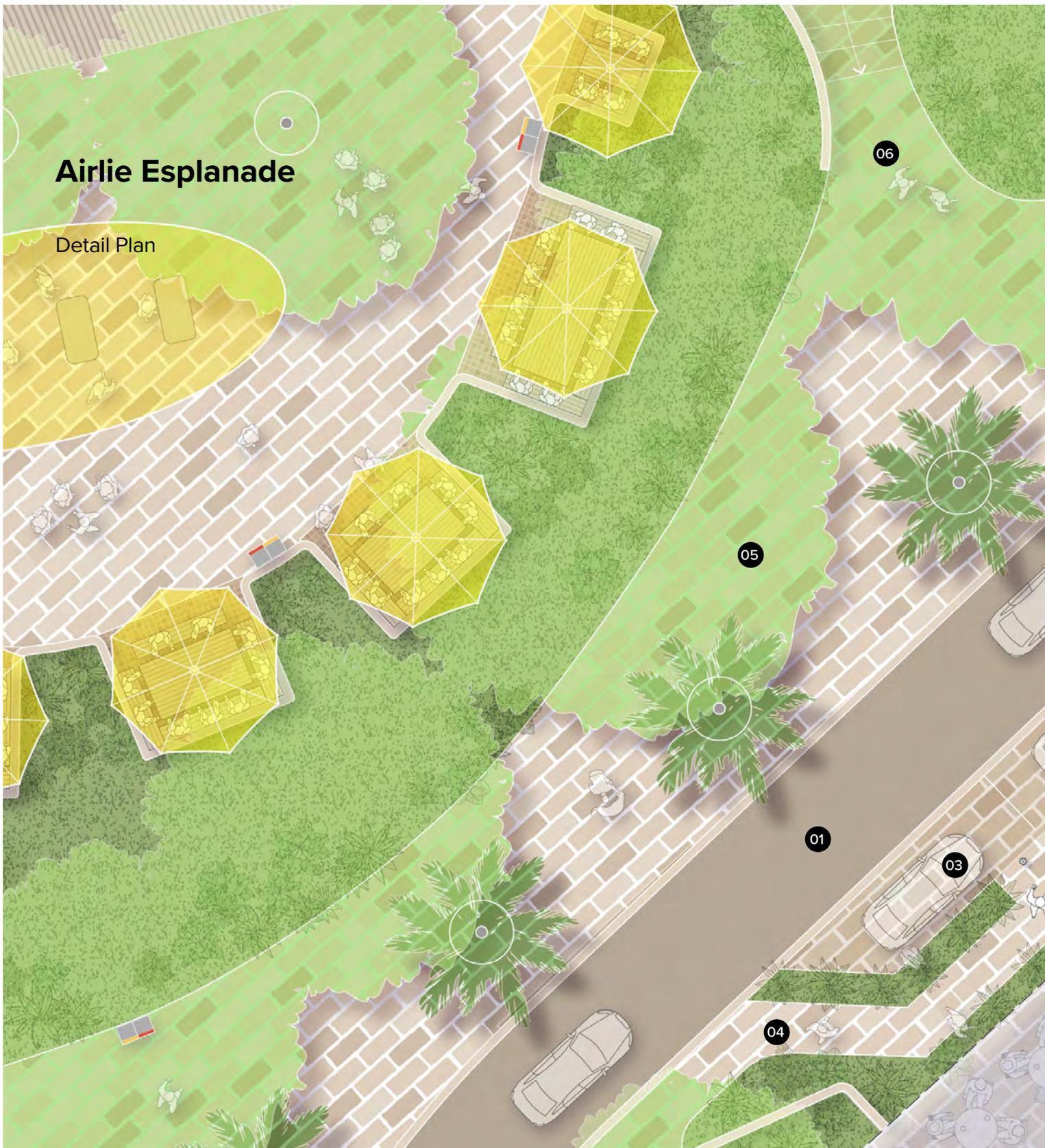


Figure 04

Main Street Detail Plan





- 01 One way eastbound street
- 02 Raised crossing shared zone connecting to the Foreshore
- 03 Loading and servicing bays integrated within the public realm

- 04 New footpath outside of the tenancy line
- 05 Esplanade footpath
- 06 Accessible connections to the beach
- 07 Weather protected street dining

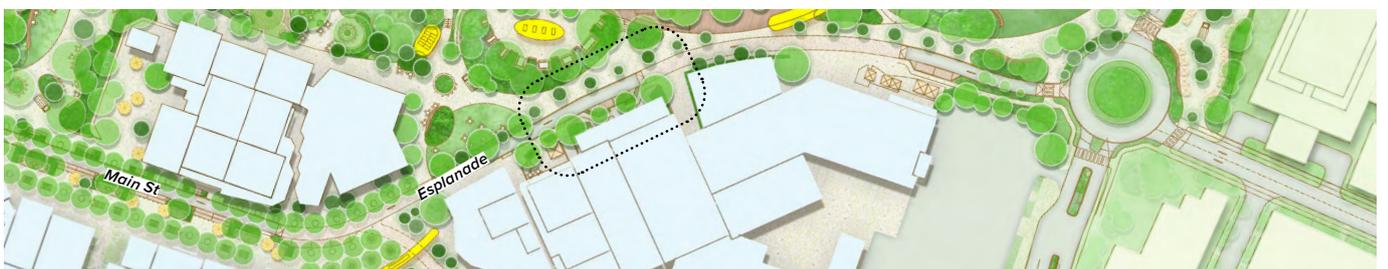
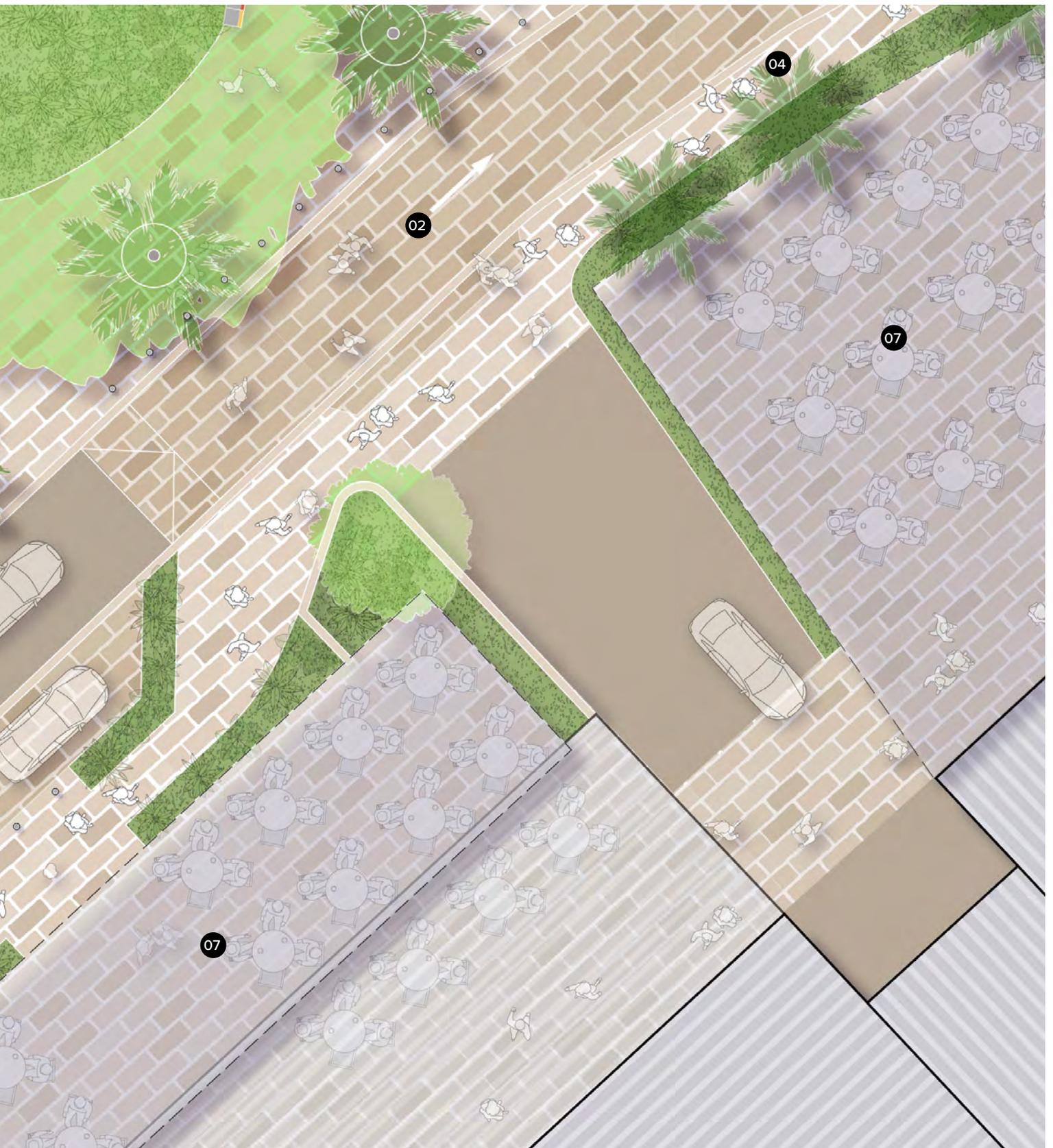
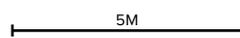


Figure 05

Airlie Esplanade Detail Plan

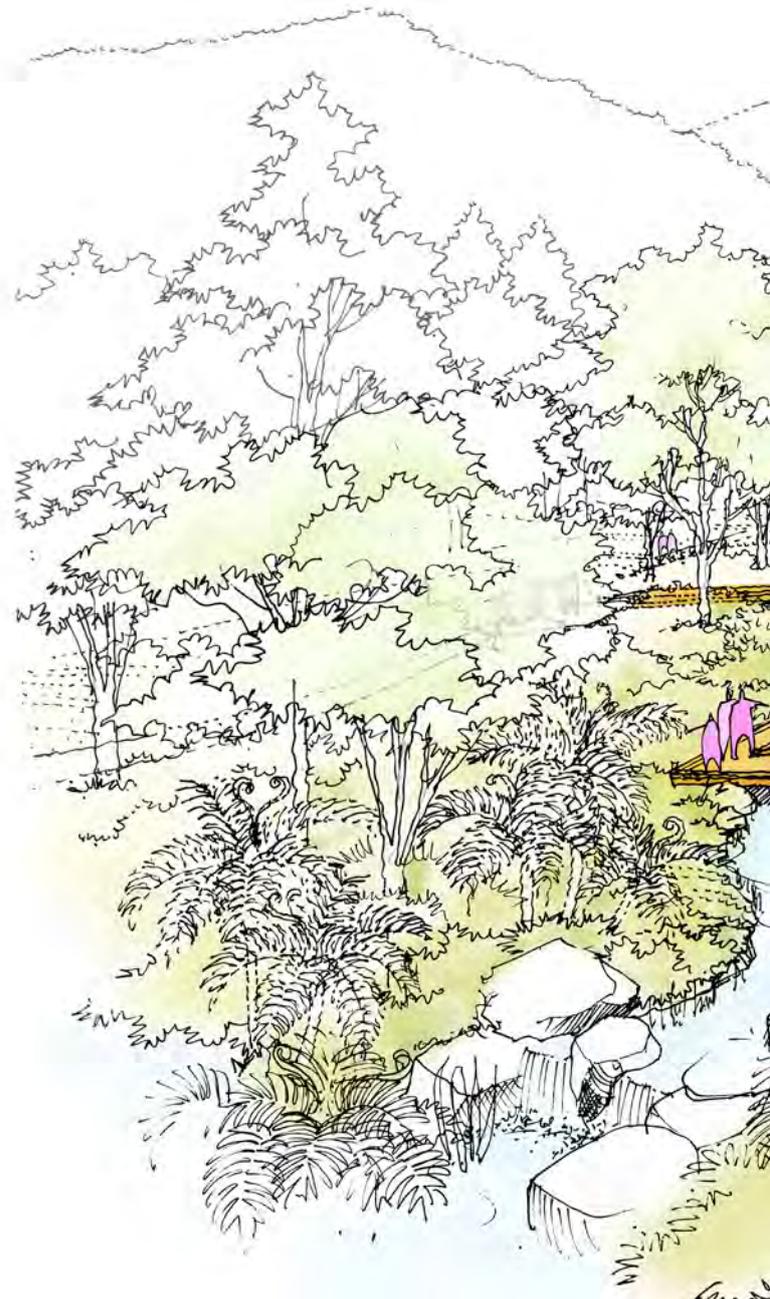


## Revitalisation area

The revitalisation of Airlie Creek will leverage the potential for a new lifestyle development on Waterson Way.

## Airlie Creek

Emerging as a blue-green spine, Airlie Creek will unlock an opportunity to discover a natural adventure. Providing a safe and comfortable connection to a multi-deck car parking facility on Waterson Way, the spine will enable new nature-based experiences.

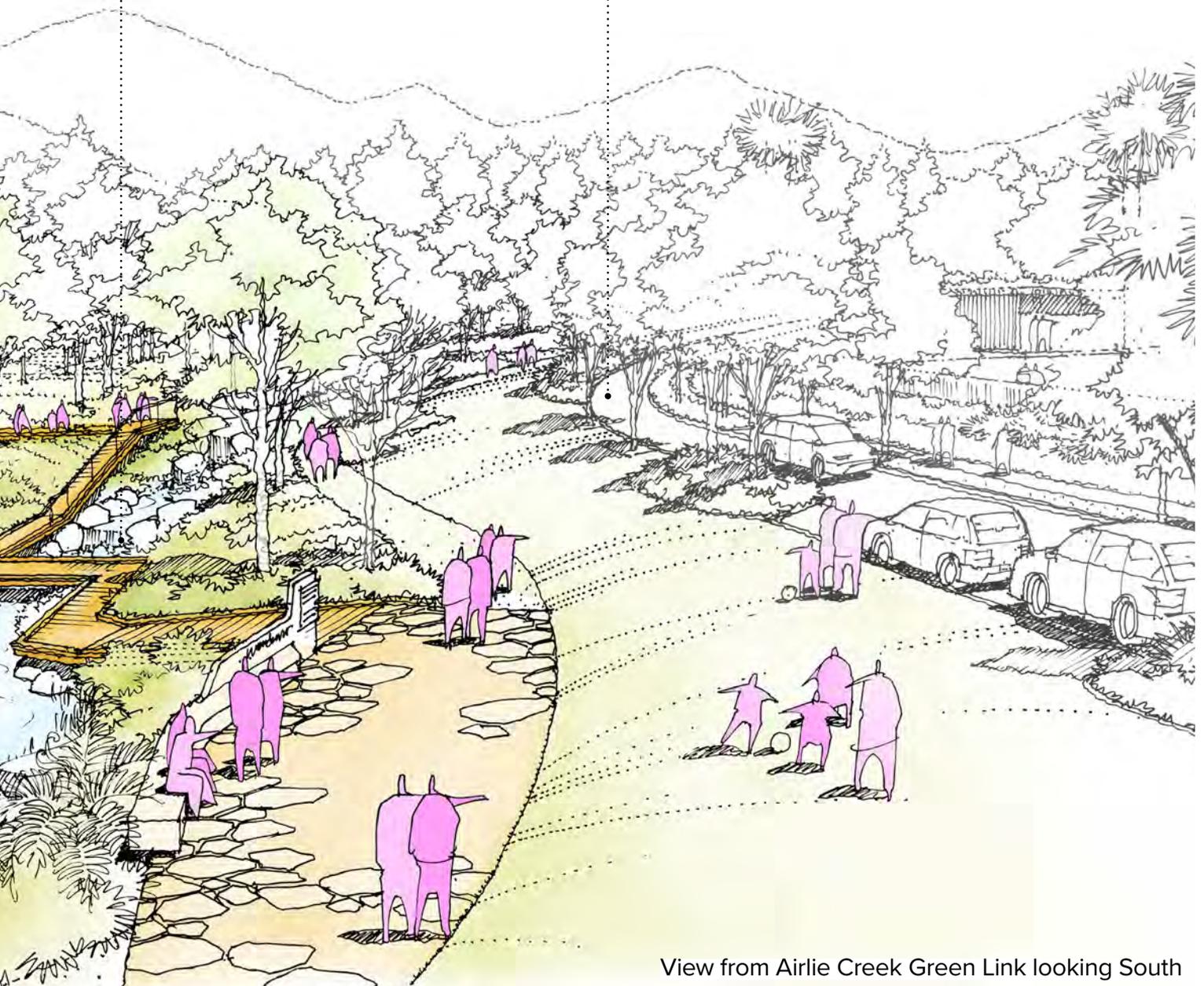


### Airlie Green Link

The revitalisation of Airlie Creek will create a new way to move from Main Street to the start of the walking tracks. Experiential pathways and boardwalks will unlock access to the most underutilised part of Airlie Beach.

### Pathway to the Skyway

A new green link will provide access to the Skyway - an elevated gondola connecting Airlie to the mountains - unlocking a brand new experience proposition for the region.



View from Airlie Creek Green Link looking South

## Waterson Way

### Wanderers Development\*

The opportunity to redevelop the Wanderers Site would unlock the heart of Airlie Beach, connecting the Foreshore with the Forest through a revitalised creekside parkland and contribute to the provision of additional accommodation and residences.

### Two way dedicated cycleway

The revitalisation of Shute Harbour Road includes a two way dedicated and segregated cycle/active transport lane that enables efficient and safe active travel between destinations within Airlie.

*\*DISCLAIMER: The layout shown for Wanderers Development in this plan is an illustration of a potential investment opportunity and a hypothetical design only. This is not a final design.*

- 01 Main Street link - connecting pedestrians to the creek through a landscaped laneway
- 02 Creekside parklands - diversifying the activities within Airlie and connecting the Foreshore to the Forest

- 03 Link to Seaview Drive and Airlie Creek track - improving pedestrian safety and accessibility
- 04 New street - providing accessibility to the creekside park, Wanderers Site, and servicing the rear of the Main Street tenancies

- 05 At grade car parking - servicing the creekside park, Wanderers Site and Main Street



**Airlie Creek Green Link**

The revitalisation of Airlie Creek provides much needed recreational amenity at the heart of Airlie, unlocking the connection between the Foreshore, the Village and the Forest.

**Skyway**

An iconic and memorable new experience for Airlie, the Skyway will physically link the Conway Range lookout with the heart of the Village.

**Waterson Way Integrated Hub**

A transformational project for Airlie, positioning the bus and taxi arrival experience at the heart of the Village, and increasing accessibility through a new multistorey carpark. Ground level food and entertainment tenancies will activate Airlie Creek.





## **Waterson Way Integrated Hub**

The Waterson Way multistorey car park unlocks valuable public realm along the Main Street and the Foreshore. Integrated with the transport terminal, and connected to the Main Street through the Airlie Creek parkland, it transforms the way people arrive at Airlie.



View of Airlie creek parkland looking towards Waterson Way Integrated Hub



### **Airlie Creek pedestrian spine**

The Airlie Creek parkland connects the forest to the sea, unlocking public access to the creekside for the first time and increasing the quality and quantity of the green space offer in town. Pedestrian movement to and from the transport hub, the Skyway and the Main Street will occur along this new, shaded parkland spine.



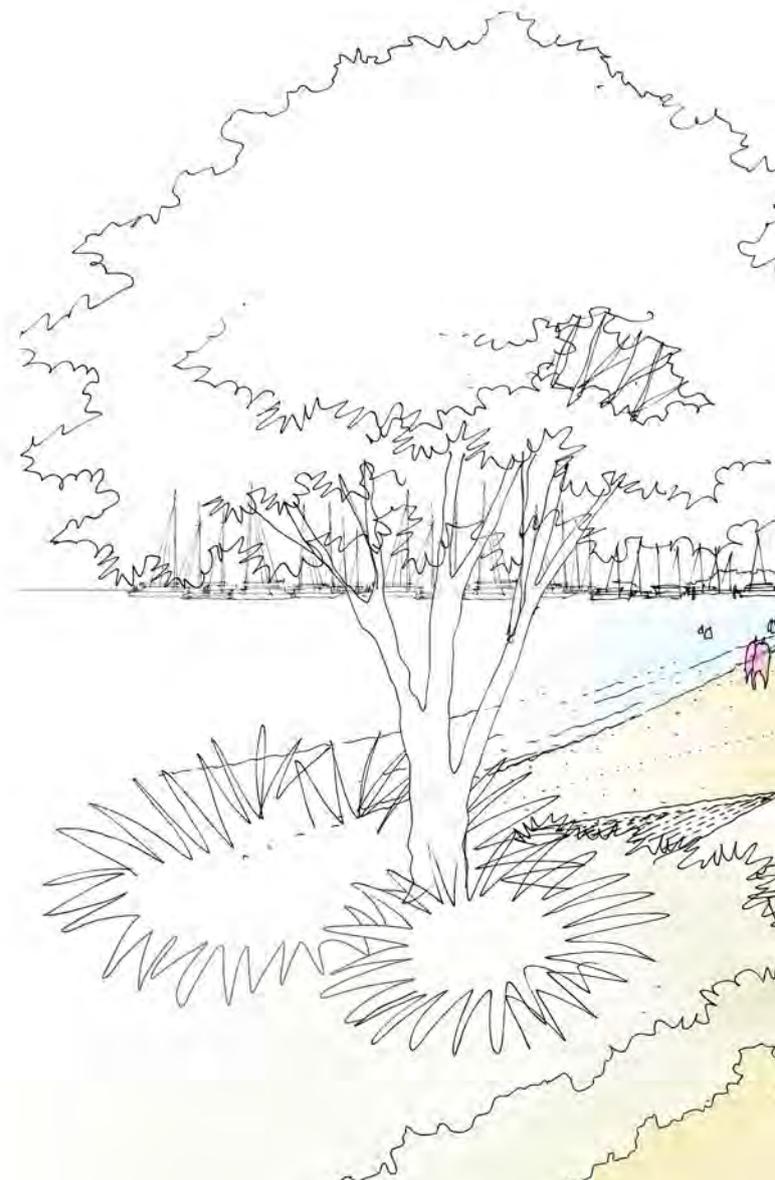
View of Airlie creek parkland spine connecting Main Street to Waterson Way Integrated Hub and the Skyway

## Revitalisation area

The revitalisation of Shingley Beach will be driven by the renewal of the public realm and reconnection with its surroundings.

# Shingley Beach

Leveraging its connection the water, and relationship to Coral Sea Marina, the transformation of Shingley Beach will enable a true seaside experience. Its revitalisation will enrich the waterfront and redefine the arrival experience from the west.

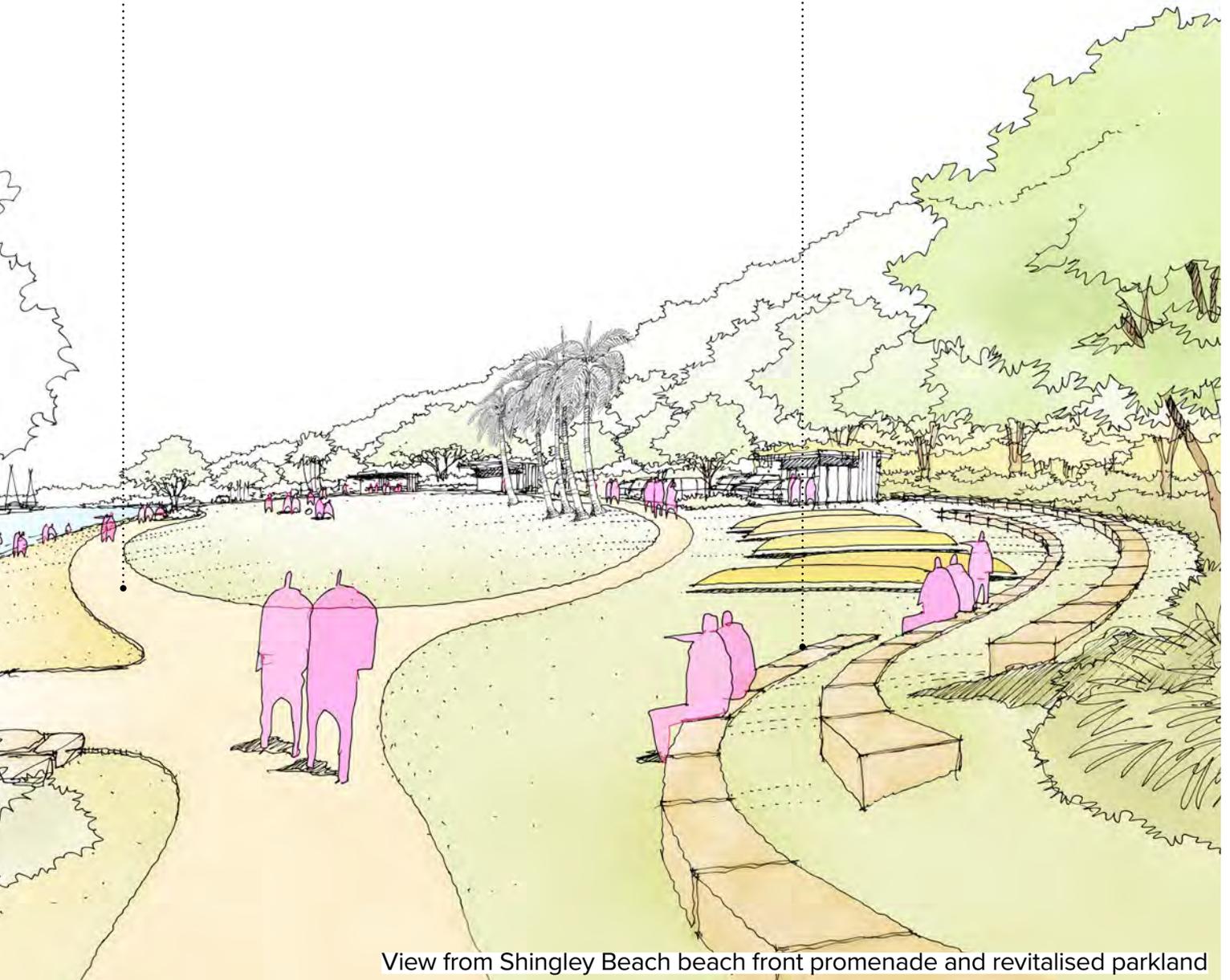


### Completing the Foreshore

The revitalisation of Shingley Beach will bridge the missing link in the Foreshore Promenade, connecting the parkland to Coral Sea Marina via a waterfront walkway and boardwalk.

### Enjoying the Bay

Shingley Beach will remain a key access point to Airlie Bay, improving water craft launch points and amenity on land for rigging.



View from Shingley Beach beach front promenade and revitalised parkland

# Shingley Beach



- 01 Water craft launching pontoon - improving safety and accessibility onto the water
- 02 Beach front promenade - completing the link between Coral Sea Marina and Shingley Beach

- 03 Regraded rigging lawn with seating terraces - improving the usability of the space and providing more places for the public to sit and enjoy the views of the Whitsundays

- 04 Reorganised and regraded carpark - unlocking additional public green space along the waterfront
- 05 Upgraded amenities - expanding the shelter, seating and bbq provisions



- 06 Raised boardwalk - linking Shingley Beach to Coral Sea Marina and completing the waterfront walk
- 07 Covered outrigger boat storage racks

Figure 07

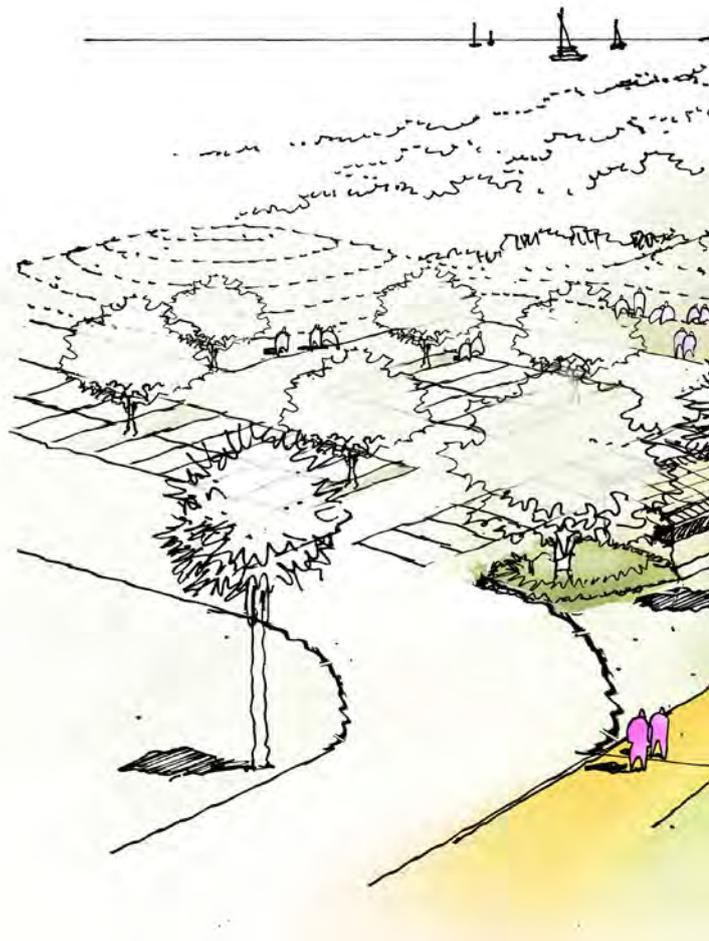


## Revitalisation area

The revitalisation of Airlie Sports Park will be driven by the convergence and expansion of recreational assets.

# Sports Park

Social and sporting assets will come together to create a super park, offering a mix of active and passive recreational opportunities. With a emphasis on expanding functional operations to meet community demand, the super park will be set within a deep green parkland with convenience and comfort at its core.

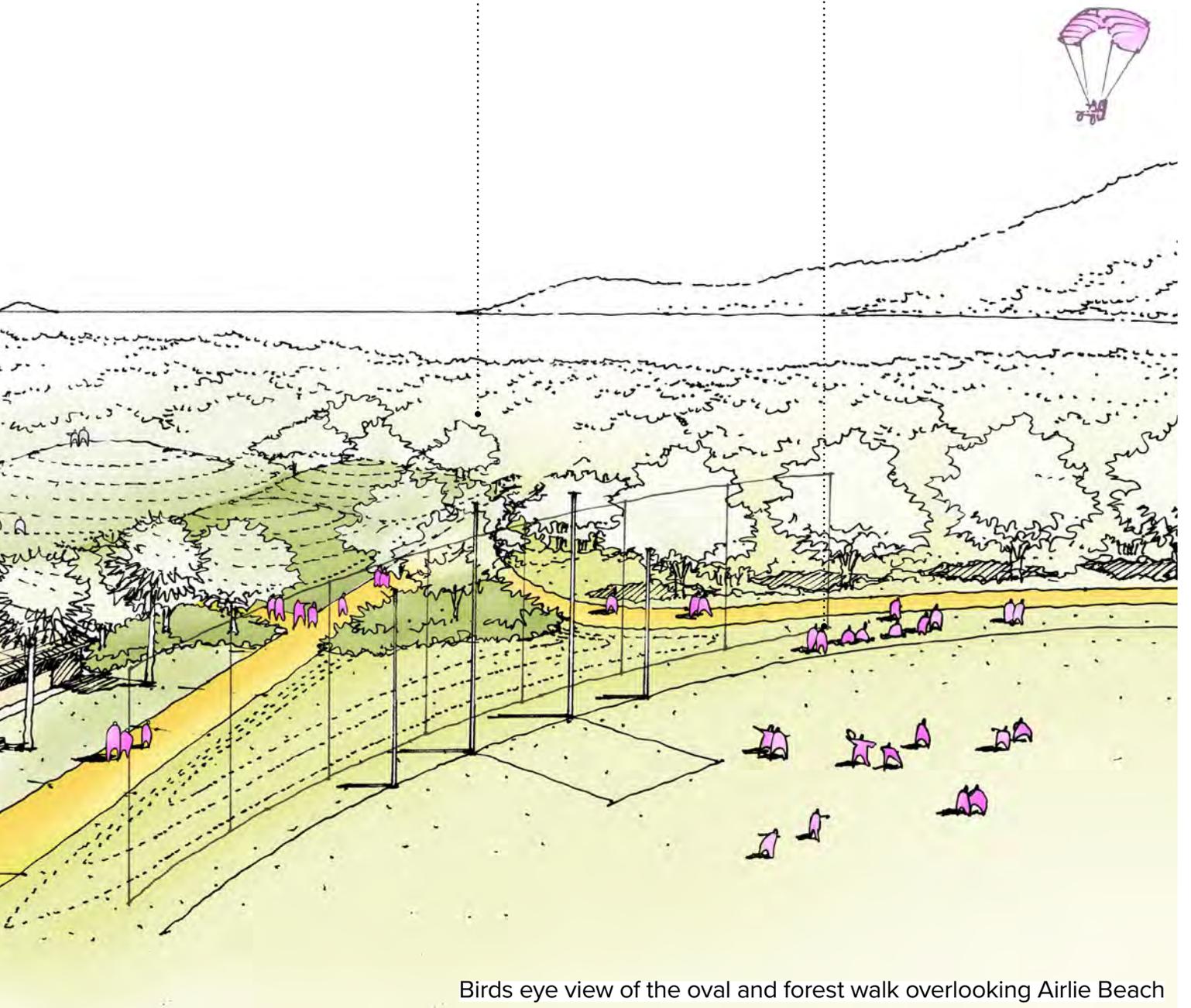


**Nature Walk Loop**

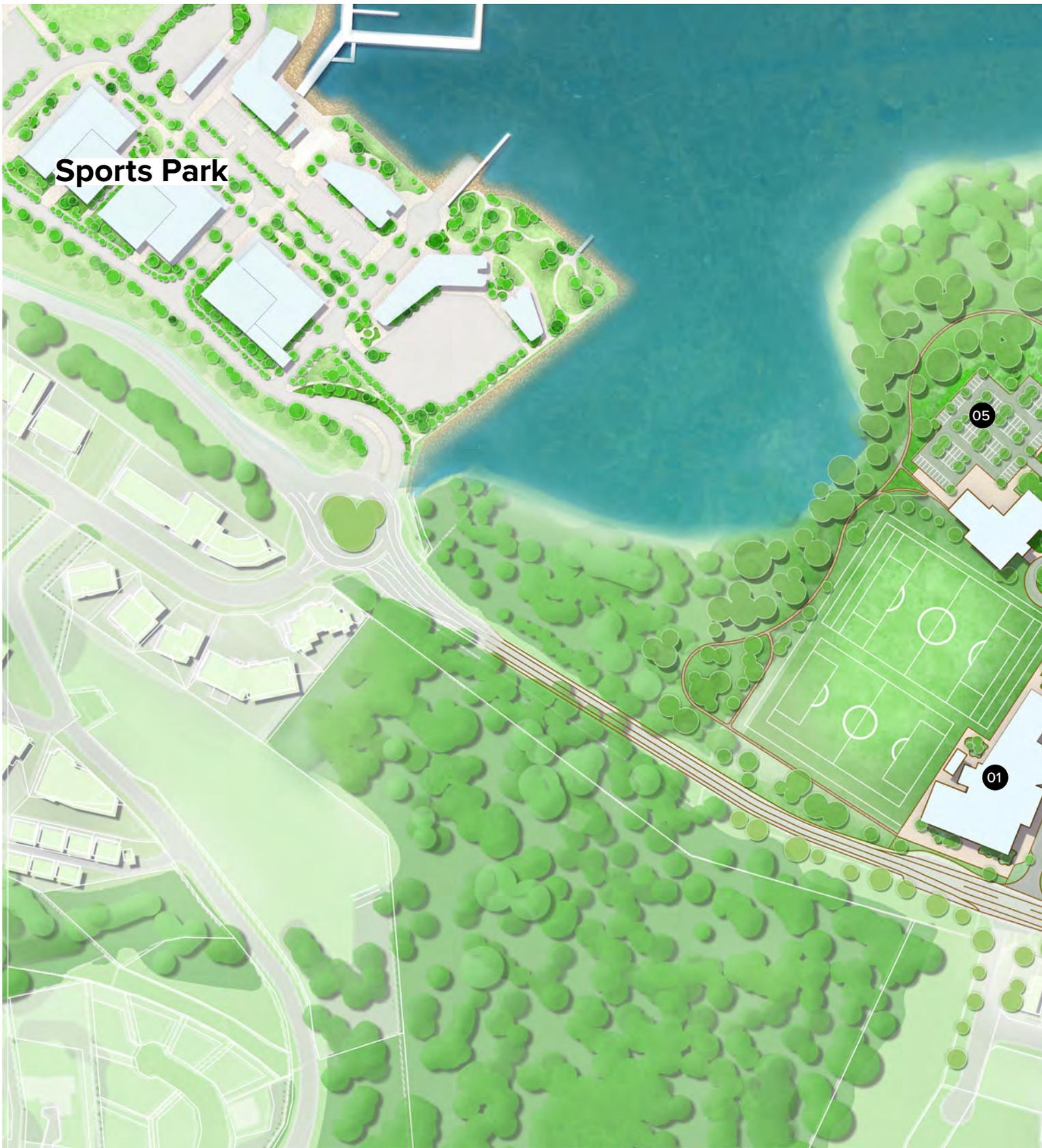
Winding under the canopy, capturing glimpses of Airlie Bay, the nature walk loop becomes a new recreational and sporting experience that frames the Sports Precinct.

**Comfortable and Accessible**

The revitalisation of the Sports Precinct delivers pedestrian connections between the fields that are shady, connected with nature and welcoming to all.



Birds eye view of the oval and forest walk overlooking Airlie Beach



- 01 Expanded PCYC - providing expanded indoor sport opportunities.
- 02 Central playground and gardens - creating new experiences at the heart of the Sports Park

- 03 Relocated and expanded carpark - unlocking additional capacity and increasing accessibility into the site
- 04 Renovated grandstand and amenities - increasing the seating capacity

- 05 New carpark - providing better accessibility to the northern clubhouse
- 06 Nature walk - unlocking recreational access through the Forest and providing more options for informal warm up and running tracks



**Sports Park**

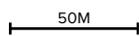
The revitalisation of the Sports Park will enable new sporting and leisure activities, catering to a wider audience.

Airlie Beach Bowls Club

Shute Harbour Rd

Figure 07

Sports Park Precinct Plan

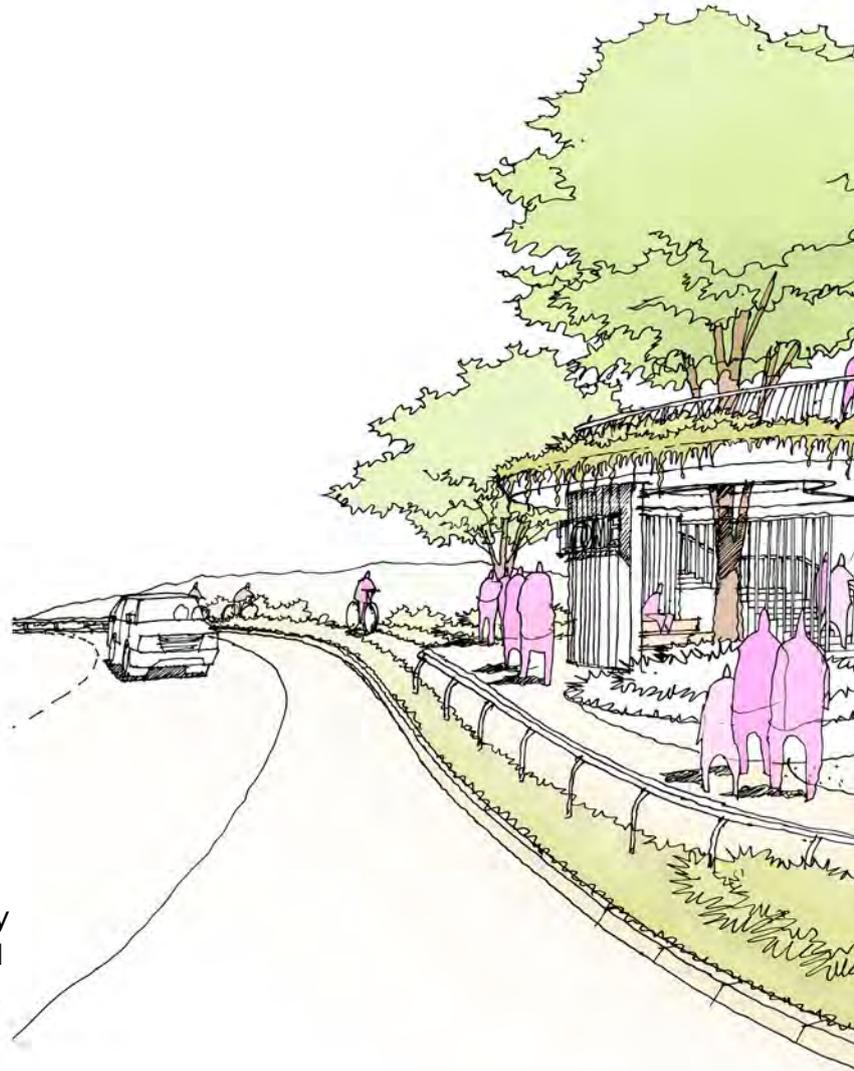


## Revitalisation area

The revitalisation of Airlie Hill will enable universal access, improving connection to vantage points to maximise views to the Whitsundays.

## Airlie Hill

The revitalisation of Shute Harbour Road will prioritise access to Airlie Hill, enhancing active transport and pedestrian connections to unlock community activity. With uninterrupted views of the Whitsunday Islands, Airlie Hill will become the preferred destination to gather at sunrise and sunset.

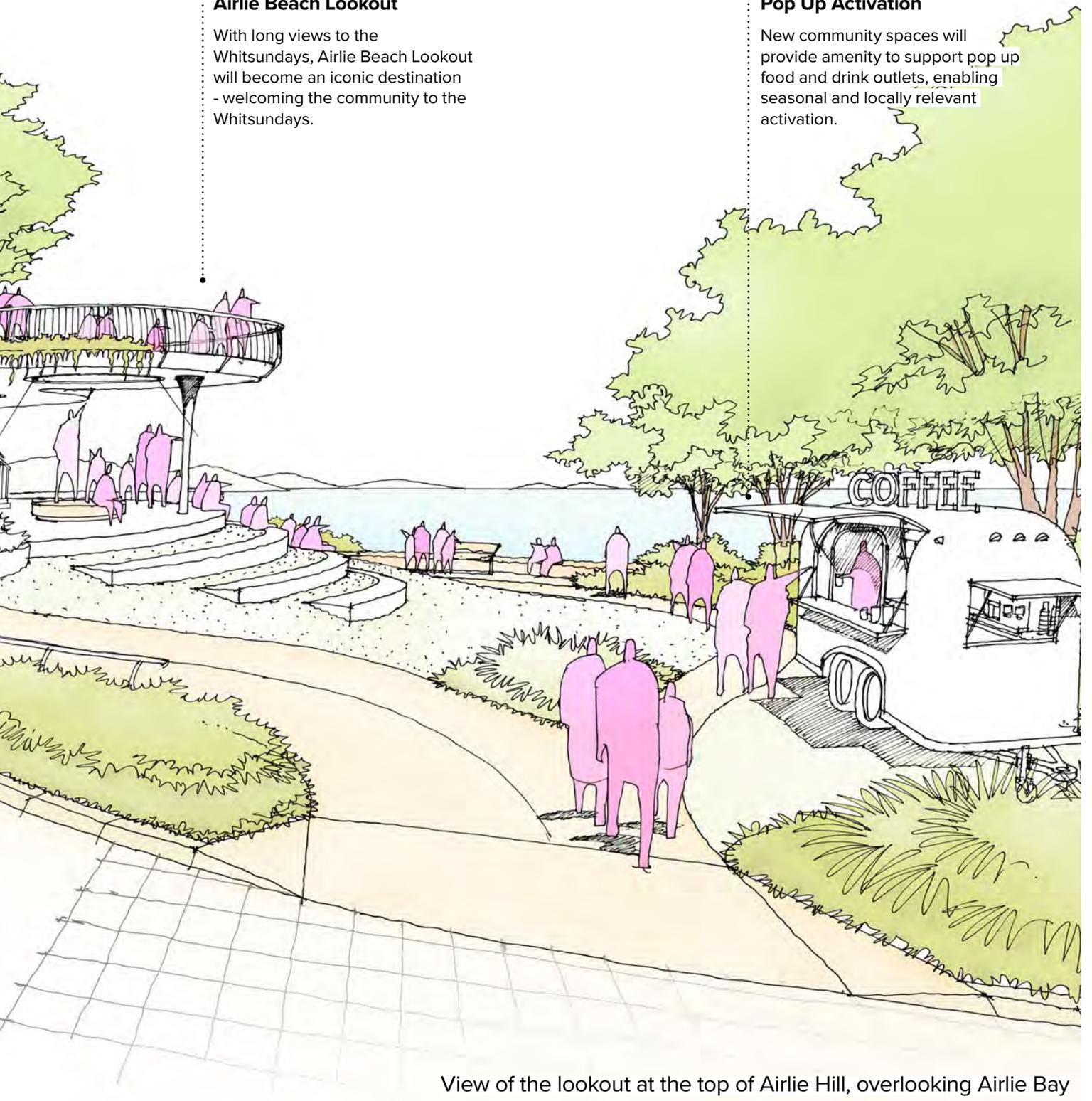


**Airlie Beach Lookout**

With long views to the Whitsundays, Airlie Beach Lookout will become an iconic destination - welcoming the community to the Whitsundays.

**Pop Up Activation**

New community spaces will provide amenity to support pop up food and drink outlets, enabling seasonal and locally relevant activation.



View of the lookout at the top of Airlie Hill, overlooking Airlie Bay



# Airlie Hill

Coral Sea Marina

## Airlie Lookout

Airlie Lookout will be universally accessible, connecting to key destinations in town. With uninterrupted views, it will welcome the community to the Whitsundays.

- 01 Accessible path - connecting Airlie Lookout to Coral Sea Marina
- 02 Airlie Lookout - providing uninterrupted views to Airlie Bay over the tree canopy
- 03 Sunset lawn and terraces - welcoming people to gather and linger at Airlie Lookout

- 04 Lookout and community hub carpark - increasing accessibility to Airlie Hill
- 05 Airlie Pavilion - consolidating tourism information, amenity and community services at the western arrival

- 06 Viewing deck - framing views to Airlie Bay and the Whitsundays in front of the community hub
- 07 Connection to Foreshore - increasing pedestrian accessibility and linking the Foreshore to Coral Bay Marina via the Airlie Hill



**Airlie Pavilion**

Located at the western gateway, the Pavilion will provide flexible space for activation and events.





## **Airie Hill Lookout**

Airie will be marked by a memorable arrival experience—an iconic place to pause, take in the view, and share sunrises and sunsets with the community.



View of Airlie Hill Lookout from Shute Harbour Road

