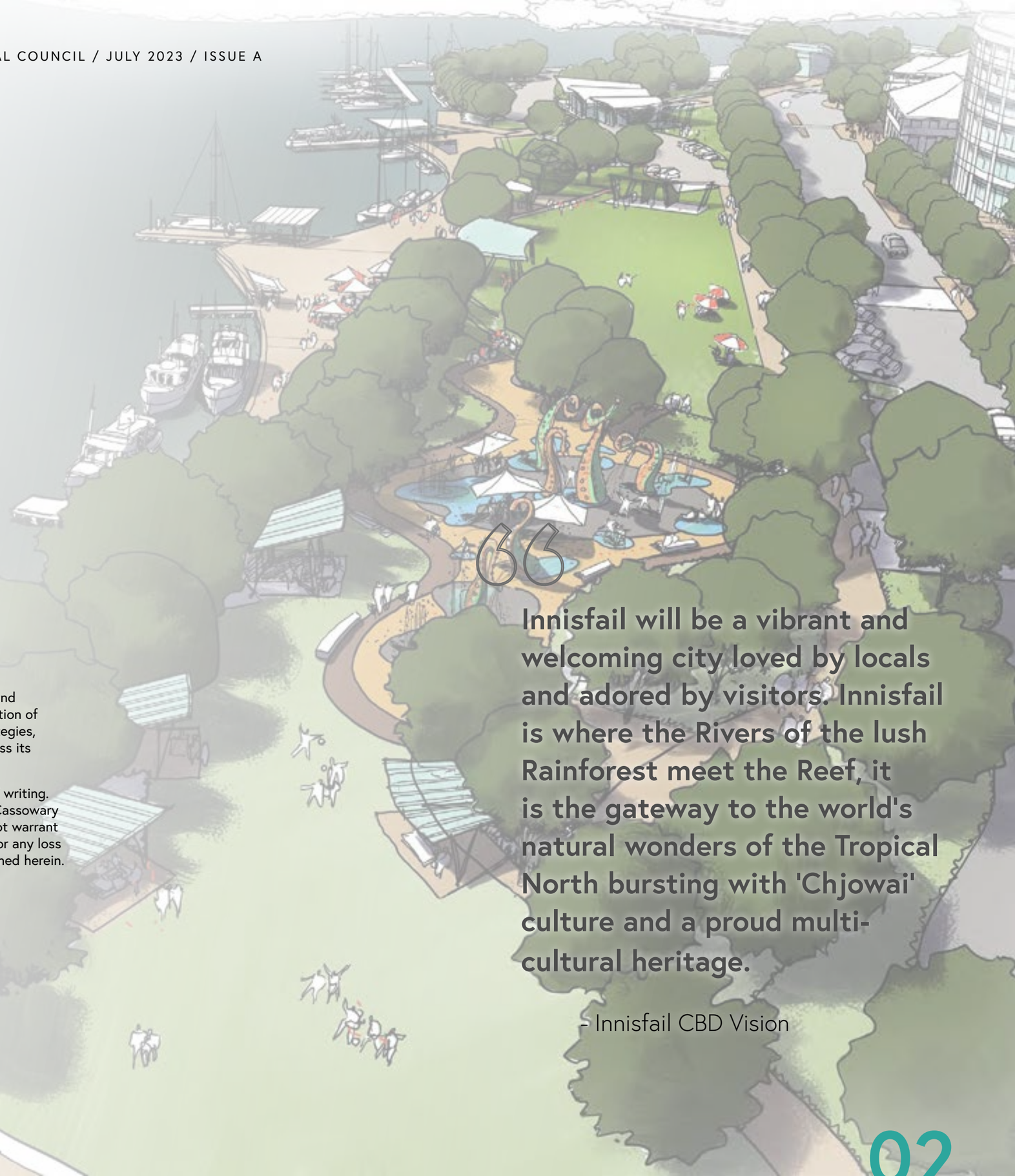
INNISFAIL
CBD Revitalisation
MASTER PLAN

Cassowary Coast
REGIONAL COUNCIL

August 2023



Cassowary Coast REGIONAL COUNCIL

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Acknowledgments: The Cassowary Coast Regional Council extends its gratitude to Vee Design and their consultancy team, Fourfold Studio and GHD, for their invaluable contribution to the preparation of the Innisfail CBD Revitalisation Master Plan. Their expertise and dedication have shaped the strategies, initiatives, and detailed planning elements of this document. The Council would also like to express its appreciation to all contributors and stakeholders involved in the development of this report.

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vee

fourfold STUDIO

GHD

> Innisfail will be a vibrant and welcoming city loved by locals and adored by visitors. Innisfail is where the Rivers of the lush Rainforest meet the Reef, it is the gateway to the world's natural wonders of the Tropical North bursting with 'Chjowai' culture and a proud multi-cultural heritage.
>
> - Innisfail CBD Vision

Mayor

Cr Mark Nolan
Planning & Regional Development

Mayor's Message

I am thrilled to present the Innisfail CBD Revitalisation Master Plan, a visionary blueprint that will shape the future of our beloved town. As the Mayor of the Cassowary Coast Regional Council, I am honoured to be part of this significant milestone in our community's journey.

Innisfail holds a unique charm that sets it apart from anywhere else. With its enchanting rivers and captivating natural wonders, our town is a true gem nestled in the heart of tropical North Queensland. Any revitalisation of Innisfail's CBD must acknowledge these core place values.

This master plan reflects our commitment to creating a vibrant and progressive town loved by locals and adored by visitors. It focuses on revitalising our CBD, ensuring that it becomes a welcoming and engaging environment for people of all ages and backgrounds.

Through strategic streetscape, public parks and open space improvements with an emphasises on pedestrian-oriented design, we will strike a balance between car park convenience and creating spaces that invite exploration and connection. By activating our streets and public places, we will create a dynamic atmosphere that showcases the vibrancy and liveability of Innisfail.

I want to extend my deepest gratitude to the consultants, stakeholders, local community and all those who have contributed their expertise to shape this plan. Your dedication and passion have been instrumental in creating a roadmap for our town's revitalisation.

As we move forward, let us embrace the infinite possibilities that lie ahead. Together, we can transform Innisfail into a place where our community thrives, where businesses flourish, and where the natural wonders of our region are celebrated.

I am excited about the future of Innisfail and the positive impact this revitalisation will have on our town. Let us continue to work hand in hand, united by our shared love for Innisfail and our collective vision for its prosperous future.

As we move forward, let us embrace the infinite possibilities that lie ahead. Together, we can transform Innisfail into a place where our community thrives, where businesses flourish, and where the natural wonders of our region are celebrated.

- Mayor Cr Mark Nolan

"We know we have done our job well if there are considerably more people invested in a shared vision, collaborating to create a place for themselves, their community and for generations to come."

Acknowledgement of Country

Our team acknowledges the important role Aboriginal and Torres Strait Islander people play within the design, arts and placemaking community.

Our team acknowledges the Mamu Nation, the traditional owners of the land on which the Innisfail CBD Master Plan & CBD Revitalisation project stands.

We acknowledge their continuing connection to the land, sea and community and pay our respects to their lore, culture, customs and creation spirits.

We pay respect to their elders and community leaders past, present and emerging.

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Issue	Date	Prepared by	Approved by
B	14/08/23	AD/DH	DH
A	19/07/23	AD/TG	DH/BW

Executive Summary

The Innisfail CBD Revitalisation Master Plan is a comprehensive and visionary strategy poised to transform Innisfail's Central Business District (CBD) into a vibrant and welcoming city loved by both locals and adored by visitors. At the heart of this revitalisation is a commitment to fostering a sense of community pride, ownership, and connection with the town's rich cultural heritage while fostering economic growth.

By weaving together the threads of Innisfail's history, identity, and natural beauty, the Master Plan envisions a destination where the rivers of the lush rainforest converge with the Great Barrier Reef, celebrating the 'Chjowai' culture and embracing a proud multi-cultural heritage.

The plan includes both long-term transformative projects and short-term quick-win initiatives. The Long-Term Big Opportunities encompass iconic waterfront precincts, cultural hubs, and revitalised streetscapes, aimed at attracting residents, visitors, and investments, preserving the town's distinct identity, and stimulating economic vitality. The plan outlines ten significant project opportunities that align with the town's values and character. The eight short-term quick-win projects are about maintaining momentum with the community, building their ownership of the master plan, allowing them to envision the long-term aspirations of the Master Plan, and ultimately building the capacity of the community to manage, activate and curate their public places through the CBD.

Through a commitment to the collaborative implementation of both transformative long-term projects and community-led quick win initiatives, the Innisfail CBD will emerge as an economic powerhouse of the region while maintaining it character and charm that is embedded in its historic and cultural roots.

Long-Term Big Opportunities

The Master Plan identifies ten significant project opportunities, each designed to leverage the town's intrinsic strengths and respond to evolving needs. The projects range from enhancing arrival points and streetscapes to creating cultural hubs and recreational spaces. These initiatives are carefully crafted to not only uplift the physical environment but also foster a sense of belonging, identity, and community engagement. By focusing on iconic waterfront precincts, cultural hubs, and revitalized streetscapes, the Master Plan aims to position Innisfail as a place that honours its past while embracing its future.

1. City Gateways: Transforming arrival points with distinctive architectural features and signage, the plan aims to create a lasting impression that reflects Innisfail's character.

2. Edith Street Arrival: A welcoming entry experience, achieved through thoughtful landscaping and pedestrian-friendly design at the intersection of Edith and Ernest Streets.

3. Innisfail Main Street: Enhancing Edith Street's vibrancy through strategic tree planting, hanging pots, and landscape elements to promote pedestrian movement and create a safe and enjoyable shopping environment.

4. Cane Cutter Court Entertainment Hub: Transforming Cane Cutter Court into a versatile entertainment precinct, fostering community engagement through streetscape upgrades, modern amenities, and flexible event spaces.

5. Rankin Street Cultural Precinct: Creating a vibrant cultural hub, celebrating Innisfail's multi-cultural history and Art Deco architecture through art installations, audio trails, and enhanced landscaping.

6. Fitzgerald Esplanade: Establishing a dynamic waterfront dining precinct, offering mixed-use developments and outdoor dining to enhance the environment and create a lively atmosphere.

7. Chjowai Parklands: Creating a vibrant community and tourist destination celebrating Indigenous Mamu culture through new amenities, water play facilities, and cultural experiences.

8. River Green Loop: Developing a network of recreational spaces along the Johnston Riverfront, connecting open space amenities and immersing residents and visitors in the natural environment.

9. Green City Streets: Upgrades to secondary streets within the CBD will create a consistent and distinguishable identity. The addition of pedestrian pavements, street trees, landscaping, furniture, and signage will promote a pedestrian-friendly atmosphere and enhance the area's aesthetic appeal.

10. Mid-Block Links & Laneways: Convenient mid-block pedestrian links will be developed to connect off-street parking and amenities within the CBD. These links will enhance pedestrian convenience, encourage movement, and offer opportunities for artistic expression.

Quick Win Initiatives

The Quick Wins are community-led projects designed to quickly bring the Master Plan's vision to life. These projects reflect the dynamism of activation, aiming to build a sense of community pride and ownership. The co-design approach used to develop these initiatives involved collaboration with stakeholders and community members, ensuring alignment with aspirations and interests. These eight Quick Win projects are:

1. Edith Street Urban Rainforest: Collaborating with local businesses and environmental groups to introduce lush tropical planting along Edith Street, reflecting Innisfail's tropical setting and enhancing its Art Deco features.

2. Rankin Street Riverside Link: Enhancing wayfinding and promoting accessibility through creative pavement paintings and wall murals, connecting Rankin Street to the riverfront.

3. Art Deco Daily Discovery: Celebrating Innisfail's Art Deco heritage with creative initiatives and promotions, bringing the town's history to life through immersive experiences and interactive content.

4. Activate Chjowai: Creating a winter program of themed activities and events on the river foreshore, increasing community engagement and promoting water-based tourism.

5. Renew Innisfail: Revitalizing empty shopfronts and enhancing facades to create a bustling hub that supports local start-up businesses, fosters economic activity, and attracts foot traffic.

6. Canecutter Court 'Yard': Transforming Canecutter Court into a youth-friendly space through collaborative efforts with young locals, promoting creativity, connection, and community activation.

7. My Place: Transforming a neglected space into a welcoming area for all, focused on Indigenous storytelling, art, and culture, fostering community pride and collaboration.

8. Illuminate Innisfail: Strategically illuminating feature trees and the Jubilee Bridge to enhance the town's ambiance, promote safety, and create a captivating journey for residents and visitors.

1.0 Introduction & Background

1.1 / Project Background

The regional Queensland town of Innisfail is surrounded by world-class natural attractions such as the Great Barrier Reef, World Heritage rainforests and diverse natural and cultural attractions on the Tablelands. The Cassowary Coast Regional Council (CCRC) has acknowledged the potential to leverage the strong tourism market that currently exists in and around Cairns to expand the town's offering for locals and tourists by rejuvenating economic activity in the town centre to help Innisfail diversify from its agricultural base.

CCRC recognised the need to undertake a concept master plan for the revitalisation of the Innisfail CBD, to establish a vision and strategic direction for a liveable and vibrant town centre that will connect the Bruce Highway with Fitzgerald Esplanade and attract passing visitors into the town.

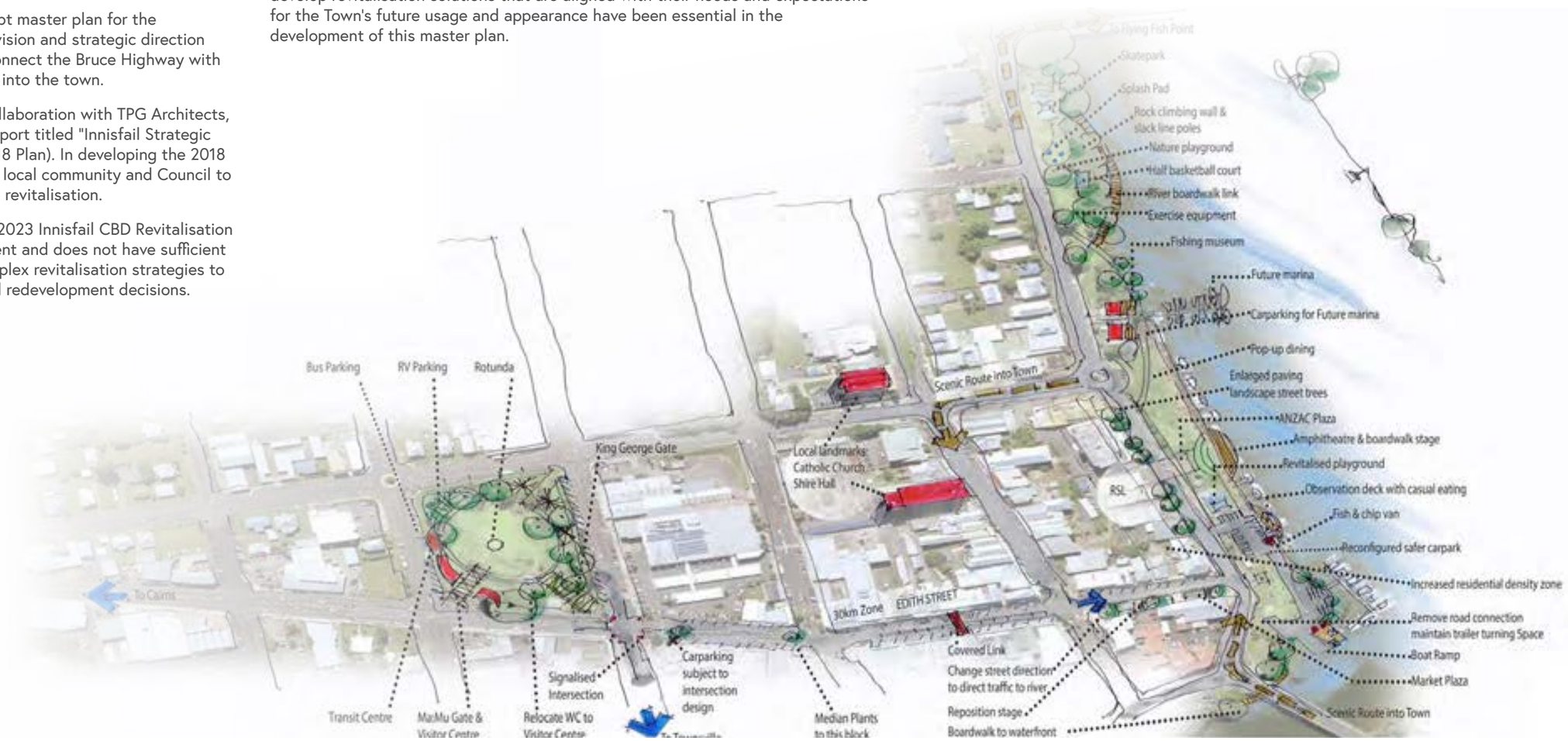
In 2018, Students at James Cook University in collaboration with TPG Architects, Andrew Prowser and CA Architects prepared a report titled "Innisfail Strategic Master Plan" compiled by Jacklyn Neyenhuis (2018 Plan). In developing the 2018 Plan, small consultation was undertaken with the local community and Council to arrive at a vision and opportunities for the town's revitalisation.

While providing a valuable starting point for the 2023 Innisfail CBD Revitalisation Master Plan, the 2018 Plan is a high-level document and does not have sufficient detail to enable the implementation of more complex revitalisation strategies to inform more significant revitalisation projects and redevelopment decisions.

To achieve the stated goals of the 2018 Plan more detailed guidance is required to ensure the revitalised spaces meet the needs of the community, are consistent with and complimentary to the character and identity of the Town, encourage private sector investment and attract external government grant funding.

The purpose of the 2023 Innisfail CBD Revitalisation Master Plan is to guide detailed implementation of revitalisation solutions to catalyse community ownership, enhance the local identity of Innisfail whilst encouraging people to visit, live, work and play in and around Innisfail. It will also assist in giving confidence to the private sector to invest in Innisfail and Cassowary Coast moving forward.

The local Community's ownership of the Town's revitalisation initiatives is seen as essential to the future success of Innisfail. Therefore, inventive ways to engage and consult deeply with the local Community and other key stakeholders to develop revitalisation solutions that are aligned with their needs and expectations for the Town's future usage and appearance have been essential in the development of this master plan.



1.2 / The Revitalisation Approach

A large part of our social and economic life occurs in our public streets, plazas, parks, waterfronts and gathering spaces. These places have the potential to enhance the quality of our lives and create memorable experiences for locals and visitors alike. These places, where people gather and meet, are at the centre of any great town.

Creating great public places, where people visit, meet, live, and share, is central to every great regional town. Our local main streets tell us who we are and how the past has shaped us. Our local main streets are the places of shared memory where people still come together to meet and support local small businesses. Our main streets reflect our local image, our community pride, and our economic prosperity. They are the cultural, social and economic heart of our Regional Towns.

In Australia, the nationwide trend in retail decline is seeing our main streets and activity centres struggle, while the suburbs in metropolitan burst with population growth. A change in how people shop, the impact of Covid on tourism, a cultural change in what attracts people to where they live and a refinement in private sector investment away from regional towns to metropolitan cities, is contributing to this decline.

To achieve the stated goals of the 2018 Plan more detailed guidance is required to ensure the revitalised spaces meet the needs of the community, are consistent with and complimentary to the character and identity of the Town, encourage private sector investment and attract external government grant funding.

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What makes great places?

> *Memorable towns offer a feeling of connection to its history and local culture of the place. Their physical characteristics feel unique and unlike any other town."*

SHAPE (physical infrastructure)
ACCESS - MOVEMENT - COMFORT - IDENTITY

Fundamentally all successful urban centres, towns, main streets and public places offer a good first impression. They feel comfortable, clean and give an impression of safety, vitality, and community pride. They are easy to understand and have a level of intuitive legibility embedded into its design.

Great towns are easily accessible and effortless to get around on foot, encouraging people to walk up and down the streets. They offer a variety of places for people to sit and gather, in a range of group sizes. You feel comfortable when the place is full of people or just with a small handful of people. Streets offer edges that promote activation and interest, rather than blank walls or empty blocks. Accessible towns have high parking turnover, but are not dominated by vehicles, cars feel second to the pedestrian. People enjoy walking along the street rather than a need to park immediately in front of their destination.

ACTIVATE (social infrastructure)
USE - ACTIVITY - SOCIABILITY - INTERACTION

The activities that occur in a space are the basic foundations of great public places. They offer the experiences that create the reasons to visit our towns in the first place, and are why we want to return. If a centre is empty of people and unused, it will never be successful. Along with the physical cues that give reference to history and culture, it is the people that make a place special and unique, it is the people that give a place soul.

When people see friends, run into their neighbours, and feel comfortable interacting with strangers, they tend to feel a stronger sense of place and attachment to their community. When the activity is being driven by locals that are collectively invested in their place. This is evident to visitors and further strengthens a places identity. This reflection of community pride helps drive economic prosperity. Main streets that attract people with a variety of activities and uses, and foster social interaction, become the cultural, social, and economic heart of our Regional Towns.

MANAGE (sustainability)
CURATE - GOVERN - CAPACITY - ENABLE

After establishing the foundations of a great town the challenge is to build momentum through the local community. The ongoing sustainable success of a town (social, cultural, economic and environmental) comes down to building local's capacity to curate, activate and manage their public places and main streets. The models and systems for building the skills of local community and stakeholders to manage and activate their public places does not always come easy and often requires significant guidance and support to get started; but it is worth the effort.

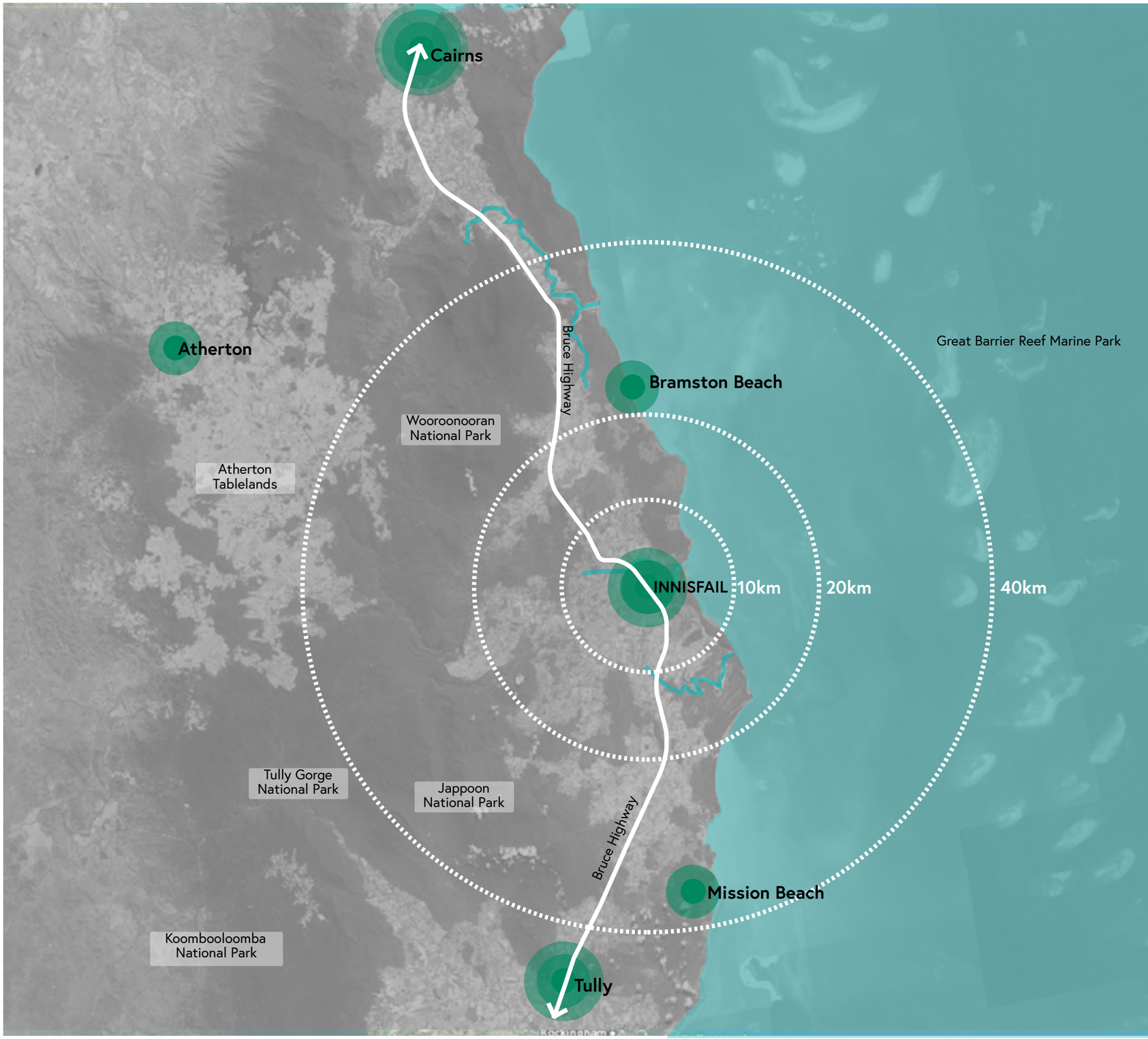
For local Council's, the trick is to empower community to take ownership and drive place activation and visitation. Often Council's (and community) see Council's as being responsible for the ongoing success of local centres rather then as the enabling body that support the local community in this role. When everyone plays their role, Council's investment sees a far greater return. Ultimately Council's role in unlocking potential and helping locals to navigate complex systems is fundamental to place success.

1.3 / About Innisfail

Regional Context

The regional Queensland town of Innisfail is surrounded by world-class natural attractions including the Great Barrier Reef, World Heritage rainforests and diverse natural and cultural attractions on the Tablelands.

The Innisfail CBD is the central administrative and cultural hub of the Cassowary Coast region in Far North Queensland. Nestled strategically between other regional centres such as Cairns, Mission Beach, and Tully, Innisfail enjoys a prime location as a gateway to the region's natural attractions including the Great Barrier Reef, World Heritage rainforests and diverse natural and cultural attractions on the Tablelands. With a population of diverse backgrounds and a strong sense of community, for years Innisfail has been home to a vibrant and inclusive atmosphere, and has the potential to leverage its location for a growing Tourism industry.



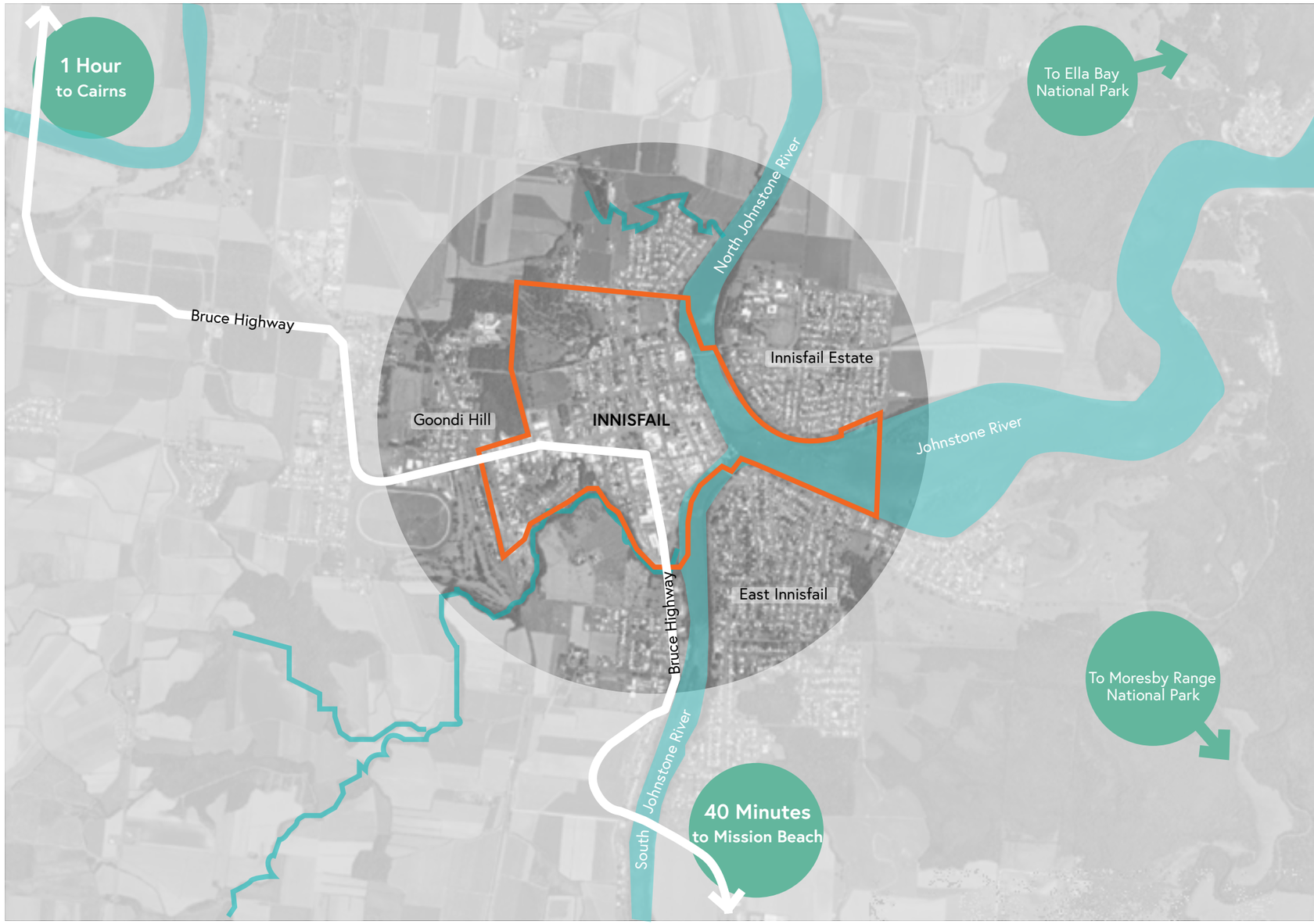
Innisfail Regional Context

Local Context & Positioning

Locally, Innisfail lies on the junction of the North and South Johnstone Rivers, about 5km from the coast and 90km from Cairns along the Bruce Highway, it is easily accessible by car, bus or train. With its convenient position along the Bruce Highway, Innisfail serves as a destination and gateway to World Heritage sites and the regions many stunning national parks and pristine beaches.

Not only is Innisfail know for its natural surrounds, the town is known for its distinct regional community and cultural landmarks. it's multicultural heritage includes descendants of European settlers, Aboriginal and Torres Strait Islander communities, and various immigrant groups. This multicultural blend is reflected in the town's Art Deco architecture, cuisine, festivals, and community events.

The Cassowary Coast Regional Council has acknowledged the potential to tap into this strong existing regional tourism market by embarking on a master planning process aimed at attracting new visitors to Innisfail as well as rejuvenating economic activity in the town centre to help the town diversify from its agricultural base.



Innisfail Local Context

1.4 / Defining the Master Plan Core Area

Core Focus Area

The extent of the core master plan study area can be broadly defined in three distinct areas, as highlighted in the adjacent diagram.

- The core focus area highlighted in colour;
- The area to supplement the car parking needs of the adjacent Hospital, School and Waterfront, outlined in orange; and
- the peripheral area to consider entry and arrival experience that promotes legibility, identity and theming, outlined in the mid colour.

All areas are considered as part of the project area however differing levels of focus/detail has been applied in accordance with the priority and value of each area.

By defining this Master Plan Core Area, we ensure that our revitalisation efforts are concentrated in the heart of Innisfail, where the greatest impact can be made. The Master Plan seeks to create an inviting, vibrant, and liveable environment that celebrates the town's unique cultural heritage, provides improved amenities for residents and visitors, and supports sustainable economic growth for years to come.

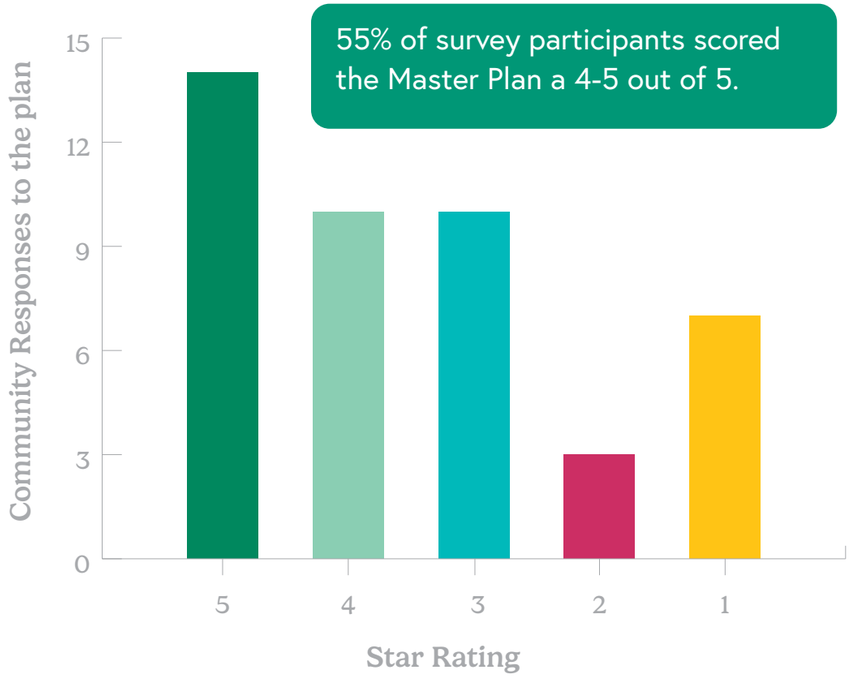
Innisfail CBD Revitalisation Study Area

1.5 /

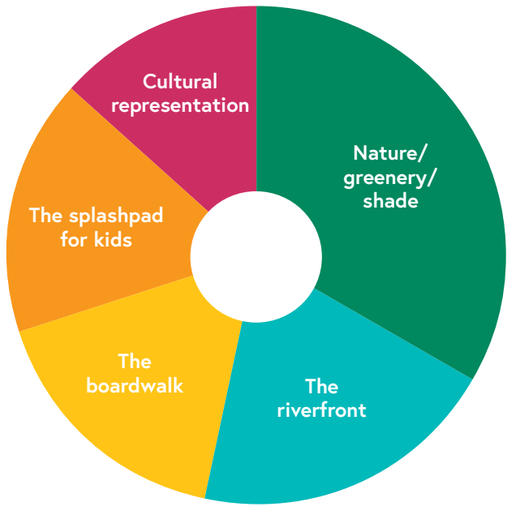
Community Feedback

We received valuable input from the Innisfail community, which has been instrumental in shaping the master plan. We asked the community what they loved about Innisfail and what improvements they would like to see.

Engagement activities were held from March until June and included pop-up events, online surveys, stakeholder reference group meetings, trader and community workshops, school workshops and disability group workshops.



Top 5
MOST LOVED ASPECTS



Top 5
AREAS OF IMPROVEMENT

"Overall, it great to see fresh new ideas for our town center. The Esplanade area and the ideas to upgrade existing facilities (e.g. boardwalk) would create a new feel and reinvigorate usage of this beautiful area. The proposal for the splashpad is also a good concept that many young families would appreciate and feel it would be well utilised in our enviornment. Similarly improved streetscaping features (e.g. vine arbours, seating areas, sculptures etc) are a great suggestion."

– ONLINE SURVEY QUOTE

"The overall concept is great, I like the idea of more plantings greenery and lighting around this area."

– ONLINE SURVEY QUOTE

The Process:

During the period of February 2023 until June 2023, a variety of engagement activities and touch-points were organised to generate opportunities for community input. Ongoing First Nations engagement was also undertaken alongside the targeted community engagement.

Engagement activities such as pop-up events, online surveys, stakeholder reference group meetings, trader and community workshops, school workshops, disability group workshops were held.

Phase 1 of the engagement was focused on establishing what was it that made Innisfail unique and what could be done to enhance and improve the existing assets of Innisfail. Throughout the number of workshops and events, the identity and assets of Innisfail became clear.

Phase 2 of the engagement was focused on getting important feedback from the community on the outputs of the draft master plan. Six key themes emerged from phase 2 of the engagement.

ENGAGEMENT:

- **3** | Trader and Community workshops
- **2** | Pop-up events
- **4** | Stakeholder reference group workshops
- **19** | Stakeholder interviews
- **59** | Engaged on the Have Your Say page
- **174** | Social media engagements

Six Key Themes from community engagement:

Enhancing the waterfront:

Revitalizing and beautifying the waterfront area to create a picturesque and inviting space for residents and visitors.

Enhancing our tropical landscape:

Showcasing and preserving the natural beauty of Innisfail's tropical environment through strategic landscaping and preservation efforts.

Making it a destination to stop, stay, and enjoy:

Creating a vibrant destination with appealing attractions and experiences that captivate both locals and visitors, fostering local pride and encouraging longer stays.

Expressing and experiencing our culture:

Integrating local art and cultural elements into the heart of Innisfail, providing opportunities for residents and visitors to immerse themselves in the town's rich heritage and celebrate its identity.

Prioritizing people, improving connections, and making it walkable:

Enhancing walkability, connectivity, and accessibility within Innisfail, putting the needs of people at the forefront and fostering a pedestrian-friendly environment.

Creating a place for everyone:

Ensuring inclusivity and diversity by developing spaces, amenities, and programming that cater to the needs and interests of all residents and visitors, fostering a sense of belonging and community.

1.6 / Success Indicators

The social, economic and environmental success of any great city is reliant on the creation of great public places for people. This master plan adopts a new Place-led approach where people and local community are put at the centre of the revitalisation process to offer clear direction for the future success of Innisfail. Success, that is measured not only by the physical infrastructure improvements to its public places but equally by the social infrastructure improvements.

The following indicators will help gauge the success of Innisfail CBD:

Comfort & Identity

- The town centre makes a good first impression. It is attractive, clean, well-maintained and feels safe, both day and night.
- People have a choice of places to both sit and move through, either in the sun or shade and including both paid and unpaid activity areas.
- There is a feeling of connection to the history and local culture of the town. (i.e. it feels unique to this place and not the same as any other town). A strongly defined Innisfail identity that promotes a unique Innisfail sense of place, reinforced through the physical and social infrastructure of the CBD.

Access & Movement

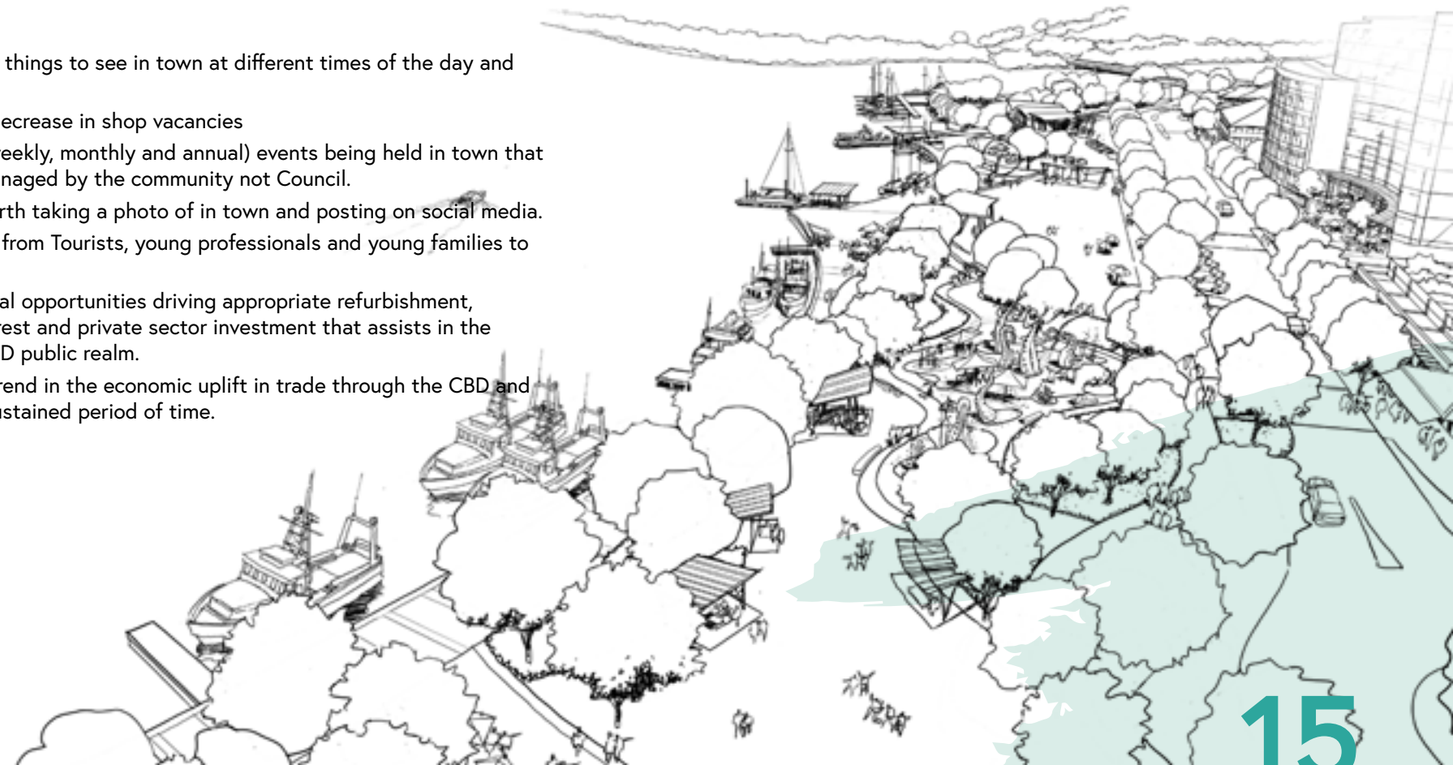
- Walking is safe and convenient with footpaths that connect continuously through the town centre with constant pedestrian movement between the CBD, foreshore and the waterfront. This allows for convenient and disabled friendly pedestrian movement without interruption or breaks in building frontage.
- There is typically (outside peak times) sufficient car parking for people within 300 metres of their destination. People are walking further along retail streets, rather than parking directly in front of their destinations.
- Vehicle traffic is slowed and not seen as a barrier to pedestrian movement along or across the street.

Sociability and Experience

- Locals use the street, public spaces and waterfront regularly, both day and night.
- There is an increased footfall and an increase diversity of people visiting the CBD both day and night.
- Locals bring their friends and relatives to visit the town, they point out certain destinations or features with pride.
- There is investment in local trade demonstrated by the opening of new businesses and operators.

Use & Activity

- There is a variety of things to see in town at different times of the day and days of the week.
- There is an overall decrease in shop vacancies
- There are regular (weekly, monthly and annual) events being held in town that is organised and managed by the community not Council.
- There are things worth taking a photo of in town and posting on social media.
- Increased visitation from Tourists, young professionals and young families to the CBD area.
- Increased commercial opportunities driving appropriate refurbishment, redevelopment interest and private sector investment that assists in the activation of the CBD public realm.
- An overall upward trend in the economic uplift in trade through the CBD and waterfront over a sustained period of time.



1.7 / Existing Functionality of the Innisfail CBD

Embarking on a transformative journey, the following outlines the existing key observations, challenges and opportunities for the revitalisation of Innisfail CBD.

1. Diverse Economy:

The Innisfail region's economy is driven by a range of sectors, including agriculture, healthcare, tourism, and commercial services. These industries provide employment opportunities and contribute to the economic strength of the area.

2. Challenges in Attracting Young People:

The lack of lifestyle amenities, housing options, and perceived opportunities for young adults and professionals has led to a decline in young people staying in or being attracted to Innisfail. Addressing this is crucial for the future success of the region.

3. Tourism Potential:

The Innisfail region's economy is driven by a range of sectors, including agriculture, healthcare, tourism, and commercial services. These industries provide employment opportunities and contribute to the economic strength of the area.

4. Traffic Flow and CBD Access:

The location of the Innisfail CBD on the edge of the Bruce Highway offers an opportunity to increase traffic flow. However, the current intersection design directs traffic away from the CBD, affecting its visibility and appeal.

5. Unique Assets:

The collection of Art Deco buildings and the confluence of the two Johnstone Rivers are valuable assets for Innisfail. However, their visibility from the Bruce Highway needs improvement to attract tourists and encourage them to stop in Innisfail.

6. Enhancing Arrival Experience:

Improving entry points through signage, wayfinding, and landscaping will create a welcoming arrival experience and showcase Innisfail's unique culture and history, attracting visitors to explore the town.

7. Addressing CBD Issues:

Attention should be given to existing features and issues within the CBD, including street layout, parking availability, pedestrian access, and safety. Enhancements such as attractive streetscapes, pedestrian-friendly infrastructure, and interpretive elements will encourage walking and improve the overall experience.

8. Transformation and Community Connection:

Through the revitalisation of the Innisfail CBD, the goal is to create a well-functioning and people-centric town centre that fosters economic vitality, safety, and community pride. The aim is to establish a memorable and inviting environment that connects people and encourages exploration.

Together, this revitalisation master plan will ensure that Innisfail becomes a place of pride, economic growth, and community connection, attracting both locals and visitors to experience the vibrant heart of the town.

1.8 / Design Considerations

To assist in achieving a successful CBD Master Plan and CBD Revitalisation for Innisfail, the following design considerations have been developed to guide design:

01 Improve Green Infrastructure

- Drawing upon and identifying with the World Heritage rainforests of the region, maximise street trees, planting, green facades and landscaped verges to improve amenity and drive a local identity.

02 Engineering Infrastructure Upgrades

- Integration and allowance for necessary infrastructure upgrades as outlined in the "Innisfail CBD Masterplan Engineering Issues Summary" report .
- Necessary infrastructure upgrades required to the riverfront area, most notably reconstruction of the River Wall.

03 Improve the provision of quality public realm throughout the CBD

- Improve existing public plazas, parklands, and waterfront throughout the CBD that offer comfort, safety and amenity that encourages everyday use and facilitates flexibility for events, festivals and community gatherings.
- Integrate current plans for the upgrade of Warrina Lakes (as Innisfail's premier recreation park) to complement recreation attractions proposed in the Innisfail CBD Master Plan and CBD Revitalisation.
- Increase pedestrian comfort, lower street temperatures and reduce stormwater runoff through the provision of more natural and structured shade.
- Review existing recreation uses & facilities along the Esplanade and Canecutter Park, and consider their appropriateness in context of the revitalisation vision, function and activation of future Innisfail CBD.
- Better utilise the riverfront, esplanade and Canecutter park as a key community asset of the town, considering access, activation and attraction for locals, future residents and visitors to Innisfail.

04 Balance Car Parking

- A more balanced provision of parking that is safe, practical, and acknowledges the needs of traders, tourists and pedestrians, in alignment with the vision for the CBD. With additional consideration given to the car parking needs of Warrina Lakes and how it can complement the CBD.
- Consideration must be given to the right balance of car parking that promotes easy access to retail and amenities balanced with pedestrian amenity.
- Car parking configuration should be reviewed to maximise legibility, ease of use, pedestrian priority and safety – central car parking.

Design Considerations

05 Improve legibility and connectivity

- Encourage pedestrian connectivity and socialisation through the CBD. Consider pedestrian connectivity, amenity, comfort and safety to promote locals and visitors to walk along streets to their destination, rather than driving. Ensuring adequate provision for those with disabilities.
- Rationalisation of traffic movements to facilitate improved pedestrian experience access to key destinations through the CBD, while understanding the current and future DTMR constraints.
- Establish intuitive legibility for visitors – a clear hierarchy of character precincts, public spaces, streets and entry gateways that allow for innate cognitive wayfinding, supported by a clear system of signage and landmarks.
- Equitable access for the disabled and elderly

06 Establish a Place that is Uniquely Innisfail

- Reinforce a Strong local identity, not only through hard and soft streetscape and landscape elements but through interpretive artwork, signage and programmed festivals, events, and activities.
- Celebration of the proud history and heritage of the town is considered of high importance through the process of revitalisation.
- Consider how the CBD can be more attractive to younger demographic and families.
- Initiatives that will encourage and enable the restoration and reuse of heritage buildings in the CBD.

07 Innisfail as a Regional Attraction

- Opportunities to attract visitors and tourists through a distinctive experience unique to Innisfail.
- Integration of embellishments, amenity and attractions that appeal to young professionals and families and would encourage development of short-term and long-term accommodation and housing options in the CBD.
- Boost existing focal points of activation and trader success that may be enhanced to facilitate broader hubs of activation.
- Build local Community capacity to manage and curate a calendar of events and activities that draws locals and visitors to Innisfail.

Mapping the City

The urban revitalisation of Innisfail's town centre presents a unique opportunity to transform the heart of the community. There are a variety of opportunities and constraints that have been identified to help guide the development of the master plan to ensure a successful urban renewal for Innisfail. Community engagement and collaboration are important to ensure that the revitalisation aligns with local priorities and meets the needs of the community and stakeholders. Despite these challenges, the revitalisation has the potential to bring significant benefits, including increased economic activity, improved public spaces, and enhanced social connections. The following opportunities and constraints are not extensive and should be considered as a starting point for further design exploration.

KEY

01 Initial sense of arrival into Innisfail, but lacking identity.

02 Anzac Park provides a green entry into Innisfail and currently incorporates the regional bus stop.

03 Busy intersection that promotes vehicle traffic to bypass the Town Centre.

04 Primary arrival point into Innisfail Town Centre. Existing intersection is dangerous to motorists and pedestrians.

05 Opportunity to establish Rankin Street as a cultural precinct with key heritage buildings and a streetscape conducive to outdoor dining.

06 Opportunity to reinforce Edith Street as the retail High Street of Innisfail with strong connections to the riverfront.

07 Establish Fitzgerald Esplanade and Jack Fossey park as a key Recreational precinct promoting adjacent redevelopment and activation.

08 Rationalise the waterfront interface to maximise. opportunities.

09 Consdieration for major renewal of the existing river wall infrastructure.

10 Consider long term viability of the Boat ramp.

11 Improve the pedestrian connection and experience along the waterfront.

12 Memorial Baths

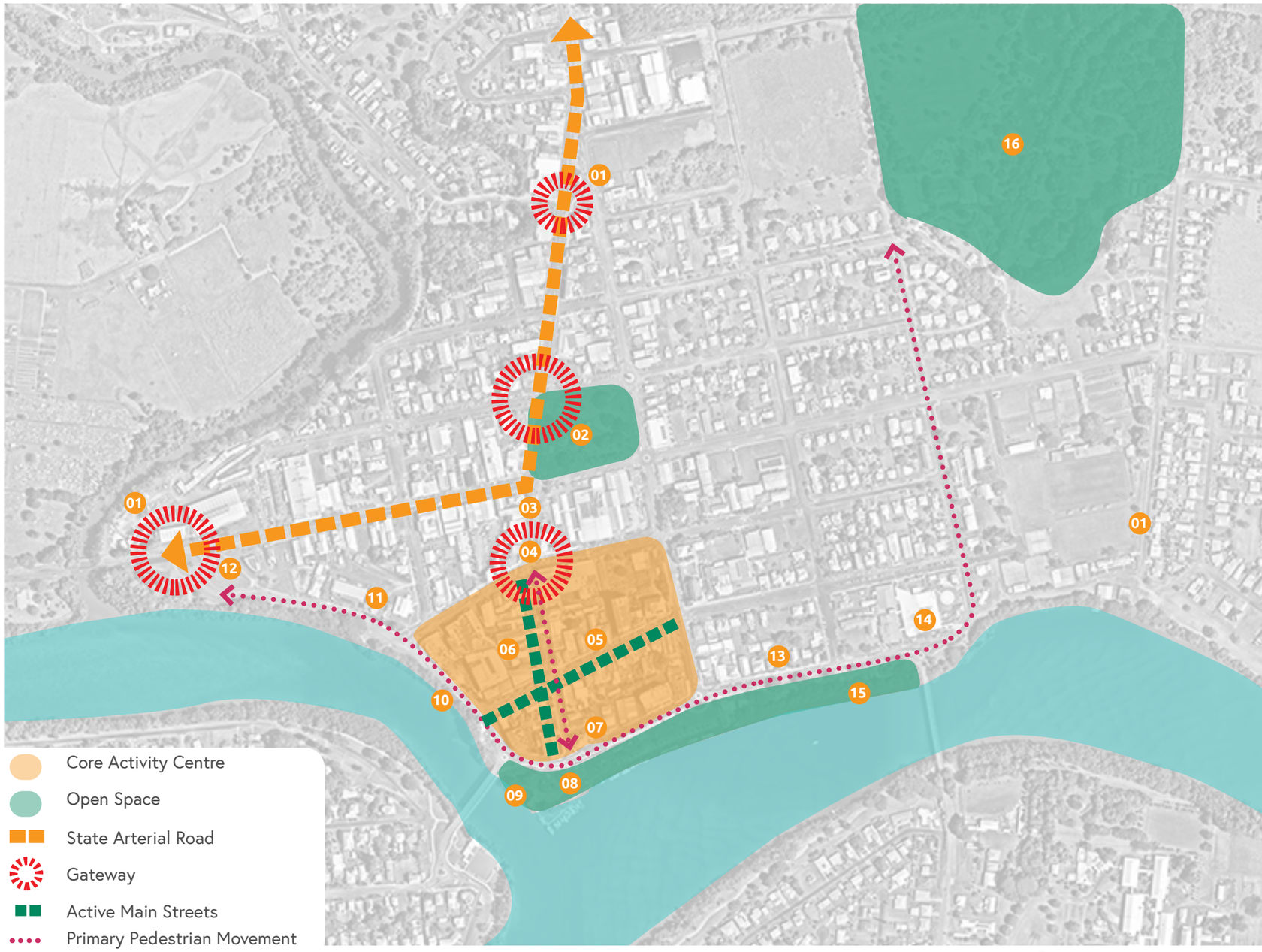
13 Ernest St Roundabout

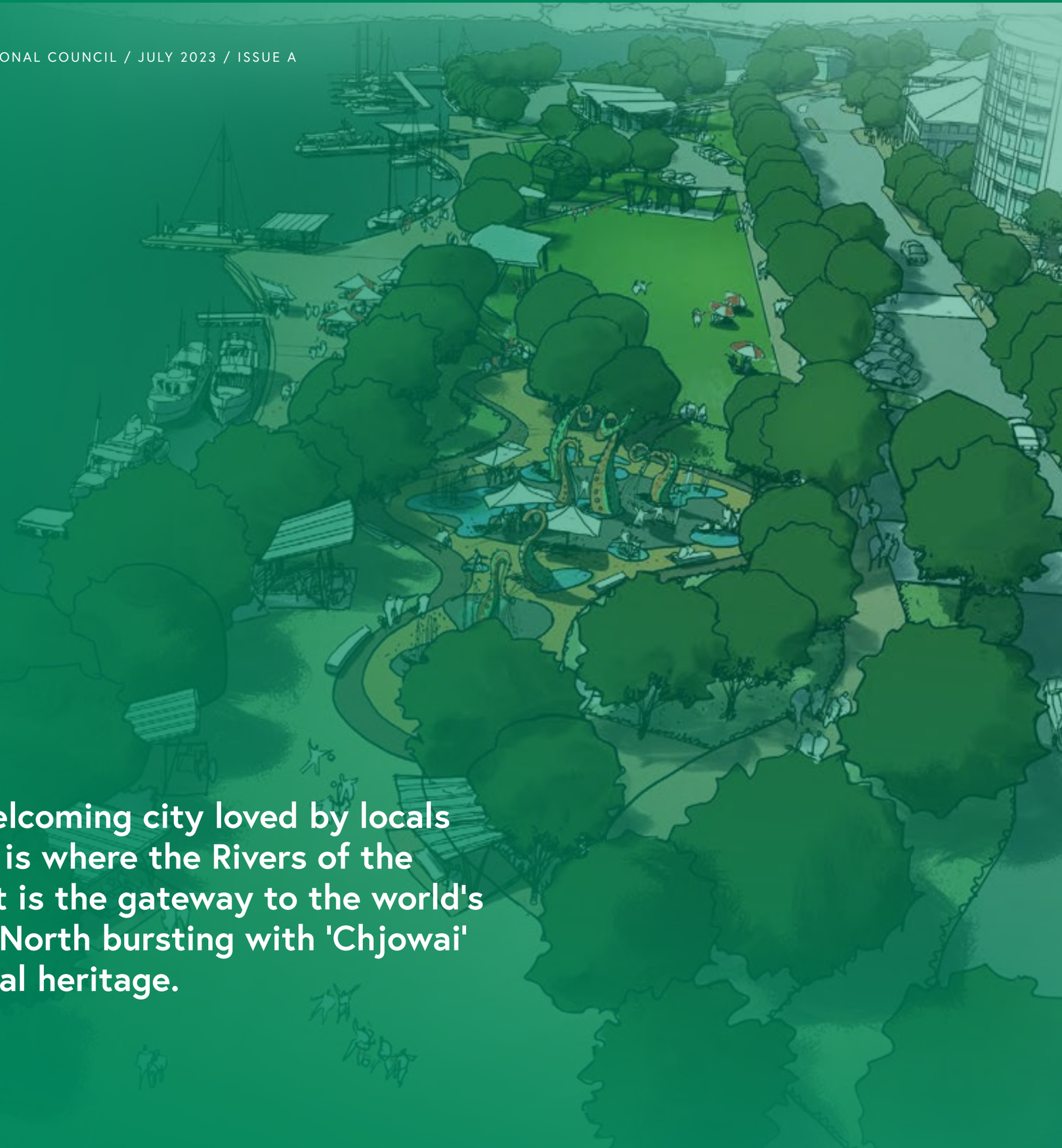
14 Fire station

15 Innisfail Hospital

16 Consider the broader integration of recreation facilities along the riverfront.

17 Consider how redevelopment plans for Warrina Lakes Botanical Garden will integrate with the Innisfail CBD.





2.0 Vision

"Innisfail will be a vibrant and welcoming city loved by locals and adored by visitors. Innisfail is where the Rivers of the lush Rainforest meet the Reef, it is the gateway to the world's natural wonders of the Tropical North bursting with 'Chjowai' culture and a proud multi-cultural heritage.

2.1 / Innisfail's Place Truths

Innisfail, with its distinct character and sense of place, is shaped by five key place truths that make it truly unique. These truths have been defined by the local community and reflect the qualities that define Innisfail's identity.

Firstly, the town's geographical location at the confluence of the Johnstone River and South Johnstone River, known as 'Chjowai,' symbolises the meeting of two rivers. Secondly, Innisfail takes pride in its multicultural heritage, celebrating its First Nations History and vast multi-cultural settlement, making it a diverse and inclusive community. Thirdly, as the doorstep to the world's natural wonders, Innisfail offers access to renowned attractions such as the Great Barrier Reef and tropical rainforests. Fourthly, the town's agricultural significance, particularly in the sugar and banana industries, along with the diverse cuisines, seafood, and rare fruits, showcase Innisfail as the food-bowl of the North. Lastly, the lush tropical environment of Far North Queensland sets the tone for a cool and relaxed atmosphere.

Embracing and reinforcing all five of these place truths is vital for shaping Innisfail's future vision, reinforcing its local identity, and leveraging its unique attributes to attract residents, visitors, and investment to this vibrant community. While the strength of these place truths may vary, recognising their collective importance ensures a holistic approach towards maximising Innisfail's potential and enhancing its distinct character. By embracing each truth, Innisfail can build a compelling narrative that showcases its diverse heritage, natural wonders, agricultural significance, and tropical ambiance, creating a magnetic draw for those seeking a vibrant and authentic destination.

01

' Chjowai '
Where two Rivers Meet Chjowai

Innisfail's town centre is situated at the junction of the Johnstone River and South Johnstone River.

02

Multicultural Heritage

The heritage of the town from its First Nations History to its European settlement, Innisfail remains a proudly multi-cultural town.

03

Doorstep to the Worlds Natural Wonders

Innisfail sits at the centre of many internationally renowned natural attractions including the Great Barrier Reef and tropical rainforests which can be experienced through several tourist attractions such as the Mamu Rainforest Skywalk.

04

Food-Bowl of the North

Innisfail's sugar and banana industries combined with the native rare fruits and cuisines reflecting many the diversity of cultures are central to the identity of the town.

05

Tropical

The lush green tropical setting provides a cool, relaxed atmosphere and sets the tone for the town.

2.2 / Revitalisation Place Principles

The development of any revitalisation initiatives or plans for Innisfail must remain faithful to the adopted five place values that define its uniqueness. By aligning future initiatives with these place truths, we ensure outcomes that embody the core qualities distinguishing Innisfail from other places. To guide the Innisfail CBD revitalisation master plan in achieving positive outcomes that honour the Place Truths and align with the town's needs and aspirations, six Place Principles have been formulated. These principles have shaped both the long-term transformative projects and the shorter-term "quick win" initiatives detailed in the subsequent chapters.

'Where two Rivers Meet' Chjowai

Multicultural Heritage

Doorstep to the Worlds Natural Wonders

Food-Bowl of the North

Tropical

01 Celebrate Chjowai

02 Attractive, Liveable & Legible for All

03 Tropical, Lush, Comfortable

04 Rich in Heritage & Culture

05 Attractive to Invest

06 Tourism Appeal

01 Celebrating Chjowai

The first Place Principle, "Celebrating Chjowai," focuses on enhancing the connection and activation of the river in Innisfail. "Chjowai", the local Mamu Nation word for the coming together of two rivers, this principle involves improving the connections to and along the river, encouraging increased activity both along and on the river, and opening up the town to embrace its riverside location. By highlighting the significance of the river, the Place Principle aims to stimulate tourism opportunities and attract visitors to experience the natural wonders it offers. Additionally, it emphasises the importance of celebrating the rich stories and heritage associated with the river, creating a sense of pride and fostering a deeper connection between the community and its natural environment.

Improve connections to & along the river

Increase activity along & on the River

Open up & orientate to the river

Grow tourism from the river

Celebrate the stories of the river

02 Attractive, Liveable & Legible

The "Attractive, Liveable & Legible" Place Principle centres on establishing a lively and inviting atmosphere in Innisfail. This involves prioritising cleanliness, safety, and comfort to cultivate a sense of pride among both residents and visitors, while also embellishing the town's lush green tropical characteristics. Enhancing walkability is a key consideration, making it easy for people to explore the town on foot. The principle also emphasizes the importance of defining distinct areas that offer different experiences, improving the quality of life in streets and parks, and creating iconic and memorable arrival points. Ensuring that the town remains lively and active during the evenings and providing spaces dedicated to the needs and interests of the youth ensures a place where younger generations can thrive and feel connected to their community.

- Clean, safe, comfortable and proud
- Easy to walk around
- Defined areas of different experiences
- Improving life in the streets and parks
- Iconic & memorable arrival points
- Alive at night
- Places for youth

03 Tropical, Lush, Comfortable

The Place Principle of "Tropical, Lush, Comfortable" aims to create a harmonious and environmentally conscious environment in Innisfail. This principle emphasises the integration of nature into the urban fabric through the introduction of tree-lined streets and the incorporation of greenery into streets and buildings. New constructions will be designed to respond to the local climate, promoting energy efficiency and sustainability. An "eco" focus will guide development practices, incorporating environmental research and fostering a deep respect for the natural surroundings. By embracing these considerations, Innisfail will enhance its tropical charm, providing a comfortable and eco-friendly setting for residents and visitors alike.

Tree lined streets

Greenery integrated into streets & buildings

New buildings respond to the climate

"Eco" focus

Environmental research

04 Rich Heritage & Culture

The "Rich Heritage & Culture" Place Principle is dedicated to celebrating and preserving Innisfail's diverse cultural heritage. This principle recognises the importance of showcasing the town's rich multicultural heritage through various mediums, such as art and storytelling, which will serve as powerful vehicles for cultural expression. Nurturing the arts within the community will foster creativity and provide platforms for local artists to thrive. Innisfail will take a leading role in interpreting and providing authentic First Nation experiences, respecting and honouring the traditional custodians of the land. Cultural festivals and events will further bring the community together, promoting inclusiveness, understanding, and appreciation for the town's vibrant heritage and cultural fabric. Visitors and Tourists will be attracted to Innisfail, and locals proud for the way it expresses its rich heritage and culture.

- Showcase the rich multi-cultural heritage through art & stories
- Nurture the arts
- Lead in First Nation interpretation & experience
- Cultural festivals and events

05 Attractive to Invest

The Place Principle, "Attractive to Invest," aims to create an environment that encourages and attracts both private and public investments to Innisfail. This principle emphasises the importance of supporting appropriate development that aligns with the town's vision and enhances its unique character. Providing diverse housing choices will cater to the needs of residents and contribute to a vibrant community. As the employment centre of the Cassowary Coast, Innisfail will foster job opportunities across various sectors, including the health sector, tourism and environmental research. Additionally, supporting boutique tourism businesses will further stimulate economic growth and ensure the sustainability of the local economy. By fostering a favourable investment climate, Innisfail will become a desirable destination for businesses and investors alike.

- Encourage appropriate development
- Diverse housing choice
- Employment centre of the Cassowary Coast
- Health sector employment
- Environmental research employment
- Tourism business assistance

06 Tourism Appeal

The Place Principle, "Tourism Appeal," focuses on positioning Innisfail as an attractive destination for tourists. This principle recognises the town's potential to become a hub for a diverse range of visitors, including grey nomads, green nomads, and blue nomads seeking unique experiences. Providing adequate accommodations and creating a welcoming environment will encourage visitors to stay longer and explore the region. Emphasizing First Nation tourism will showcase the rich indigenous heritage and traditions. Innisfail will serve as a regional tourism gateway and hub, connecting visitors to the wonders of the Tropical North. Nurturing the tourism business network and promoting the diverse cuisine of the region will contribute to a thriving tourism industry and enhance the overall appeal of Innisfail as a tourist destination.

A hub for the grey, green and blue nomads

A place to stay

First Nation tourism

Regional tourism gateway & hub

Nurturing tourism business network

Cuisine of the Tropical North

3.0 Place Identity

3.1 / Innisfail's Local History

Creative Placemaking is the process of drawing on local history, culture, identity to inspire creative outcomes in the public realm. The purpose of this section of the Innisfail Master Plan is to lay the foundation for an urban design process that incorporates Creative Placemaking so as to create outcomes that are deeply connected to the town and outcomes that can offer a real return on investment.

Successful interventions in public urban environments will create experience and places for people that tie into local cultural and historical contexts. Creating places that people love to be in and places which feel like they are a perfect extension of the place is something that is done very deliberately but is often not achieved. By drawing from a holistic framework of culture, identity, history and experience we set up a design outcome that is intrinsically interwoven with the place, its people and its shared experience. This is the starting point for a Creative Placemaking process. Creative Placemaking provides a unique layer of experience to users and acts as a drawcard for visitors.

Innisfail's Local History

Innisfail has a rich cultural history that began when Indigenous communities owned the land. Five societies of the Mamu people lived on the land where Innisfail now stands and followed migratory lifestyles in the rainforest.

In 1878 the first European settlers arrived in the Innisfail area and were met with resistance from the Mamu communities, eventually the Native Police were sent in to deal withl the Indigenous people.

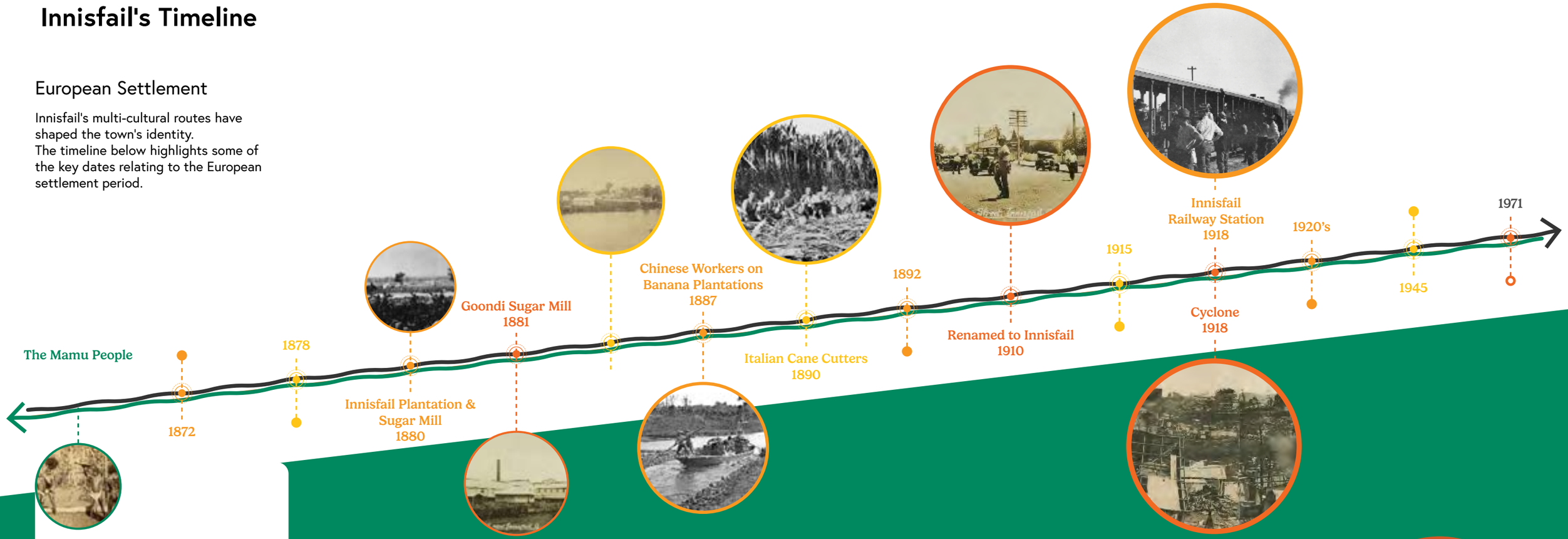
The first Innisfail plantation was started by Thomas Henry Fitzgerald, a former parliamentarian, in 1880. By 1882 a small town had begun to grow around Thomas Fitzgerald's Innisfail estate and the Johnstone local government division was formed, proclaiming the town 'Geraldton'.

Innisfail's strong Chinese community, were some of the original migrants that were displaced from the gold fields and introduced banana plantations to the area in 1887. This international community settlement continued in the 1890's as cane planters looked to Europe for immigrant labour, introducing a large Italian population to Innisfail. In 1892 the Mourilyan Sugar Company Mill opened on the Johnstone River, joining the Fitzgerald and Colonial Sugar Refining Company (CSR) mills that had been established a few years prior. This new development marked the beginning of Innisfail as a major sugar producing area. The town was renamed Innisfail after Fitzgerald's original plantation in 1910, as ships travelling to Geraldton in Western Australia regularly arrived in North Queensland by mistake. After World War I over 70 sugar-farm blocks were allocated to soldier settlers, and in the 1920's farms were cleared inland of Innisfail for dairy and beef production. Primary industry diversified further after World War II, with the development of fishing and prawning fleets and exotic tropical fruit farms.

Innisfail's Timeline

European Settlement

Innisfail's multi-cultural routes have shaped the town's identity.
The timeline below highlights some of the key dates relating to the European settlement period.



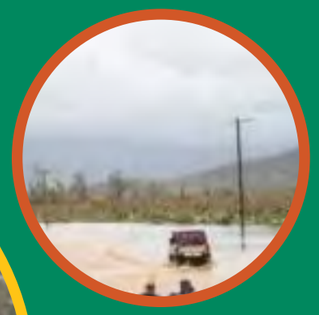
First Nations

The Mamu people are the Indigenous community of the coastal region south of Cairns, primarily living from the Russell River, north of Innisfail, to the North Maria Creek. They are part of the 8 groups within the Dyirbal tribes but had a special mother-in-law language, called Dyalŋuy. The Mamu tribes have 5 subgroups: Waribara, Dulgubarra, Bagirgabara, Dyiribara and Mandubara living along the Johnstone river and in the surrounding areas.

Recent Cyclone Events

After the massive cyclone hit Innisfail in 1918 the whole town had to be rebuilt, facing severe damage from the worst cyclone to ever hit a populated area in Queensland. This was not the only cyclone to have an impact on the town, almost 90 years later cyclone Larry crossed the tropical north Queensland coast near Innisfail at a category 5. Damage to infrastructure and crops was severe with the banana industry almost entirely wiped out and a total loss of almost half a million dollars. In 2011 Innisfail faced yet another tropical cyclone, cyclone Yasi also at a category 5. Now the biggest storm in Queensland's history, the cyclone passed over Innisfail bringing significant winds and significant damage. Cyclone Yasi brought damage to properties across the town and another $300 million loss to agricultural production in Queensland, particularly the banana and sugarcane sector.

https://knowledge.aidr.org.au/resources/cyclone-cyclone-larry-north-queensland/#:~:text=In%20the%20morning%20on%2020,exceeded%20half%20a%20billion%20dollars.



3.2 / Innisfail's Cultural Profile

Locals have said that the town was once the multicultural capital of Australia. All cultures identified below are part of the history and fabric of Innisfail and these stories and histories should be revived and expressed wherever possible within the master plan process.

Mamu People

The original inhabitants of Innisfail were the five societies of the Mamu people. Among these, The " Cassowary Tribe", were centred off the Johnstone River and distinguished by head- dresses of scarlet and yellow feathers.

Germany

Some of the first white settlers in Queensland were a number of German missionaries who were sent out from Germany between 1838 and 1844 to preach the gospel to the aboriginals in the Moreton Bay region. Five of these missionaries took up farms and became the first agriculturalists in Queensland. In the northern coastal areas many Germans engaged in cane growing, and about 11 per cent of the 100,000 acres of sugarcane in Queensland in 1910 were held and worked by German colonists

Phillippines

After 1872, Filipinos helped pioneer the pearl shell and other maritime industries in Northern Australia. While absolute numbers of Filipino migrants appear modest during this period, they were comparatively large in the sparsely populated North, which generally boasted quite a cosmopolitan mix with a strong Asian contingent.

England and Ireland

The first white settlement in Innisfail were the English and Irish, who established at the junction of the north and south branches of the Johnstone River during an expedition in October 1873. Later in 1879, Irishman Thomas Henry Fitzgerald arrived in the area to establish the sugar industry at his Innisfail Estate accompanied by large numbers of South Sea Islanders workers and smaller numbers of Irish labourers. The name Innisfail was implemented as a way to honour T.H Fitzgerald's pioneering efforts and Ireland.

Greece

In 1935 the Greek Orthodox Community of Innisfail was established and it covered a large area in northern Queensland with Greeks regularly travelling from remote locations to attend traditional events. The Taifalos brothers, along with other Greeks, played an integral role in the establishment of this association and were also heavily involved in agriculture. In 1925 the Taifalos brothers procured 85 acres of land in Silkwood and started supplying sugar cane to the South Johnstone sugar mill in the region of Innisfail in North Queensland.

Italy

In 1935 the Greek Orthodox Community of Innisfail was established and it covered a large area in northern Queensland with Greeks regularly travelling from remote locations to attend traditional events. The Taifalos brothers, along with other Greeks, played an integral role in the establishment of this association and were also heavily involved in agriculture. In 1925 the Taifalos brothers procured 85 acres of land in Silkwood and started supplying sugar cane to the South Johnstone sugar mill in the region of Innisfail in North Queensland.

Finland

Queensland has been the favourite destination of Finnish migrants since the 1930s and many of them found work in the timber logging industry or worked on the railway line. Later on, some of the men used their hard-earned money to buy land for sugarcane farming. Finns were also instrumental in the building of the Tully Sugar Mill in 1925. Some Finns became involved in the tobacco industry and many cane farms were purchased by Finns along the Herbert River in the early 1930s.

France & Spain

Three migrant recruitment drives known as operations Emu, Eucalyptus and Kangaroo brought the Basque workers to north Queensland in the 1950s. The transport of more than 700 canecutters was organised, to alleviate the labour shortage following World War II. Following the development of the first mechanical cane harvesters in the 1960s, many Basque cutters returned home.

China

Chinese gold seekers arrived later in the 1870s and early in the 1880s seeking gold and eventually working on the sugarcane farms, which were the main source of income for the region. Despite facing discrimination and hardship, they persevered and eventually established their own businesses and homes having a big impact on the development of the banana industry.
Tom See Poy was a Chinese migrant and his company Poy and Sons became the largest department store in North Queensland, with international connections. It catered for a wide clientele in Innisfail and beyond, selling everything from toys and shoes to groceries, furniture and cars.

India

From 1879 to 1916, the Australian Government brought Indians to Fiji as labourers and they were required to work on the plantations as well as for the government. The majority of the Indians were assigned to the Colonial Sugar Refining Company (CSR Co.) of Australia to clear the bush and establish the infrastructure for the production of sugar and for transport/export work.

SOURCES:

http://www.innisfail.oz-e.com.au/hist.html
https://cassowarycoast.net/innisfail-history-chinese-immigrants-fnq.html#:~:text=In%20the%20small%20town%20of,thriving%20community%20of%20Chinese%20immigrants.&text=They%20had%20come%20to%20the,of%20income%20for%20the%20region.
https://www.taifalos.com/our-history/greeks-in-queensland
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http://www.eccq.com.au/wp-content/uploads/2017/11/WAQ-Section-F.pdf

Pitched on high land at the junction of the North and South Johnstone Rivers, with clear cultivated lands reaching for miles behind it, surrounded by scrub covered mountains… the river, ever changing in its beauties. Innisfail is one of the picture spots of Queensland.

At the meeting of the river waters the view at all times is a delight, the river reaching out in graceful curves, the scrub covered hills close and islands nesting softly the magnificent alluvial flats of the old Innisfail Estate, clothed in vivid contrasts of green cane, accentuated by the richly coloured soil of the newly ploughed fields and the mountains "heavenwards rising sheer and vast" all of dense scrub lowlands, towering in grandeur over all.

Every fleeting cloud, every passing shower, adds new and delightful colouring to the wonder and beauty of it all. Colour, light, shade, peace, space, and grandeur are here and inland eyes, being used to granite hills and arid plains, find comfort and delight in happy and appreciative contemplation.

Innisfail Cultural Narrative from 1919

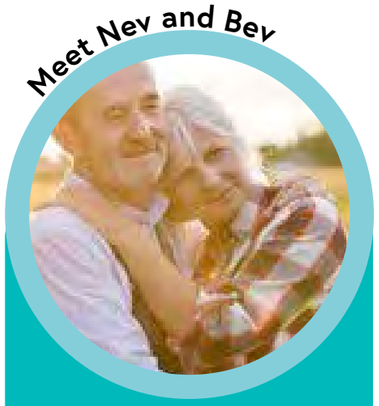
3.3 / Innisfail's Demographic Profile

most common industry:

Fruit & tree nut growing

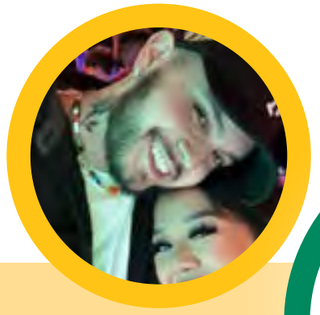
20-29yrs
largest age group

Meet Nev and Bev



Nev is a 62 year old sugar cane farmer, who lives and works on his family's 3rd generation sugar cane farm in Innisfail. He met his wife Bev, 60, about 46 years ago at the local high school in Innisfail that they both attended. Nev loves running the farm and when he isn't working hard you can find him at the pub drinking a cold beer with his mates. Bev is well known in town for the delicious cakes and tarts she bakes and supplies to the local bakeries and coffee shops. When Nev is out with his mates Bev holds a knitting club that all the local ladies love to attend. Nev and Ben love the quiet, small town atmosphere of Innisfail and feel lucky to have lived in town their whole lives.

**A fictional Innisfail persona*



Meet Callum and Imogen. Callum is 24 years old and is currently working for Woolworths, driving a refrigeration truck. Callum only recently moved to Innisfail with his girlfriend Imogen (25), after she received a job opportunity at the local tattoo shop. Callum and Imogen love the affordability of living in Innisfail, providing them the ability to own their first house where they hope to one day start a family. In their spare time, Callum and Imogen love spending the day in Cairns. The larger town provides Imogen with more shopping opportunities and gives Callum a chance to catch up with his mates who work in Cairns.

**A fictional Innisfail persona.*

In 2021, Innisfail had a population of 1,091 people of which 23.5% identify as Aboriginal and/or Torres Strait Islander.

The largest age group in Innisfail is 20-29 years and the highest level of education attained is high school is year 10.

80.9% of the Innisfail population are employed, with the most common occupation being labourers at 35.7%

The most common industry of employment is fruit and tree nut growing

and the average personal income in innisfail is $572 per week.

Couples without children are the most common family composition and 52.7% of innisfail residents live in a separate detached house.

Meet Sam. Sam is a 41 year old tourism guide who calls Innisfail home. As a descendant of the Mamu people, the Indigenous community who inhabited the area in the early days of European settlement, Sam is incredibly passionate about sharing his family's history. Working across North Queensland, Sam runs walking tours for people visiting and is famous for his very informative bushtucker tours. Sam is proud to be part of the large Indigenous community that lives in Innisfail and often goes out fishing with his mates.

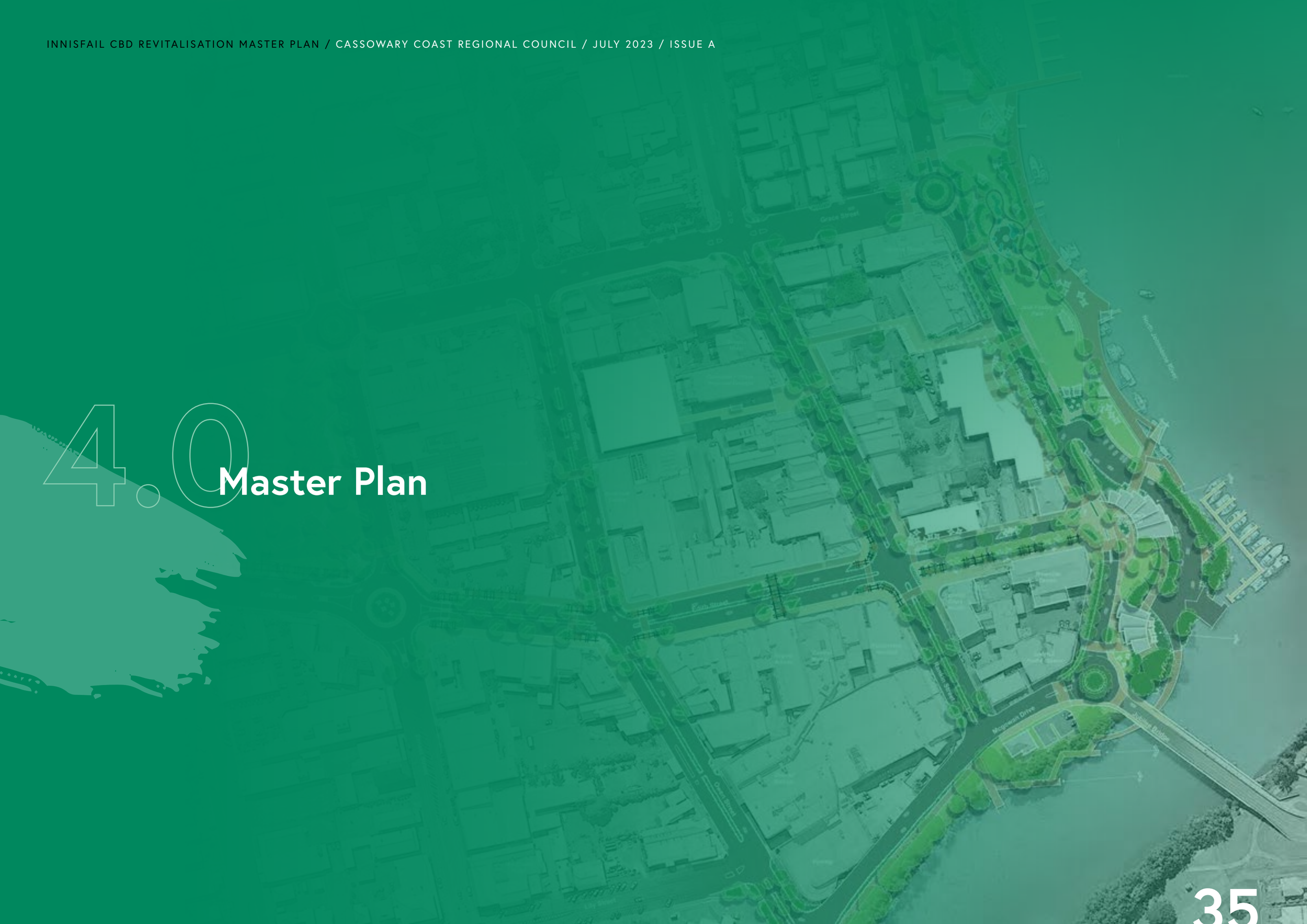
**A fictional Innisfail persona.*

23.5% identify as
Aboriginal and or Torres Strait Islander

Couples without children = most common family composition

35.7% work as
Labourers

4.0 Master Plan



4.1 / Master Plan Strategy Plans

The development of the Innisfail CBD Revitalisation Master Plan is informed by an extensive process of site analysis and engagement with the local community. Through this collaborative approach, a series of strategies and framework plans have been carefully considered to provide clear guidance for the development of the ideas that shape the master plan.

These strategy plans serve as a foundation for the revitalisation efforts, capturing the aspirations and needs of the community. They reflect the insights gained from community consultations, stakeholder engagement, and thorough analysis of the existing conditions in the CBD.

By integrating these strategies and framework plans into the master plan, we ensure that the revitalisation efforts are aligned with the community's vision and objectives. They provide a strong guiding framework that drives the implementation of key initiatives and projects, ensuring that the revitalisation of the Innisfail CBD is grounded in a comprehensive and thoughtful approach.

The strategies and framework plans outline a roadmap for the future, addressing critical issues, harnessing opportunities, and leveraging the unique strengths of Innisfail. They provide a clear direction for the development of the master plan, ensuring that the ideas and initiatives proposed are purposeful, impactful, and tailored to the specific needs of the community.

Through these carefully developed strategies and framework plans, the Innisfail CBD Revitalisation Master Plan becomes a cohesive and comprehensive document that translates community aspirations into actionable steps. It is a testament to the collective efforts of the community, providing a solid foundation for the revitalisation journey and paving the way for a vibrant and prosperous future for Innisfail.

4.1.1 / Precincts

The master plan comprises distinct precincts defined by their unique character and purpose. Each precinct is evaluated for specific improvements that contribute to Innisfail's revitalisation. It is crucial to consider the interrelation and coherence of all precincts, ensuring a prosperous future for the CBD as a cohesive and thriving urban centre.

Key principles

- Establish defined areas of use and purpose to improve the legibility and clarity of Innisfail.
- Offer distinct zones of use for locals and visitors that emphasise a unique identity of Innisfail.
- Promote complimentary uses and experiences within specific precincts
- Define precincts through landscape and urban design elements

LEGEND

- 01 Local Celebration
- 02 Southern Arrival
- 03 Northern Arrival
- 04 Main Street
- 05 Rankin Street Cultural Precinct
- 06 Canecutter Court Activity Centre
- 07 Tourist Hub
- 08 Active Waterfront
- 09 Passive Waterfront

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4.1.2 / Gateways and Arrivals

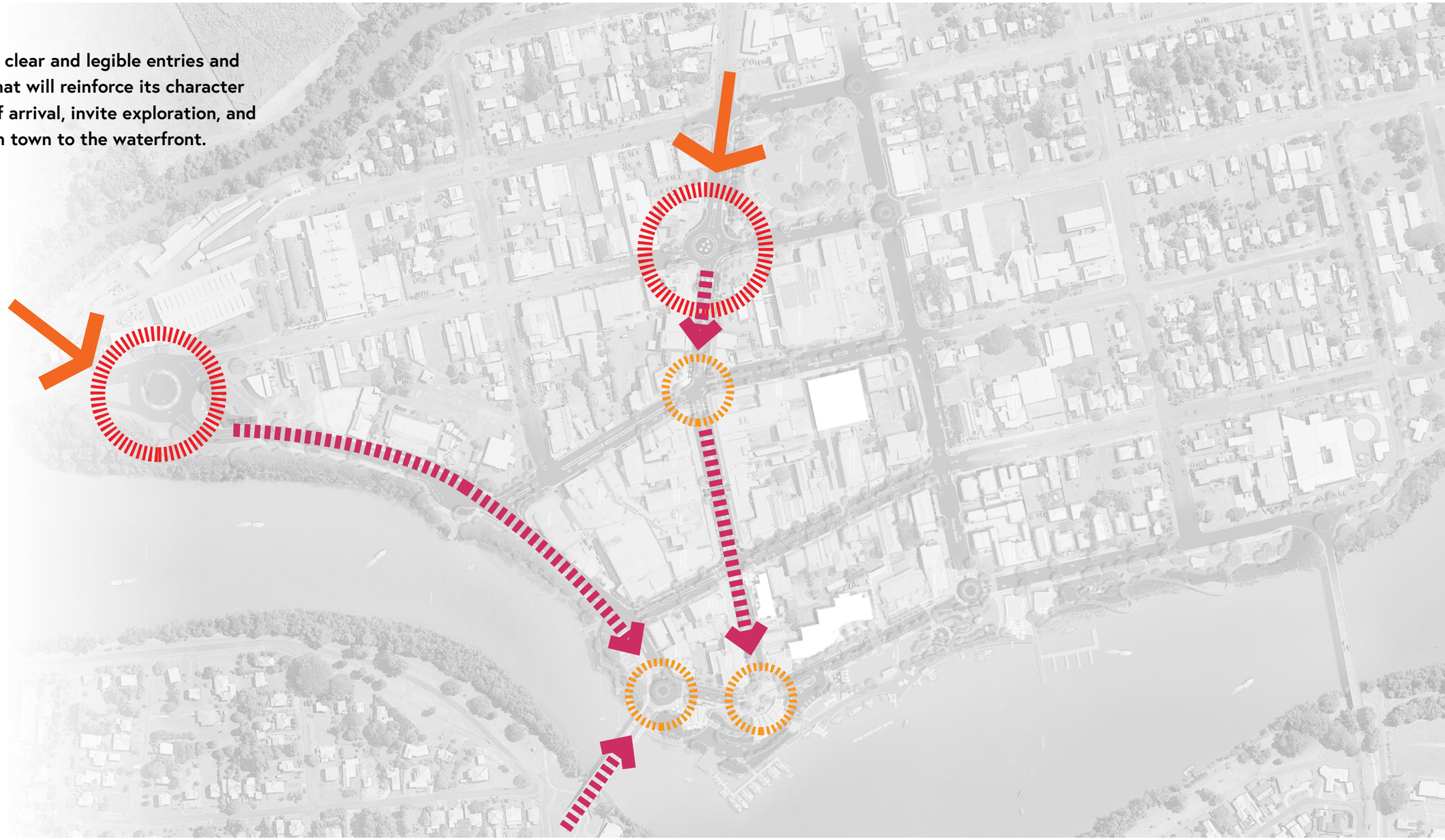
The master plan will establish clear and legible entries and gateways into Innisfail CBD that will reinforce its character and identity, create a sense of arrival, invite exploration, and offer a unique journey through town to the waterfront.

Key principles

- Defined entry gateways that define the character and identity of Innisfail.
- Provide a sense of arrival to the CBD.
- Encourage motorists to leave the highway and explore the CBD and waterfront.
- Provide a legible journey into and through town, with a sequence of arrival experiences unique to Innisfail via Edith Street and McGowan Drive.

LEGEND

- Primary Gateway
- Secondary Gateway
- Arrival Journey into Town
- Primary Entry to Town



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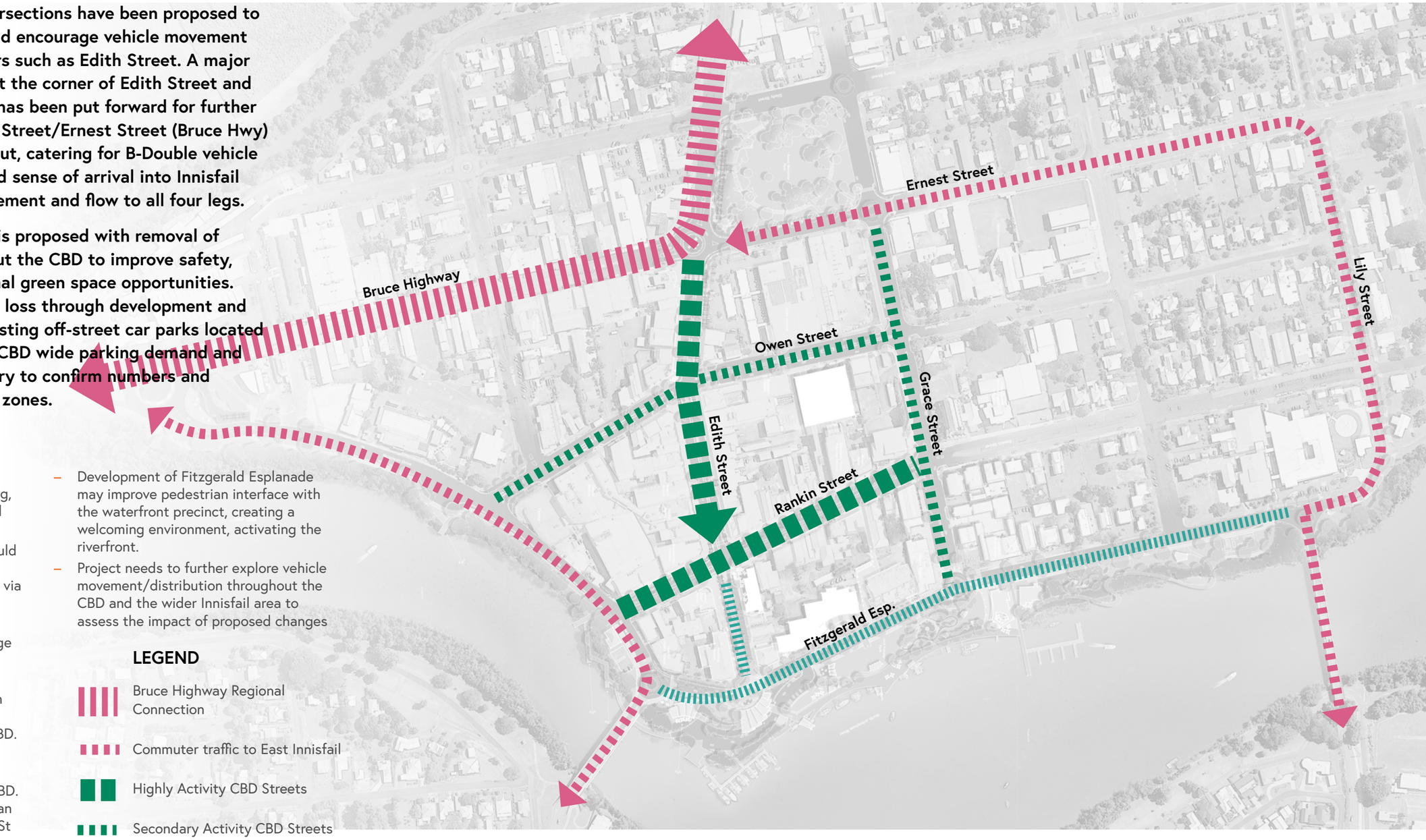
4.1.3 / Street Hierarchy

Alterations to a number of intersections have been proposed to support the street hierarchy and encourage vehicle movement with priority along key corridors such as Edith Street. A major overhaul to the CBD gateway at the corner of Edith Street and Ernest Street (Bruce Highway) has been put forward for further consideration to Convert Edith Street/Ernest Street (Bruce Hwy) intersection to a new roundabout, catering for B-Double vehicle movements to achieve improved sense of arrival into Innisfail CBD and improved vehicle movement and flow to all four legs.

On-street parking amendment is proposed with removal of central parking lanes throughout the CBD to improve safety, compliance and create additional green space opportunities. It is proposed to offset parking loss through development and upgrade to two of Council's existing off-street car parks located along Owen Street. A detailed CBD wide parking demand and supply investigation is necessary to confirm numbers and arrangement for offset parking zones.



Key principles

- Each street shall utilise streetscape embellishments such as tree planting, pedestrian pavements, furniture and artwork to reinforce its level of use.
- Street and intersection designs should encourage east and west bound commuter traffic to bypass the CBD via McGowan Drive and Emily street.
- Edith Street, Rankin street and Fitzgerald Esplanade shall discourage high speed traffic, with a focus on pedestrian orientation.
- Opportunity to upgrade intersection of Edith Street and Ernest Street to provide improved access into the CBD.
- Upgrades to strategic intersections may allow for better distribution of traffic through and/or around the CBD. Potentially taking traffic off McGowan Street, with redirection onto Grace St or Alice St.
- Development of Fitzgerald Esplanade may improve pedestrian interface with the waterfront precinct, creating a welcoming environment, activating the riverfront.
- Project needs to further explore vehicle movement/distribution throughout the CBD and the wider Innisfail area to assess the impact of proposed changes

LEGEND

- Bruce Highway Regional Connection
- Commuter traffic to East Innisfail
- Highly Activity CBD Streets
- Secondary Activity CBD Streets
- Pedestrian Orientated Streets

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4.1.4 / Traffic Transport & Car Parking

Alterations to a number of intersections have been proposed to support the street hierarchy and encourage vehicle movement with priority along key corridors such as Edith Street. A major overhaul to the CBD gateway at the corner of Edith Street and Ernest Street (Bruce Highway) has been put forward for further consideration to Convert Edith Street/Ernest Street (Bruce Hwy) intersection to a new roundabout, catering for B-Double vehicle movements to achieve improved sense of arrival into Innisfail CBD and improved vehicle movement and flow to all four legs.

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Key principles

- Replacement of centre of road parking with landscaped medians has potential to improve visual amenity of the area, whilst removing risks associated with vehicle entry and exit adjacent to traffic lanes.
- Parking spaces should be maintained at 45° to optimise supply of parking versus pedestrian space.
- Reduction of the central median width allows lane widths to be increased and improves the legibility and safety of the road environment of the CBD.
- Project needs to further explore opportunities for additional off-street parking, in the area behind the Shire Hall, accessed from Owen Street, and to offset any reduction in on-street carparking.

4.1.5 / Infrastrucutre

It is understood that a number of pre-existing issues associated with the stormwater, sewer and water networks throughout the CBD exists, particularly in relation to aging infrastructure and capacity constraints. Whilst this master plan scope and subsequent project opportunities do not specifically aim to resolve these redundancy issues, opportunity to rectify known existing servicing constraints locally as part of the short and medium term project undertakings exists. Further detailed investigation is necessary, particularly with respect to the CBD stormwater network, to inform desirable trunk infrastructure upgrades. The outcomes of which can be incorporated at a local level in the various shorter-term project undertakings where deemed sensible and viable.

It is proposed to maintain existing services infrastructure including both underground infrastructure and surface pit/valve/hydrant locations where possible, with the intention to avoid costly augmentation and enable funding to be spent more efficiently on the aesthetic and functional above-surface elements of each project. In instances where new infrastructure or augmented infrastructure is necessary, it will be considered in conjunction with the broader CBD servicing strategies.

Key principles

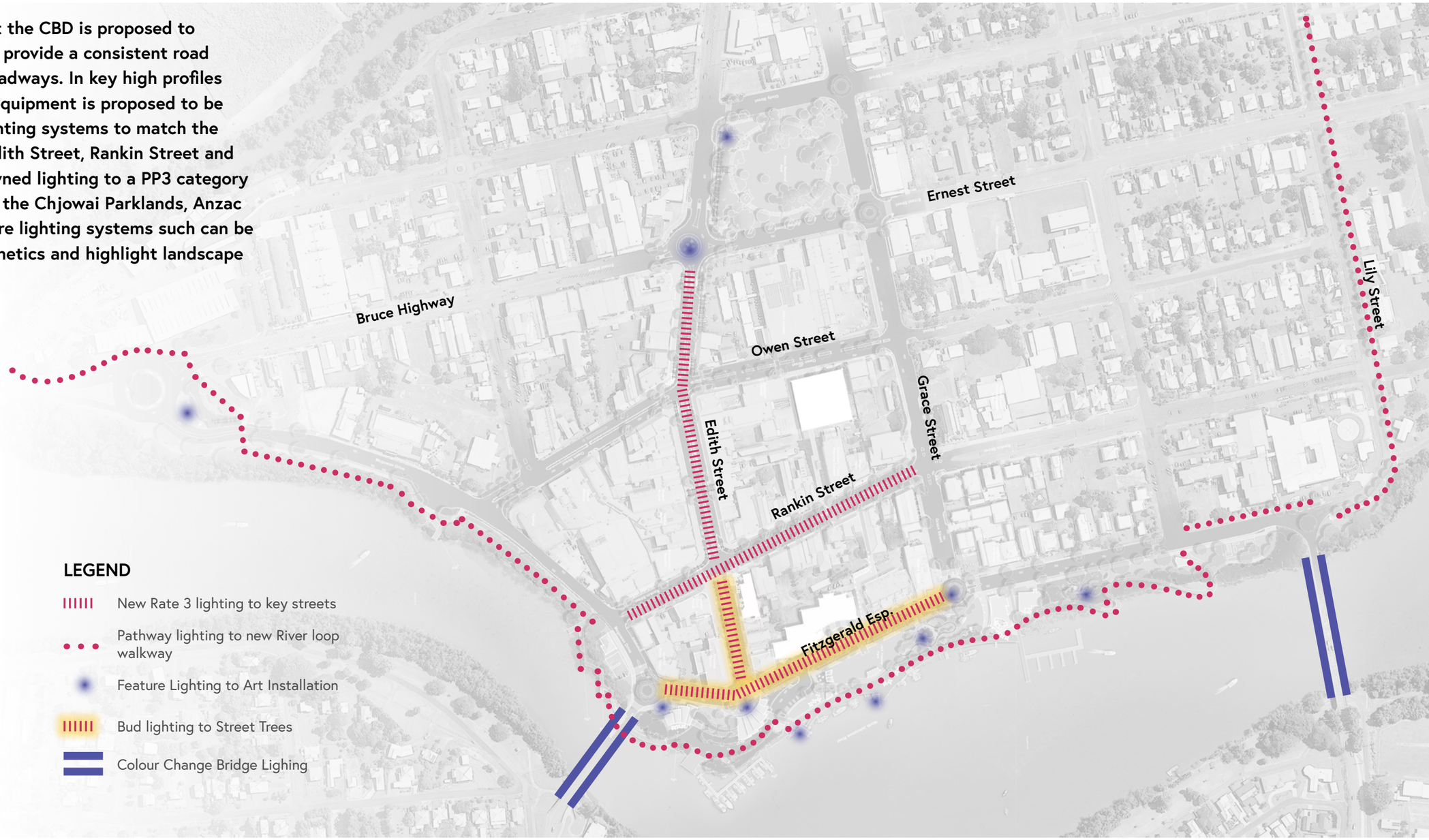
- Water and Sewer mains within the CBD recently rehabilitated (last 20 years). Consideration to be given to whether they need further rehabilitation prior to commencement of master plan works. Refer to the Innisfail CBD master Plan Engineering Summary report August 2022 provided in the appendix, for more details
- Sewer pump station in Chjowai Parklands may impact upon proposed redevelopment of the area. Consideration needs to be given to separation distances and odour control should restaurant/commercial uses be proposed within the vicinity.
- Stormwater drainage should be reviewed and upgraded with any upgrades within the road corridor.
- Any opportunity to augment stormwater drainage network to provided sufficient capacity, needs to consider the viability of works within private property and the required depth of the proposed infrastructure.
- Upgrade trunk infrastructure in line with broader CBD study outcomes where a particular project's extent or works permits.

4.1.6 / Lighting

The lighting strategy throughout the CBD is proposed to upgrade the existing systems to provide a consistent road lighting category of V5 for all roadways. In key high profiles areas the utility (Ergon) owned equipment is proposed to be replaced with Council owned lighting systems to match the street aesthetic, this includes Edith Street, Rankin Street and Fitzgerald Esplanade. Council owned lighting to a PP3 category is proposed for pathways within the Chjowai Parklands, Anzac Park and Green City Loop. Feature lighting systems such can be considered to match street aesthetics and highlight landscape and architecture.

Key principles

- All lighting to be light emitting diode (LED) type with consistent colour temperature
- Upgrade lighting throughout CBD area to meet a V5 category
- Replace utility (Ergon) owned lighting in key CBD areas with council owned system to align with street aesthetics
- Provide pathway and feature lighting systems in public spaces to highlight landscape and architecture
- Trunk infrastructure to support Smart City provisions in key areas including Edith Street, Anzac Park and Chjowai Parklands.
- Feature lighting to key Art installations.
- Feature lighting to the Arbours along Edith Street.
- Bud lighting to trees along Fitzgerald Avenue.
- Colour change lighting to the underside of the two vehicle bridges.



4.1.7 / Interpretation & Artwork Strategy

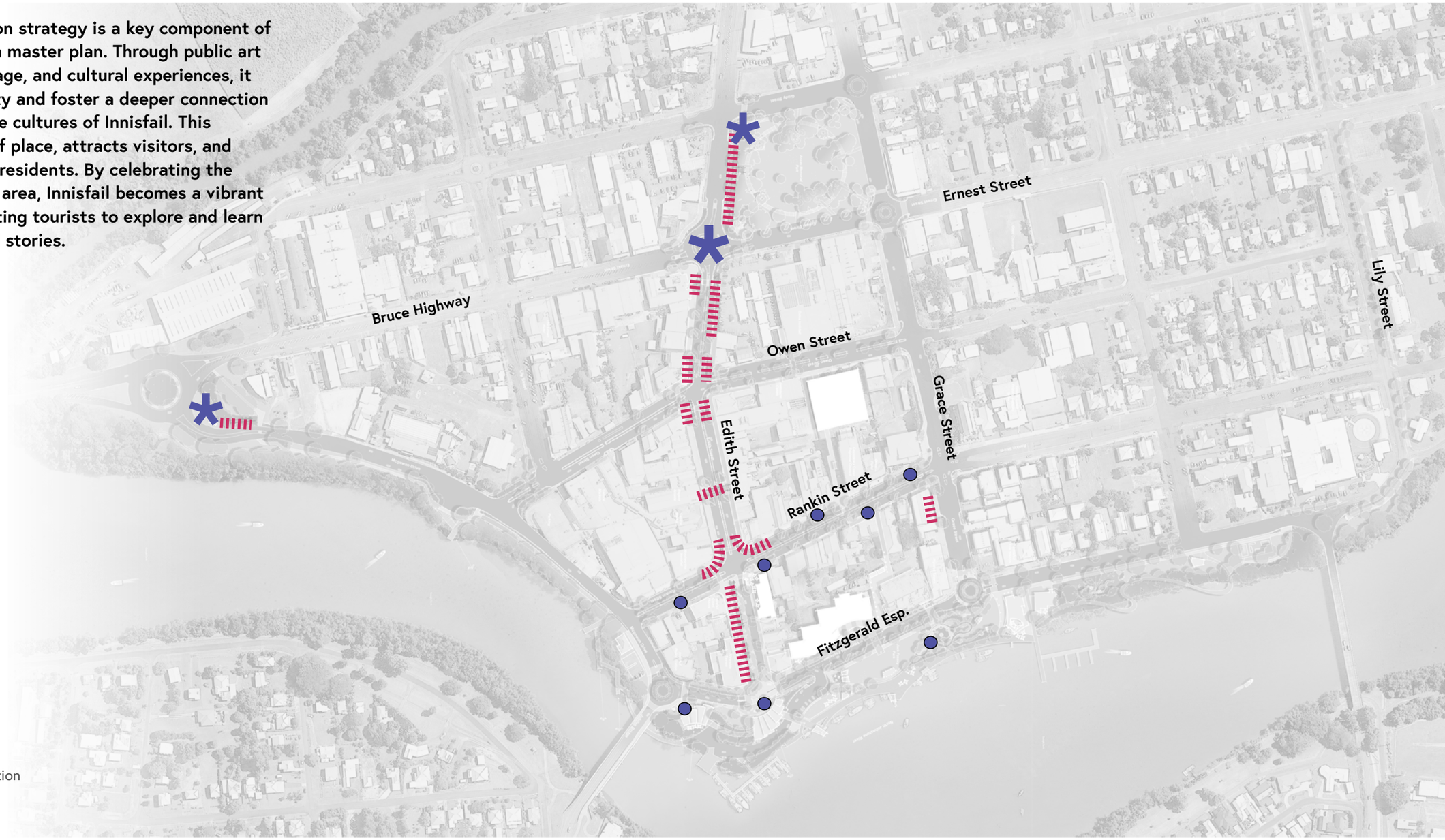
The Art and Place Interpretation strategy is a key component of the Innisfail CBD Revitalisation master plan. Through public art installations, interpretive signage, and cultural experiences, it aims to create a unique identity and foster a deeper connection to the rich heritage and diverse cultures of Innisfail. This strategy enhances the sense of place, attracts visitors, and instils a sense of pride among residents. By celebrating the art, culture, and history of the area, Innisfail becomes a vibrant and engaging destination, inviting tourists to explore and learn about its unique character and stories.

Key principles

- The future Rankin Street design to integrated small art and interpretive elements and audio trails that tell local post settlement stories of Innisfail.
- Interpretive signage and art installations along the river loop walk and the Riverfront Parklands offer stories and interpretation of local First Nation culture.
- Iconic Art installations at the entries to town, supported by secondary art opportunities dotted through out the streets and open space.

LEGEND

- Iconic Arbor Structure
- Signage Art Opportunity
- Secondary Art & Interprettion Opportunity

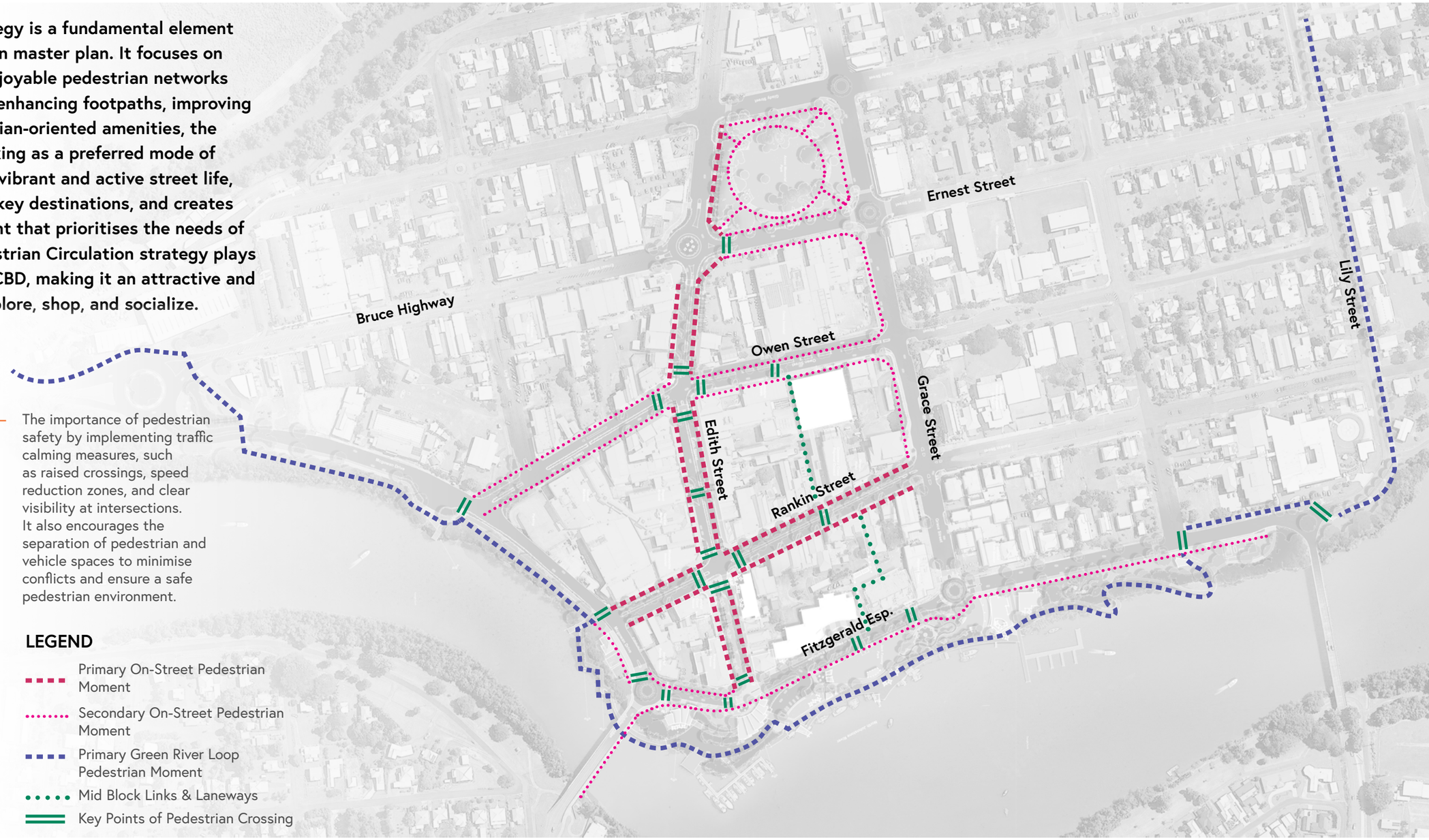


4.1.8 / Pedestrian Circulation

The Pedestrian Circulation strategy is a fundamental element of the Innisfail CBD Revitalisation master plan. It focuses on creating safe, accessible, and enjoyable pedestrian networks throughout the town centre. By enhancing footpaths, improving crossings, and providing pedestrian-oriented amenities, the strategy aims to encourage walking as a preferred mode of transportation. This promotes a vibrant and active street life, enhances connectivity between key destinations, and creates a pedestrian-friendly environment that prioritises the needs of residents and visitors. The Pedestrian Circulation strategy plays a crucial role in revitalizing the CBD, making it an attractive and engaging place for people to explore, shop, and socialize.

Key principles

- Improving the quality and design of pedestrian infrastructure, including street verges, crossings, and intersections. Emphasising the need for wide and well-maintained footpaths, adequate lighting, and clear signage to ensure a safe and enjoyable walking experience.
- Creating Walkable Streets that are attractive, comfortable and inviting to encourage pedestrian activity along the street. Incorporating lush landscape, covered walkways, street furniture, and public art to enhance the aesthetic appeal and create a comfortable environment for pedestrians.
- Improving connectivity between key destinations, such as shops, restaurants, parks, and public facilities. It involves creating direct and well-connected pedestrian routes, reducing barriers to access, and providing amenities for individuals with disabilities to enhance inclusivity.
- The importance of pedestrian safety by implementing traffic calming measures, such as raised crossings, speed reduction zones, and clear visibility at intersections. It also encourages the separation of pedestrian and vehicle spaces to minimise conflicts and ensure a safe pedestrian environment.



4.1.9 / Development Opportunities

The Private Development strategy within the Innisfail CBD Revitalisation master plan focuses on encouraging and facilitating private investment and development to enhance the economic vitality and vibrancy of the area. The strategy aims to attract businesses, investors, and developers by creating an environment that is conducive to growth and prosperity. This includes providing incentives, streamlining regulatory processes, and offering support for feasibility studies and business planning. By fostering a collaborative partnership between the public and private sectors, the strategy aims to unlock the potential of the CBD, stimulate job creation, and create a diverse and thriving commercial and residential mix that benefits both the community and investors.

Key Development Opportunities:

01 Redevelopment of key sites along Fitzgerald Esplanade for higher density residential in parts up to 10 stories in height. Possible short term and permanent accommodation, with generous urban streetscape a ground level to accommodate outdoor dining and new RSL club facility, interfacing with the adjacent parklands.

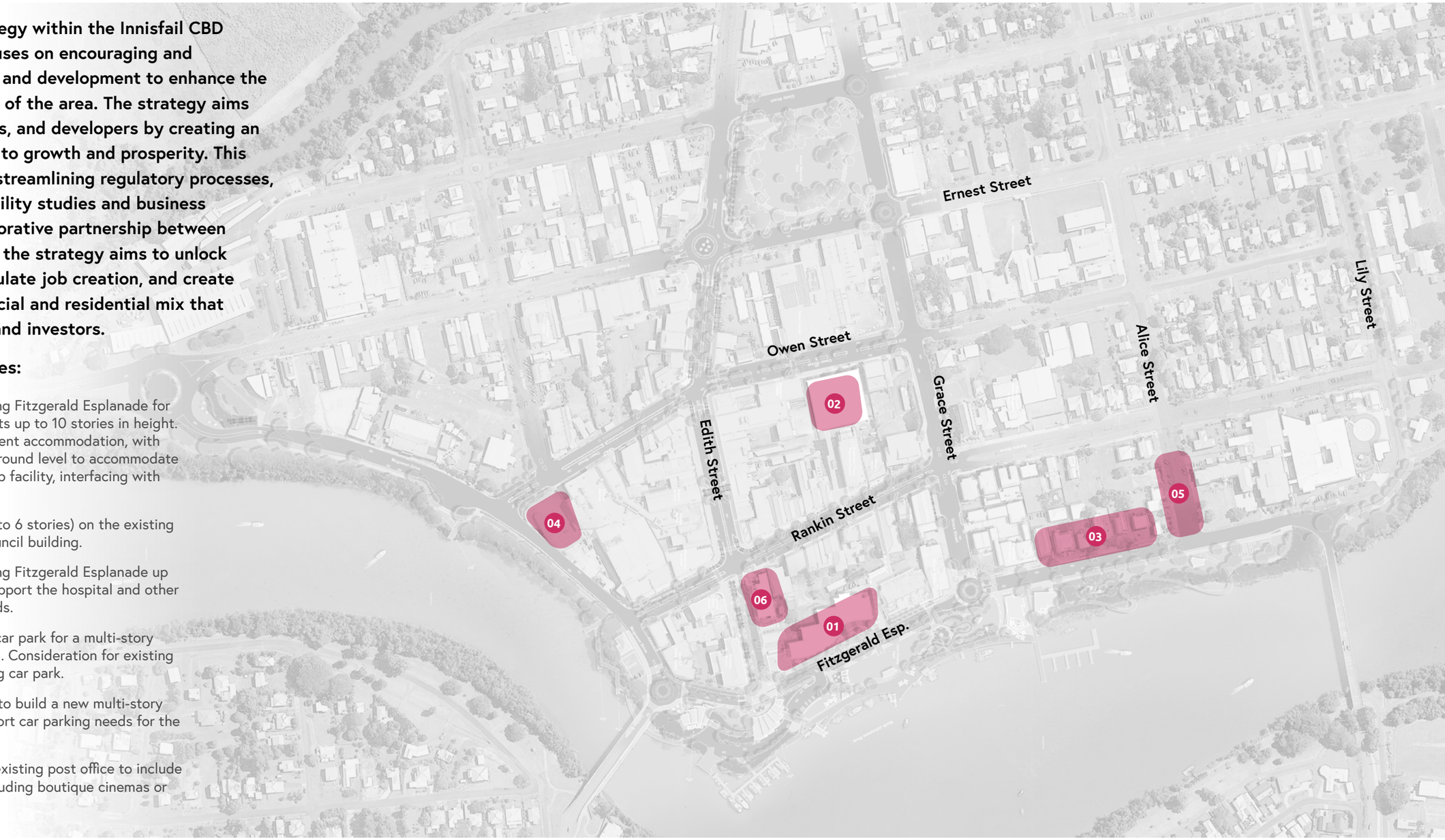
02 Multi-story car park facility (up to 6 stories) on the existing open air carpark behind the Council building.

03 Redevelopment of key sites along Fitzgerald Esplanade up to 6 stories for residential to support the hospital and other short term accommodation needs.

04 Redevelopment of the existing car park for a multi-story car park facility (up to 4 stories). Consideration for existing foundation issues to the existing car park.

05 Possible closure of Alice Street to build a new multi-story car park up to 6 stories to support car parking needs for the hospital.

06 Possible redevelopment of the existing post office to include new entertainment precinct including boutique cinemas or performing arts centre.



4.1.10 / Planning Considerations

The implementation of the Innisfail CBD master plan will be subject to environmental and planning requirements stipulated by Commonwealth, State and local legislation and policy. A desktop assessment was completed to identify the existing site characteristics and the associated environmental values for the master plan area. A number of key approvals have been identified as associated with project implementation have been identified as moderate and high risk approvals.

Key considerations

- The Great Barrier Reef Marine Park World Heritage Area / removal, destruction or damage to marine plants, structures which have the potential to impact on fish passage and native vegetation clearing are considered high risk project environmental values for development in the Chjowai Parklands and River Activity Precinct / Green River Loop.
- Complex high risk project approvals associated with development in the Chjowai Parklands and River Activity Precinct / Green River Loop. High risk approvals involve significant cost and time delays with risk of unfavourable outcomes, alternate approach or solution required.
- Cultural heritage is considered a moderate project risk especially for development in Fitzgerald Esplanade Precinct and the Chjowai Parklands and River Activity and Green Loop Precincts.

All other Precincts involve moderate and low risk environmental values and approvals. An approval that has been identified as 'moderate' may involve complex regulatory requirements / lengthy approval processes and potential time delays for the project.

4.2 / Overall Masterplan

The Innisfail CBD Revitalisation Master Plan sets a bold future for our town, creating a vibrant, sustainable community hub that celebrates our unique heritage and fosters economic growth.

With a vision of Innisfail as a vibrant and welcoming city, the master plan encompasses both long-term transformative projects and short-term quick-win opportunities. The Long-Term Big Opportunities include iconic waterfront precincts, cultural and arts hubs, and revitalised streetscapes, attracting new residents and visitors and leaving a lasting legacy for future generations. These projects will attract investment, drive economic vitality, and preserve our distinct identity as the gateway to the world's natural wonders.

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LEGEND

01 Innisfail Celebration Park

A welcoming open space that invites visitors to town and celebrates some of the moments, people and stories that have shaped Innisfail.

02 Northern Gateway

The introduction of a new roundabout, streetscape improvements and signage to effortlessly direct traffic from the north into town

03 Edith Street Arrival

A combination of streetscape improvements, signage and lighting will draw visitors along Edith Street up into town, offering an iconic and welcoming arrival to Innisfail.

04 Edith "Main" Street

Recognised as the central retail street, the introduction of streetscape improvements, greening and lighting will promote this street as the "Main" street of town where locals meet as they walk up and down the street.

05 Rankin Street Cultural Precinct

Building upon the history of existing Art Deco buildings, Rankin Street will be enhanced to showcase the towns rich cultural roots and historical stories through the introduction of small sculptures, interpretive audio story trails, street tree planting and historic light poles. Visitors will walk up and down Rankin Street learning about Innisfail's rich history as they visit the shops and enjoy local delights.

06 Cane Cutter Court

Through simple upgrades to shade structures, tree planting and seating coupled with an activation strategy that allows community better use, Cane Cutter Court will become an active and vibrant space for entertainment. shops and enjoy local delights.

07 Southern Gateway

Maximising currently underutilised spaces for new landscape, signage and lighting, will mark the new arrival to Innisfail from the south. Cane Cutter Court

08 River Walk

Further improvements to pedestrian pathways, decks and boardwalks along the edge of the river integrated with interpretive signage and artworks will offer pedestrians a new experience of the Johnston River and its "Chjowai" culture.

09 Chjowai Boardwalk

A robust and safe boardwalk that links pedestrians along the river under the Jubilee Bridge. The existing boat ramp will be relocated to a convenient near by location to accommodate for this new public walkway.

10 Visitor Information Centre and Mamu Interpretive Centre

Maximising currently underutilised spaces on the riverfront, this new iconic building will offer a destination and orientation point for Tourists wanting to explore the region and gain an authentic First Nation interpretive experience.

11 Promenade and Tourism Operators

A new waterfront promenade offers uninterrupted access to the waterfront and a home for future tour boat operators to welcome visitors. Southern Gateway

12 Waterfront Parklands and Dining Precinct

Upgrades to the existing open space along the waterfront and Fitzgerald Avenue will provide event spaces and an active outdoor dining precinct both day and night.

13 Water Play

A new zero depth water playground for children and adults to enjoy, surrounded by parklands to support picnicking and events. Chjowai Boardwalk

14 Community Parklands

As an extension of the southern parklands, this area is a drawcard for children, youth and families with new boardwalks, upgraded skate park, toilets and nature play nestled within the existing trees.

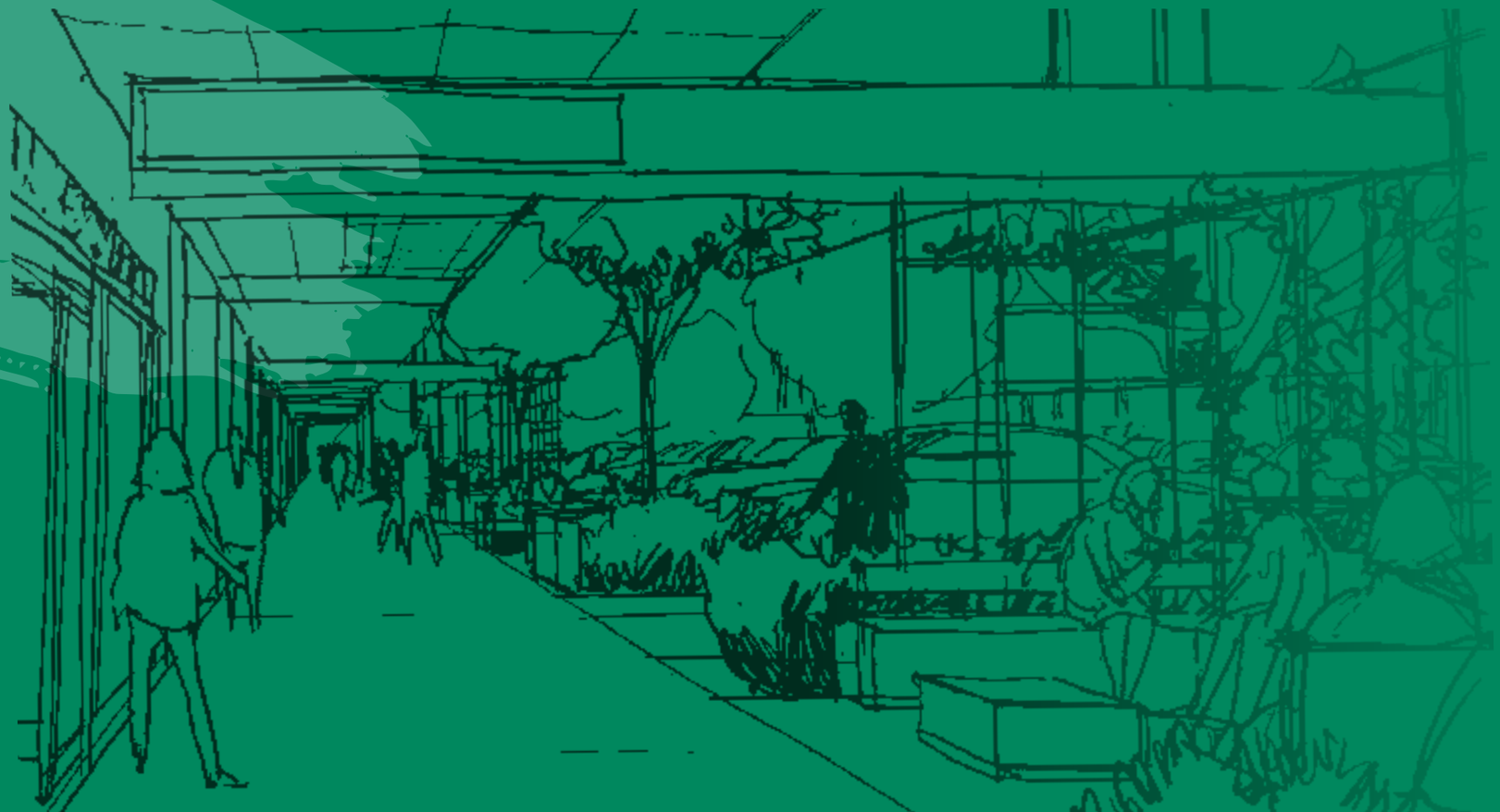
15 Existing Marina

With improved access and serviceability, the existing Marina offers important facility for boating tourists to stay in town.

16 New Marina

Opportunities for a new marina to strengthen the boating tourism market and births for fishing and tourist operators. The new Marina is subject to future functional design studies.

5.0 10 Big Opportunities



10 Big Opportunities

The master plan identifies Ten long-term project opportunities that respond to the changing needs of Innisfail and deliver on the guiding principles while staying true to its unique place values. These 10 Big Opportunities will progress through future investigation, community engagement and concept development.

10 Big Opportunities

01 City Gateways

02 Edith Street Arrival

03 Innisfail Main Street

04 Canecutter Court Entertainment Precinct

05 Rankin Street Cultural Precinct

06 Fitzgerald Esplanade Dining Precinct

07 Chjowai Parklands and River Activity

08 Green River Loop

09 Green City Streets

5.1 / City Gateways

Northern Gateway & Innisfail Celebration Park

Design Intent

Addressing the existing absence of a distinct and welcoming gateway to the Innisfail CBD from the North, improvements to the Existing Anzac Memorial Park, Edith Street and the intersection of the Bruce Highway will offer visitors a unique first impression that reflects the local identity and appeal of Innisfail. Innisfail Celebration Park will be a celebration of the people and events that have shaped Innisfail and offer tourists a first point of arrival before continuing into town and to the iconic "Chjowai" Waterfront.

Legend

01 Innisfail Entry Marker

- *Reinforcing the identity of Innisfail through its iconic design, materials and lighting, this vertical sculptural element will mark the arrival to Innisfail.*

02 Entry Arbour

- *Reinforcing the design and materials of the Entry Marker, a vine covered arbour will lead visitors up Edith Street into town.*
- *Signage and banners built into the design provide directional signage and wayfinding to lead visitors to the waterfront.*
- *Incorporating covered walkways and seating for pedestrians.*

03 Bus Station and Amenities Block

- *Improved seating and shelter for regional bus passengers.*
- *Wayfinding and interpretive signage for visitors arriving to town.*
- *New amenities block with better orientation and design to improve safety and function.*

04 Memorial Gate

- *Improve landscaping, pavements and entry to Innisfail Celebration Park via the historic King George V Memorial Gate.*

05 Walk of Greats

- *A new circular walkway around the park with interpretive signage, pavement inlays and possible audio trail to highlight the achievements of key individuals that have contributed to the success of Innisfail.*
- *Path suitable for market stall integration to accommodate the Lion's monthly weekend markets.*

06 Events Lawn

- *Large central lawn area for flexible community events or informal kickabout.*
- *Removal of the existing rotunda and paths to improve the flexibility of use and improve safety.*

07 Celebration Plaza

- *Small plazas or courtyards off the edge of the circular pathway to commemorate specific events that have shaped Innisfail.*

08 Reflective Gardens

- *Small gardens with informal paths and signage to remember specific events or stories that have shaped Innisfail.*

09 Earnest Street

- *Streetscape upgrades and formalised angle car parking to encourage visitation to Innisfail Celebration Park.*
- *Inviting vehicle traffic from the north and the south via the new roundabout.*

10 Glady and Grace Streets

- *Retain and upgrade the existing car charging station for the convenience of visitors to Innisfail.*
- *Formalise car parking to improve convenience for visitors with recreational vehicles and caravans.*

11 Entry Roundabout

- *Replace the existing intersection with a roundabout to improve visual impact on arrival and improve vehicle circulation into the Innisfail CBD.*
- *The use of Art, lighting and landscape to enhance the entry experience to Innisfail.*
- *Promotes traffic north-south along Ernest Street.*
- *Detailed roundabout design and embellishment is subject to Queensland Department of Transport and Main Roads and consultation with adjacent land owners.*

City Gateways

Northern Gateway & Innisfail Celebration Park

Identity and Character

The arrival into the CBD of Innisfail is important for setting the iconic identity and character of the town, for which Innisfail will be recognised for. An identity grounded in the five place values identified in this master plan.

The design of architectural features, such as the tower and arbour shall use a palette of materials and detailing that will be consistent through the whole CBD. Street trees and vines over the arbour reinforce the tropical identity, signage will promote Chjowai, the iconic artwork in the roundabout and through the memorial park will tell the history and stories that have shaped Innisfail from First Nation times through to present day and feature lighting will provide a welcome arival at night.

Artist Impression - view from the Bruce Highway looking east up Edith Street

City Gateways

Northern Gateway & Innisfail Celebration Park

Key Engineering and Infrastructure Considerations

In order to enhance traffic flow and create a more welcoming entry into the Innisfail CBD, the conversion of the Edith Street/Ernest Street intersection into a roundabout is proposed. This development aims to accommodate B-Double vehicle movements and improve vehicle movement throughout the area. However, the approval from TMR and potential land resumptions are necessary steps to move forward. A comprehensive Traffic Impact Assessment will inform the decision-making process, considering factors such as pedestrian and cyclist safety. Additionally, discussions with adjacent landowners will be conducted to address potential land resumptions.

The adjacent plan illustrates the potential reconfiguration of the Edith Street/ Ernest Street intersection into a roundabout to accommodate existing traffic flow. Several key factors should be considered in the future detailed design of this area. These include:

- Convert Edith Street/Ernest Street (Bruce Hwy) intersection to a new roundabout, catering for B-Double vehicle movements to achieve improved sense of arrival into Innisfail CBD and improved vehicle movement and flow to all four legs
- Innisfail Bypass will reduce heavy vehicle movements at this intersection (planned for the future)
- Approval from TMR is required and land resumption likely
- Traffic Impact Assessment and analysis necessary to inform this approach and determine suitability/viability
- Pedestrian and cyclist safety and movements to be further considered, pending the outcomes of a TIA
- Discussions with adjacent land owners will be required in relation to possible land resumptions.
- Driveway access points to all adjacent properties to be maintained in future detailed design.

Proposed Roundabout configuration design - GDH

Existing Intersection

City Gateways

Southern Gateway

Design Intent

To create a distinct and welcoming gateway to Innisfail CBD from the South, landscape enhancements will transform the existing roundabout and nearby road reserve of the Bruce Highway. Through lush planting, artwork, lighting, and signage, visitors will experience a unique and inviting arrival along McGowan Drive, reinforcing the local identity and character of Innisfail. These landscape embellishments will leave a lasting impression and set the tone for an enjoyable and memorable stay in town.

Legend

01 Roundabout Planting

- *Signature tree planting to the roundabout will reinforce the lush tropical character of Innisfail.*
- *maintain clear sightlines to ensure safety.*
- *uplighting to the trees will offer a unique arrival experience at night.*

02 Focal Art

- *Opportunity to mark the arrival into Innisfail with an iconic vertical sculpture that will tell the story of Innisfail and set a memorable identity.*
- *Uplighting to the scultures will provide an iconic arrival at night.*

03 Signage

- *Seamlessly integrated with the sculpture and complimenting the arrival experience, opportunities exist to incorporate welcoming Innisfail signage.*

04 Entry Arbour

- *Reinforcing the design and materials of the Entry Arbours at the Northern Gateway, a vine covered arbour will lead visitors up McGowan Drive to the waterfront.*
- *Signage and banners built into the design provide directional signage and wayfinding to lead visitors to the waterfront.*

05 Streetscape Planting

- *Encouraging the journey to the waterfront, McGowan Drive will be landscaped with additional tree planting and understory landscape.*

06 Pathway Connection

- *Upgraded pedestrian paths will reinforce the Green River Loop pedestrian network.*

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5.2 / Edith Street Arrival

Design Intent

The design intent is to establish an inviting gateway to Innisfail through the implementation of a roundabout at the intersection of Edith and Ernest Streets. This transformative feature, coupled with enhanced streetscape elements, landscaping, and captivating feature lighting along Edith Street, will entice visitors and inspire them to explore the vibrant and revitalized CBD. The aim is to create a memorable arrival experience that sets the stage for the unique charm and attractions of Innisfail, encouraging both locals and visitors to fully immerse themselves in the town's offerings.

Legend

01 Entry Roundabout

- *Replace the existing intersection with a roundabout to improve visual impact on arrival and improve vehicle circulation into the Innisfail CBD.*
- *The use of Art, lighting and landscape to enhance the entry experience to Innisfail.*
- *Promotes traffic north-south along Ernest Street.*
- *Detailed roundabout design and embellishment is subject to Queensland Department of Transport and Main Roads and consultation with adjacent land owners.*

02 Entry Arbour

- *The arobour will be used to mark the intersection and entry along Edith Street into town.*
- *Complementing the design and materials of the Entry Marker, a vine covered arbour in a design that sets a unique identity for Innisfail.*
- *Signage and banners built into the design provide directional signage and wayfinding to lead visitors to the waterfront.*
- *Incorporating covered walkways and seating for pedestrians protected from sun and rain.*

03 Streetscape Improvements

- *A combination of hard landscape improvements including, new pavements, furniture, and signage to establish a consistent identity for Edith Street offering an iconic and welcoming arrival to Innisfail.*
- *Introduction of additional street tree and ground cover planting to reinforce a Tropical identity for Innisfail*
- *Feature lighting to the trees and arbours to provide night time interest.*

04 Upgraded Intersection

- *Engineering reconfiguration of the existing intersection to improve safety and legibility for motorists and pedestrians.*
- *Opportunity for decorative patterning in the road pavement to mark the intersection to reinforce the Innisfail identity.*
- *Refer to following pages for the proposed engineering reconfiguration.*

05 Pedestrian Crossing

- *Improved pedestrian crossing points with road pavement treatment to promote safe pedestrian crossing.*
- *The introduction of covered arbour structure will give protection from rain and sun.*
- *Improved pavements, planting and seating areas at the intersection, encouraging comfortable spaces for people to meet and pause.*

Edith Street Arrival

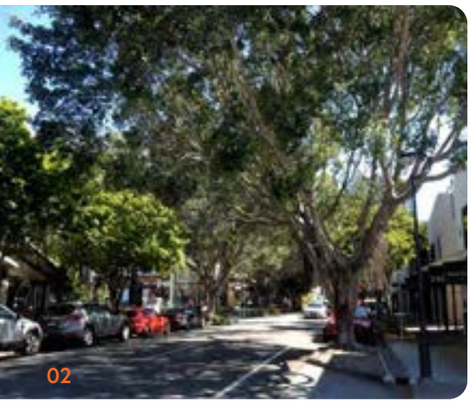
Identity and Character

The redesigned Edith Street welcomes visitors with a distinct character and identity, as they travel east through the new roundabout. The arbour structure, complemented by vibrant signage and lush tropical landscaping, sets the tone for the journey into Innisfail.

The transformation continues with the introduction of new pedestrian pavements and an abundance of greenery in the median and kerb buildouts between angled car parks. These enhancements not only promote pedestrian movement along both sides of the street but also contribute to slower vehicle speeds, ensuring a safer environment for motorists and pedestrians. The revitalization of Edith Street creates an inviting and refreshing atmosphere that truly enhances the overall experience and unique identity of the town.

02

01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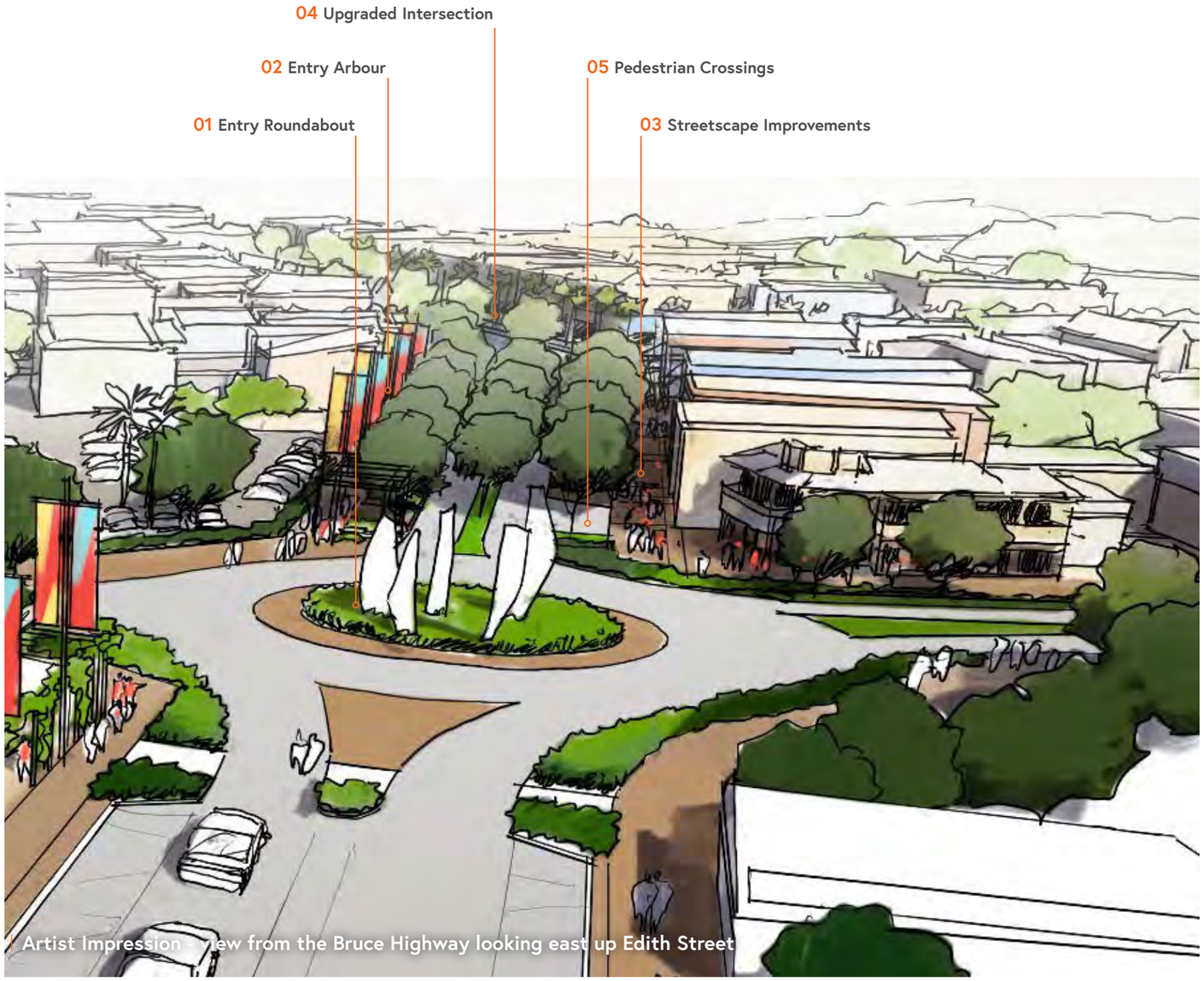


Artist Impression - View from the Bruce Highway looking east up Edith Street

Edith Street Arrival

Key Engineering and Infrastructure Considerations

To enhance pedestrian safety and encourage foot traffic into the CBD and through to the waterfront, prioritising Edith Street through all intersections is recommended. This can be achieved by implementing parallel pedestrian movement along Edith Street. Additionally, removing centre parking would improve road safety and create opportunities for the incorporation of green spaces. Maintaining 45-degree angled on-street parking in compliance with Australian Standards is proposed. Furthermore, the street and lane configuration should accommodate bus routes, and safe locations for pedestrians to cross the road with landscaped kerb buildouts are suggested.

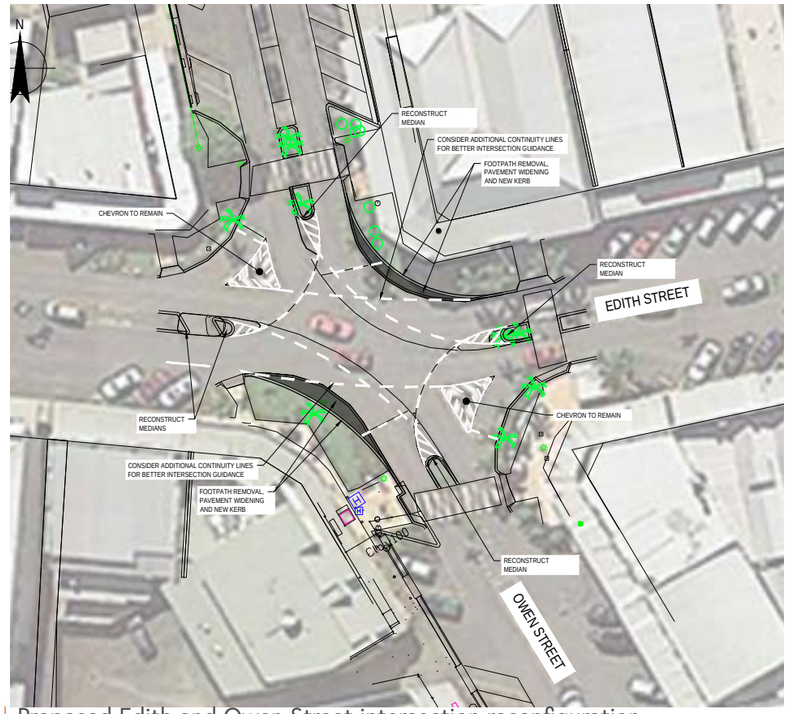
Several key factors should be considered in the future detailed design of this area. These include:

Ernest to Owen Street

- Proposed pedestrian crossings located at eastern and western ends of road segment. Further assessment to confirm compliance with pedestrian sight distance and sight lines required for eastern end crossing
- Relocate loading zones to angled parking zone to improve user safety and accessibility
- Consideration should be given to giving Edith Street priority through the Edith and Owen Street intersection.
- Construct new pedestrian pavement and upright kerb and channel to improve the pedestrian pavement cross falls.
- By constructing new upstand kerb and channel, wheel stops can be removed and road stormwater drainage improved.

General

- Remove centre parking to make improvements to road safety and provide opportunity for green spaces
- Angled parking on both sides to remain. Maintain 45 degree angled on-street parking for compliance with Australian Standards
- Ensure street and lane configuration accommodates for bus routes
- Traffic Impact Assessment and analysis necessary to inform this approach and determine suitability/viability
- Pedestrian and cyclist safety and movements to be further considered, pending the outcomes of a TIA



Proposed Edith and Owen Street intersection reconfiguration design - GDH

Typical Edith Street Cross Section

5.3 / Innisfail Main Street

Design Intent

The design intent for the streetscape upgrade of Edith Street is to create an inviting and vibrant shopping street. The initiative focuses on greening the street with the strategic placement of trees, along with the addition of hanging pots, to enhance the aesthetics and create a pleasant environment for pedestrians. This greening initiative aims to beautify the street, provide shade, and contribute to a more enjoyable and visually appealing shopping experience for residents and visitors alike.

Legend

01 Upgraded Rankin St. Intersection

- *Engineering reconfiguration of the existing intersection to improve safety and legibility for motorists and pedestrians.*
- *Opportunity for decorative patterning in the road pavement to mark the intersection to reinforce the Innisfail identity.*
- *Refer to following pages for the proposed engineering reconfiguration.*

02 Intersection Arbours

- *The arobour will be used to mark the intersection and lead pedestrians into Rankin Street and the eastern end.*
- *Complementing the design and materials of the Entry Marker, a vine covered arbour in a design that sets a unique identity for Innisfail.*
- *Oportunities to integrate small art elements within the arbour structure that will assist in telling the local stories of Innisfail.*
- *Incorporating covered walkways and seating for pedestrians protected from sun and rain.*

03 Upgraded Covered Walk

- *Upgrade the existing covered walkway with trellis, vines and hanging pots to unify the street character and reinforce a tropical identity.*

04 Cetral Median and Car Parking

- *Replacement of centre of road parking with landscaped medians to improve visual amenity of the area, whilst removing risks associated with vehicle entry and exit adjacent to traffic lanes.*
- *Parking spaces to kerbside maintained at 45° to optimise supply of parking versus pedestrian space.*
- *Reduction of the central median width allows lane widths to be increased and improves the legibility and safety of the road environment of the CBD.*

05 Streetscape Improvements

- *A combination of hard landscape improvements including, new pavements, furniture, and signage to establish a consistent identity for Edith Street.*
- *Introduction of additional street tree and ground cover planting within a new central median to reinforce a Tropical identity for Innisfail.*
- *New kerb and channel to improve pavement crossfalls, improve drainage and remove the need for dangerous wheel stops.*

06 Pedestrian Crossing

- *Improved pedestrian crossing points with road pavement treatment to promote safe pedestrian crossing.*
- *The introduction of covered arbour structure will give protection from rain and sun.*
- *Improved pavements, planting and seating areas at the intersection, encouraging comfortable spaces for people to meet and pause.*

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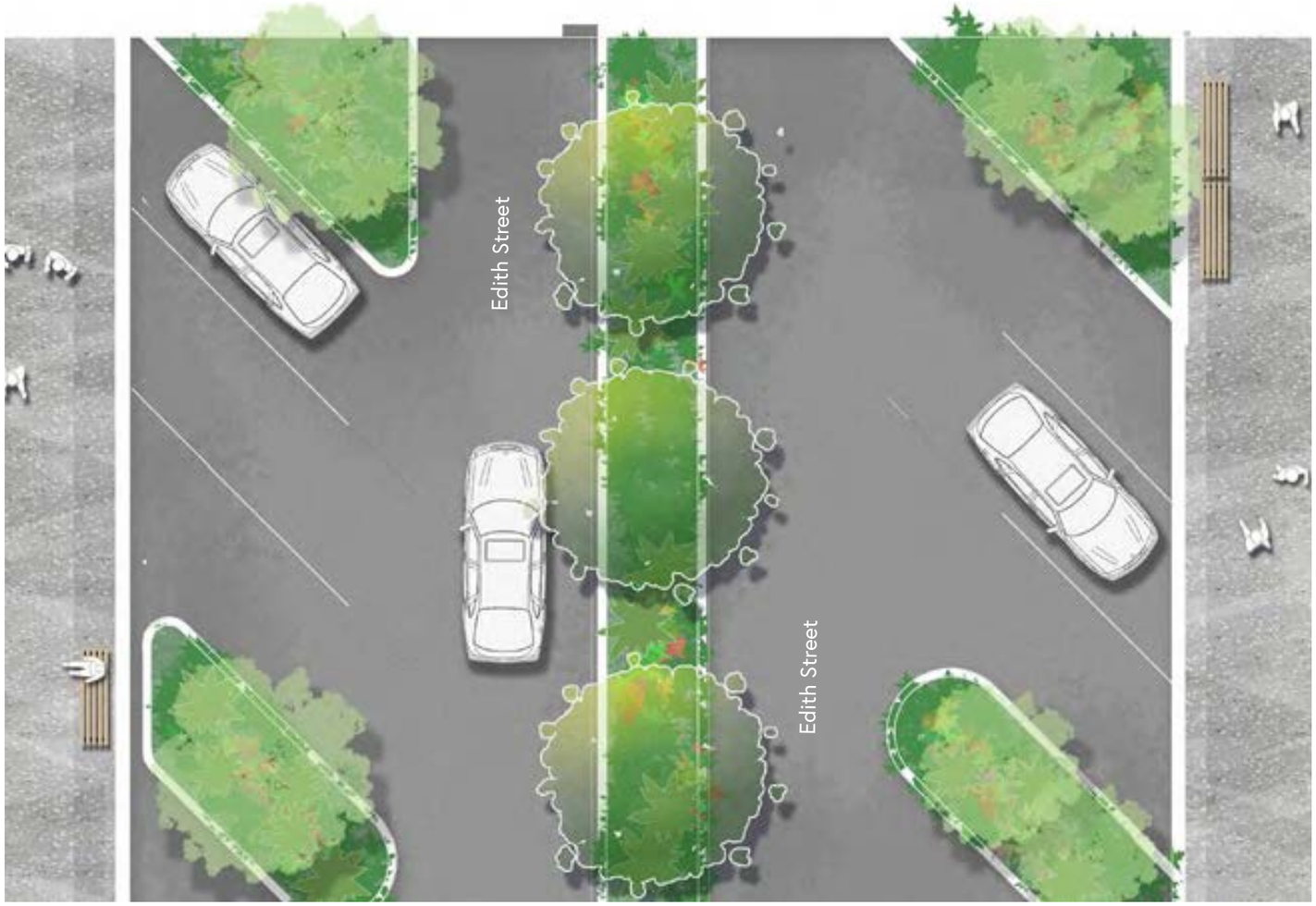
Innisfail Main Street

Character

Edith Street, the heart of Innisfail, exudes a distinct character and identity. Its vibrant atmosphere, lined with unique shops and bustling activity, captures the essence of the town's rich heritage and multicultural charm. The introduction of streetscape improvements and lush landscaping through haning pots and facade treatments will reinforce a strong identity for Innisfail.



Typical Plan Edith Street between Ernest & Owen Streets

Innisfail Main Street

Key Infrastructure Considerations

- Consideration should be given to giving Edith Street priority through all intersections. This allows for the implementation of pedestrian crossings that run parallel with Edith Street to channel pedestrians into the CBD and towards the waterfront.
- Remove centre parking to make improvements to road safety and provide opportunity for green spaces
- Angled parking on both sides to remain. Maintain 45 degree angled on-street parking for compliance with Australian Standards
- Ensure street and lane configuration accommodates for bus routes
- Provide mid-block pedestrian crossing with landscaped outstands

Owen to Rankin Street

- Proposed pedestrian crossings located at eastern and western ends of road segment. Further assessment to confirm compliance with pedestrian sight distance and sight lines required for western end crossing
- The two driveway accesses at the eastern end of this section are to be retained and the paving differentiated to provide queues to pedestrians of vehicle movements.

Ernest to Owen Street

- Proposed pedestrian crossings located at eastern and western ends of road segment. Further assessment to confirm compliance with pedestrian sight distance and sight lines required for eastern end crossing
- Relocate loading zones to angled parking zone to improve user safety and accessibility

Proposed Edith and Rankin Street intersection reconfiguration design - GDH

Typical Edith Street Cross Section

Footpath	5.3m 45 ° Car Parking 45 °	3.7m Traffic Lane	1.8m Planted Median	3.7m Traffic Lane	5.3m 45° Car Parking °	Footpath

5.4 / Cane Cutter Court Entertainment Hub

Design Intent

The design intent for Cane Cutter Court is to transform it into a dynamic and versatile entertainment precinct that caters to families and a younger demographic, buzzing with activity day and night. The streetscape and public realm upgrade will create a vibrant atmosphere, with modern amenities, inviting spaces, and flexible areas for community events, fostering a sense of community engagement and enjoyment. Cane Cutter Court will be a multifunctional destination where people can gather, socialise, and celebrate in a lively and inclusive environment.

Legend

01 Vehicle Pavement and Circulation

- *Maintain one way east bound vehicle movement.*
- *Maintain 45 degree angle parking to northern side of road.*
- *Use street print to provide threshold treatment in the road pavement at either end.*
- *Utilise additional street print treatment in the roadway and along the street to promote a shared zone with greater pedsrian priority.*

02 Feature Arbours

- *Utilising the same arbour detail from Edith Street, the arbours will extend into Cane Cutter Court to offer improved shade and protection from the weather.*
- *Arbours to be used as shelters for events offering improved flexibility to the space for a variety of community activities.*

03 Streetscape Improvements

- *A combination of hard landscape improvements including, new pavements, furniture, and signage to establish a consistent identity through the CBD.*
- *Remove existing palm trees replacing with shade trees.*
- *Slightly widened path to improve flexible use of the space and space for food vans.*
- *Kerb build-outs between car parking provide for additional trees.*
- *Bud lighting to tree trees to add vibrancy at night.*

04 Turf Areas

- *Maintain turf areas in parts through Cane Cutter Court to reinforce the relaxed tropical character.*
- *Remove the existing stage and serpent seat to improve flexible use of the space.*
- *Flexible spaces for pop up events and removable furniture such as deck chairs, tables and umbrellas.*

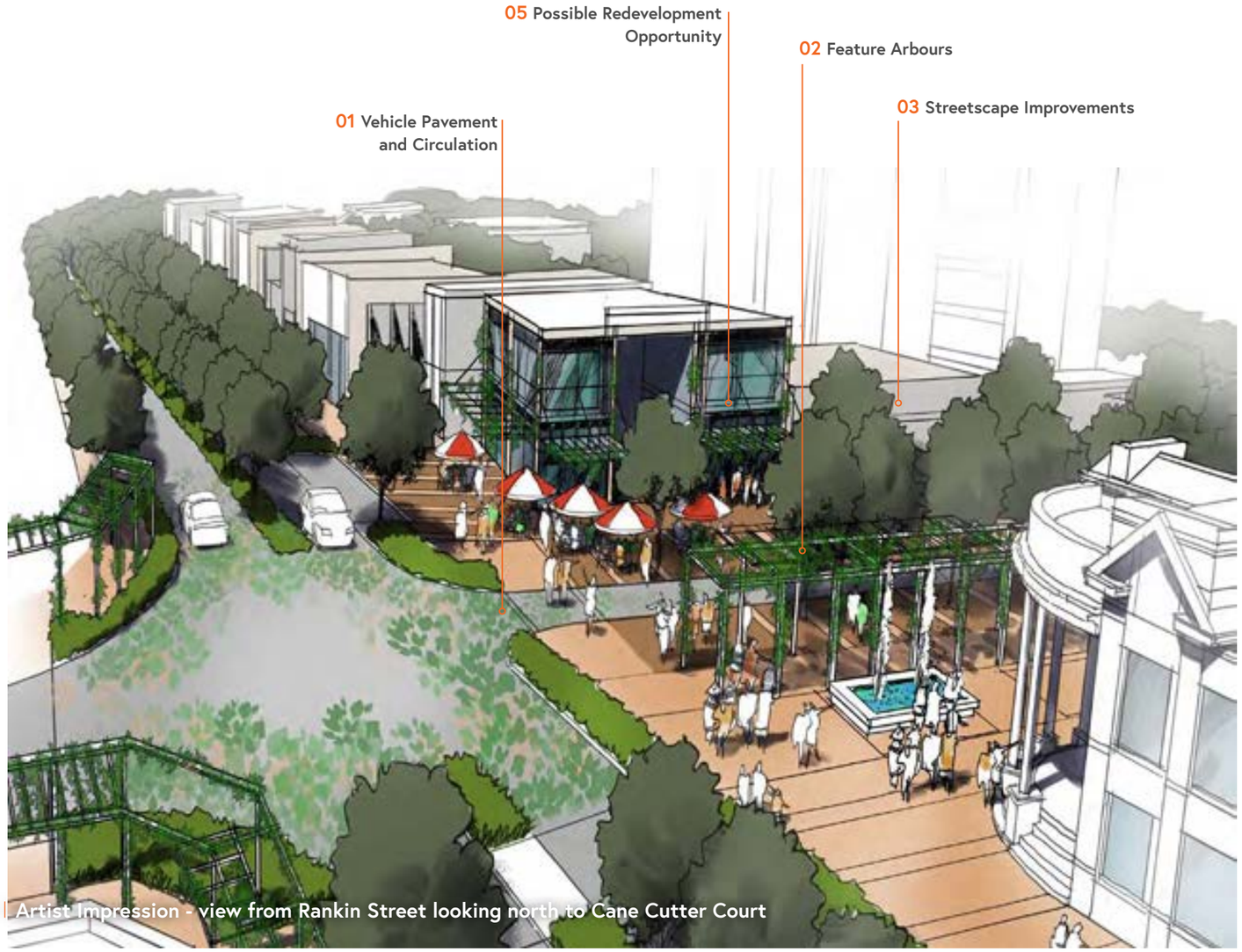
05 Possible Redevelopment Opportunity

- *Possible future redevelopment for an entertainment venue such as a cinema with a restaurant or café to provide additional outdoor activation to the street and reinforce the area as an entertainment precinct.*

Cane Cutter Court Entertainment Hub

Character

Cane Cutter Court Entertainment Precinct will boast a modern and vibrant identity, featuring a dynamic atmosphere that appeals to a younger demographic. The precinct will come alive day and night, with captivating lighting designs enhancing the street ambiance. Catenary lighting will illuminate the street, while the trees will dazzle with bud lighting, creating a captivating and immersive experience for visitors. This transformation will establish Cane Cutter Court as a premier destination for entertainment, social gatherings, and community events.



Artist Impression - view from Rankin Street looking north to Cane Cutter Court

Cane Cutter Court Entertainment Hub

Key Infrastructure Considerations

Cane Cutter Court's engineering and infrastructure plan prioritizes maintaining one-way traffic flow and ensuring proper sight distances at the Fitzgerald Esplanade intersection. Access to the post office will be preserved, and road layout changes will be carefully reviewed for design vehicle compatibility. Stormwater management will consider overland water flows and prevent unwanted depths and velocities in the drainage system. These considerations ensure a safe and efficient environment for pedestrians, vehicles, and stormwater management within Cane Cutter Court

- Maintain one-way traffic flow and ensure sight distances and sight lines at the Fitzgerald Esplanade intersection comply with guidelines.
- Access to/from the post office is still required and changes to the road layout should be checked for the relevant design vehicle.
- Stormwater currently drains to a slotted drain. Modifications to this arrangement must consider overland water flows and ensure undesirable flow depths/velocities do not result

Typical Cane Cutter Court Plan

Footpath & Turf Breakout	Pedestrian Plaza & Arbor	Traffic Lane	4.8m 45 ° Car Parking	Footpath

Typical Cane Cutter Court Cross Section

5.5 / Rankin Street Cultural Precinct

Design Intent

The design intent for Rankin Street's streetscape and public realm upgrade is to create a vibrant cultural precinct that celebrates Innisfail's multi-cultural history and showcases its Art Deco buildings. Integrated art installations and audio trails will narrate the town's rich history, attracting tourists to explore the street and its shops. New landscape elements and street trees will enhance the green tropical character, creating an inviting and visually appealing environment for pedestrians to stroll along and experience the unique charm of Innisfail.

Legend

01 Upgraded Rankin St. Intersection

- *Engineering reconfiguration of the existing intersection to improve safety and legibility for motorists and pedestrians.*
- *Opportunity for decorative patterning in the road pavement to mark the intersection to reinforce the Innisfail identity.*

02 Central Median and Car Parking

- *Replacement of centre of road parking with landscaped medians to improve visual amenity of the area, whilst removing risks associated with vehicle entry and exit adjacent to traffic lanes.*
- *Parking spaces to kerbside maintained at 45° to optimise supply of parking versus pedestrian space.*
- *Reduction of the central median width allows lane widths to be increased and improves the legibility and safety of the road environment of the CBD.*

03 Streetscape Improvements

- *A combination of hard landscape improvements including, new pavements, furniture, and signage to establish a consistent but slightly different identity to Edith Street.*
- *Introduction of additional street tree and ground cover planting within a new central median to reinforce a Tropical identity for Innisfail.*
- *Art works, interpretive signage and audio trail through the street will offer visitors a unique experience and encourage then to walk up and down the street.*

04 Mid-block Pedestrian Crossing

- *Improved pedestrian crossing points with road pavement treatment to promote safe pedestrian crossing.*
- *The introduction of covered arbour structure will give protection from rain and sun.*
- *Improved pavements, planting and seating areas at the intersection, encouraging comfortable spaces for people to meet and pause.*

05 Mid-block Links

- *To the west of Rankin Street a raised covered walkway will link to a new multi-story car park.*
- *To the East the link beside the Library will be upgraded to provide improved connection to Fitzgerald Avenue.*

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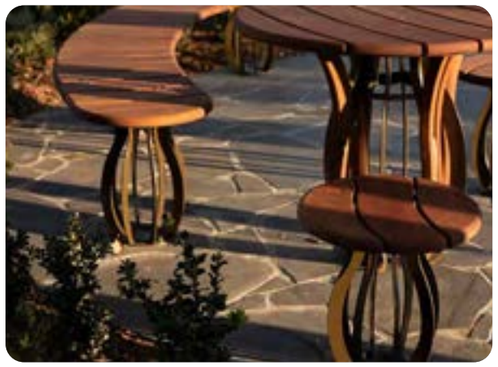
Rankin Street Cultural Precinct

Character

Rankin Street's revitalisation seeks to establish a unique and captivating identity that honours Innisfail's Art Deco heritage while aligning with the new vision outlined in the Master Plan. The streetscape design will integrate art into various elements such as pavements, signage, arbours, and furniture, creating a visually stunning and immersive experience. These artistic features will tell the stories of Innisfail, celebrating its rich history and cultural diversity, while enhancing the overall ambiance and encouraging visitors to explore the street and its vibrant shops. The integration of art will truly make Rankin Street a dynamic and engaging cultural precinct within Innisfail's CBD.

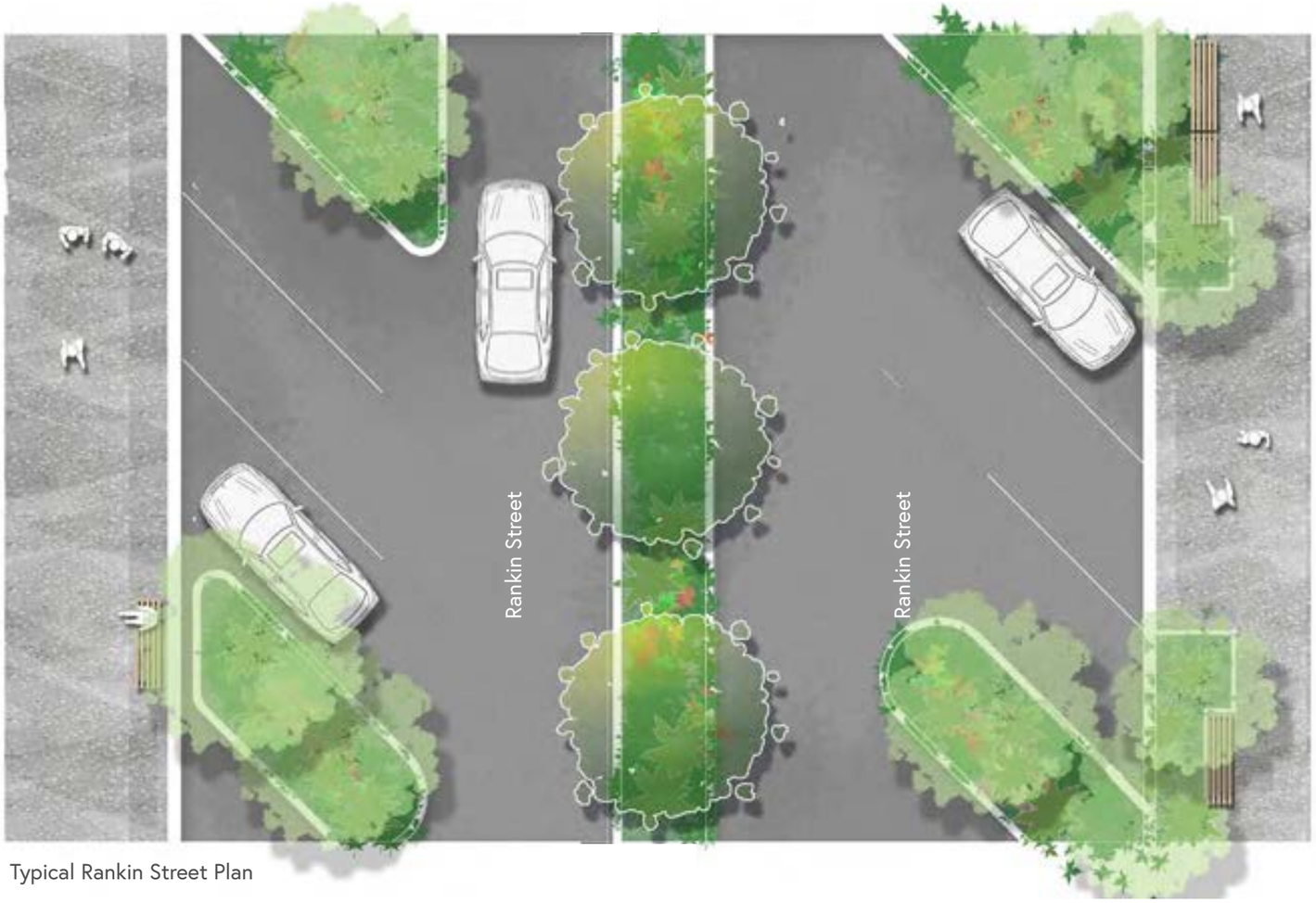


Rankin Street Cultural Precinct

Key Infrastructure Considerations

Rankin Street's engineering and infrastructure considerations include prioritising safety and green spaces. The proposed changes involve the Rankin St/Edith St and Rankin St/Grace St intersections, with removal of center parking, retention of angled parking, and compliance with Australian Standards. Additionally, mid-block pedestrian crossings and landscaped outstands are planned. Driveway accesses will be retained, with differentiated paving to guide pedestrians. Considerations will be made to alleviate congestion caused by the Woolworths entrance, ensuring alterations do not exacerbate the issue. These upgrades aim to enhance Rankin Street's functionality, safety, and aesthetic appeal.

- Upgrade proposed to Rankin St/Edith St intersection. Rankin Street should be given a lower road hierarchy than Edith Street and Grace Street.
- Upgrade proposed to Rankin St/Grace St Intersection
- Remove centre parking to make improvements to road safety and provide opportunity for green spaces
- Angled parking on both sides to remain
- Provide 45 degree angled on-street parking for compliance with Australian Standards
- Proposed mid-block pedestrian crossing with landscaped outstands
- Proposed pedestrian crossings located at northern and southern ends of road segments
- Retain driveway accesses and provide alternate paving treatment to differentiate entrances as queues to pedestrians
- The section south of Edith St is congested in peak times due to Woolworths entrance. Need to consider alterations do not present worse congestion.



Typical Rankin Street Plan

Typical Rankin Street Section

Footpath	5.3m 45 °Car Parking	3.7m Traffic Lane	Planted Median	3.7m Traffic Lane	5.3m 45° Car Parking	Footpath

5.6 / Fitzgerald Esplanade

Design Intent

The design intent for the streetscape and public realm upgrade of Fitzgerald Esplanade is to create a vibrant active outdoor dining precinct that embraces the waterfront. The focus is on mixed-use redevelopment opportunities, with a ground-level public realm designed for outdoor dining and the nearby RSL club. Landscaping and streetscape improvements will enhance the area's greenery, creating a pleasant atmosphere while also encouraging slower traffic speeds. These enhancements will contribute to a welcoming and lively environment, attracting both locals and visitors to enjoy the waterfront and the amenities it offers.

Legend

01 Vehicle Pavement and Circulation

- *Maintain two way vehicle movement along Fitzgerald Avenue.*
- *Maintain 45 degree angle parking to eastern side and parallel car parking to the western side of road.*
- *Use street print and new raised pavements to provide threshold treatment in the road pavement at either end of Fitzgerald Avenue.*

02 Streetscape Improvements

- *A combination of hard landscape improvements including, new pavements, furniture, and signage to establish a consistent identity through the CBD.*
- *Kerb build-outs between car parking provide for additional trees.*
- *Bud lighting to tree trees to add vibrancy at night.*

03 Redevelopment and Widened Ground Level Public Realm

- *Possible future redevelopment for mixed use with permanent and short-term accommodation up to 10 stories in height*
- *Integrating a generous urban streetscape a ground level to accommodate outdoor dining and new RSL club facility, interfacing with the adjacent parklands.*
- *Ground level outdoor dining with covered eating areas and generous green landscape.*

04 Pedestrian Crossing

- *Improved pedestrian crossing points with road pavement treatment to promote safe pedestrian crossing.*
- *The introduction of covered arbour structure will give protection from rain and sun.*
- *Improved pavements, planting and seating areas at the intersection, encouraging comfortable spaces for people to meet and pause.*
- *Direct access to the War Memorial Cenotaph.*

05 Mid-block Links

- *To the west of Rankin Street a raised covered walkway will link to a new multi-story car park.*
- *Formalisation of the mid-block link between Fitzgerald Esplanade and Rankin Street via the Library, to improved pedestrian connectivity.*

06 War Memorial Cenotaph

- *Direct access to the War Memorial Cenotaph via the pedestrian crossing point.*
- *Slight relocation of the Cenotaph to best integrate with the parklands design and offer convenient access to the RSL.*

Fitzgerald Esplanade

Character

Fitzgerald Esplanade will establish a unique and vibrant identity as a dynamic waterfront destination. Its character will be defined by the lively outdoor dining scene that thrives both day and night. The integration with adjacent waterfront parklands will enhance the activation of the dining precinct. Traffic calming measures, streetscape improvements, and thoughtful landscaping will contribute to a pleasant atmosphere while ensuring a safe and enjoyable experience for pedestrians and diners alike.

Fitzgerald Esplanade

Key Infrastructure Considerations

The engineering and infrastructure considerations for Fitzgerald Esplanade upgrades aim to create a pedestrian-oriented space with improved connections to the waterfront parklands. This includes the provision of parallel parking on the western side to reduce vehicle bulk, as well as traffic calming measures to reduce speed and enhance pedestrian safety. Considering the proposed parklands and river activities, a maximum height of 20 meters and 6 storeys would be excessive, allowing for a more harmonious integration of the built environment with the natural surroundings.

- Consideration should be given to provision of parallel parking on the western side of Fitzgerald Esplanade to reduce the "vehicle bulk" between the commercial enterprises and the waterfront.
- The project area is located within the Innisfail central business precinct. Development on Fiztgerald Esplanade between Edith and Alice Streets has a maximum height limit of 20 metres and maximum of 6 storeys.
- In the context of the master plan proposal, and the proximity to the amenity of the parklands and river activities, an increase in building height limit in parts from 6 stories to 10 stories would be suitable and would improve feasibility for development. Partial increase to 10 Stories will provide improved building height articulation and better built form outcomes.

Typical Fitzgerald Esplanade Plan

Typical Fitzgerald Esplanade Section

Alfresco Dining & Footpath | 2.3m Parallel Parking | 7.2m Traffic Lanes | 4.8m Angle Parking | Footpath | Parkland

5.7 / Chjowai Parklands

Design Intent

The design intent for the redevelopment of the Waterfront parklands is to create a vibrant community and tourist destination that celebrates the local Indigenous Mamu culture. The parklands will serve as the heart of Innisfail, offering recreational spaces, picnicking facilities, and a new waterfront promenade and wharf for tourist boats. The inclusion of a new zero-depth water play facility will provide a fun and interactive space for the community, enhancing the overall experience for families and visitors. Through thoughtful design, the parklands will showcase the rich heritage, offer a range of amenities, and create a welcoming environment for all to enjoy.

Legend

01 Chjowai Experience Centre
- *The Mamu First Nation interpretive and experience centre co-located with a Tourist Visitor Information centre.*
- *Offering an iconic arrival and departure point for tourists wanting to visit many of the region's natural wonders.*

02 Chjowai emporium and restaurant
- *Iconic Chjowai emporium and restaurant featuring local cuisine and indigenous delights, connected by a covered boardwalk through indigenous tree planting with integrated Mamu storytelling.*

03 Existing Marina
- *Existing Marina to be retained with improved access and viability.*
- *Increased river mournings within the river.*

04 New Riverfront Promenade
- *Pedestrian promenade extending beyond the existing river wall, offering spaces for pop-up vendors, fishing jetties, public pontoons and integration of artworks and sculptures that tell local stories.*

05 Tour Boat Access and Wharf
- *Direct access to the riverfront wharfs offering convenient tourist boat departures close to the Chjowai Experience Centre and Tourist Information Centre.*

06 Pedestrian Boardwalk
- *Low level "crocodile safe" boardwalk under the Jubilee Bridge offering alternative river loop experience.*
- *Relocation of the existing boat ramp would be required to accommodate the new boardwalk. Further investigation and consultation with community to be undertaken to determin the best location.*

07 Off Street Car Park
- *Improved car parking and vehicle access to the existing Marina and offer car parking for the Chjowai Experience Centre. This space would be closed off for special events and festivals associated with the Chjowai Centre.*
- *Vehicle access and turnaround for service vehicles and larger caravans and RVs*
- *Also provides service access to the Marina and public wharf.*

08 Food Van and Picnic Lawn
- *Improved hard stand area for fish and chip food van with access to relevant services.*
- *Improved public picnic facilities adjacent*

09 Water Play
- *Children's zero-depth water play environment themed on local First Nations Dreaming stories.*
- *Surrounded by shade trees, low planting, discrete fencing, shelters, seating and barbecues to encourage families to stay and to protect children close to Fitzgerald Esplanade.*

10 Events Lawn
- *Central events lawn and community gathering space with stage and feature light towers. Smaller picnic spaces in surrounding areas for community and visitor use.*

11 Public Amenities
- *Possible location for new public amenities building.*

12 Market Hall
- *Possible redevelopment for uses such as local produce market, function space with a café' or restaurant, with the opportunity to utilise the adjacent lawn area for events and weddings.*
- *Possible inclusion of an amenities block and change rooms for the water play.*

13 New Marina
- *New marina and wharf for short-term birthing and tourist boat operators.*
- *Detailed design and orientation to consider the existing constraints of the reviver, protection from debris and flooding.*

14 Fitzgerald Esplanade Improvements
- *Improve the arrival experience to Fitzgerald Avenue from the south with new tree planting, feature lighting, pedestrian pavements and artworks.*
- *Intersection treatment at the end of Cane Cutters Court to improve pedestrian connection to the Chjowai Experience Centre forecourt and to slow vehicle traffic.*
- *Streetscape improvements to Fitzgerald Esplanade to improve pedestrian amenity through increased landscaping and tree planting, new pedestrian pavement and crossing points, feature lighting in trees and signature furniture suite*

15 Nature Playground
- *Small nature-based children's playground amongst the existing trees offering quieter space for families away from the busier southern riverfront parkland spaces.*
- *Adjacent amenities such as barbecues, shelters and tables offer tranquil and shaded spaces for picnics and small gatherings.*

16 Innisfail Seafood and Museum
- *New Innisfail Seafoods redevelopment with takeaway and dine in restaurant, outdoor dining to the riverfront and new maritime museum.*

17 River Loop Boardwalk
- *New boardwalk inspired by the flow of the river will offer an improved visual connection to the river and provide a pleasant pedestrian river loop walk.*
- *Opportunities to integrate interpretive signage, artworks and audio storytelling.*

18 Refurbished Amenities Block
- *Refurbish the existing toilet block to make it cleaner, safer and easier to maintain.*

19 Skate Park
- *Freshen the existing skate facility and rock climbing with improved surroundings and amenity to improve visibility, comfort, and safety.*
- *New pathway and seating areas surrounding to improve openness.*

20 Angled Car Parking
- *To increase the number of car parking along the street, reconfigure where appropriate car parking from parallel to nose in 45 degree car parking.*

21 Green River Loop
- *To establish a green loop pedestrian and cycle connection to Warrina Lakes Parklands along Emily Street with a new shared pedestrian and cycle pathway, and shade trees.*

Chjowai Parklands

Chjowai Parklands

Character

The unique identity and character of the waterfront parklands will be established as a vibrant and cultural hub for locals and visitors to Innisfail. The Indigenous Mamu Cultural Experiential Centre will showcase the rich heritage of the Mamu people, while the Tourist Information Centre will serve as a gateway for visitors. The addition of a new waterplay facility will provide a fun and engaging experience, reflecting the lively and welcoming atmosphere of the parklands. This integrated approach will create a distinct and memorable destination for both locals and tourists alike.

Chjowai Parklands

Chjowai Parklands

Key Infrastructure Considerations

The redevelopment of the Waterfront Parklands requires careful consideration of engineering and infrastructure aspects. Regarding sewer and water, factors such as odour control, separation distances from existing sewer pump stations, and connections to the Fitzgerald Esplanade water trunk infrastructure and gravity sewer main are crucial. Additionally, the relocation and upgrades of sewage pump stations should account for flood levels and accessibility for maintenance. Electrical infrastructure needs upgrading to support services like the splash pad, while revetment wall rectification entails detailed surveys, structural assessments, and options for reuse or replacement. Geotechnical testing and the development of marine facilities are also part of the project scope.

Sewer & Water

- Odour control and separation distances to the existing sewer pump station require consideration when locating any commercial or restaurant development.
- Connection to Fitzgerald Esp water trunk infrastructure to new splash park is required
- Connection to Fitzgerald Esp trunk gravity sewer main from splash park is required
- Retain SPS09 and associated infrastructure within close proximity to the SPS well
- Any upgrades of the SPS and associated plant should consider flood levels and be situated above the 1% AEP flood level.
- Relocation of the sewage pump station may be possible, however, further investigation by CCRC would be required to assess the viability
- Access to the SPS will need to be provided for maintenance and operations

Electrical Infrastructure

- Upgrade and replacement of shore power provision for moored vessels
- A new point of supply and distribution will be required to support the splash pad development and associated services

Revetment Wall Rectification – Existing Conditions:

- Existing wall consists of steel king posts supported by concrete deadmen in the park area Relocate loading zones to angled parking zone to improve user safety and accessibility
- Existing wall had a Cathodic Protection System installed in the 1990's however, it is understood that this system did not work well and was not replaced.
- The king posts have been repaired on a number of occasions and are currently exhibiting evidence of corrosion and rotation.
- A masonry parapet wall has been constructed directly behind the revetment wall extending from the carpark north to the Fish Board Wharf, imposing loading on the wall
- The footpath behind the above parapet wall shows signs of subsidence.
- The mooring piles have either been replaced or sleeved in the last 5 years.

Revetment Wall Rectification – Recommended works methodology:

- Undertake detailed survey of the foreshore, inclusive of mooring piles and revetment wall elements (i.e. king posts and key features).
- Undertake detailed structural condition assessment investigations of all revetment wall elements, including king posts, concrete wall planks, parapet wall, drainage outlets, concrete deadmen and the anchor cables.
- Undertake detailed structural assessment of the revetment wall and mooring piles and determine their suitability for reuse and incorporation into the Master plan design.
- Develop and assess concept revetment wall reuse and/or rehabilitation options.
- Develop and assess concept revetment wall replacement options.
- Undertake geotechnical testing and reporting suitable to inform the concept design scope.
- Undertake an options assessment to recommend a preferred option to progress to preliminary design.
- Develop marine facility boardwalk/ deck options that incorporate the preferred revetment wall, including a revetment wall reuse concept design using the principles shown on the structural framing plan (Figure 4).
- Incorporate revetment wall and marine pile repairs and upgrades into the foreshore redevelopment scope.

5.8 / River Green Loop

Design Intent

The design intent for the Green River Loop is to create a seamless connection along the Johnston Riverfront, extending through to the Warrina Lakes parklands. The loop will provide glimpses of the river through preserved riparian vegetation, while linking various open space amenities. This design aims to respect the natural beauty of the area, celebrate some of the local stories of the Johnston River and offer a cohesive recreational experience for residents and visitors.

Legend

01 Southern Entry

- *New feature tree planting to the existing roundabout with feature lighting to announce the southern arrival to Innisfail.*

02 Gateway Landscape Treatment

- *A combination of landscape elements including planting, accent trees, signage, artworks and vine-covered arbours will establish the southern arrival gateway to Innisfail along Mcgowan Drive. Lighting to street trees will add vibrancy at night.*

03 Pedestrian and Cycle Pathways

- *Supplement the existing river edge pathway with additional planting, trees and paving to provide a comfortable and safe pedestrian and cycle route to the waterfront from the south.*

04 Viewing Deck

- *Utilising the existing vehicle set-down area, new decking provides the opportunity to view the iconic Jubilee Bridge both day and night.*

05 Pedestrian Decking

- *New pedestrian decking over steeper areas of the riverbank will provide an uninterrupted pedestrian and cycle path from the south and improve the broader river loop path network.*

06 Boardwalk Entry

- *New deck at the end of Rankin Street will open views to the river and establish an entry point to the Chjowai River boardwalk, connecting to the riverfront parklands. Opportunities to integrate interpretive signage, artworks and audio storytelling.*

07 Pedestrian Boardwalk

- *Low level "crocodile safe" boardwalk under the Jubilee Bridge offering alternative river loop experience.*
- *Relocation of the existing boat ramp would be required to accommodate the new boardwalk. Further investigation and consultation with community to be undertaken to determine the best location.*

08 Lighting to Vehicle Bridges

- *39.Feature lighting with seasonal colour change to the underside and façades of the Bridge will offer attraction at night for visitors and provides community pride.*

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Green River Loop

Character

The Green River Loop network will establish a unique identity and character by creating a strong connection to nature and the Johnston River. The network will provide opportunities for people to immerse themselves in the natural environment, enjoy glimpses of the river, and experience the tranquillity and beauty of the surrounding landscape. It will be a place where residents and visitors can connect with nature and appreciate the unique qualities of Innisfail's riverfront.

Key Infrastructure Considerations

The engineering and infrastructure considerations for the redevelopment of the Green River Loop include obtaining necessary development approvals for boardwalk and pathway construction within the tidal zone. Revetment or stabilisation works may be required along the riverbank to ensure stability and protection against flood damage. The positioning of the pathway should align with the functional requirements of McGowan Dr, and environmental and tidal works approvals must be obtained. Additionally, the opportunity to connect to existing pathways and provide a crossing point for CBD pedestrians should be explored.

- Boardwalk and/or pathways along the waterfront need to consider any development applications required for works within a prescribed tidal zone.
- The Green Loop pathway from Owen St to Rankin St will likely require riverbank revetment or stabilisation works for support and to prevent flood damage
- The functional requirements of McGowan Dr need to be confirmed to allow the correct positioning of the pathway and any associated revetment structures.
- Riverbank works will require environmental and tidal works approvals as discussed in GHDs Regulatory Approvals Plan (RAP) for further details.
- Opportunity to connect to the existing roadside pathway to link to the pedestrian crossing in front of the Police Station and provide a crossing point for people in the CBD to the Riverside Walkway.

5.9 / Green City Streets

Design Intent

The general upgrades to secondary key streets in the Innisfail CBD as Green City Streets, aim to create a consistent and distinguishable identity. New pedestrian pavements, street tree planting, landscaping, furniture, and signage will enhance the streetscape, providing a welcoming and cohesive environment. These improvements will ensure a pedestrian-friendly character, promote walkability, and contribute to the overall functional and aesthetic appeal of the CBD, reinforcing its unique identity.

Legend

01 Ernest Street

- *Streetscape upgrades to Ernest Street north to accommodate increased traffic flow from the Bruce Highway, heading east.*
- *Reconfiguration of car parking to improve access to Anzac Memorial Park.*
- *Streetscape improvements to all streets surrounding Anzac Memorial Park to improve accessibility and convenience for visitors, including the retention of Electric Vehicle (EV) charging stations.*

02 Grace Street

- *Streetscape improvements to Grace Street to improve vehicle connection to Fitzgerald Esplanade from the south via Ernest Street, and to improve visual amenity through landscaping and tree planting.*
- *Streetscape greening improvements to Grace Street arrival to Fitzgerald Esplanade to include landscaping, street tree planting and possible vine-covered trellises to blank building façades*

03 Owen Street

- *Streetscape improvements to Owen Street south to improve visual amenity, pedestrian comfort and vehicle safety through the inclusion of new kerb build-outs for planting, street trees, planted median, pedestrian pavements and furniture.*
- *Streetscape improvements to Owen Street north to improve visual amenity, pedestrian comfort and vehicle safety through the inclusion of new kerb build-outs for planting, street trees, planted median, pedestrian pavements, furniture and a new pedestrian crossing point to improve mid-block connections.*

04 McGowan Drive

- *Streetscape upgrades along McGowan Drive to improve the sense of arrival into Innisfail and the waterfront from the south.*

Key Infrastructure Considerations

- Throughout Owen, Ernest and Rankin Streets, the removal of central car parking provide opportunity for green spaces and landscaped medians. It also improves road user safety by removing the risk associated with people existing/entering vehicles adjacent the traffic lane and reversing movement collisions with vehicles in centre of road.

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5.10 / Mid-Block Links & Laneways

Design Intent

The design intent is to create convenient mid-block pedestrian links that provide easy access to off-street car parking and other amenities within the Innisfail CBD. These pedestrian links will offer a seamless and uninterrupted connection from the Coles car park all the way to Fitzgerald Esplanade, enhancing pedestrian convenience and improving the overall accessibility of the area. This design approach aims to encourage pedestrian movement, promote a pedestrian-friendly environment, and enhance the overall convenience for visitors and residents alike.

Legend

01 Multi-story Car park

- *Possible future redevelopment for a multi-storey car park facility with upper-level walkway to connect directly to Rankin Street.*

02 Upper Walkway

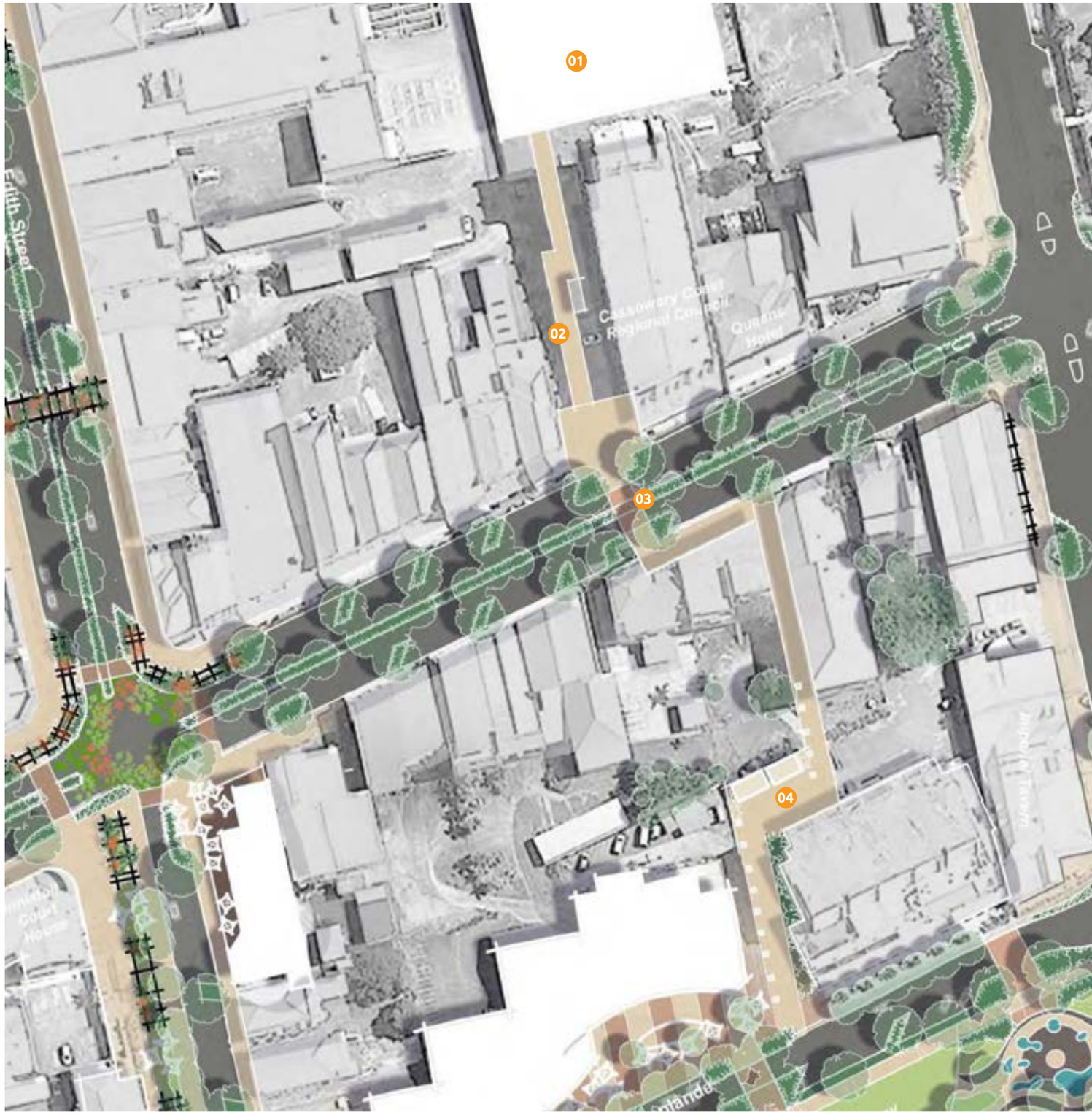
- *Upper walkway at Rankin Street level giving direct unobstructed and protected access to Rankin Street mid-block*

03 Mid-block Pedestrian Crossing

- *Improved pedestrian crossing points with road pavement treatment to promote safe pedestrian crossing.*
- *The introduction of covered arbour structure will give protection from rain and sun.*
- *Improved pavements, planting and seating areas at the intersection, encouraging comfortable spaces for people to meet and pause.*

04 Library Mid-block Links

- *Formalise the mid-block link from Rankin Street to Fitzgerald Esplanade beside the Library. Improvements to include new pavements, creative wayfinding signage, artworks, murals, sculptures, and new furniture.*



Mid-Block Linls & Laneways

Character

The development of mid-block links and laneways in the Innisfail CBD presents an opportunity to establish a unique identity and character. These pedestrian connections will not only enhance convenience and legibility but also provide a canvas for local artists and the community to showcase their works. By integrating art and creative elements, these spaces will become vibrant, engaging, and reflective of the local identity, adding to the overall charm and appeal of the Innisfail CBD..

Key Infrastructure Considerations

- Construction of mid-block crossings and associated build-outs should consider an approach that has the least impact to on-street parking numbers. Where opportunity exists, shape build-out to maintain as many parking numbers as possible, while still achieving desirable landscape treatment
- Mid-block crossings require landscape build-outs to be constructed, typically altering the course of natural stormwater conveyance along edge of pavements. Stormwater drainage is to maintain status quo wherever possible, but where requiring augmentation, flows are to be directed to landscaped areas, tree pits and new inlet grates/pit infrastructure, before being transferred to the existing system via new pipe or grated trench infrastructure.
- Pedestrian crossing warrant assessments inclusive of sight distance and sight line checks must be undertaken to confirm the most desirable mid-block crossing treatment, priority and formalisation,
- Vegetation must be incorporated in such a way that avoids impeding pedestrian sight lines

6.0 Quick Win Opportunities

Quick Wins

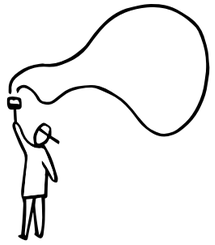
These community-led projects have been crafted to bring the vision for the revitalisation of Innisfail to life. They represent the best ideas and initiatives put forward by the local community during consultations and are tailored to be implemented in a short timeframe and on a low budget. By involving the community in their delivery, these projects will boost community pride and showcase to the world that the people of Innisfail are deeply connected to and invested in their town.

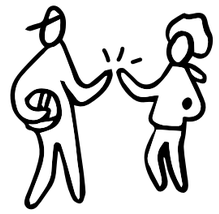
Activation is a dynamic process

The 8 Quick Win projects presented transition towards increased activation of Innisfail's CBD. People actively seek opportunities to connect, build community and feel valued. These projects aim to bring people together with collective experiences that build memories, attachment, and ultimately an ownership of the place. They are designed to stimulate interest, resonate with the diversity of local community groups, and build upon successes to contribute to a loved town with an engaged and proactive community.

A co-design approach

The approach adopted to develop the Quick Win concepts was designed to bring community and stakeholders into the process from the outset, ensuring Quick Win projects aligned to community aspirations, interests and energy. The collaborative process involved three facilitated community and business workshops moving the group from ideation through to defining specific project plans. The next steps in the process will see the implementation of these projects within a short-term timeframe. Refer to Section 9 for further details relating to the staging strategy.





Time for a different approach

In Australia, the nationwide trend in retail decline is seeing our main streets and activity centres struggle regardless of the population growth. The traditional city-making response that relies on an amenity upgrade and a place marketing campaign, even when done well, is not enough to make a place well-used and loved. Many of our local centres continue to experience low footfall, high vacancies, and largely underutilised public spaces. Innisfail has seen the opportunity to take a different approach. It recognises the need for a multi-layered approach that considers quick wins as well as long-term shifts.

6.1 / 8 Quick Wins

These community-led projects have been crafted to bring the vision for the revitalisation of Innisfail to life. They represent the best ideas and initiatives put forward by the local community during consultations, and are tailored to be implemented in a short timeframe and on a low budget. By involving the community in their delivery, these projects will boost community pride and showcase to the world that the people of Innisfail are deeply connected to and invested in their town.

01 Edith Street Urban Rainforest

02 Rankin Street Riverside Link

03 Art Deco Daily Discovery

04 Activate Chjowai

05 Renew Innisfail

06 Canecutter Court 'Yard'

Mural of Kev Carmody (pictured) with Indigenous artist Jandamarra Cadd, SOURCE: UQ News, 2023

07 My Place

08 Illuminate Innisfail

01

Edith Street Urban Rainforest

The Edith Street project is a joint initiative with local businesses, community, and environmental groups, catalysing the long-term masterplan objective to create a green welcome arrival journey along Edith Street into the CBD. The project aims to add lush tropical planting to Innisfail's CBD by planting out existing garden beds, introducing planters and hanging pots, and creating green walls. By doing so, the project seeks to bring a refreshing, green atmosphere to the town that reflects its tropical setting. Furthermore, the greenery will complement the town's current Art Deco features, creating a harmonious and visually appealing CBD that both residents and visitors can enjoy. The best part is that this project can be achieved in a short timeframe, making it a quick and efficient way to add more greenery to Innisfail while laying the foundation for the long-term masterplan.

Ideas on how to implement this:

- Introduce the project to the community through workshops hosted by local tropical plant experts.
- Work with internal maintenance and operations teams to ensure the project is effective and sustainable.
- Provide seed funding to encourage businesses to support the initiative.
- Develop a model for planting that builds some consistency to the streetscape and makes it easy to implement and maintain planting efforts.
- Encourage planting that attracts local habitat such as the Ulysses butterfly.
- Work with First Nations experts to embed traditional environmental care practices and education into the planting program.
- Once successful, this project could be scaled to incorporate other areas of the town.

02

Rankin Street Riverside Link

This wayfinding project aims to promote the use of the pedestrian link from Rankin Street beside the Library to get to the river by creating eye-catching pavement paintings, wall murals, or other creative ideas. Despite being quick and convenient, few people are aware of its existence. The artwork will be designed to complement the Library and needs to respect the existing tropical artwork on the side wall opposite the Library, while highlighting the link's presence. This project provides a platform to explore the creative interpretation of town stories or to promote the nearby tourism attractions. To ensure safety and make the area welcoming both day and night, creative lighting will also be considered. By improving wayfinding and encouraging people to use the pedestrian link, the project promotes accessibility, safety, and community engagement.

Ideas on how to implement this:

- Work with landowners to define project parameters and map opportunities.
- Work with the Library and local schools to develop a narrative for the project (draw on the stories presented as part of the Interpretation Strategy).
- Engage local artists to produce concepts (consider engagement opportunities to bring the community into the process).

03

Art Deco Daily Discovery

This project celebrates Innisfail's art deco heritage by bringing the buildings, fashion, music, and elegance of the period to life. It seeks to promote art deco history every day through creative initiatives and promotions, building on the success of the Cassowary Coast Art Deco and Historical Self-Guided Walk App. This initiative includes short-term opportunities such as community working bees to clean up streets and turning the existing web page into an interactive experience with immersive sound trails and fun fact pavement decal stickers.

By extending the existing Tropical Art Deco Festival program and creating a contemporary delivery of knowledge sharing, this project aims to attract a broader audience and build its reputation as a quirky art deco town in the tropical rainforest. Through a tactical approach that utilises low-cost interventions, this project will generate more promotion around the era, allowing people walking along the street to discover the past and engage with it.

Ideas on how to implement this:

- Facilitate a community workshop to brainstorm creative ideas for the project. Invite artists, performers and other creatives to help the group think out-of-the-box.
- Investigate long-term maintenance solutions to keeping the buildings clean given the climate and resulting mould issues. Do an economic benefit assessment of the cost versus benefit of a regular maintenance, ie. through tourism and town pride.
- Work with businesses and festival event organisers to understand what works well and can be scaled to create everyday experiences.
- Research places that have implemented similar experiences to get ideas for Innisfail.

04

Activate Chjowai

This project aims to activate the river foreshore with social activities, events, and community celebrations that bring people of all ages together. It will build on existing momentum of community events happening throughout the town by creating a winter program of themed activities and events that test different ideas for better utilisation of the parkland. The focus is on increasing activity on and in front of the river, with themes around marine life, water-based tourism, and the stunning Great Barrier Reef. By building the social life around Chjowai, this initiative will set the stage for even bigger and better things to come when major upgrades aligned to the masterplan take place.

Ideas on how to implement this:

- Work with the Lion's Club to trial relocating the existing Farmers Markets to the river.
- Trial an outdoor cinema and work with the school's to ensure families enjoy the experience.
- Work with the Marina and boating / fishing industry to create an exciting event based concept that promotes this industry.
- Partner with First Nations groups to explore opportunities to share stories about their culture or test ideas they may have to productise tourism offerings that operate from the river.
- Build on existing community and business efforts by aligning the program to existing events or other areas of community interest. This could be achieved via an Expression of Interest for ideas to contribute to the broader program and seed funding to support their delivery.

05

Renew Innisfail

This project aims to transform the Innisfail CBD into a vibrant and bustling hub by revitalising empty shopfronts, activating blank walls, and enhancing facades while supporting small local start-up businesses. Through a strong partnership between the council, local businesses, and landowners, this initiative will not only enhance the overall aesthetic appeal of the area but also attract more foot traffic, boost economic activity and create new job opportunities.

With many successful models to draw inspiration from, the project will identify the best approach that aligns with the Innisfail CBD revitalisation vision, while leveraging council's existing budgets and capacity. By harnessing the creativity and entrepreneurial spirit of the community, this project has the potential to invigorate the town centre, and create a renewed sense of pride and ownership in the heart of Innisfail.

Ideas on how to implement this:

- Review the recent Facade Improvement program to build on success and consider how it might be adapted or expanded to facilitate this initiative.
- Seek expert advice on best practice strategies and hear lessons learnt from other places.
- Hold a business information night and workshop to assess the appetite from business and land owners.
- Explore a range of easy ideas, such as vinyl wraps on bins, light poles and in empty windows, to promote the town's nearby attractions and build on the Natural wonders of the region theme.

06

Canecutter Court 'Yard'

Canecutter's Court, located in the heart of Innisfail, has great potential to become a vibrant and welcoming place for the youth in the community. Currently, the space is primarily used for events, and it is underutilised during other times. The existing focus on evening activities does not cater to the youth during the daytime, and there is little street activation. The ideas to bring in food trucks have faced obstacles due to red tape. This project aims to address these challenges by testing low-cost tactics through a collaborative process with young locals.

Canecutter's Court will become the 'backyard' space for youth to gather, connect and express themselves creatively. The process will involve a co-design approach, including a design-build program with high schools and young adults. Over the course of a month, the youth will participate in a workshop, source materials, build elements of the design, and prepare a series of activations that can be tested in space while the makeover trial is in place. We anticipate sub-groups being involved in preparing a series of activations that can be tested while the makeover trial is in place.

Ideas on how to implement this:

- Engage with school's to understand their interest in participating in the program.
- Facilitate a workshop series to plan the design and programming of the trial. Create an overall concept with several smaller projects that can be worked on by groups between workshop sessions.
- Facilitate a working-bee style build weekend culminating in a celebratory open day (consider live music as part of this event to align with youth feedback).
- Investigate opportunities to streamline permit processes that make it easier for small businesses and community groups to activate the space. Considering trialling policy amendments during a specific activation period.

07

My Place

This project aims to transform a neglected and underutilised space by the Johnstone River into a safe, welcoming place for everyone, with a focus on Indigenous storytelling, art, and culture. By co-designing the space with the local Aboriginal community and involving those who have engaged in antisocial behaviour, the project aims to foster a sense of pride and ownership, making the community proud of their local indigenous community. The project will use low cost tactical approaches and creatively rethink the approved $400k budget for a toilet block upgrade on Fitzgerald Esplanade to create a stepping stone towards greater collaborations with the local Aboriginal community and the creation of a Cultural Centre, in alignment with the Masterplan.

Ideas on how to implement this:

- Engage First Nations Elders to assess their appetite for the initiative.
- Develop a program for a collaborative process between Council and First Nations community.
- Deliver the project in collaboration with the community and allow them to actively take part in the revitalisation.

Indigenous artist Sally Terare at work at Logan Cultural Precinct, SOURCE: City of Logan, 2022

Mural of Kev Carmody (pictured) with Indigenous artist Jandamarra Cadd, SOURCE: UQ News, 2023

08

Illuminate Innisfail

Illuminate Innisfail is an initiative aiming to catalyse the existing feature trees and Jubilee Bridge within the town and create an eye-catching arrival and experience. By strategically illuminating the trees and bridge, this initiative aims to breathe life into the town, increasing foot traffic around town and subsequently, also increasing the safety around town. The lighting designs will also be able to highlight the unique tropical setting of Innisfail, showcasing its lush greenery and creating a captivating journey for residents and visitors. The lighting of the bridge will be an opportunity for shared celebrations, with the ability to change colours in accordance with key events and create a dynamic festive atmosphere.

Ideas on how to implement this:

- Establish a budget for the project.
- Develop an installation and maintenance plan to ensure that the lightings are regularly inspected, repaired and kept in good condition.
- Organise special events or performances that take advantage of the illuminated trees and bridge. This can include light shows, concerts, or cultural performances that attract visitors and encourage them to experience the transformed space.
- Leverage the lighting project as a unique attraction for visitors and promote it through various channels, including social media, local tourism websites, and collaborations with tourism organisations.
- Consider a program of lighting the bridge that brings the creative expertise of local artists onboard.

7.0 Streetscape & Public Realm Elements

7.1 / Hardscape Elements

Identity and Intent

The selection of hardscape materials and furniture for Innisfail's CBD revitalisation master plan will align with the placemaking principle of creating vibrant and welcoming spaces. Locally sourced materials will reflect the town's tropical character, incorporating lush greenery, vibrant colours, and cultural motifs. Utilising Durable and low-maintenance materials like weather-resistant timber, concrete, and local natural stones, the design will seamlessly integrate with the surrounding environment. Seating, lighting, and amenities will enhance the pedestrian experience while being low-maintenance and easily replaceable. Regular assessments and partnerships with local artisans will ensure ongoing upkeep, preserving the inviting atmosphere and promoting community engagement in the long term.

The following selection of hardscape elements is offered as a guide and should be developed in close collaboration with Council Officers and the community, ensuring that the chosen materials resonate with local preferences and address maintenance and management considerations. Additionally, a proactive maintenance strategy shall be established to preserve the attractiveness and functionality of these elements, involving regular inspections, timely repairs, and community involvement in stewardship activities, fostering a sense of ownership and pride among residents and visitors.

Concrete Pavement Palette

Existing Concrete Pavement: "Bengal" (BORAL)

- "Bengal" by BORAL
- Lightly exposed.

New segments of the Innisfail CBD sidewalks have been reconstructed using in situ coloured concrete with exposed aggregate, slowly replacing the previously laid unit pavers which have caused issues of slip resistance.

The existing concrete colour mix is suggested to be "Bengal" a signature exposed aggregate mix from Boral for the region. This choice is recommended for uniform application across all CBD streets, lending a consistent and cohesive visual character, while assisting in concealing dirt and crime, and ensure suitable slip resistance in accordance with the Australian Standards.

However, it is advised that strategic focal points, junctions, and bands be thoughtfully incorporated to introduce moments of visual diversity and add dynamic highlights.

Accents are suggested below.

Innisfail CBD Existing Concrete Pavement

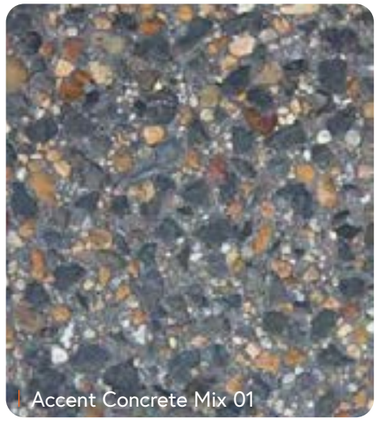
Accent Concrete Mix 01: "Gemstone" (BORAL)

- "Gemstone" by BORAL
- Lightly exposed.

Accent Concrete Mix 02: "Stone" (BORAL)

- "Stone" by BORAL
- Broom Finish.

Incorporating these two colored concrete mixes will complement the main concrete pavement mix, "Bengal," resulting in well-defined accents and visual interest throughout the streetscape. This versatile combination can be effectively integrated with other suggested artistic interventions, as detailed on the opposite side, enhancing the overall aesthetic appeal and design coherence.



Accent Concrete Mix 01

Accent Concrete Mix 02

Accent Stone: Porphyry Crazy Pave

- locally sourced stone such as porphory
- Bush Hammered finish

Incorporating local natural stone strategically at specific points along the street will enhance the character, identity, quality, and charm of the Innisfail CBD revitalisation. Utilising durable materials like porphyry in a random "crazy pave" pattern will create a distinctive allure, combining both contemporary and timeless elements that exude a cultural charm.

Accent Stone

Concrete Pavement Treatments

Shot Blasting

Aligned with the art and interpretation strategy, opportunities exist to integrate interpretive elements into the pavement design using shot blasting.

Banding

The use of banding in strategic locations through the pavement, help to provide rhythm and continuity through the streetscape design. Aligning banding with other features such as planting and crossings assist in lebilibity of the street.

Tactile Indicators

Tactile ground surface indicators (TGSI) are needed for visually impaired orientation in the streetscape as per Australian Standards, integrating compliance and paving aesthetics.

Way Finding

The paving design offers opportunities to integrate subtle wayfinding cues, enhancing clarity of movement and improved engagement, in harmony with traditional signage.

Art Integration

Art can be seamlessly woven into pavement design through inlays, narrating local stories and culture, enriching the streetscape with meaningful visual narratives.

Furniture Palette

Street furniture plays a crucial role in shaping the character and identity of Innisfail's CBD. Every element, from seats and benches to tables, bin enclosures, bollards, and signage, contributes to creating a unique and inviting environment that reflects the town's essence.

Seats and Benches:

Strategically placed seating areas provide not only comfort but also an opportunity to showcase the town's identity. Incorporating locally inspired designs or motifs into the bench backs and armrests can celebrate Innisfail's cultural heritage, making them functional art pieces that resonate with both locals and visitors.

Tables:

Tables placed along pedestrian areas can be adorned with patterns inspired by local stories and historical references. These tables serve as gathering spots, encouraging people to linger, enjoy their surroundings, and engage in conversation, fostering a sense of community.

Bin Enclosures:

Bin enclosures can be more than functional necessities; they can reflect Innisfail's charm. Incorporating motifs, colors, or materials that echo the town's identity can make waste disposal points blend harmoniously with the streetscape, maintaining a consistent aesthetic.

Bollards:

Bollards, while primarily serving traffic management purposes, can also double as design features. Their shapes and patterns can mirror the local architecture, providing a subtle yet effective way to reinforce Innisfail's visual identity.

Signage:

Street signage doesn't have to be purely utilitarian. Integrating local art, historical references, or cultural symbols into sign designs can infuse the CBD with a unique identity and help visitors navigate while immersing them in the town's story.

By thoughtfully curating street furniture, Innisfail's CBD can foster a sense of place that is both functional and deeply resonant with its cultural roots. Each element, carefully designed to reflect the town's character, contributes to an environment where locals and visitors alike feel a strong connection to the heart of Innisfail.

Seats:

- Gossi Park, Monaco Bench Seat
- Slats; timber /aluminium woodgrain Powdercoated legs; Deep Ocean

Tables:

- Gossi Park, Monaco Table Setting,
- Slats; timber / aluminium woodgrain with router motif
- Powdercoated legs: Black

Bin Enclosures

Bin Enclosure

- Grillex Citistyle Heritage Bin Enclosure
- Frame Colour: Deep Ocean
- Option for customised side panel

Feature Panels and motifs

Bollards

Bollards

- combination of steel powdercoated black and dressed hardwood timber
- expressed fixings offer a rustic charm

Signage

Siagnage

- a signature designed suite of signage elements
- utilising dressed timber, black signage pabels and expressed fixings

Signature Furniture Pieces

Vine Covered Feature Arbours

The vine-covered arbours lining the streets of Innisfail play a pivotal role in reinforcing the town's Tropical Queensland identity. Serving as both inviting gateways and natural landmarks, these arbours guide visitors into the heart of Innisfail. Beyond aesthetics, they provide essential shade and weather protection, offering a welcoming respite from the sun and rain while highlighting the town's commitment to a harmonious blend of nature and urban vibrancy.

A Gateway to Identity and Interpretation:

These arbours are more than structures; they are gateways to the character of Innisfail. Laden with lush vines that thrive in the region's tropical climate, they visually narrate the story of a place where the rivers of the rainforest meet the reef. Embracing art and interpretive elements, the arbours celebrate Innisfail's rich multi-cultural heritage and 'Chjowai' culture, offering glimpses into its vibrant past and present. These elements connect visitors to the town's history, fostering a deeper sense of connection and appreciation.

Functional Elegance:

The vine-covered arbours provide more than visual delight. They offer weather protection and shade, inviting passersby to take refuge from the sun and rain beneath their leafy canopies and solid panels. With a design that harmoniously balances the rustic charm of timber and the refined finishes of steel, these arbours reflect Innisfail's commitment to striking a delicate equilibrium between nature and urban life. This synthesis of materials echoes the town's identity—where rustic traditions merge seamlessly with contemporary aspirations.

Guiding Landmarks:

As natural landmarks, these arbours lead the way through Innisfail's streets, ensuring that visitors can navigate with ease. Their organic forms contrast with the urban environment, softening the surroundings and imbuing them with a sense of tranquility. At the same time, the arbours stand as testaments to the town's dedication to sustainability and natural beauty, offering a visual reminder of its commitment to a harmonious coexistence between the built and the natural.

In summary, the vine-covered arbours of Innisfail's streetscape not only enhance its visual allure but also embody its essence. They stand as gateways, guardians, and storytellers, inviting people to delve into the heart of a place where culture, nature, and urban life intertwine. With their artistry, functionality, and symbolic significance, these arbours encapsulate Innisfail's identity and illuminate its promising future.

7.2 / Softscape Elements

Planting Identity & Intent

Innisfail's CBD planting strategy embraces the quintessential Tropical North Queensland aesthetic, seamlessly weaving a diverse array of native trees, low shrubs, and groundcover plants. Carefully selecting species attuned to the regional climate, this strategy aims to offer not only shade, but also a vibrant tapestry of colours and a lush atmosphere. The incorporation of palms as accents amongst the canopy trees, flowering shrubs, and lively groundcovers will enliven streetscapes while preserving the intrinsic natural character of the area. This holistic approach to planting not only augments the visual allure of the Innisfail CBD, but also nurtures a profound sense of belonging that harmonises with North Queensland's tropical essence.

The arrangement of plants will be important in driving a strong identity for the CBD and Riverfront. The species list presented on the following pages serves as a guiding framework and shall be refined through close collaboration with Council Officers and local planting experts and suppliers. This collaborative process ensures that the chosen plant palette aligns with local preferences and caters to maintenance and the challenges of cyclonic weather. Furthermore, the establishment of a proactive maintenance and irrigation strategy is paramount, safeguarding the enduring charm and functionality of the CBD's greenery. Recognising the pivotal role that the soft landscape plays in defining Innisfail's character, identity, appeal, and economic vitality, this strategy underscores its vital importance.

Suggested Species List

Trees (Street and Shade)

Alstonia spectabilis (Blackbean Tree)

Barringtonia acutangular (Freshwater Mangrove)

Barringtonia asiatica (Fish Poison Tree)

Brachychiton acerifolius (Illawarra Flame Tree)

Brachychiton rupestris (Bottle Tree)

Calophyllum inophyllum (Alexandrian Laurel)

Cassia javanica (Pink Shower)

Cerbera floribunda (Pink Cerbera)

Cerbera manghas (Sea Mango)

Corymbia citriodora (Lemon-Scented Gum)

Cynometra lenticellata (Maniltoa)

Cupaniopsis anacardioides (Tuckeroo)

Delonix regia (Poinciana)

Dillenia alata (Australian Rainforest Pear)

Dillenia indica (Elephant Apple)

Elaeocarpus eumundii (Eumundi Quandong)

Erythrina sandwicensis (Coral Tree)

Eucalyptus grandis (Flooded Gum)

Ficus benjamina (Weeping Fig)

Ficus hillii (Hill's Fig)

Ficus maclellandii (Alii Fig)

Ficus virens (White Fig)

Flindersia brayleyana (Queensland Maple)

Grevillea robusta (Silky Oak)

Harpullia pendula (Tulipwood)

Intsia bijuga (Mango Tree)

Melaleuca leucadendra (Weeping Paperbark)

Mimusops elengi (Spanish Cherry)

Peltophorum pterocarpum (Yellow Poinciana)

Pterocarpus indicus (Amboyna Pine)

Pterospermum acerifolium (Kanak Champa)

Samanea saman (Rain Tree)

Scolopia braunii (Brown Birch)

Senna siamea (Cassia Tree)

Stenocarpus sinatus (Firewheel Tree)

Syzygyium tierneyanum (River Cherry)

Tabebuia rosea (Pink Trumpet Tree)

Tamarindus indicus (Tamarind)

Terminalia catappa (Indian Almond)

Terminalia microcarpa (F.Muell.) (Marble Tree)

Xanthostemon chrysanthus (Golden Penda)

Palm Trees

Archontophoenix alexandrae (Alexander Palm)

Calathea lutea (Cigar Plant)

Cyrtostachys renda (Lipstick Palm)

Livistonia rotundifolia (Chinese Fan Palm)

Livistona chinensis (Chinese Fan Palm)

Ptychosperma elegans (Solitaire palm)

Wodyetia bifurcate (Foxtail Palm)

Shrubs and Accent Plants

Alocasia spp. (Elephant Ear)

Aloccassia macrorhiza

Alpinia purpurata (Red Ginger)

Asplenium nidus (Birds nest fern)

Bromeliad alcantarea 'imperialis rubra' (Imperial Bromiliad)

Caladium Spp. (Caladium)

Calathea Spp. (Calathea)

Cordyline fruticosa (Ti Plant):

Codiaeum variegatum (Croton)

Cyathea cooperi (Australian Tree Fern)

Dracaena spp. (Dracaena)

Heliconia spp. (Heliconia)

Heliconia caribaea (Heliconia)

Heliconia "Hot Rio Night" (Heliconia)

Hymenocallis littoralis (Spider Lily)

Microsorum musifolium (Crocodile Fern)

Philodendron martianum (Fat Boy Philodendron)

Strelitzia reginae (Bird of Paradise)

Spathiphyllum spp. (Peace Lily)

Zamia furfuracea (Cardboard cycad)

Groundcovers Plants

Ajuga reptans *(Carpet Bugle)*

Aspidistra elatior *(cast iron plant)*

Cymbopogon citratus *(Lemon Grass)*

Dianella caerulea *(Blue Flax Lily)*

Dichondra repens *(Kidney Weed)*

Felicia amelloides *(Blue Marguerite)*

Helichrysum petiolare (*Licorice Plant)*

Heliconia stricta 'Dwarf Jamaican' *(Dwarf Heliconia)*

Ipomoea pes-caprae *(Beach Morning Glory)*

Lobelia erinus *(Edging Lobelia)*

Liriope muscari *(Liriope)*

Lomandra hystrix *(Mat Rush)*

Scaevola aemula *(Purple Fanflower)*

Soleirolia soleirolii *(Baby's Tears)*

Scaevola taccada *(Beach Naupaka)*

Trachelospermum asiaticum *(Asiatic Jasmine)*

Vinca minor *(Common Periwinkle)*

Viola hederacea *(Native Violet)*

Climbing Plants

Allamanda cathartica (Yellow Allamanda)

Chonemorpha fragrans (Climbing Frangipani)

Epipremnum aureum (Pothos)

Jasminum elongatum (Native Jasmine)

Pandorea jasminoides (Bower of Beauty)

Tecomanthe dendrophylla cv. (Roaring Meg)

Trachelospermum jasminoides (Star jasmine)

7.3 / Maintenance

Hardscape Considerations

The vitality and allure of Innisfail's CBD are intricately linked to the upkeep and maintenance of its hardscape elements. Maintenance is not simply a functional necessity; it is a vital investment in fostering a clean, cherished, and inviting environment that resonates with both residents and visitors. Regular maintenance, particularly in the form of pressure cleaning, stands as a cornerstone in preserving the town's distinctive character and enhancing community pride.

Pressure cleaning holds the power to rejuvenate and revitalise the facades of buildings, sidewalks, and other hardscape components. This practice removes accumulated grime, dirt, and mould, revealing the true colors and textures beneath to express the Art Deco buildings. A clean environment not only provides aesthetic pleasure but also reflects a community's respect for its shared spaces, contributing to a sense of belonging and pride. Innisfail's well-maintained hardscape and buildings serves as a visual testament to the community's commitment to upholding the town's identity and history.

Moreover, regular maintenance conveys a message of care and diligence to both locals and visitors. A clean and well-kept environment suggests a community that values its assets and is dedicated to creating an enjoyable and inviting atmosphere for everyone. This sentiment fosters a sense of ownership, prompting residents to take pride in their surroundings and encouraging responsible behavior.

The meticulous maintenance of hardscape elements in Innisfail's CBD is far from a routine chore; it is a strategic investment in preserving the town's unique character, boosting community pride, and creating a welcoming atmosphere. By implementing regular pressure cleaning practices and upholding the overall upkeep of the built environment, Innisfail stands to elevate its status as a place where cleanliness and community pride thrive hand in hand.

Softscape Considerations

The leafy foliage and vibrant plantings that adorn the streets and parks of Innisfail are not just ornamental accents; they constitute an integral part of the town's strong tropical identity. Regular maintenance of these softscape elements, including watering, pruning, weeding garden beds, seasonal fertilising, and plant replacement, is paramount to ensuring that Innisfail's natural beauty flourishes and continues to captivate both locals and visitors alike.

The careful nurturing of trees and plantings is more than a mere horticultural practice; it's an investment in the town's prosperity and pride. Regular watering and weeding not only enhance the visual allure but also contribute to the overall health and vitality of the greenery. Pruning ensures controlled growth and allows for better air circulation, while seasonal fertilisation bolsters the plants' resilience and vibrancy, even in the face of the tropical climate.

Beyond their aesthetic appeal, the softscape elements are characteristic of Innisfail's tropical essence. They reflect the town's commitment to showcasing its natural splendor, and they provide shade, comfort, and solace for residents and visitors alike. The well-kept parks and streets underscore a sense of community care, where the investment in maintaining the greenery parallels an investment in the town's future.

Ultimately, the regular maintenance and attentive care of Innisfail's softscape elements are a testament to the town's dedication to preserving its tropical charm and providing an exceptional experience for all. By nurturing the lush identity that sets Innisfail apart, the town not only cultivates a sense of local pride but also attracts visitors who appreciate the synergy between nature and urban life.

8.0 Cost Plans

8.1 / Cost Plan Summary

The cost breakdown of the Innisfail Revitalisation Master Plan has been meticulously prepared in consultation with a quantity surveyor, incorporating a considerable level of detail to ensure the greatest level of accuracy. The plan has been divided into 12 distinct areas, allowing for better cost management and tracking throughout the implementation process. To account for unforeseen expenses, a 20% contingency has been included on all costs, providing a buffer to accommodate any potential changes or adjustments. This comprehensive cost plan provides a transparent and reliable framework for the successful execution of the master plan, ensuring efficient resource allocation and financial viability.

01	Chjowai Parklands South	$52,771,054
02	Fitzgerald Esplanad	$5,994,961
03	Rankin Stree Cultural Precinct	$9,543,886
04	Northern Gateway	$16,529,023
05	Edith Street Arrival	$10,742,761
06	Cane Cutter Court	$3,356,962
07	Chjowai Parklands North	$14,439,872
08	Southern Gateway South	$6,736,273
09	Green River Loop	$16,376,560
10	Mid-block Links and Laneways	$2,377,802
11	City Green Streets	$4,653,902
12	Invstigations	$120,000
TOTAL		**$143,643,056**

Refer to the Appendix for a full breakdown of the cost plan

9.0 Staging & Implementation

9.1 / Long Term Big Opportunities

Staging & Implementation

The implementation and staging strategy for the Innisfail Revitalisation Master Plan emphasises a phased approach that aligns with the long-term vision. By breaking the plan into manageable stages, it allows for gradual improvements and adjustments to be made as needed. Seeking external funding is vital to support the ambitious goals of the master plan, leveraging additional resources and partnerships to ensure its successful execution and realisation of a thriving, vibrant community for the future.

Staging & Implementation

Stage 1

Waterfront South Part A $9.25m

+

Fitzgerald Esplanade Part A $2.75m

Approximate

$12.0m

Staging & Implementation

Staging & Implementation

Staging & Implementation

Staging & Implementation

The following table provides the exact costs associated with each nominated stage in alignment with the cost plan. Refer to the Appendix for a full breakdown.

01	Stage 1	$12,049,943
02	Stage 2	$951,121
03	Stage 3	$12,326,593
04	Stage 4	$6,766,273
05	Stage 5	$9,543,886
06	Stage 6	$491,297
07	Stage 7	$3,356,962
08	Stage 8	$46,776,072
09	Stage 9	$6,550,624
10	Stage 10	$9,364,639
11	Stage 11	$14,439,872
12	Stage 12	$6,611,609
13	Stage 13	$9,090,963
14	Stage 14	$6,080,584
TOTAL		**$143,643,056**

9.2 / Short Term Quick Wins

Staging & Implementation

Staging and implementation considerations for the Quick Win Projects

Places loved by locals are those that community feel proud of and often those they have contributed to. Most places assume the built infrastructure will come before the community and social identity of place. One of the most exciting opportunities for Innisfail is to build a community, and shape the infrastructure around their needs and identity, creating a culture of activation within Innisfail. Each Quick Win project should consider opportunities to allow community participation through concepts such as collaborative art and installation or community working bees. Where possible, local schools, community organisations and local businesses should be invited to participate in the creation and management of the projects. Community should also be regularly engaged to provide feedback or provide new ideas on how to scale the projects or do something complementary.

QUICK WIN PROJECT	PARTNERS							COST	THEMES ALIGNMENT						BIG OPPORTUNITIES ALIGNMENT									
	Local business	Community Organisations / residents	Youth and Schools	First Nations	Creative industry	Land owners	Council		01: Celebrate Chjowai	02: Attractive, Legible & Liveable for all	03: Tropical, lush & Comfortable	04: Rich in Culture and Heritage	05: Attractive to invest	06: Tourism Appeal	BO01: City Gateway	BO02: Edith Street Arrival	BO03: Edith High Street Precinct	BO04: Canecutter Court Entertainment Precinct	BO05: Rankin St Cultural Precinct	BO06: Fitzgerald Esplanade Dining Precinct	BO07: Chjowai Parklands	BO08: Green City Loop	BO09: Green City Streets	BO10: Mid-Block Links
QP01: Edith Street Urban Rainforest								$$																
QP02: Rankin Street Riverside Link								$$																
QP03: Art Deco Daily Discovery								$																
QP04: Activate Chjowai								$																
QP05: Renew Innisfail								$$																
QP06: Canecutter Court Yard								$$																
QP07: My Place								$$$																

CATALYST PROJECT

A Strategy to Transition

The momentum built towards an exciting vision for Innisfail amongst community during the master plan visioning phase should not be lost during 'behind-the-scenes' planning phases yet to come. The delivery of Quick Wins provides the perfect platform to facilitate an ongoing dialogue with community where feedback on the future catalyst project design concepts can be one topic of conversation. An implementation strategy that considers delivery of the Quick Wins aligned to milestones of the concept and detailed design phases of this project, would enable a positive and ongoing narrative with the community. Over the next 18 – 24 months, the delivery of Quick Wins should aim to:

Share the vision

Continue to build excitement for the big opportunities outlined in the master plan while making small shifts towards their objectives.

Test future use

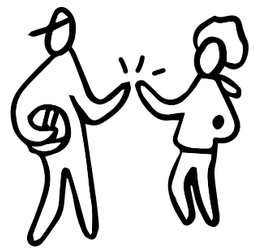
Build a behaviour shift in the right direction to increase activity levels through testing functions of future spaces prior to their completion (eg. testing ways to bring activity to the riverfront).

Catalyse the Community

Bring community together and create a spirit of pride in Innisfail. Drive activity in the town through a shared sense of effort and aspiration.

Maintain a positive dialogue

Provide a platform for ongoing communication on issues and projects relating to the master plan direction. For example, align events to engagement needs, or test activations while planning the activation strategy for the riverfront revitalisation.



9.3 / Funding Quick Wins

Grant Funding

There are many grants available via State and Federal Government. Cassowary Coast and the community are now well positioned to be eligible for grant funding to implement the quick win projects. This Master Plan report and associated Appendices provide evidence of community need and community support. The Quick Win projects show a clear alignment to the long-term vision for Innisfail.

Partnerships

Delivering Quick Wins in partnership with community organisations, schools, local businesses and landowners is the best way to maximise the power of collaboration intended. Their contribution will lead to stronger ownership in the long run. Partnership contributions may include co-funding; however this may also come in the form of inkind contributions or volunteering time and skills, all of which have a relative monetary value.

10.0 Governance & Management

10.1 / Governance and Management Approaches

The transformation from a declining centre to a thriving community and tourism heart will require collective action from the key stakeholders - Cassowary Coast Council, stakeholders with a vested interests and community partners.

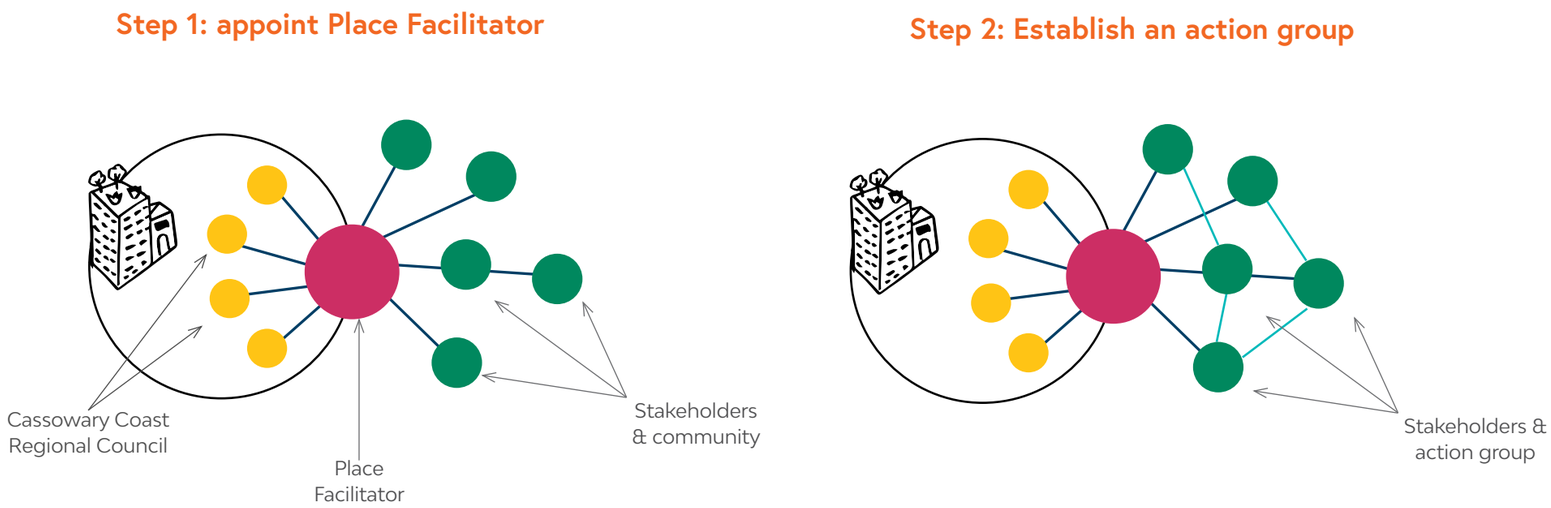
Traditional place management models see decisions made at the top with little to no input from users and custodians of a place. An alternative, collaborative place management model adopts apartnership approach, where decisions are made from both the top down and bottom up concurrently. This ensures stakeholders are provided an opportunity to influence and shape their local surrounds.

To ensure a long lasting legacy and to build local ownership and pride in place, a collaborative place management model has been proposed for Innisfail CBD. This approach includes two steps;

- Step 1: Appointment of an Innisfail CBD Place Facilitator; and

- Step 2: Establishment of an Action Group.

This model considers the lead facilitation role to sit with Council whilst enabling businesses, community organisations and residents to play an active role in shaping the future of their town. Ultimately, the goal is to reduce the level of Council oversight overtime, however this would only be possible when the trust with and between stakeholders has been established and sufficient systems have been implemented to enable others to share in the responsibility of curating a unique place experience. The following section provides high level recommendations to support a collaborative place management model for the heart of Innisfail.



Collaborative place management model

10.2 / The role of the Action Group:

The primary objectives of a community group are to facilitate the implementation of small-scale projects such as shared promotions, events and beautification of the town. Additionally, the group may provide advice to Council, share updates with their networks, rally community support for other master plan initiatives and, where relevant, get hands-on in the delivery of a Quick Win actions.

The role may include:

- Attend regular group meetings
- Collaborate with the group on developing ideas for projects, activities and events for the centre.
- Champion the planning and delivery of agreed actions.
- Coordinate resources, funding and volunteers to deliver on the agreed actions.
- Advocate for town values.

Work with Council to provide feedback and where relevant relay information and connect with the wider Innisfail community.

In our experience, vibrant, active and economically successful places, are not necessarily those where you are expected to spend money, but by staying there long enough, consumption becomes a natural consequence. We know that by strengthening the connections between people and the places they share we generate an empowered and proud community who are committed to enhancing the local economy and building a thriving social life.

- Brooke Williams, Fourfold Studio

11.0 Next Steps & Recommendations

11.1 / Moving the Master Plan Forward

With the completion of the Innisfail CBD Revitalisation Master Plan, the next steps are crucial to ensuring the continued progress and success of the revitalisation efforts.

One of the key priorities is to maintain the momentum established during the planning phase by swiftly transitioning into action. The program of "quick win" projects should be strategically executed to deliver tangible and visible improvements to the community. These projects not only enhance the physical environment but also engage the local community, instilling a sense of pride and ownership in the transformation of their town.

Council's role, particularly the Mayor's leadership, is pivotal in driving the revitalisation forward. Advocacy at both state and federal government levels is essential to garner attention and support for the Innisfail Revitalisation. Strong representation can help secure external government funding to realise the ambitious "Big Opportunity" transformational projects outlined in the Master Plan. These projects, with the potential to reshape the town's landscape and economic prospects, require collaborative efforts and financial backing to become a reality.

Attracting private sector investment is equally vital. The Master Plan opens avenues for new development opportunities along the waterfront, which can invigorate the town's economy and offer a fresh perspective. By creating an attractive environment for businesses, residential developments, and tourism initiatives, Innisfail can establish itself as an appealing destination for investment.

Overall, the success of the Innisfail CBD Revitalisation hinges on the collective efforts of the community, Council, and external stakeholders. A proactive approach that implements quick win projects, advocates strongly for government funding, and entices private sector investment is the blueprint for bringing the Master Plan's vision to life. This holistic strategy will not only transform Innisfail physically but also empower the community, foster economic growth, and position the town as a vibrant and prosperous hub in Tropical North Queensland.

11.2 / Place Facilitation: Council's Management Tasks

The following actions consider the place facilitation role required in fostering partnerships, supporting local initiatives, and attracting investment in Innisfail. Many of these tasks could be managed by the Place Facilitator, who's role is outlined in Section 10.

	Action	Description
1	**Advocacy**	**Share the vision:** Create a concise, glossy 2-pager that demonstrates the long-term vision for Innisfail. This document should be accessible by all to support discussions about the many opportunities government, private sector and community can play in the process of revitalisation, including funding. **Promotion:** Harness momentum toward the implementation of this Plan by building public awareness of the vision and associated initiative and actions. This includes building a public profile for a Place Manager and providing rationale and evidence of buy in for the Quick Win projects that have been developed as part of this project. **Road test the plan with industry:** Build industry support for this Plan by discussing opportunities for developers to contribute and inviting their review and critique from a delivery perspective.
2	**Funding**	**Financial Resourcing:** Devise an interim funding plan including utilising existing budgets and attracting private sector, State and Federal funding. Recognising the Innisfail CBD Revitalisation intersects with multiple departments, an approach to coordinate budgets needs to be considered that understands and aligns with existing budget processes. **Education around grant funding:** There are many grants, training and sponsorship packages available via State and Federal Government that align with the intentions of this project. Share this information with the stakeholder group and ensure they are ready to submit applications as funding becomes available. If Council grants are made available, consider opportunities to ensure grant funding encourages multiple groups to collaborate to deliver initiatives. **Support ideas with funding:** Establish a micro-grants system to support the implementation of the Innisfail CBD Revitalisation Quick wins. Consider how this may occur without the participants becoming incorporated. There are many great systems established across Australia by Council's delivering similar plans and community-led initiatives.
3	**Facilitation**	**Place Champions:** Empower and enable stakeholders to play their critical role in the implementation of these actions. This will be achieved through formalised processes such as the facilitation of workshops through to day-to-day discussions connecting stakeholders, explaining processes and inspiring participation.

Continued over page →

There are additionally two recommended actions aligned to the catalyst project.

Stories embedded in designs: Build in targeted engagement to evolve the ideas for stories and themes into embedded artworks and features within landscape and buildings.

Activation Strategy: Draw on the learnings from the Quick Wins delivery to develop an Activation Strategy for the catalyst project. Consider the initial stages of opening and building its reputation through to the approach for ongoing management and a calendar of events.

	Action	Description
4	**Driving Investment**	While the delivery of the Quick Wins will help to build a vibrant town centre that is attractive to investment, there are other complementary opportunities to encourage investment. **Invite key stakeholders into the process:** support landowners to realise the potential of the CBD by getting them involved in projects so they may understand how they might leverage the public realm to enhance the value and appeal of their land for development. Consider the locations of the Quick Wins projects to further demonstrate strategic opportunities. **Connect neighbours:** Create opportunities for adjacent landowners to meet and help them understand the potential of joint initiatives.
5	**Removing Red Tape**	**Streamline process and systems:** Provide a single point-of-contact to remove or shield the complexities of formal systems and processes from passionate community and business aiming to make local contributions to place revitalisation. Consider utilising the process of delivering the quick wins to simplify processes and trial policy changes that would enable further aligned action.
6	**Community Engagement**	**Engagement and a co-design process:** The success of the Quick Wins lies in the partnerships the program builds with community and stakeholders. Opportunities to build community attachment and ownership of the CBD should be considered at every stage of the revitalisation process, particularly in the early phases while detailed design for the catalyst project gets underway. These community focused projects will serve to keep community positively engaged with the process allowing locals to share their stories of place, provide feedback on look and feel of catalyst project designs and participate in an ongoing dialogue about how they can spark the revitalisation of their town. **Transparency**: Once launched, share the Quick Wins publicly and track progress. It is an important part of continuing the momentum.
7	**Measure and Document the Story**	**Measure success:** Devise an approach for measuring and recording place change and program implementation. Define a benefits analysis aligned to parameters of success for each 'place driver' and a system to track success over time. This will assist in building legitimacy for the project, develop an understanding of what worked well and what did not and will be a beneficial resource for advocating for future funding and project phases. The results will provide the evidence to gain traction with businesses and build momentum within the community. It will also provide facts that will support Councillor's communication with the community as well as future grant applications. **Record the journey:** Capturing a process through photos and videos is a great way to tell the story of a project's evolution. Document the story via testimonials, videos and photography. Share this publicly to build further groundswell and momentum. **Project Brand / slogan:** Consider supporting the creation of a local brand / slogan that all businesses and stakeholders can get behind. This will help promote Innisfail and will demonstrate there is a passionate and vibrant village environment.

11.3 / Future Technical Studies and Investigations

The following section outlines the critical future technical studies and investigations that are recommended to provide a comprehensive understanding of the constraints and considerations for short, medium and long-term revitalisation projects.

These studies serve as the foundation for detailed design and resolution, ensuring the successful realisation of the proposed improvements outlined in the Master Plan. The scope of these investigations includes a range of critical aspects, such as 3D site surveys, geotechnical assessments, stormwater drainage analysis, foreshore surveying, structural condition assessments, and traffic impact evaluations. Undertaking these studies on a targeted or staged basis, as needed for each project, will enable a thorough and informed approach to the implementation of revitalisation initiatives. These studies are essential to ensure that each aspect of the plan is meticulously planned and executed, ultimately contributing to the overall success of the Innisfail CBD Revitalisation Master Plan.

The following further investigations and studies are recommended to accurately inform the scope of projects nominated for development within the short and medium term:

- Investigation and relevant environmental studies to facilitate the relevant **channel safety optimisation** works to remove the build up of sediment in the Johnston River.
- Detailed **Site 3D Feature and Level Survey** to inform design could be undertaken on a targeted/staged based approach on a project-by-project basis.
- **Site geotechnical investigation** to inform pavement design could be undertaken on a targeted/staged based approach on a project-by-project basis
- Detailed **stormwater drainage investigation** of existing network throughout CBD could be undertaken on a targeted/staged base approach to inform requirements for upgrade/augmentation as part of short-term project commissions
- Detailed **survey of the foreshore**, inclusive of mooring piles and revetment wall elements (i.e. king posts and key features)
- **Structural condition assessment investigations of all revetment wall** elements, including king posts, concrete wall planks, parapet wall, drainage outlets, concrete deadmen and the anchor cables
- Geotechnical testing and reporting suitable to inform a concept design scope for the revetment wall options
- Investigation of **sewer manholes t**hroughout CBD to assess condition and prioritise repair/replacement could be undertaken on a targeted/staged base approach to inform requirements for upgrade/augmentation as part of short-term project commissions
- **Traffic Impact Assessments** for intersection upgrade scopes could be undertaken on a CBD wide approach or targeted to intersections proposed for reconstruction as they are programmed for commission
- **Carparking Investigation and Capacity Audit** CBD wide carparking investigation to verify nominated off-street parking opportunities and confirm offset parking numbers/locations

12.0 Conclusion

The Innisfail CBD Revitalisation Master Plan represents a pivotal moment in the transformation of this regional Queensland town. Innisfail's unique position as the gateway to the world's natural wonders, where the rivers of the lush rainforest meet the reef, infuses it with unparalleled potential. This master plan is not just a blueprint; it's a dynamic vision that intertwines the historical fabric of Innisfail with the aspirations of its people, aiming to craft a vibrant and welcoming city loved by both locals and visitors alike.

Through a commitment to the collaborative implementation of both transformative long-term projects and community-led quick win initiatives, the Innisfail CBD will emerge as an economic powerhouse of the region while maintaining it character and charm that is embedded in its historic and cultural roots.

A Multi-Layered Approach: Combining Quick Wins and Transformative Projects

The innovative approach of combining short-term Quick Wins with transformative long-term projects lies at the heart of this master plan. The Quick Wins, devised through a collaborative process with the local community and stakeholders, represent low-budget, high-impact initiatives that will bring immediate life to the CBD. These projects symbolise the collective aspirations of Innisfail's people, reinforcing their connection to the town and igniting a sense of ownership.

Simultaneously, the transformative projects lay the groundwork for Innisfail's sustainable growth, enabling it to emerge as an economic powerhouse in the region. The master plan recognises the need for longevity and adaptability, reflecting the understanding that a well-loved and thriving city is not built overnight. The comprehensive nature of these projects spans from the Edith Street Urban Rainforest, the Rankin Street Riverside Link, and the Art Deco Daily Discovery, to the renewal of the CBD, the Canecutter Court 'Yard', My Place, and the Illuminate Innisfail initiative. Each project intertwines seamlessly with Innisfail's identity, preserving its character while ushering in new dimensions of vibrancy.

A Collaborative Path to Success

The success of this master plan hinges upon a collaborative partnership between the Cassowary Coast Regional Council (CCRC), local businesses, the Traditional Owners community, young residents, and a range of stakeholders. The inclusivity of the planning process ensures that every voice is heard, fostering a sense of community ownership. By infusing local insights, aspirations, and values into every facet of the plan, the resulting revitalisation will resonate deeply with Innisfail's people.

Inspiring a Future of Pride and Prosperity

As the Innisfail CBD Revitalisation Master Plan is set into motion, the town's future shines brighter than ever before. The combination of short-term wins and transformative projects envisions a town center that evolves harmoniously, rooted in its heritage while embracing progress. The vision of Innisfail as a vibrant and welcoming city loved by locals and adored by visitors is not just an abstract concept; it's a tangible goal that stands on the horizon, within reach. The master plan, backed by the commitment of its stakeholders and the passion of its residents, paints a picture of a town bustling with activity, cultural celebrations, and economic vitality.

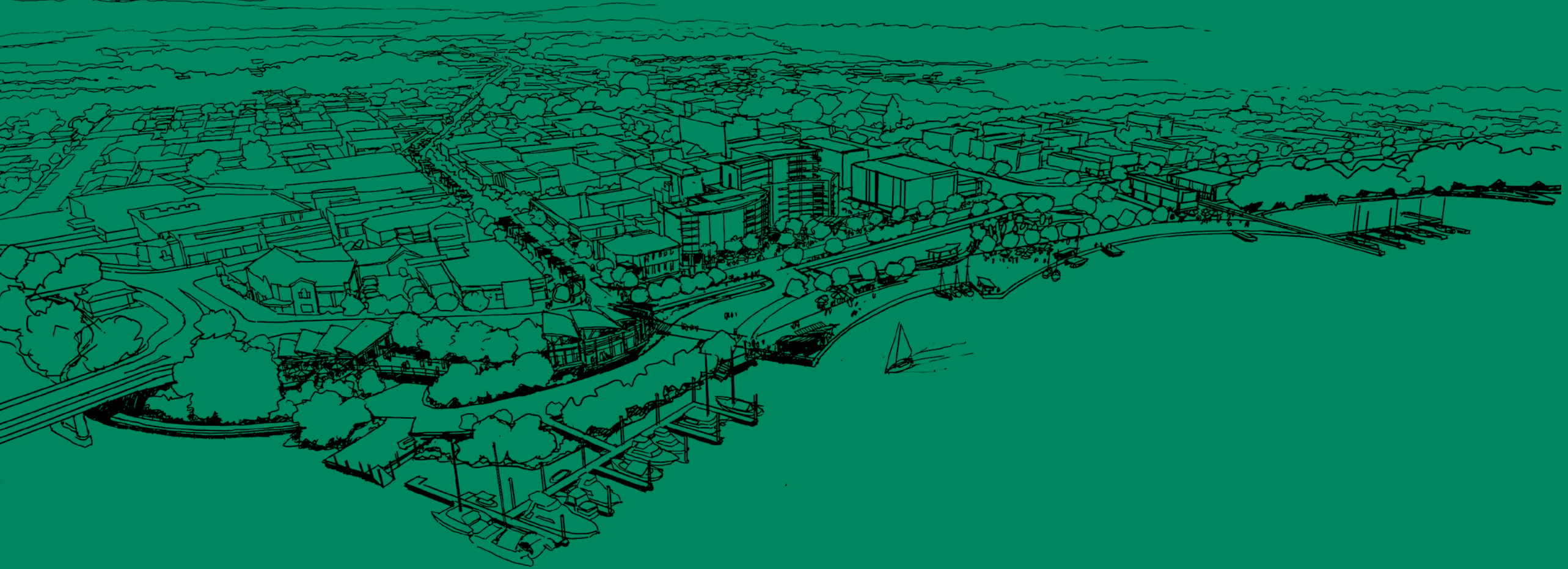
In the journey towards fulfilling this vision, the master plan establishes a path that leads to an Innisfail where families gather along the Rankin Street Riverside Link, where the Art Deco heritage thrives, and where the Indigenous storytelling by the Johnstone River is a source of pride. It is a town where the youth of Innisfail find their creative expression in the Canecutter Court 'Yard,' and where the streets glow with the illumination of shared celebrations.

A Call to Action: Forging a Future with Purpose

The Innisfail CBD Revitalisation Master Plan is not merely a document; it's a call to action. It's an invitation for all stakeholders to come together, to contribute their expertise, their passion, and their commitment to the rebirth of Innisfail. The seeds of this transformation have been sown, and with every Quick Win achieved, and every transformative project completed, the town edges closer to its vision of becoming a beacon of vibrancy in the heart of Queensland. As the Cassowary Coast Regional Council takes the lead, with the support of its partners and the enthusiasm of the community, the future of Innisfail is set to be one of prosperity, pride, and promise. The journey has begun, and the pages of the master plan stand ready to guide Innisfail towards a new and inspired chapter in its storied history.

Appendices

1 - Innisfail CBD Revitalisation-PDR (B)
2 - Innisfail Opinion of Probable Cost (C)
3 - Innisfail Masterplan Regulatory Approvals Plan
4 - Innisfail CBD Masterplan Foreshore Redevelopment Structural _Tech Memo_
5 - Innisfail CBD Masterplan - Technical Review of Draft Masterplan
6 - Innisfail CBD Masterplan_Engagement Strategy_Issue 2
7 - Innisfail_Strategic_Masterplan_Report_2018
8 - Innisfail_CBD_Masterplan_Engineering_Issues_Summary



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REGIONAL COUNCIL

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