

# Bowen Masterplan 2021

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# INTRODUCTION

The Bowen Masterplan sets out actions for community infrastructure projects to be achieved by Council through grant funding or other sources. The primary drive is to improve Bowen for locals. By supporting projects that enhance liveability and improvements to the town, this will indirectly encourage people to stay and experience Bowen. Through these actions, indirect growth is envisioned to occur through the local economy and create more opportunities for jobs and growth into the future.

Many of the projects and timings herein are subject to more detailed investigations. If the investigation does not identify a positive and cost-effective way forward, Council will receive a recommendation to cease further action on the project.

Cost effectiveness will include consideration of community benefits weighed alongside establishment and long-term maintenance, capital and operational costs.

This document should be read in conjunction with our other strategic documents, including the Corporate Plan 2021-2026 and upcoming Economic Development Strategy 2022-2025.

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VERSION 2	Approved SN	15/07/2021
VERSION 3	Approved SN	27/07/2021
VERSION 4	Approved SN	28/07/2021

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## A MESSAGE FROM YOUR MAYOR



Bowen is the heart of leisure in the Whitsundays, offering beautiful beaches, a relaxed lifestyle, a welcoming community and an established commercial and industrial precinct. The town has an international spotlight on its resource sector opportunities, alongside strong agriculture, retail and tourism. It is the heart of adventure for fishing, boating, paddling and snorkelling in the Coral Sea and internationally renowned Great Barrier Reef. With extensive parklands, playgrounds, recreational facilities, heritage values and community infrastructure, the town offers natural beauty and unique local experiences for residents and visitors.

Through our recent investments in parklands, street upgrades, critical water and sewage infrastructure, walking tracks, tourism infrastructure and destination marketing, Whitsunday Regional Council supports enhancing the liveability of our community in Bowen.

The Bowen Masterplan seeks to continue improving Bowen for locals. This document sets out actions

for community infrastructure projects which we can deliver through grant funding or other sources without impacting the ratepayer. By supporting projects that enhance liveability and improvements to the town we will encourage people to stay and experience Bowen. Through these actions, economic benefit will accrue to create more opportunities for jobs into the future.

The Bowen Masterplan provides a framework and vision while protecting our core values. At each step along the way we have asked you for feedback as we plan for our future. You asked us to consider how we can further support development and growth in our town, and we have listened. Thank you to all who participated in our community consultation process during the development of the Bowen Masterplan.

I invite you to read on and discover the projects that we will investigate or deliver in the next few years.

Regards

**Andrew Willcox**

Mayor Whitsunday Regional Council





# BOWEN MARINA

## Overview

Council will continue to advocate for the development of the Bowen Marina. Options for development also include upgrades to the slipways and mixed use development throughout the marina. These ongoing marine industries will enhance development and encourage other industries into Bowen.

## Implementation

Council acknowledges the Queensland Superyacht Strategy 2018-2023 and advocates for Bowen becoming a centre of excellence for maintenance and refit facilities that service the superyacht, recreational, defence and commercial maritime industries.

Timing - Ongoing

COST (Grant \$):	N/A
STATUS:	Ongoing advocacy
PROJECT CHAMPION:	Economic Development



Figure 1: Bowen Marina

ACTION

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# FACADE IMPROVEMENT POLICY

## Overview

The Façade Improvement Policy offers shop owners within the Bowen CBD an economic incentive to improve the aesthetics of their shop front. The Program generally involves an investment from the shop owner that may be matched by Council and involve anything from a new coat of paint, murals, lighting or façade architectural improvements.

**Timing:** Ongoing

<b>COST (Council \$):</b>	<b>\$50,000</b>
<b>STATUS:</b>	<b>Ongoing</b>
<b>PROJECT CHAMPION:</b>	<b>Development Services</b>

## Implementation

The Façade Improvement Policy was implemented by Council in 2019 to build upon recent investments in public space beautification aimed at attracting tourists and permanent residents. Improvements to façades may support small businesses in re-invigorating the CBD and provide an additional incentive for small businesses to fill empty shops.

Subject to available budget, Council will contribute 50% of the works for each shop front to a maximum value, depending on the length of the shopfront:

- 12m long or less, a maximum of \$3,000 is to be contributed; or
- Over 12m long, a maximum of \$5,000 is to be contributed.



Figure 2: Façade improvement strategy on offer in Bowen CBD.





# BOWEN GREEN CORE

## Overview

Bowen has hot, humid summers and a proven way of cooling down the streets is to plant shade trees, which creates an environment to encourage walkability around town. The project will provide a shade tree boulevard along Livingstone Street, Herbert Street, Santa Barbara Parade/ Thomas Street and Leichhardt Street forming a green core around the central business district of Bowen. Figure 3 provides an indicative example of the benefits of urban greening programs in Bowen's wide road reserves.

**Timing: 2021 - 2030 (Incremental development, subject to funding)**

EST. COST ESTABLISHMENT(Grant \$):	\$1.56M - \$2.63M
EST. COST MAINTENANCE(Grant \$):	\$80,317 - \$160,803
STATUS:	Planning
PROJECT CHAMPION:	Infrastructure Services

## Implementation

The Bowen Green Core is subject to funding for expansions of the recycled water network along proposed streets (shown right), which may be completed incrementally alongside other infrastructure upgrades. Once established, landscaping, including low shrubs, native grasses and shade trees will be established, with siting responsive to underground services, water sensitive urban design and road safety.

As a cost saving option, trees could be planted along one side only, both sides or centrally within the median to create an avenue of shade. Trees that are resilient to the Northern Queensland dry-tropic climate, are low maintenance, hardy, quick to establish and drought resistant would need to be selected, to ensure Council costs remain low.

**Table 1: Bowen Green Core estimated costings.**

TASK	DESCRIPTION	TOTAL (BOTH SIDES OF STREET)	TOTAL (1 SIDE OF STREET)
On-ground works	Recycled water irrigation, including effective root barriers.	\$2,500,000	\$1,500,000
	Landscaping establishment	\$129,604	\$64,734
Year 1 maintenance	Monitoring, watering and fertilising.	\$130,751	\$65,307
Year 2 maintenance	Note - recycled water establishment may reduce these costs.	\$26,232	\$13,102
Year 3 + ongoing maintenance		\$3,820 p/a	\$1,908 p/a
Total		\$2,790,407	\$1,645,051

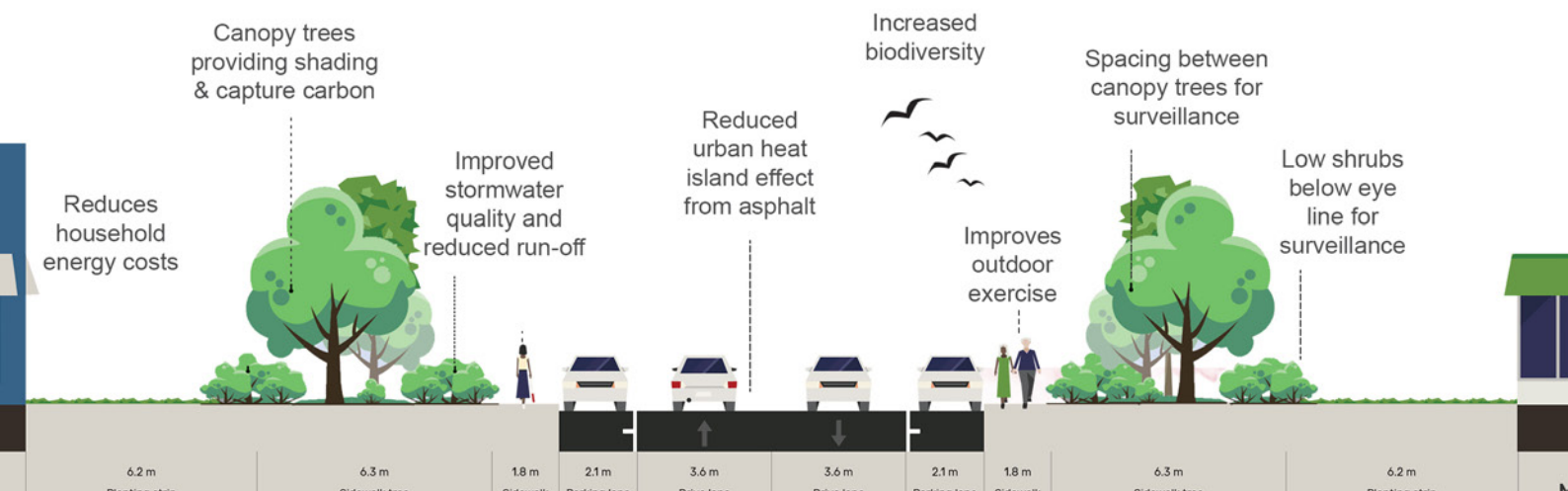


Figure 3: Benefits of urban cooling projects and indicative streetscape.



# FLAGSTAFF HILL MULTI-PURPOSE FACILITY

## Overview

Bowen requires a large centre for functions, in the absence of a cultural/civic centre within the town. After Cyclone Debbie ravaged the area in 2017, the existing structure on Flagstaff Hill was damaged beyond repair. The unique location in proximity to the CBD and beautiful 360° views warrants the re-construction of a high quality multi-purpose facility.

The build will also provide the opportunity to incorporate features, which ensure the cultural history of the region is displayed, while being open to identified markets including:

- Cruise ships;
- International, domestic day trippers and drive markets; and
- Destination weddings and events

Timing: 2021 - 2022

## Implementation

The multi-purpose facility design will incorporate a conference centre, cultural centre, cafe and gift shop. The building is designed to ensure all these areas make the most of the amazing 360° views that Flagstaff Hill is famous for. Through joint funding with the Queensland government (Building our Regions Program), the project is expected to be completed by the end of 2022.

The facility will be able to provide capacity to service tourism markets, can support a sustainable business model and enables arts, food tourism and Indigenous activities to be undertaken.

EST. COST (Grant/Council \$):	\$4,000,000
STATUS:	Near completion
PROJECT CHAMPION:	Infrastructure Services



Figure 4: Proposed Flagstaff Hill Multi-purpose Centre concept design.





# MULLERS LAGOON PARK MASTERPLAN

## Overview

Mullers Lagoon is Bowen’s centrepiece parkland, which attracts locals and tourists alike for picnics and nature walks. Currently, the park has several covered picnic tables, a gravel pathway, public toilets, drinking fountains, park seating, a small playground, barbeque facilities and landscaping. The proposed Park Masterplan will be developed in stages through community consultation and conceptual design, considering cost of facilities, for future grant funding.

Enhancements may include:

- Formalised parking;
- Upgraded shared path circuit, supplemented by fitness equipment and native landscaping;
- Enhanced event space;
- Improved wayfinding signage and placemaking art;
- Interpretive signage recognising environmental and Aboriginal heritage within the site; and
- Additional play facilities for kids and young adults.

## Implementation

The Mullers Lagoon Park Masterplan will be developed over three stages, in collaboration with the community and Juru people, Bowen’s Traditional owners:

**Table 2: Park Masterplan project stages.**

STAGE	DESCRIPTION	COST	TIMING
Stage 1	Consultation and concept design	\$10,000	2021-2022
Stage 2	Detailed design and costing	TBD	2022
Stage 3	Grant applications and construction	TBD	2023-2025

**EST. COST (Council \$): \$10,000 (Stage 1)**

**STATUS: Planning**

**PROJECT CHAMPION: Infrastructure Services**



**Figure 5: Mullers Lagoon, Bowen.**

ACTION

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# CYCLE ROUTE ENHANCEMENTS

## Overview

Bowen's flat topography, large road reserves and interconnected transport network provides optimal conditions for visitors and locals to transit around town on bicycle. Council's Principle Cycle Network Action Plan identifies some gaps in the cycle network for future works and other opportunities to enhance cycle uptake, including integration with tourism history trail, trail marketing, end of trip facilities and water bubblers at strategic locations.

**Table 3: Cycle route enhancements project stages.**

STAGE	DESCRIPTION	COST	TIMING
Stage 1  Project Champion: Communications and Marketing	<ul style="list-style-type: none"> <li>Print out maps of bike friendly trails in Bowen to have at the Tourism Information Centre and online, including an itinerary of attractions along trails.</li> </ul>	\$5,000	2022
Stage 2  Project Champion: Infrastructure Services	<ul style="list-style-type: none"> <li>End of trip facilities at key destinations;</li> <li>Water bubblers strategically located near active transport routes; and</li> <li>New cycle tracks where gaps in the network exist and along existing walking tracks with appropriate widths.</li> </ul>	TBD	2022-2025

## Implementation

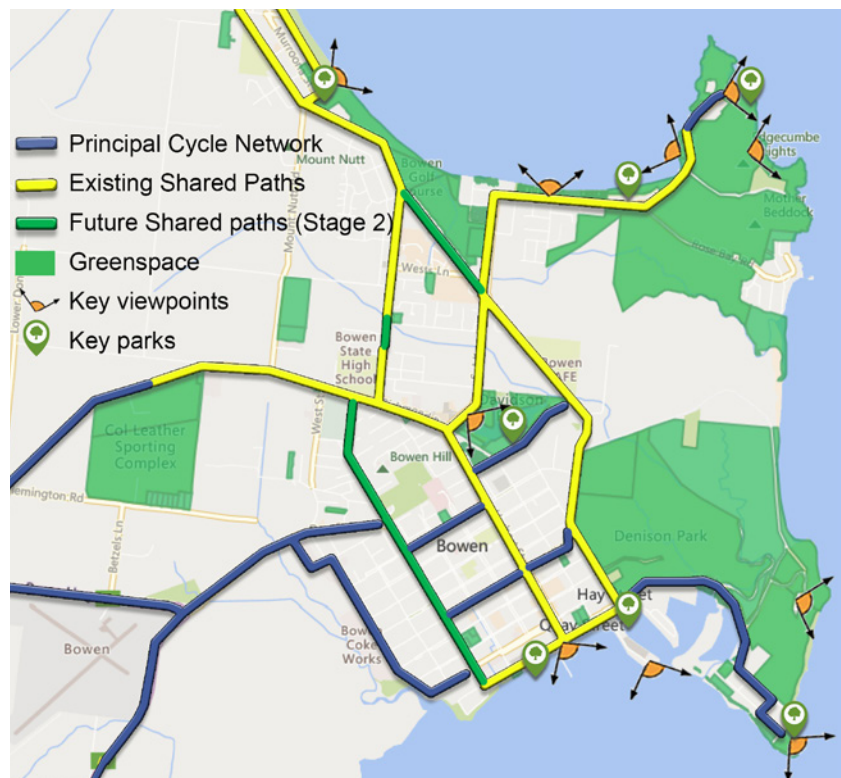
The table below shows the proposed cycle network upgrades within Bowen.

EST. COST (COUNCIL \$): **\$5,000 (Stage 1)**  
 STATUS: **Planning**  
 PROJECT CHAMPION: **Various**



ACTION

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**Figure 6: Principal cycle network in Bowen.**

# TOURISM AND HISTORY TRAILS

## Overview

'Connection to place' is a concept that ties visitors and locals to a Town, making it memorable, builds pride, understanding and respect through knowledge of how Bowen came to be.

Connection to place can be established through interpretive signage, which recognises environmental, historical or cultural elements, drawn from the rich Aboriginal history of the local Juru people, settlement history, unique landscape features and wildlife, which has shaped the Town and people of Bowen.

Proposed interpretive signage and plaques will be sited alongside walking and cycle trails, with new signage themes sited to recognise elements specific to their landscape context.

**Stage 1 Timing: 2022**

**Stage 2 Timing: 2023 - 2025 (subject to funding)**

<b>EST. COST (COUNCIL \$):</b>	<b>\$10,000 (Stage 1)</b>
<b>STATUS:</b>	<b>Planning</b>
<b>PROJECT CHAMPION:</b>	<b>Development Services</b>

## Implementation

Stage 1 will include extensive community collaboration with the Juru People, Bowen Tourism, Bowen Historical Society and the general community to inform signage themes and content. Consultation will inform further assessment to determine signage locations, graphic themes, costing of signage, number of signs and maps for the Tourism centre (alongside Action 6 - Stage 1).

Stage 2 of the project will be the construction of the signage, subject to outcomes of Stage 1 and funding availability.



Figure 7: Example of interpretive signage, from Cairns Foreshore.



# BOWEN TRAILS AND CAPE EDGE CUMBE UPGRADES

## Overview

Kings Beach is one of Bowen's most iconic beaches and is a favourite for visitors and locals, however, it lacks connectivity to other attractions of Bowen, the closest being Flagstaff Hill to the South and Edgcombe Cape Trail / Horseshoe Bay to the North. Kings Beach has potential to connect these two icons of Bowen, whilst showcasing its own Foreshore views and unique dunal environment through the creation of a trail, utilising board walks and dune/beach geogrid walk tracks.

The proposed trail is subject to investigation to determine costing feasibility, suitable route, coastal hazard resilience and environmental impact mitigation.

## Implementation

The proposed trails is subject to investigation given the significant constraints for each section. Stage 1 of the project will comprise an investigation into the potential design and cost effectiveness of the Bowen trails, including start, middle and end of trip facilities such as carparks, amenities, shelters, waterpoints and signage.

Pending feasibility, Council will prioritise trail segments or the trail as a whole for future grant funding, to undertake Stage 2 detailed design and Stage 3 construction.

EST. COST (GRANT \$): \$10,000 (Stage 1)

STATUS: Ongoing

PROJECT CHAMPION: Various

Table 4: Bowen Boardwalk and Hiking track staged development.

STAGE	DESCRIPTION	COST	TIMING
Stage 1 Project Champion: Strategic Planning / Infrastructure Services	<ul style="list-style-type: none"> <li>Investigate optimal track routes, environmental constraints and estimated costing of new and existing trail upgrades; and</li> <li>Develop costings, interpretive signage components, recreational infrastructure and business case to determine priority of each section.</li> </ul>	\$10,000	2021-2022
Stage 2 Project Champion: Infrastructure Services	<ul style="list-style-type: none"> <li>Subject to Stage 1, undertake detailed design if trails are feasible and prioritised.</li> </ul>	Subject to Stage 1	
Stage 3 Project Champion: Infrastructure Services	<ul style="list-style-type: none"> <li>Subject to Stage 1 and 2, construct proposed trails.</li> </ul>	Subject to Stage 2	



Figure 8: Bowen trails investigation.

# GREENING AND GROWING BOWEN

## Overview

Council has invested in a Bowen Sewage Treatment Plant designed to produce high quality recycled water. This recycled water is being utilised to irrigate some of Bowen's extensive parklands, which reduces Council's operational costs and the energy needed to irrigate these areas. Stages 1 and 2 of this project have been constructed successfully, saving approximately 411 mega-litres of reticulated water per year (or 10 - 15% of total community potable water volumes).

## Implementation

It is proposed to expand the implementation areas of recycled water to the following public park areas over the extended lifetime (10+ years) of this project. Currently Bowen Cemetery, Muller's Lagoon Parkland and the Bowen Golf Course are connected, and connections to the Col Leather Sporting Complex and the Queensland Racing Board's facility have been installed, with agreements for use under development.

Whilst recycled water is reliable (as sewer flows are reliable even during droughts) it is only available for use the day it is produced, due to the storage availability and pathogen risk management. Council intends to optimise the use of this water by rolling out recycled water irrigation in a staged manner over the next 10+ years to Green and Grow Bowen.

EST. COST (GRANT \$): \$ TBD incrementally

STATUS: Commenced

PROJECT CHAMPION: Water & Waste /  
Infrastructure Services

Additional recycled water expansions will include:

- Col Leather Sporting Complex;
- Bowen Turf Club;
- Henry Darwen Park;
- Denison Park;
- Hansen Park;
- Case Park;
- Barker Park;
- Bowen Lions Park;
- Bowen Green Core (Action 3); and
- Greys Bay Foreshore (Pocket) Park.



ACTION

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# OVERVIEW

This Bowen Masterplan seeks to establish a strong vision for Bowen, which enhances its resilience, economic opportunity and liveability into the future. Masterplan actions aim to build upon historic investments in the town, such as Beautiful Bowen, to develop new attractions, enhance the amenity of the town and offer new connections between Bowen’s Beaches, trails and

the CBD, which will benefit visitors and locals alike. Council will endeavour to deliver the identified actions over the next decade, by incorporating projects into annual budgets, preparing detailed designs, creating grant applications and advocating for investments in Bowen from State and Federal Governments.

**Table 5: Summary of Bowen Masterplan actions.**

	PROJECT	COST	ESTIMATED TIMING
1	Bowen Marina	N/A	Ongoing advocacy
2	Facade Improvement Strategy	\$50,000 (shared)	Ongoing
3	Bowen Green Core	\$2,630,000* \$160,800 (maintenance)	2021 - 2031* (to be completed in segments)
4	Flagstaff Hill Multi-purpose Facility	\$4,000,000**	2021 - 2022**
5	Mullers Lagoon Park Masterplan	Stage 1: \$10,000 Stage 2: TBD Stage 3: TBD*	Investigation: 2021 - 2022 Detailed design: 2022 Construction: 2023 - 2025*
6	Cycle Route Enhancements	Stage 1: \$5,000 Stage 2: TBD*	Investigation: 2022 Construction: 2023 - 2025*
7	Tourism History Trails	Stage 1: \$10,000 Stage 2: TBD*	Investigation: 2022 Construction: 2023 - 2025*
8	Bowen Trails and Cape Edgecumbe Upgrades	Stage 1: \$10,000 Stage 2: TBD Stage 3: TBD*	Investigation: 2022 - 2023 Detailed design: 2024 Construction: TBD*
9	Greening and Growing Bowen	Stage 3: TBD*	2021 - 2031* (to be completed in segments)
<b>TOTAL</b>		<b>\$6,875,800</b>	
<b>DELIVERED FUNDING ALLOCATED</b>		<b>\$50,000</b> <b>\$4,000,000</b>	<i>* Subject to grant funding</i> <i>** Grant funding allocated</i>





83 Main Street

PROSERPINE QLD 4800

Phone: 1300 WRC QLD

Email: [info@whitsundayrc.qld.gov.au](mailto:info@whitsundayrc.qld.gov.au)

Web: [www.whitsundayrc.qld.gov.au](http://www.whitsundayrc.qld.gov.au)