



## AIRLIE BEACH

### ABOUT THE NEW WHITSUNDAY REGIONAL COUNCIL PLANNING SCHEME

The new Whitsunday Regional Council Planning Scheme (the new planning scheme) provides a consistent approach to the management of land across the local government area and has been prepared in accordance with the *Sustainable Planning Act 2009*. The new planning scheme for the whole region is needed to address a number of growth factors in the Whitsunday region including increases in population, growth in the tourism industry, international investment, the proposed Port of Abbot Point

expansion and development of the Whitsunday Coast Airport to international status.

Council uses a planning scheme like an instruction manual, to guide and identify how land should be used and what type of new development is supported by Council. The new planning scheme will replace the *Bowen Shire Planning Scheme 2006 (BPS)* and *Whitsunday Shire Planning Scheme 2009 (WPS)*.



#### QUICK STATS<sup>1</sup> – WHITSUNDAY REGION

- Since 2006 the region's residential population has increased by 1.3 percent per annum
- The population is expected to increase from 33,070 to potentially more than 55,000 by 2036
- By 2036 an additional 9,000 jobs are required to support the expected population growth



#### WHAT'S NEW FOR AIRLIE BEACH?

- Airlie Beach now has a Local plan to promote its identity through the maintenance of distinctive built forms and landscape features
- A mix of accommodation, business and entertainment activities with the potential to expand
- Increased building heights will foster growth and boost employment opportunities

<sup>1</sup> Urban Growth Study & Whitsunday Region Economic Analysis: Economic and Population Study.



## AIRLIE BEACH

### OVERVIEW

With a permanent population of approximately 909<sup>2</sup> in 2011, Airlie Beach is a popular tourist destination of international significance. It provides a tourism, entertainment and recreational district taking advantage of its palm-fringed foreshore and lagoon parklands area. Important considerations in planning for Airlie Beach over the next two decades include the protection and enhancement of its natural beauty, coastal resources and areas of environmental significance.

The wider Airlie area, consisting of Jubilee Pocket, Airlie Beach and Cannonvale, is predicted to offer 8,700 jobs by 2036. In order for Airlie Beach to successfully create employment and support the Jubilee Pocket and

Cannonvale residential populations, the new planning scheme needs to provide the right regulatory requirements to assist this growth.

The new planning scheme will build on the revitalisation of the main street by encouraging the continued use and refurbishment of existing buildings, ultimately promoting expansion in Airlie Beach. The natural beauty of Airlie Beach is a major drawcard for residents and the tourism industry. To maintain the beaches and lush hinterland terrain, development is required to protect natural features such as the foreshore, hillside views, ridgelines and vegetated gullies.

<sup>2</sup>Australian Bureau of Statistics, 2011 – Airlie Beach Gazetted Locality.

## WHERE DO I FIND THE NEW PLANNING SCHEME AND MAPPING?

The new planning scheme and associated mapping can be found on Council's website at [www.whitsunday.qld.gov.au](http://www.whitsunday.qld.gov.au). For assistance or to obtain a copy please visit any of our Customer Service Centres or libraries. Alternatively, phone Council's Planning & Community Department on (07) 4945 0263.

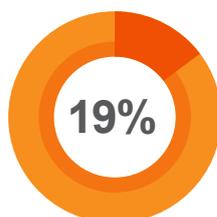
## HAVE YOUR SAY

Whitsunday Regional Council believes that better planning is achieved through community engagement. We are seeking your input to ensure that any community issues are recognised and incorporated into project planning and considered in the development of the new planning scheme. We would appreciate your feedback on the new planning scheme and any issues you would like considered. You can provide feedback by mail or email. For help on how to enter a submission please contact the Planning & Community Department or refer to the "New Planning Scheme Make a Submission" fact sheet.

Community workshops will be held during the formal public consultation period. The workshops will provide you with an opportunity to discuss and understand what is involved in the development of a new planning scheme, with our staff on a one-to-one basis.



Additional 36ha residential land



19% of employment is from accommodation and food services industry



5900

By 2036 the population is expected to increase by 5,900



An extra 2,694 dwellings are expected to be developed by 2036



Whitsunday Coast Airport will increase tourism opportunities



## AIRLIE BEACH

### OVERVIEW OF ZONES

Zones are allocated to each parcel of land to identify its intended use. This is a general overview of the zones in the new planning scheme. For full details please refer to the new planning scheme.

#### MAIN STREET AND FORESHORE PRECINCT

**WHAT IS IT?** The Main street and foreshore precinct is the heart of the Airlie Beach Local Plan Area supporting development and growth whilst preserving the small town, tropical character of the Airlie Beach Main Street. This precinct provides the integrated centre of Airlie Beach, appropriately incorporating and optimising its beautiful coastal assets and the lagoon parklands whilst supporting the diversification and growth of its tourist functions.

**WHERE IS IT?** Airlie Beach Main Street.

#### WATERSON WAY PRECINCT

**WHAT IS IT?** The Waterson way precinct supports a variety of uses to compliment and support the Main street and foreshore precinct. It is to provide a variety of Accommodation, Business and Entertainment activities which integrate with the open space networks and natural assets of the precinct, such as Airlie Creek.

**WHERE IS IT?** Land bound by Waterson way.

#### ABELL POINT PRECINCT

**WHAT IS IT?** The Abell Point precinct provides for a mixture of uses that support both marina and tourist functions, promoting access to the Whitsunday Islands and the Great Barrier Reef for local private and commercial charter users.

**WHERE IS IT?** Abell Point.

#### PORT OF AIRLIE PRECINCT

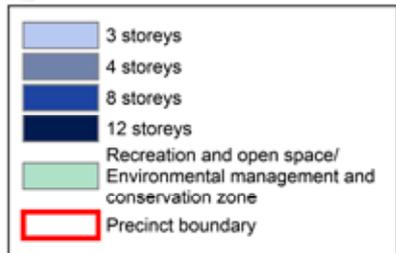
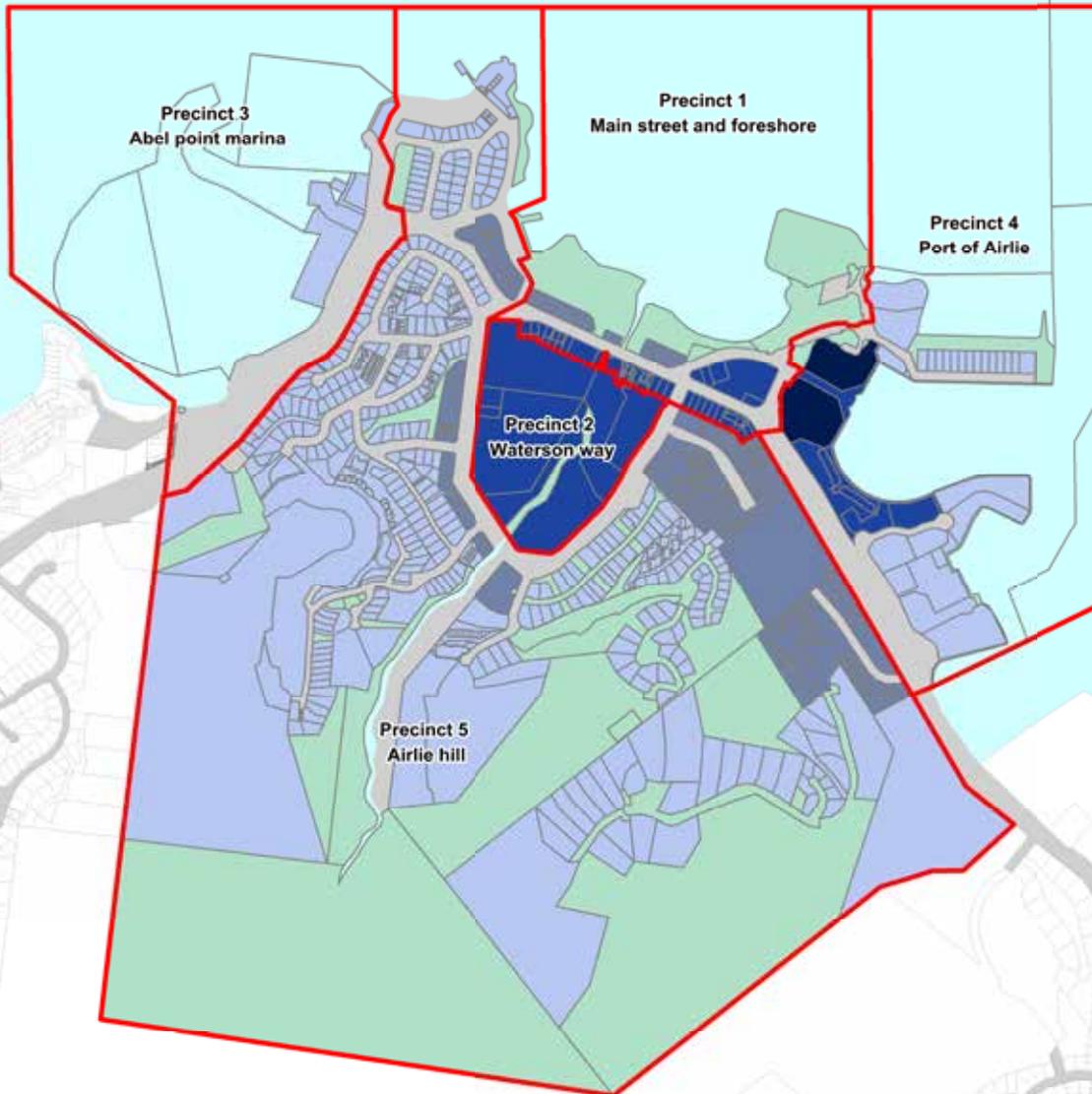
**WHAT IS IT?** The Port of Airlie precinct promotes access to the Whitsunday Islands and the Great Barrier Reef for local private and commercial charter users, and integrates key cruise and bus terminal functions with other central uses in Airlie Beach. This precinct provides a variety of uses to support marina and tourist functions, whilst supporting and enhancing connections to the Main Street and foreshore precinct.

**WHERE IS IT?** Port of Airlie.

#### AIRLIE HILL PRECINCT

**WHAT IS IT?** The Airlie hill precinct provides an attractive, community orientated permanent residential area which optimises premium hillside views to the ocean whilst maintaining the privacy of existing residential sites and natural character of the precinct.

**WHERE IS IT?** Airlie hill.



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