



MALANDA

Town Centre Concept Masterplan

14 August 2019

MALANDA
HOTEL



Client: Tablelands Regional Council
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Issue: Final
Date: 14 August 2019



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MALANDA TOWN PRECINCT CONCEPT MASTERPLAN - AUGUST 2019



SCALE 1:2000 @A1
SCALE 1:4000 @A3

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North

1.0 INTRODUCTION

Malanda is a rural town on the Johnstone River, 80km south-west of Cairns, and is the traditional home of the Ngadjon-Jii Aboriginal people. The town's boundaries encompass the Malanda Falls Conservation Park, a rainforest site with a swimming pool and walking trails with opportunities to spot the region's Lumholtz tree-kangaroo. The town was officially established in the early 1900s with timber and dairy as pioneering industries. Dairy remains important to the town's current vitality, with Malanda being a key producer for the Far North Queensland region. Innovations in agriculture provide opportunities for further economic enhancement, as does Malanda's growing reputation for excellence in education.

This masterplanning process was initiated by the Tablelands Regional Council to consider opportunities for the town centre's expansion, including urban design/land use, streetscape improvements and traffic management. The masterplan area is defined by Patrick Street, Catherine Street, Eacham Place, English Street and James Street, although a wider context that includes an evolving Malanda Agricultural Precinct at James Street/Patrick Street, the Malanda Falls Conservation Park and proposals for a mixed-use precinct at Malanda North are important to Malanda's future development.

The overarching purpose and intent of this masterplan is to assist Tablelands Regional Council in defining and prioritising works that align with, and contribute to, delivering a vision for the region. This document therefore summarises key strategies for a revitalized Malanda townscape. It includes an analysis of the constraints and opportunities provided by Malanda's unique heritage and continued economic innovation. It devises strategies to increase pedestrian friendliness, to keep visitors in town and to enhance the liveability of Malanda for young and old. The staging of the proposed upgrades are all integral to this vision.

This Masterplan for Malanda has **four key objectives**:

- To enhance the liveability of Malanda as a place for young and old
- To develop attractive and functional recreational places through improved infrastructure
- To create a softer, greener, landscaped environment that helps to remember Malanda's Indigenous and Dairy history and improves amenity
- To improve the public realm and road network, including the development of a space that creates a sense of arrival and/ or gateway into the town centre for visitors, including trucks and RV's

This Masterplan is a non-statutory, aspirational document. It relies on provisions, strategies, plans and frameworks already put in place by the Tablelands Regional Council through various statutory instruments such as the 2016 Planning Scheme. The works outlined in this plan also require liaising with other governing bodies such as the Department of Transport and Main Roads, the Department of Natural Resources, Mines and Energy and Ergon Energy who may need to approve any changes to existing infrastructure. This document will be utilised to guide these works, and is useful for supporting documentation for grant applications and other funding opportunities that align with the Masterplan vision.

1.1 The Masterplan Team



Lisa Law, Associate Professor,
James Cook University

Lisa lectures in urban planning and design at James Cook University. She is founder of the Tropical Urbanism and Design Lab (TUDLab), an interdisciplinary design team addressing urban issues in the tropical world. Her research focuses on the uses and meanings of public space and the role of placemaking and urban design in urban and regional regeneration.



Gisela Jung, AIA Chair FNQ,
CA Architects, Registered
Architect and Urban Designer

Gisela is a qualified Architect and Urban Planner who joined CA Architects in 2003 after graduating from the Universität Stuttgart Germany. Gisela is passionate about urban planning and design, and is focused on how residential, commercial and retail spaces can combine to create the very best urban environments. In her designs she focuses on place-specific design solutions which aim to fit into its tropical landscape.



Roger Mainwood, FRAIA,
Director, TPG Architects
Registered Architect

With a professional background including architectural experience in Papua New Guinea and Greece, Roger has been practicing in North Queensland since 1987. His close involvement with community groups always ensures his concepts are sensitive to the needs of users. His design experience has been recognised with industry awards including 25 awards from the Australian Institute of Architects. Roger is well known for his tropical architecture and ability to seamlessly integrate a project with its environment in a fundamentally sustainable way.



Andrew Prowse, Registered
Landscape Architect

Andrew is a registered Landscape Architect and Horticulturist. Since 1990 he has worked in north Queensland, undertaking Main Street Programs, townscape improvements, resorts, housing, and garden projects in Queensland, Papua New Guinea, Samoa, China and currently Nauru. Central to these projects has been the use of tropical design responses in creating functional and aesthetic solutions. Incorporating art into projects is part of Andrew's expertise and he has been Deputy Chair of the Queensland Government's Art + Place Advisory Panel.



Harley Lyons and Bella King,
Bachelor of Planning students,
James Cook University, Cairns

Bella and Harley have been studying urban planning and design at James Cook University in Cairns since 2017. The opportunity to work with industry professionals on the Malanda Master Plan was something the students found exciting. It offers a fantastic way in which to develop their planning skills. Both students are interested in creating vibrant urban areas for people to live in and helping regional towns improve their urbanity.



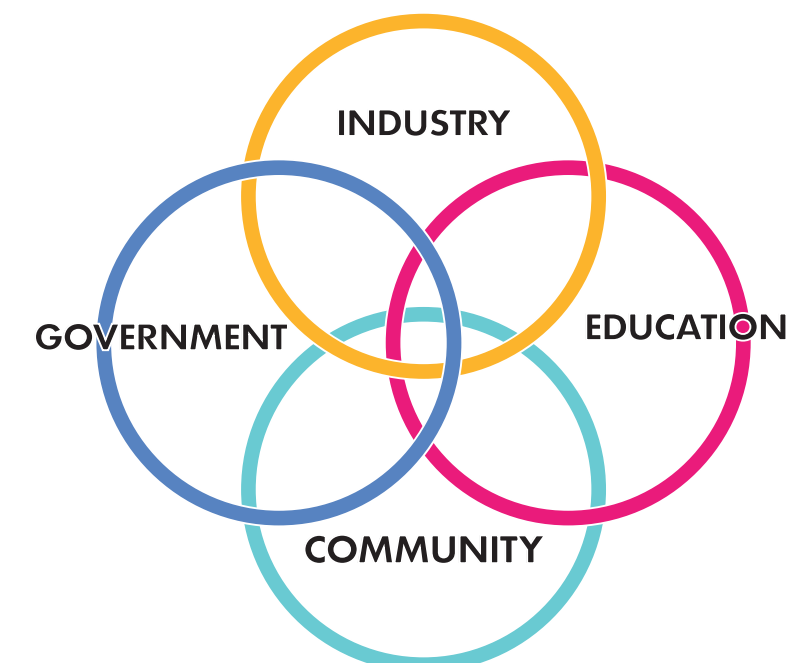
Students studying the Bachelor of Planning and Master of Planning and Urban Design at James Cook University joined forces with the Tablelands Regional Council and the TUDLab plus industry partners for the Malanda Masterplan community consultation in April 2019.

1.2 The TUDLab Story



The Tablelands Regional Council approached James Cook University's Tropical Urbanism and Design Lab (TUDLab) and its industry partners TPG Architects, CA Architects and Andrew Prowse Landscape Architect to develop the Malanda Town Centre Concept Masterplan. For the past five years the TUDLab team have been exploring the role that urban design can play in revitalizing towns in regional Queensland. Their unique masterplanning process focuses on the unleashed potential of 'townscapes' and provides planners, politicians and citizens with achievable visions for defining the next stages of their town's economic development. The TUDLab advocates prioritising the built environment and urban experiences to bring about positive changes such as: attracting tourists and new residents to ageing agricultural towns; improving liveability for current residents; and keeping local youth engaged and participating in civic life.

These TUDLab masterplans combine the knowledge and expertise of academics, local planners and industry experts as well as providing work integrated learning for James Cook University (JCU) Planning students. JCU students contribute to the process by providing site analysis, participating in community engagement activities and proposing potential design ideas for the masterplan as part of their assessment. The TUDLab recently gained recognition in Universities Australia's guide to Career Ready Graduates, highlighting the important role that work integrated learning plays not just for local communities but for students' chances of employment.



1.3 The Process



Unlike architecture, which focuses on the design of individual buildings, urban design is a process that addresses the larger scale of groups of buildings, streets, public spaces, neighbourhoods, districts and entire towns/cities. Urban design draws on different disciplines to make connections between people and place, and between nature and the built fabric, to craft a strategic vision for an area. The goal of urban design is to make urban areas functional, equitable, attractive and economically viable.

The Tablelands Regional Council initiated the Malanda Town Centre Masterplan in 2018 and the urban design process was purposely aligned with James Cook University's first teaching term of 2019. The TUDLab engaged with key stakeholders and ran a series of public engagements that have shaped this Masterplan including:

- 2 April Meeting with student leaders at Malanda State High School and Malanda Primary School
- 8 April Stakeholder presentations and community consultation at Patrick English Pavilion and Malanda Hotel
- 9 April Design workshop with Tablelands Regional Council
- 15 June Presentation of draft masterplan at Malanda Markets and Primary School
- 6 July Presentation at the Malanda Show

These public engagement activities were preceded by and followed up with research and brainstorming to develop ideas for the town centre that would reflect the ideas and aspirations of the community. This document is therefore an outcome of an engagement process that built on community visions and expertise and is research-informed design.

1.5 What We Experienced

Nearby Vistas



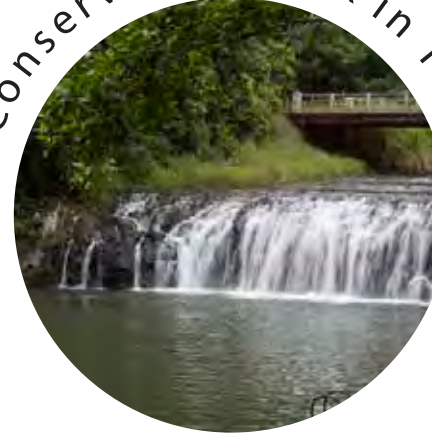
Malanda is surrounded by stunning vistas, with lush farmland in all directions, including the iconic Malanda Falls. The Malanda Falls Conservation Park is a pocket of rainforest that sits close to the town entrance.

No Standout 'Arrival'



The entrances to town do not signal a 'sense of arrival' to let travellers know they have arrived in Malanda. There are more opportunities to celebrate the Malanda Falls Visitors Centre at the western entrance and to signpost the unique vistas across the rich dairy landscape arriving from the south.

A Conservation Park in Town



The Malanda Conservation Park is a valuable asset and proposed upgrades to the grounds surrounding the falls would increase the park's usability. There are also opportunities to better connect the park and falls to the town and to better interpret the area's significant natural and Indigenous history.

A Dairy History



Malanda has a rich dairy history that dates to early European settlement in the 1900s. The dairy factory is a landmark in town but it is difficult to learn more about this history. The Dairy Centre and factory only appear to be open irregularly.



Strong Historic Character



Malanda has a distinct country style with a rich history of turn of the last century buildings. The Malanda Hotel, built in 1911, is the largest timber structure in Australia. The Majestic Theatre, first opened in 1929, is the longest running commercial theatre in Australia.

A Civic Park in the Heart of Town



Eacham Memorial Park is a beautiful green space in the centre of town, with vibrant flower beds and a playground and BBQ area for families. The memorial pays respects to the 40 fallen soldiers from Malanda who fought in the First World War (left facing side) and World War Two (listed on the right).

Opportunities for Reuse



The Mitre 10 building and Council Depot are underutilised assets that can be repurposed and developed into something special for the town. There are some vacant blocks that could be turned into boutique pop up shops for small businesses or town offices.

Unsafe and Difficult Crossings



The roads in town are very wide and difficult to cross for young and old. Street realignments can improve the safety for pedestrians. Reducing the speed in town to 40km/h will improve traffic awareness.



1.6 Some Big Ideas



First community consultation, Patrick English Pavillion, 8th April 2019



June community consultation, Malanda Markets, 15th June 2019



June community consultation, Malanda Primary School, 15th June 2019



Feedback from Initial Community Consultation, 8th April



							
Malanda Freshen Up!	English Street: Malanda's Main Street	Eacham Memorial Park The Village Green	Jack May Park Youth, Sports and Entertainment	A Nature Reserve Within Town Boundaries	A Place for Young and Old	Bring Back the Rainforest as Pocket Parks	Our Story to Tell



MAJESTIC
THEATRE

2.0 CONTEXT



2.1 History, Physical Environment and Demography

History

The traditional owners of the land in and around Malanda are the Ngadjon-Jii Aboriginal people. They have cared for country for tens of thousands of years and gained Native Title/non-exclusive rights to parts of Malanda Falls Conservation Park in 2007. Malanda's European history began in 1886 with the discovery of tin at nearby Herberton and with the surveying of Malanda Falls in 1906. By 1907 European settlers began arriving with cattle from New South Wales, and by 1910 the railway line connected Malanda and provided opportunities to export dairy and timber goods. Local timber milling led to the building of the Malanda Hotel in 1911, believed to be the largest wooden structure in Australia, and by 1913 Malanda had a local school. Over the next few decades Malanda developed a swimming club, a local theatre (the current Majestic Theatre, 1929, said to be the longest running commercial theatre in Australia) and butter, cheese and dairy factories. Malanda Falls also became a tourist destination.

During World War II, allied servicemen stimulated the demand for milk and *Queensland Places* claims the Malanda factory developed the postwar 'world's longest milk run', by rail to Mount Isa, Cloncurry and Mary Kathleen, and to Rockhampton, Mackay and Caboolture during a southern drought. Malanda continued a prosperous postwar dairy industry and since then has also benefited from tourism on the Atherton Tablelands. Deregulation in the late 1990s led to the loss of two-thirds of Malanda's dairy farmers, which has spawned new agricultural innovation in the dairy industry.

Physical Environment

Malanda is located 80km from Cairns and is 732m above sea level. The town is located downstream of the Malanda Falls on the North Johnstone River, and the town is well known for its rainforest walks, panoramic views and wildlife. The northern entrance to the town passes over the Malanda Falls, which were created by the last flow of lava from the Malanda Shield Volcano. The name 'Malanda', according to some sources, is the local Aboriginal word meaning 'waterfalls'. The town's boundaries encompass the Malanda Falls Conservation Park, a remnant rainforest site with walking trails with opportunities to see a wide range of rainforest trees and spot the region's Lumholtz tree-kangaroo. It is also possible to see platypus and rainbow fish in the North Johnstone River, Australian brush turkey and Boyd's forest dragon. The town's swimming pool lies at the bottom of the falls, which flow all year round.



2.2 Land Use, Access and Signage

Demography

According to the Australian Bureau of Statistics 2016 Census, Malanda has a population of 2052 people. Aboriginal and/or Torres Strait Islander people make up 5% of the population. The median age was 52, with people over 65 making up 29% of the population. The needs and priorities of this group are important to address, while at the same time making the town attractive to young people and families as Malanda is a sought after school district. The Census reported 811 people in the labour force: 51.8% employed full time, 36.1% part-time and 5.5% unemployed. Of those employed, 5.8% worked in dairy cattle farming, 4.5% in aged care residential services, 3.9% in supermarkets and grocery stores, 3.9% in hospitals and 3.3% in primary education. The median weekly personal income for people aged 15 years and over in Malanda was \$487, and 30.0% of households had a weekly household income of less than \$650 and 6.8% of households had a weekly income of more than \$3000. Malanda thus has low to average levels of income.

Land Use

Malanda has developed along James Street, which is a primary through route and is also a heavy vehicle route, and English Street, which links to Eacham Place, an established park. Malanda is the second most significant retail centre within the Council area after Atherton. It contains more than 4,400 sqm of retail floor space and a total offer of greater than 10,000sqm. It contains the largest supermarket, the SPAR supermarket at 900sqm, outside of Atherton. Malanda provides a lower order alternative to Atherton for limited shopping supplies and contains a number of convenience stores, hardware stores, banks and specialty shops. It generally serves its local catchment and surrounding agricultural districts.

The Retail Analysis, Atherton Tablelands (HolmesDyer 2016) identified that Malanda has the opportunity to consolidate its role as the main service centre serving the central south eastern portion of the TRC area.

Access and Signage

Malanda is a 10 minute drive from the town of Atherton and is 1.5 hours from Cairns. Many visitors pass through the town as part of their journey to the Atherton Tablelands and the Crater Lakes National Park. There is a need to express the attributes of the town through an appropriate wayfinding strategy that signals arrival in Malanda. This can be done through signage but also through revitalising the town's public spaces. There are opportunities to build on the 'Roads of Remembrance Project' to use street signage to tell Malanda's history.





EACHAM MEMORIAL PARK
CONCEPT MASTERPLAN - AUGUST 2019



SCALE 1:500 @A1
SCALE 1:250 @A3

0 10 25M

3.0 MASTERPLAN PRECINCTS



3.1 English Street

Right in the centre of town, the street is lined with old country-style facades, small shops and businesses. There is potential to build on the existing character, creating a more vibrant, desirable location to visit and shop.



3.2 Eacham Memorial Park

South of English Street, Eacham Memorial Park is the town's village green. There is opportunity to build on the park's existing charm and increase the usability of this space for locals and visitors alike.



3.3 Jack May Park & Showgrounds

The park is a large open space that could be better utilised for recreational activities. Play facilities and amenities are outdated. There is potential to hold a wider range of activities for children and youth.



3.4 A Walkable Town Centre

Malanda's main business district of James and English Street is a busy car dominated area. It is not pedestrian friendly for the elderly, the young or the less able. Reorganising parking and introducing safer crossing points will make the area a safer place to shop.



MALANDA TOWN PRECINCT
 CONCEPT MASTERPLAN - AUGUST 2019



SCALE 1:2000 @A1
 SCALE 1:4000 @A3



3.1 English Street

Highlight Malanda's town centre

A Better Entry



- Make English Street a feature to alert passing traffic that the Malanda town centre can be accessed here
- Use banners to highlight English Street as the town's highstreet
- Remove centre parking to open up vistas to Eacham Memorial Park

Prioritise Pedestrians



- Safer crossings near intersections
- More walkable streets that are not car dependent
- Introduce sheltered zones and promote a continuous covered walkway
- Change colour of road pavement to pink granite or similar, indicating a shared zone

Activate the Street



- Increase outdoor dining on either side of English Street
- Widen footpath areas by introducing arbours and street furniture

Street Beautification



- Replace centre parking with formal garden beds and vibrant flowers
- Change parallel parking to angled to increase number of carparks
- Rationalise landscaping to improve visibility and safety

Enhance Town Identity



- Combine historic character into the design of banners and street features
- Introduce unique and distinct features to Malanda that help tell the town's history

English Street is the commercial and social hub of Malanda and more can be done to make it visible as a town centre as well as making it a safe, welcoming and accessible place. The central parking can be easily relocated to reorganized angled parking along shop fronts which will open up vistas to Eacham Memorial Park.

Formalised gardens will help beautify the street. Banners can be used to advertise upcoming events as well as more permanent attractions. On English Street itself,

covered walkways, outdoor cafes and more seating will all contribute to the overall amenity of the street. Pedestrians should be prioritised with better crossings.

Design Strategy: Creating a clear entry, activating the street and prioritising pedestrians.



EACHAM MEMORIAL PARK
CONCEPT MASTERPLAN - AUGUST 2019



SCALE 1:500 @A1
SCALE 1:250 @A3

0 10 25M

3.2 Eacham Memorial Park

The Village Green

Formalise ANZAC Memorial



- Formalise the memorial area with strategic planting to create a better oriented plaza and direct view through the park
- The plaza could be partially covered by a structure that is harmonious with the design of the Majestic Theatre

New Playground & Amenities



- An upgraded playground and a re-oriented barbecue area will create an open vista
- New park benches and public seating will make this a more attractive place to spend time in

Community Garden



- Installing a community garden at the southern end of the park will encourage a more social community and healthy lifestyles

Park Plantings



- Planting a formal arrangement of trees along the street to reinforce the geometry of RV parking
- Improve existing garden beds
- Additional planting around the park grounds

Footpath Improvements



- A footpath around the perimeter to increase walkability and guide people around the park

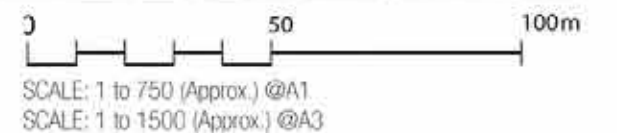
This medium sized park forms a very pleasant 'village green' at the edge of the CBD and a backdrop to the main concentration of shops and business in English Street. The main distinguishing feature of the park is the namesake war memorial gates facing the park with its more recently added flanking panels. Within the park are community facilities including a junior playground and barbecue area. The park is obviously a much loved feature of the town and the war memorial gates significant. The recent addition of the panels have restricted the view into the park somewhat.

The playground and other amenities are, as with Jack May Park, dated. The location of the barbecue pavilion cuts across the park. Suggestions for the park included a community garden, more seating and a sheltered spot for people to wait before and after the theatre and for community bus pick ups. ANZAC Day services and other commemorations currently spread out in the street which can be hot and uncomfortable.

Design Strategy: The geometry of park, flanked by Eacham and Angus Places, and the dominance of the streetscape by the Majestic Theatre lends itself a more formal design approach.



JACK MAY PARK + SHOWGROUNDS
CONCEPT MASTERPLAN - AUGUST 2019



3.3 Jack May Park & Showgrounds

A space for youth, sports and entertainment

New Paths & Amenities



- New BBQ and toilet amenities that are located out of the main vista down to the park from English Street
- A new network of paths that incorporate the existing mosaic paths and link the new activities and to a safe crossing at Mary Street to the showground and to the new RV parking in Mary Street
- The current informal bus drop off area redesigned to safely accommodate a road crossing and parking
- Managing truck parking to allow for short term car parking

Skate Park



- A skate park that is located away from residents but close to the future youth activities hub

Pump Track



- A bicycle-based sports track for which community funds have already been raised toward
- Track may start off as a dirt with an eventual upgrade to a more durable, sealed surface

Nature Play



- An adventure playground towards the south-west corner of the park takes advantage of proximity to the primary school

Railway Walking Trail

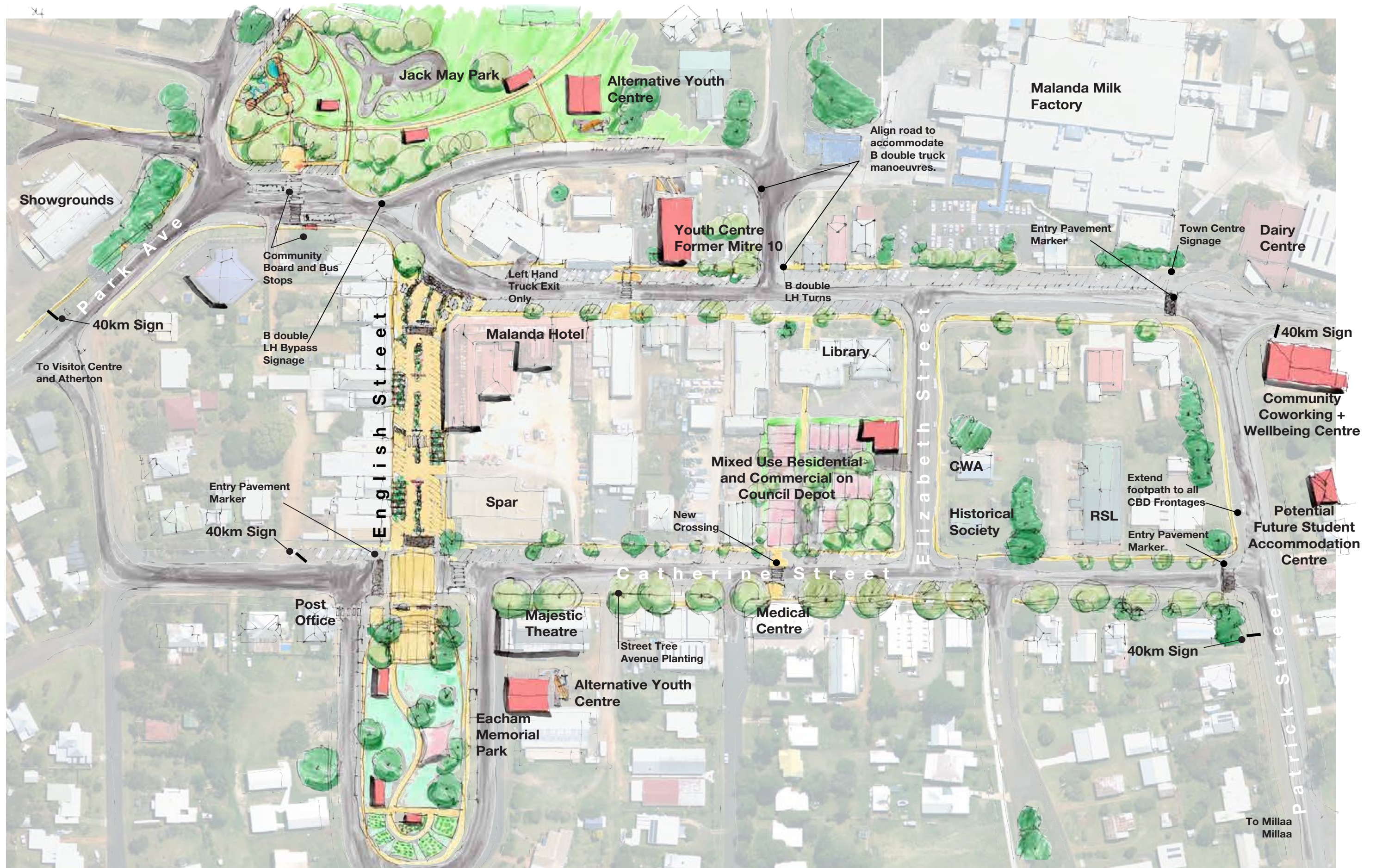


- A network of paths that follow the old railway line and go from Jack May Park through the Showgrounds across the old railway bridge pylons to around the river

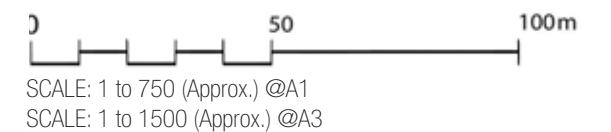
Jack May Park is a substantial recreational resource right in the middle of town, linking the business district with the primary school. It is also a significant part of the arrival experience for travellers from the Atherton/Yungaburra approach into town. Existing facilities in the park include soccer fields, a playground and associated amenities such as toilets and barbecues. The western corner has a number of community art projects such as a mosaic path and seating with a small sculpture facing the intersection along with the Chamber of Commerce's business directory board. School students cross the road in this area along with bus pickups.

park activities such as an adventure playground, pump track, skate park and more facilities so soccer clubs can better use the park. Concern was raised about having a safe crossing point across the main road to the business district and managing trucks along William Street while still maintaining access the service station and milk factory.

Design Strategy: To develop a more active recreational zone for all ages along the southern section of the park.



A WALKABLE TOWN CENTRE
CONCEPT MASTERPLAN - AUGUST 2019



3.4 A Walkable Town Centre

A safe, pedestrian friendly town centre

A Place for Young & Old



- A town that has a strong relationship with the ageing population and the younger generation
- A safe pedestrian friendly town centre that ensures the elderly and young can move freely without worrying about oncoming traffic

A 40k Zone



- Enforce a 40km speed limit throughout the town centre
- Install rumble strips/thresholds

Increase Shade



- Include well shaded areas to protect people from the tropical climate
- Increase tree cover and plantings by careful selection of species that need little maintenance

CBD Liveability



- Create a vibrant high density and mixed-use town that maintains the 'small town' feeling in the design process

More Pedestrian Crossings & Footpaths



- Angle parking to free up space to allow for more footpaths
- Planting of trees and shrubbery to beautify the street
- Change the road surface to cobblestone to reduce the speed of traffic for pedestrian safety

The busy roads of James and English Streets, and increasing traffic along Catherine Street, make it difficult for the elderly, less able and children to cross. The current lack of a bus, taxi or Uber service in Malanda make it difficult for those without access to a vehicle or do not drive to get around.

The lack of footpaths and curb ramps is an issue for the elderly and less able. Considerable concern was expressed about the difficulty of crossing streets, especially where the Atherton Malanda Road joins James Street.

Design strategy: Implement planning and design initiatives to make it easier and more comfortable for all residents and visitors to move around with more footpaths, cross overs and shady streets. There are opportunities to increase the density, especially for seniors, while still retaining the country town character. These include mixed use infill in underutilised blocks (such as the Council Depot) with aged housing apartments and street facing commercial. The large residential blocks near town also have potential for dual occupancy, secondary dwellings and granny flats to assist in keeping an ageing population in their own home with support.



Malanda

4.0 TOWN REPRESENTATION AND MARKETING





4.1 Malanda Freshen Up

A whole-of-town makeover

Improved Signage and Wayfinding



- Create an arrival experience along the highway, from the Malanda Falls Visitors Centre
- Downgrade the English Street intersection
- Introduce brown heritage highway signage
- Create distinctive wayfinding markers on the highway and in town

Facade Improvements



- An emphasis on good design by improving the physical appearance of buildings
- Create a visually inviting part of town that will make visitors want to stay, which helps the local economy
- Encourage shop owners to keep up maintenance on street facades

Distinctive, Quality Furniture



- Well-designed street furniture along English Street with the themes celebrating the rich dairy and timber history while incorporating Indigenous artwork

Signposting & Attractions



- There are opportunities to enhance the signage of significant precincts in Malanda, and to connect these points to walking trails as well as historic buildings
- Maps of these trails can be in the form of onsite displays and published on a Visit Malanda website

The town has a quaint character that could be improved upon with well-presented building facades and good quality signage. This is about attracting and keeping visitors in town longer, which benefit the overall economy. Discussions with a local paint company that gets involved with community projects could be initiated.

While they would not likely give free paint to a private / commercial enterprise, there may be opportunities to obtain paint at cost price. This also ensures the labour is localised. Building signage and colours could relate to the town's rich dairy history and using local Indigenous artwork would help attract visitors.



4.2 Landscape Works

Bring back the rainforest as pocket parks

Pocket Parks



- Bring some trees back into town in locations such as Council owned carparks, sections of road reserve, redundant commercial and council buildings
- Species to include medium sized rainforest trees with clear stems and low shrubs for safe sightlines
- Parks to include seating and picnic tables
- Parks to be easily accessed and linked up to footpaths

Street Trees



- Regular but widely spaced upright trees along James Street to give a more attractive presentation to the street and signify to main roads traffic that they are entering a more pedestrian precinct
- Elizabeth Street tree planting
- Promotion of "Adopt a Tree" where businesses and residents can help look after a tree, including planting a low growing display garden around the tree

Feature Gardens



- Decorative mass planted display gardens down the centre of English Street with pedestrian refuges for pedestrians crossing
- Hanging baskets and planters using a different species of plant to those used at Yungaburra
- Vine arbours in selected locations

Green Boulevard



- Planting down Catherine Street to promote it as a green boulevard
- Spreading shade trees to be planted along the southern side of Catherine Street where there are no powerlines to provide a shady footpath for pedestrians and slow traffic
- Smaller flowering trees planted along northern side of Catherine Street under power lines

Eacham Memorial Park



- Display gardens enhanced
- War Memorial gardens upgraded
- Panels behind silhouette soldiers removed to allow better view of the park gardens
- Community garden to be able to be viewed from the road
- Formal planting of flowering trees around Eacham Memorial Park

Streets within the central business district such as James, English, Catherine and Elizabeth Streets nearly entirely lack street trees while Eacham Place and Angus Street have sparse plantings. What do stand out are some very attractive and colourful garden plantings in Eacham Memorial Park, the roundabout and many residential gardens.

The loss of trees was a recurring concern through community discussions and to have trees back in town of the right size and place had strong support. There was also a desire for more colourful and themed planting around town to make it more attractive for visitors and residents.

Design Strategy: Greening and landscape beautification can be a significant attraction for residents and visitors, especially to entice those passing through to stop and stay a bit in town. Much of Yungaburra's success as a desirable tourist and residential location is its picturesque streetscape of colourful plants and parks. Malanda's country town streetscape could also be an attraction with its own style and character. The introduction of a palette of shade trees in James, Catherine and Elizabeth Streets will make the town more attractive and pleasant for pedestrians but will also slow traffic.



MAINE SHOW
— 1932 —

ALBANY PHOTO

4.3 Our Story to Tell

Building a Community

Connection to Country



- Bring more attention to Malanda's Indigenous history
- Incorporate dual language signage throughout town
- Introduce new conservation park walks that share knowledge of country and traditional stories

Dairy History



- Sharing and showcasing the rich dairy history that has shaped Malanda dating back to 1910 with cow themed facades and street furniture

Youth Activities & Recreation



- Creating opportunities for the youth to stay active through the proposed pump track, skate park and youth hub

Public Art



- Showcasing Malanda's distinctive character through public art that can be installed around the town, while creating an aesthetically pleasing space





4.4 Calendar and Events



Current Events

- Monthly Market
- ANZAC Day
- Beef Cattle Handling School
- Malanda Show Ball
- Malanda Show
- Malanda Hotel Birthday
- Malanda Bull Ride
- Malanda Farms Fields Day
- Christmas Party

New Events and Attractions

- Eat Street
- Indigenous Arts Festival
- Local Arts Festival
- Local Music Festival
- Bring Back:**
- Monsoon Festival
- Crane Festival

Yearly & Weekly Event Calendar

Locations and venues within Malanda can be utilised for yearly and regular events. Regular events will also enhance community wellbeing and stimulate economic activity.





5.0 LANDSCAPING STRATEGY

5.1 Malanda Street Trees



Queensland Tree
Alloxylon Flammeum



Pink Satinash
Syzygium Malaccense



Pink Satinash has bright red fruit
with crisp white flesh



Rose Tamarind
Arytera Divaricata

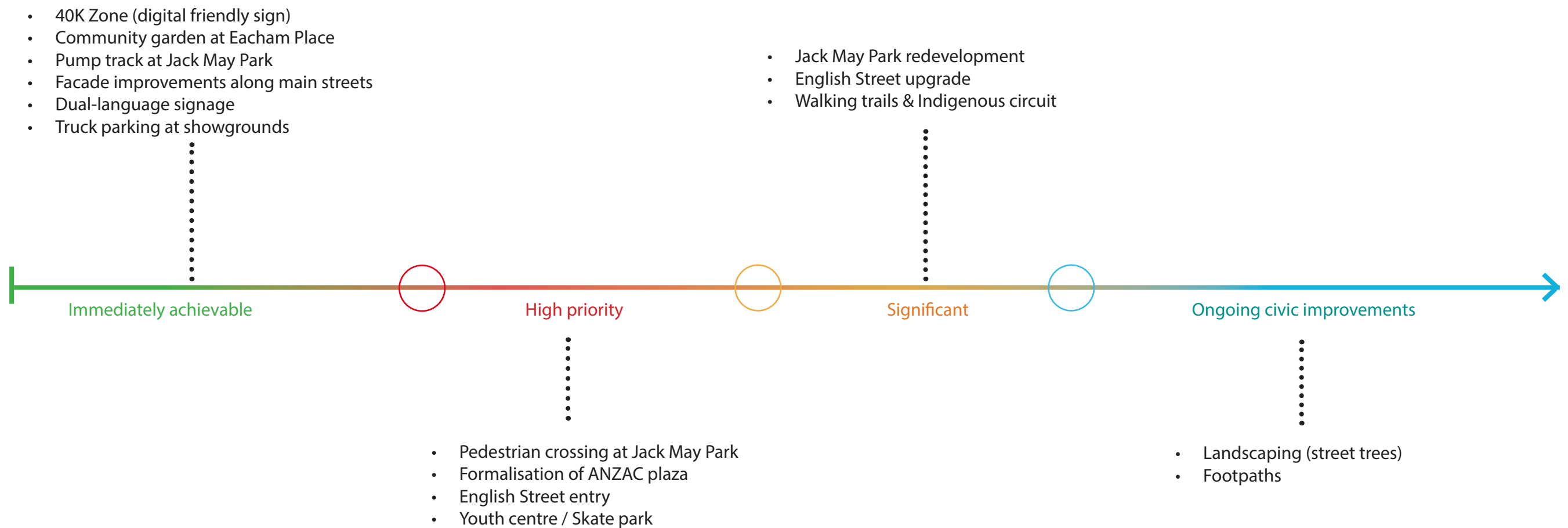


Shipton's Flat
Flacourtia

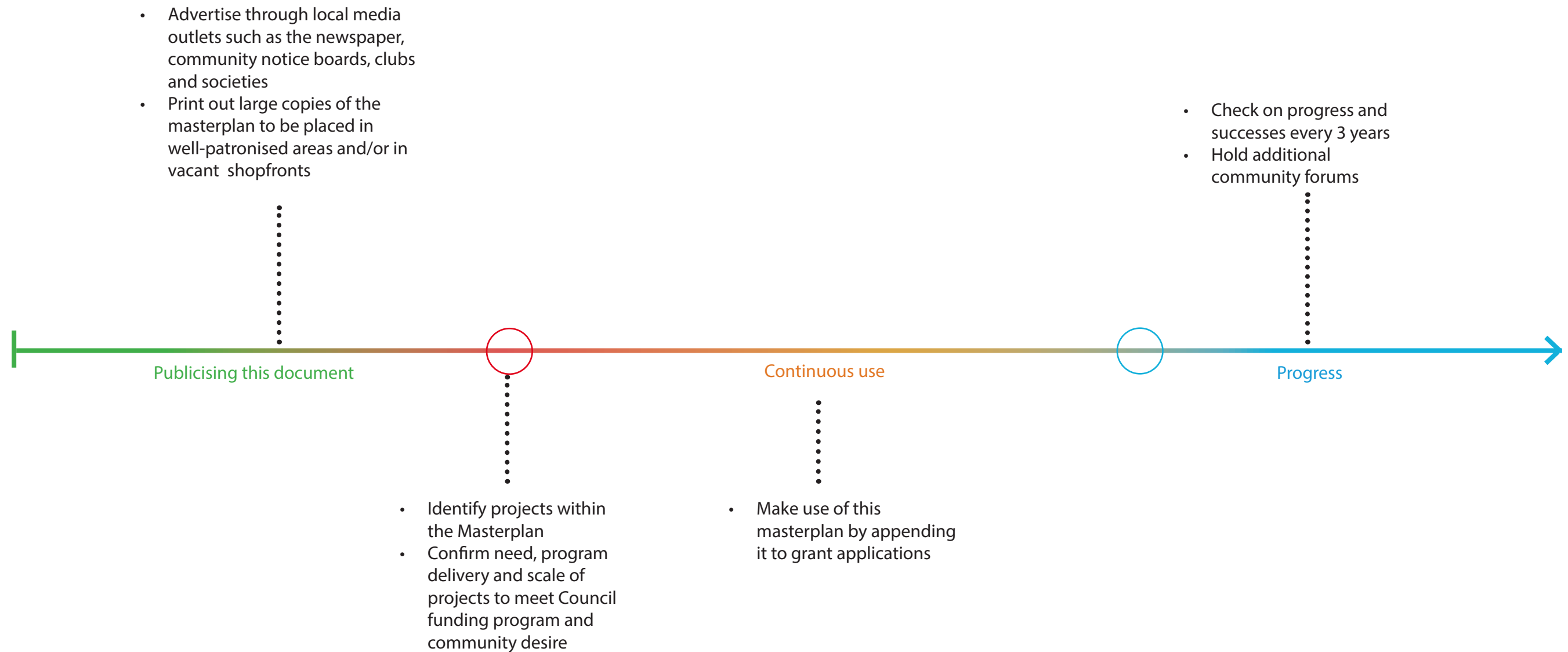


Onionwood
Syzygium Alliligneum

6.0 Staging



7.0 NEXT STEPS



A masterplan needs community support to thrive and guide future development. The next steps are therefore the most important part of the process. All the time and effort put into creating a masterplan falls to the wayside if there is not a champion to carry it forward. Council must agree on a team that will take this responsibility, as well as develop a succession plan to ensure the masterplan's sustainability.

