



Palm Cove entry statement

Greeting visitors to the jewel in the Far North's tourism crown.

In crowning Palm Cove the best beach in the world, Conde Nast Traveller, confirmed what residents and tourists already know – Palm Cove is the 'epitome of a tropical paradise'.

Despite attracting a substantial number of domestic and international visitors each year, there is little to mark the way from the Captain Cook Highway to the beachside resort suburb or announce the start of the State Government declared Great Barrier Reef Drive - an iconic tourism drive connecting Cairns to Cape Tribulation.

In the absence of an entry statement, the continuation of the urbanisation of this area with traffic lights would result in a diminished offer to the tourism market. An entry statement would resolve the continuation of the urban sprawl by providing

a clear marker that delineates and identifies Palm Cove and beyond as somewhere special, unique and separate to the broader residential areas that surround.

Cairns Regional Council is supporting the ambition of Tourism Tropical North Queensland and Advance Palm Cove to create an entry statement befitting the importance of Palm Cove to the region's tourism economy and the Great Barrier Reef Drive.

Announcing the starting point of both the 140km tourist drive and the Wangetti Trail, which wind between the region's two greatest attractions, the Great Barrier Reef and Wet Tropics Rainforest, this investment in placemaking will deliver a combination of economic and community benefits for generations to come.

At a glance

The State Government to deliver an entry statement for Palm Cove to clearly delineate this important tourist destination and the start of the Great Barrier Reef Drive. The entry statement would also avoid the perceived continuation of 'suburban sprawl' should the intersection otherwise be signalled.

Electorate:

Barron River and areas that surround.

Community benefits

The entry statement will:

- 1** Provide a lasting and positive first impression for those entering the region.
- 2** Support broader destination marketing through promotion of Palm Cove and the Great Barrier Reef Drive.
- 3** Align place identification with the Wangetti Trail to assist in leveraging existing investments of the State in the area.
- 4** Promote local businesses by increasing foot traffic and visibility.
- 5** Serve as a focal point for the community, fostering a sense of pride and ownership among residents.
- 6** Allow for safe pedestrian movement over the highway which assists in managing pedestrian/ vehicle conflicts associated with a roundabout.





Vision

There have been numerous calls for a Palm Cove entry statement dating back to the tourism boom following the opening of the Cairns International Airport.

Preliminary concepts developed by Tourism Tropical North Queensland outline an entry statement near the old Cairns Tropical Zoo that not only serves as an important wayfinding guide for visitors but improves connectivity, promotes local businesses and creates pride for the local community.

The proposed gateway features will include extensive landscaping and artistic elements, serving as a central gathering point where visitors can access information about local attractions and events, and includes:

Arrival signage: on the western side of the Captain Cook Highway near Alexandra Street

Roundabout: at the intersection of Palm Cove Boulevard and the Captain Cook Highway to improve vehicle access and

serve as the location for the second Palm Cove sign

Pedestrian bridge across the highway: connecting the proposed new primary school and Palm Cove to provide safe access across and accommodate new Great Barrier Reef Drive sign

Palm tree groves: icon palms synonymous with the tropics line both sides of the highway.

Concept only

New roundabout with pedestrian bridge



Arrival signage



Palm tree groves

