



## About Pialba

*The Pialba Esplanade Precinct is the foreshore presence of Hervey Bay’s emerging CBD. Currently providing a caravan park, activity areas and youth facilities, this foreshore precinct presents a very well-utilised space.*

*‘Wetside’, Hervey Bay’s flagship tourist attraction, has been a catalyst for activating this part of the foreshore, injecting colour, fun and excitement. Wetside provides a value-add for tourists and also draws local visitation from across the Fraser Coast region.*

*The Pialba foreshore is also home to the Seafront Oval, a large, functional grassed space where the community gathers for important local events.*

## Challenges and Opportunities

### Challenges

- Ⓐ Access between the CBD and foreshore precinct – the terrain is challenging and there is a limited ‘walkability’ factor
  - Access throughout the precinct is not clear and long distances lack interest and activity
  - Limited precinct presence and lacking clarity of the precinct extent and offering
  - The beach and water is difficult to experience from the pedestrian areas, with carparking and hardstand dominating between uses
  - There is a mix of old and new structures that lack a coherent style and theme and a collective presence
- Ⓑ The Seafront Oval is limited in its capacity to stage large-style events and also has limited parking opportunities. Drainage issues are also a key consideration for future usage.

### Opportunities

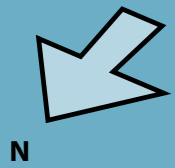
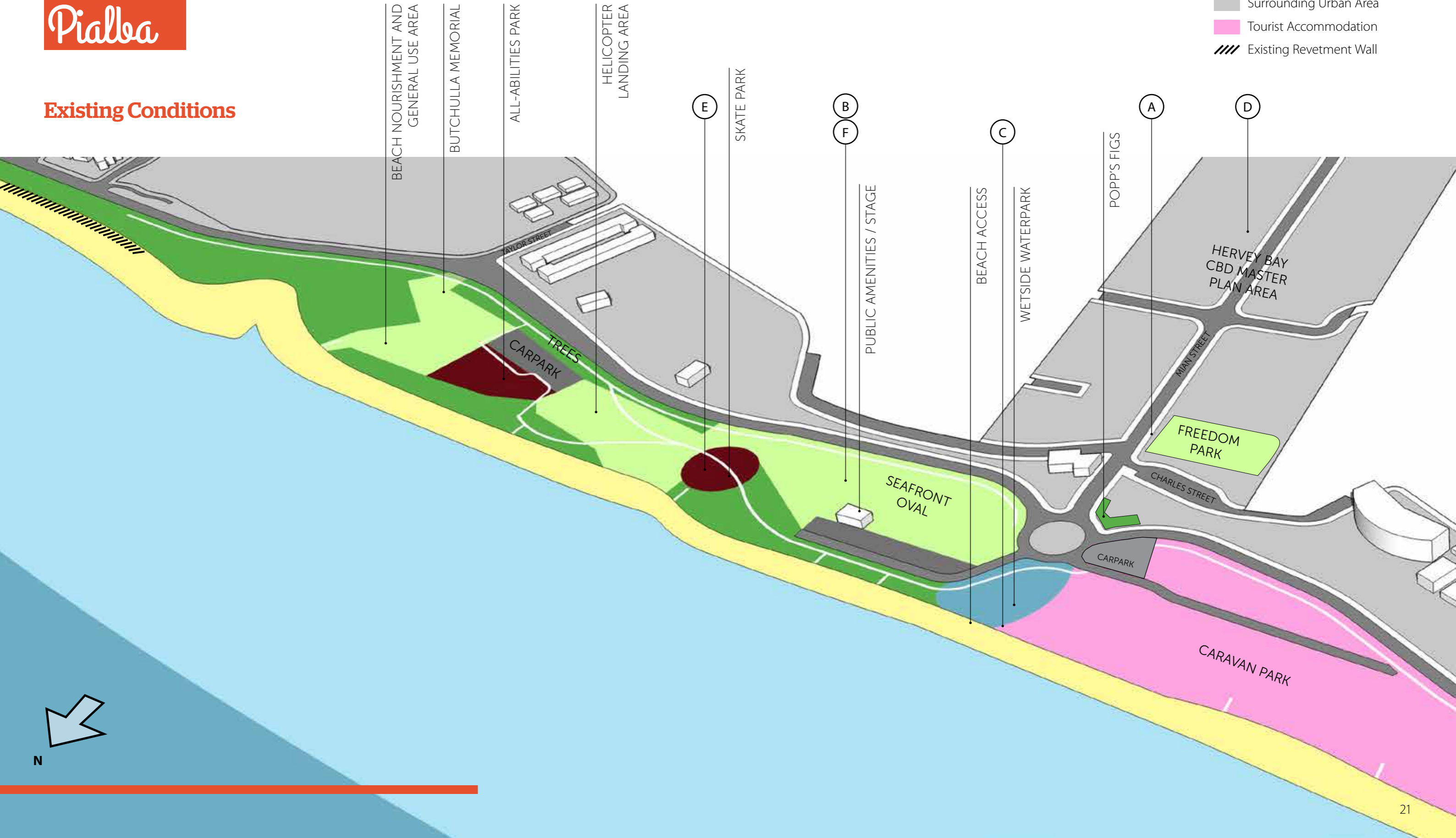
- Ⓒ Ability to leverage off the scale and ‘pull factor’ of Wetside
- Ⓓ Enhance the foreshore presence of the Pialba CBD following the release of the Pialba CBD Masterplan
- Ⓔ There is opportunity to build upon existing investment and ‘adventure style’ spaces
- Ⓕ Seafront Oval offers a large open space for events that benefit from the seaside presence and atmosphere
  - Large open areas could accommodate larger-footprint recreation opportunities



### Existing Conditions

### Legend

- Open Space
- Vegetation
- Community Facilities
- Surrounding Urban Area
- Tourist Accommodation
- Existing Revetment Wall



Pialba

## What makes Pialba Tick

*A visit with excited children to Wetside water park – colour, movement and cool water on a hot summers day*

*A drive along the tree lined Esplanade – passing the big whale tail on the roundabout*

*A stay at the always-bustling caravan park, a prime position between the trees and water*

*A morning at the local triathlon, gathering at the Seafront Oval to see Pialba serve as a magnificent stage for the swim, bike and run*

*Afternoons at the skate park and all abilities park – youth experiencing the joys of play by the sea*



Children playing at Wetside Water Park



Seafront Oval used for events



Foreshore and pathway



All Abilities Park



Seafront Oval used for events



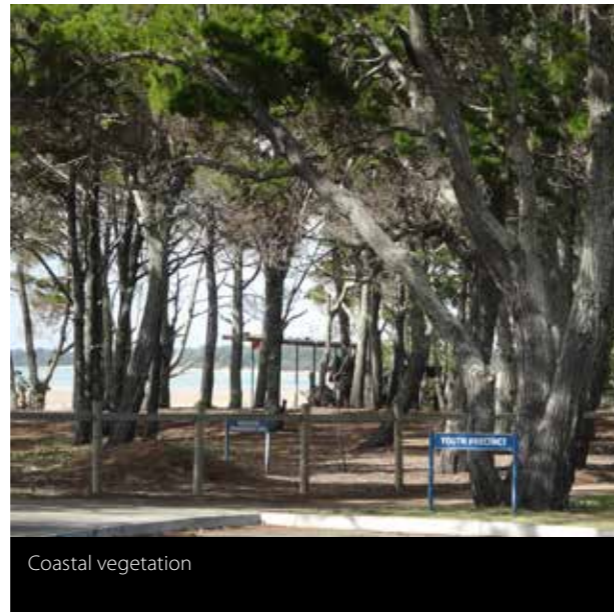
Large figs

## Existing Built Form



- Skate Park
- Grandstand and amenity building
- Cricket pitch and small basketball court

## Landscape



- Large fig trees bordering open grassed space
- Coastal tree species along the beachfront
- Large open spaces

## Access



- Wide road, higher speed than other precincts
- Shared walkway and cycleway along the foreshore side
- Foreshore parking areas

## Experiences



- Waterpark fun
- Local sporting and cultural events
- Skating
- Walking and exploring



## Identity



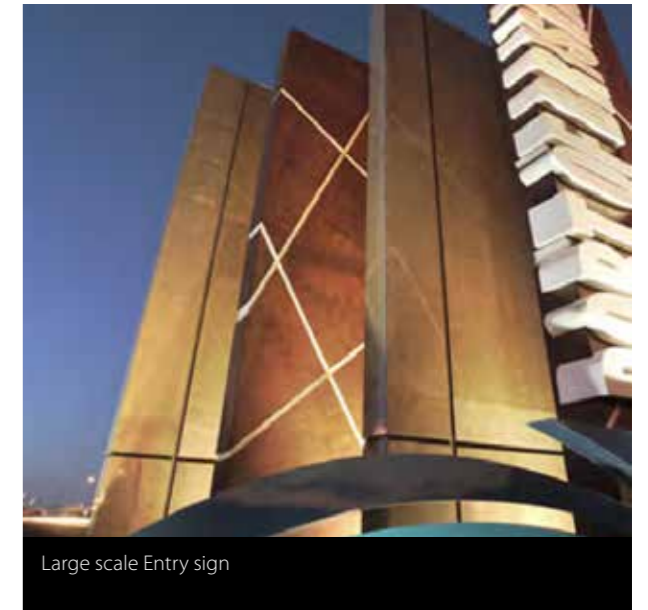
## Themes

### CBD gateway

- A bold foreshore presence for the emerging CBD to become a desirable location and memorable place for those seeking adventure – locals and tourists alike.



Dramatic lighting



Large scale Entry sign



Consistent signage typology to use throughout Esplanade

## Boutique seaside events

- Accommodating boutique events, particularly those that rely on or benefit from a seaside presence. Examples include triathlons, youth adventure races, relay for life, circus/traveling shows.



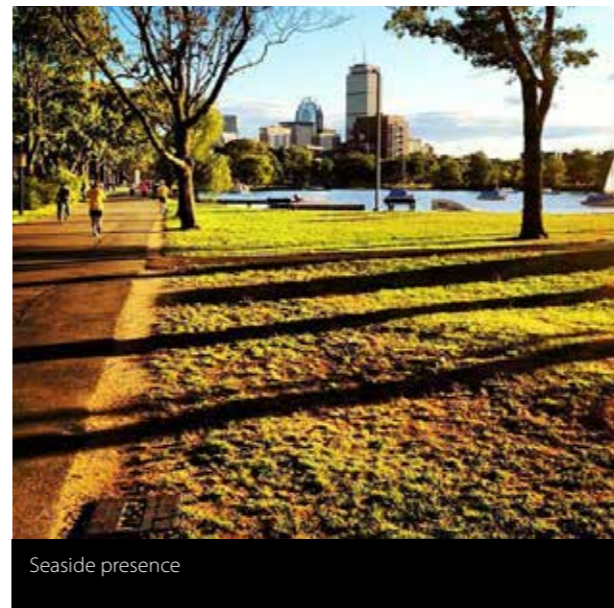
Pop-Up Picnic



Masonic Amphitheatre, Smith Creek



Little Big Dash Event



Seaside presence



Pop-Up Dinner

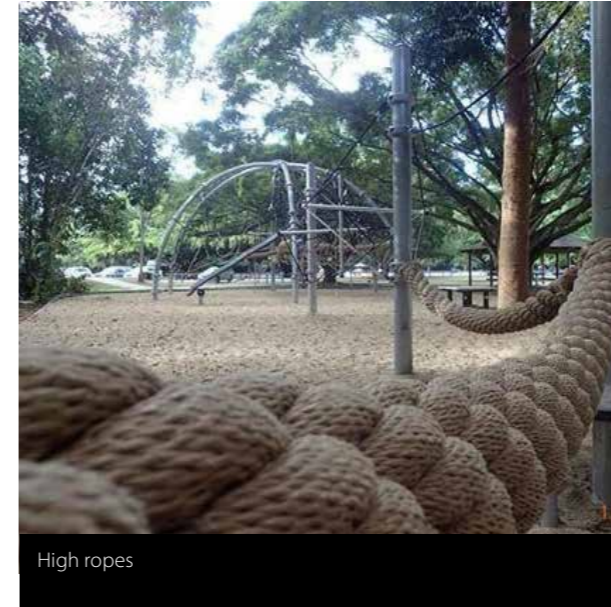


### City-wide Adventure

- A place where people can come from far and wide to enjoy a vibrant collection of well-connected and regionally significant adventure play areas.



High ropes course for team building activities



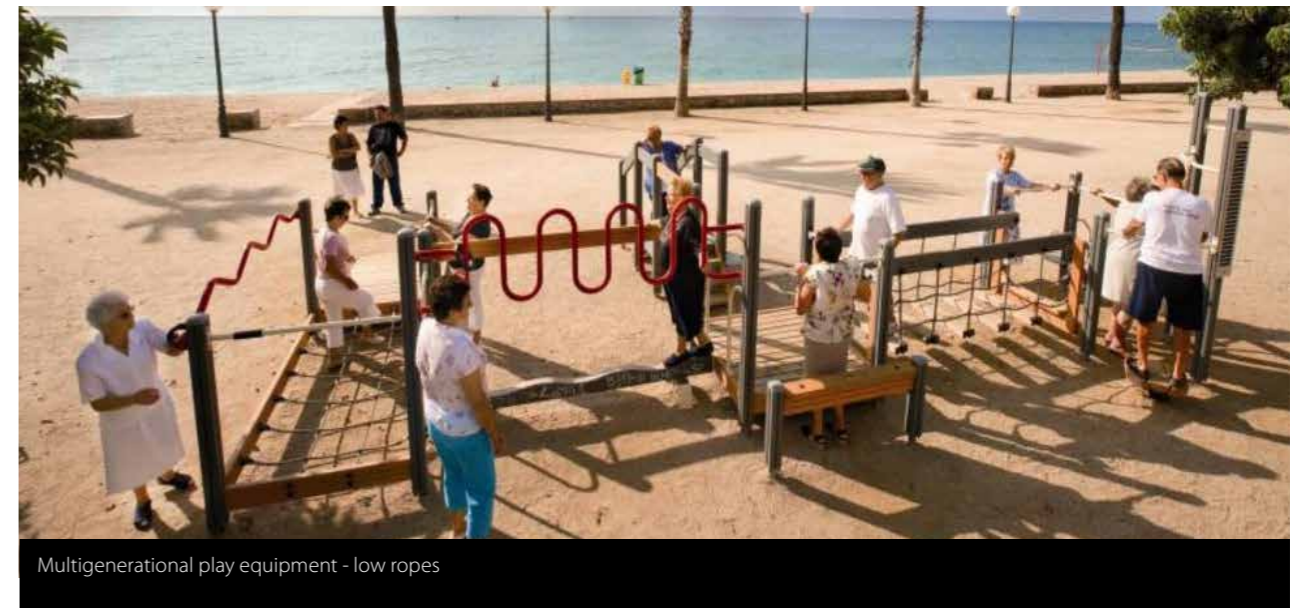
High ropes



Parkour Precinct Fremantle



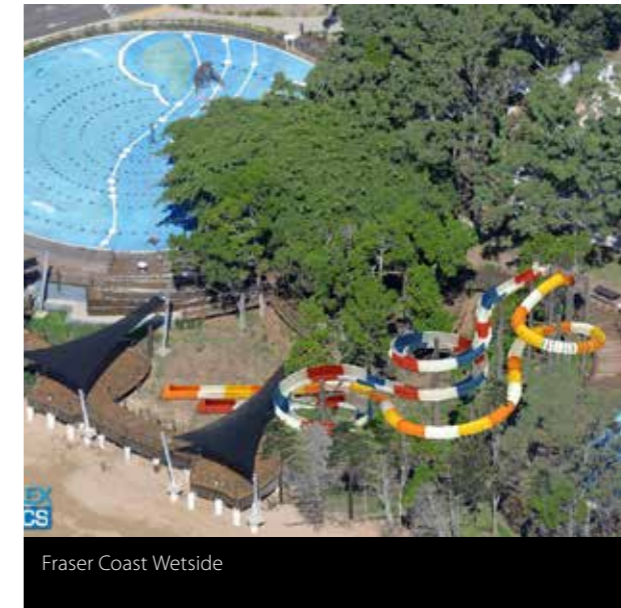
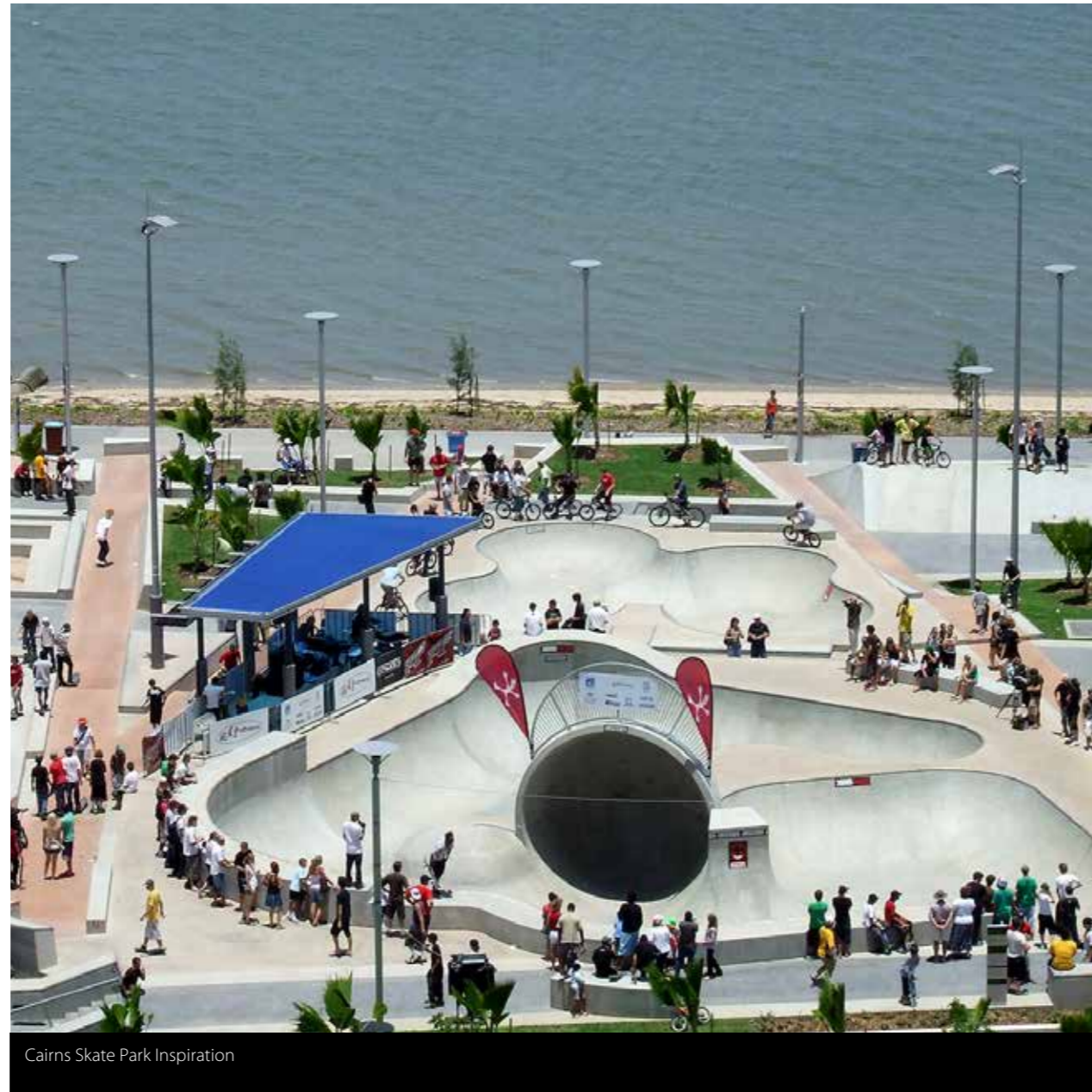
Climbing rope playgrounds



Multigenerational play equipment - low ropes

## A place for Youth

- Facilitating the precinct to become a place for youth of all ages to feel excited, exhilarated and challenged.







## Actions

### Physical Improvements

- 1 Enhancements to the stage with improved finishes, colour and lighting and LED screen
- 2 Upgrade of the skate park facility to provide a larger State-of-the-art facility similar to that provided in Cairns, Australia
- 3 A new youth adventure park with ropes courses, a flying fox and climbing activities
- 4 Enhance the Water Park with a Water Slide and other attractions
- 5 Investigate feasibility of Rockpool
- 6 Lighting of Popp's Figs

### Access and Parking

- 7 Road improvements to enhance pedestrian connections
- 8 Provision of overflow parking in peak seasons only and for special events
- 9 Potential pedestrian access to connect with bus set down area at Seafront Oval

### Connectivity

- 10 Promenade style connection from Main Street toward the foreshore with improved crossing points at the roundabout
  - Enhance the existing pathway connections, connecting Wetside to the All Abilities Park (via the skate park and adventure park additions) with interpretive signage that incorporates and improves the setting of the existing Butchulla monument

### Environment and Setting

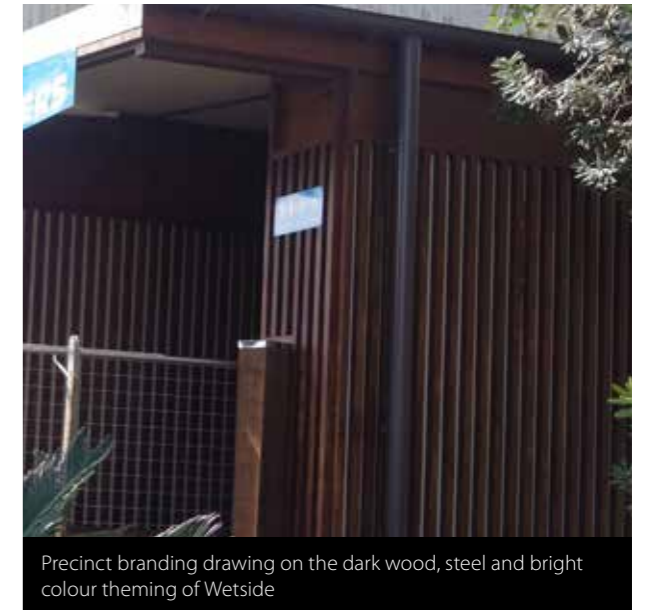
- Precinct branding drawing on the dark wood, steel and bright colour theming of Wetside, across the whole precinct,
- 11 Signage for the Seafront Oval, Skate Park and Adventure Park consistent with Wetside
- 12 Tree enhancement and lighting along the Esplanade frontage of Seafront Oval

### Events and Activation

- Attract additional boutique-style adventure-focused events to complement the existing offering and reinforce/attract people from the City and region (and other areas) – Examples include:
  - An event like Little Big Dash – children's obstacle course event
  - # Sunday by the Seafront

### Landscape Management

- Seaviews
  - These areas are a key focus for passive recreation. Quality vegetation planting and management is designed to facilitate seaviews and to enhance visual amenity and community safety.
- Filtered Seaviews
  - These areas are designed to predominately retain a semi-natural setting. Within these areas trimming, thinning and crownlifting of trees and weed management will occur to improve filtered seaviews, amenity and passive surveillance



Precinct branding drawing on the dark wood, steel and bright colour theming of Wetside



Little Big Dash

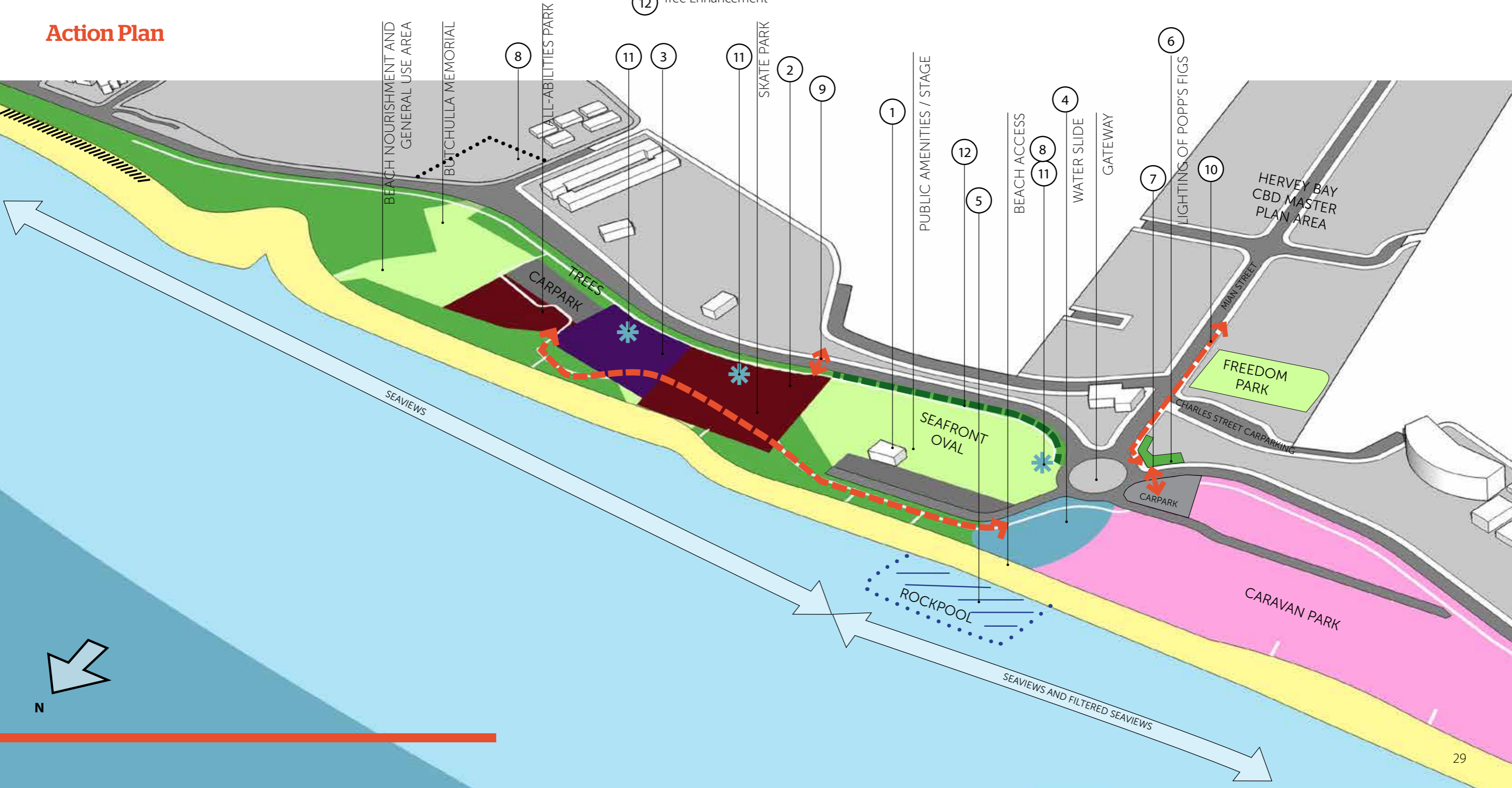


## Action Plan

- |                                     |                               |
|-------------------------------------|-------------------------------|
| ① Stage Enhancements and LED screen | ⑥ Fig Lighting                |
| ② New Skate Facility                | ⑦ Pedestrian Improvements     |
| ③ Adventure Park                    | ⑧ Overflow Parking            |
| ④ Water Slide                       | ⑨ Potential Pedestrian access |
| ⑤ Potential location of Rockpool    | ⑩ Promenade Connection        |
|                                     | ⑪ New Signage                 |
|                                     | ⑫ Tree Enhancement            |

## Legend

- |                        |                          |
|------------------------|--------------------------|
| Open Space             | Youth Adventure Park     |
| Vegetation             | Signage                  |
| Community Facilities   | Tree Enhancement         |
| Surrounding Urban Area | Pedestrian connectivity  |
| Tourist Accommodation  | Overflow parking         |
|                        | Existing Reventment Wall |





## Implementation

### Consultation outcomes

#### Level of Support

During the public consultation process 56.6% of respondents indicated that their overall support for the Hervey Bay Foreshore Esplanade Tourist Precinct Master Plan was either Very Supportive, Supportive or Semi Supportive.

#### Timeframe

46.5% of respondents advised that they would like the Hervey Bay Foreshore Esplanade Tourist Precinct Master Plan implemented within 5 years; 17.1% within 10 years and a further 12.4% within 15 years.

#### Budget

The budget estimates included within the Goals and Objectives Schedule have been estimated at the time of preparation and are subject to further qualification as each project progresses.

### Top key actions to achieve the identity and theme for the precinct

The consultation process indicated the top key actions to achieve the identity and theme for the Pialba Precinct are as follows:-

Key Actions	Response Percent
Promenade style connection from Main Street toward the foreshore with improved crossing points at the roundabout	45.7%
Tree enhancement and lighting along the Esplanade frontage of Seafront Oval	44.2%
Enhance the Water Park with a Water Slide and other attractions	43.4%
A new youth adventure park with ropes courses, a flying fox and climbing activities	41.9%
Rockpool	38.8%
Road improvements to enhance pedestrian connections	38.0%
Enhancements to the stage with improved finishes, colour and lighting	36.4%
Lighting of Popp's Figs	34.9%
A key focus for passive recreation areas, vegetation management to achieve seaviews and filtered seaviews to enhance visual amenity and community safety.	34.9%
Provision of overflow parking in peak seasons only and for special events	33.3%
Upgrade of the skate park facility to provide a larger State-of-the-art facility similar to that provided in Cairns, Australia	30.2%
Potential pedestrian access to connect with bus set down area at Seafront Oval	27.1%
Enhance the existing pathway connections, connecting Wetside to the All Abilities Park (via the skate park and adventure park additions) with interpretive signage that incorporates and improves the setting of the existing Butchulla monument	27.1%
Precinct branding drawing on the dark wood, steel and bright colour theming of Wetside, across the whole precinct	22.5%

## Pialba Precinct Goals & Objectives

Action / Activity	Sub Actions	Note	Cost Estimate	% Vote	Lead Agency
<b>Physical Improvements</b>					
1. Enhancements to the stage with improved finishes, colour and lighting	Refurbish and repurpose the stage including large LED movie screen	Allowance	\$700,000	36.4%	FCRC
2. Upgrade of the skate park facility to provide a larger State-of-the-art facility similar to that provided in Cairns, Australia	-	Allowance	\$1,000,000	30.2%	FCRC
3. A new youth adventure park with ropes courses, a flying fox and climbing activities	-	Allowance	\$850,000	41.9%	FCRC
4. Enhance the Water Park with a water slide and other attractions	-	Allowance	\$700,000	43.4%	FCRC
5. Rockpool	Prepare a desk top feasibility study for Rockpool along Foreshore	-	Within existing resources	38.8%	FCRC
6. Lighting of Popp's Figs	Undertake lighting of Popp's Figs	Allowance	\$35,000	34.9%	FCRC
<b>Access and Parking</b>					
• Status Quo – reduced speed limits	Implement reduced speed limit within the Precinct	Allowance for signs	\$5,000	28.7%	FCRC
7. Road improvements to enhance pedestrian connections	Construct new pedestrian connection on the western approach to the roundabout	No additional funds required works undertaken during preparation of the Plan - \$250,000	-	38.0%	FCRC
8. Provision of overflow parking in peak seasons only and for special events	Utilise this area for informal overflow parking during events and school holiday period	Rehabilitation allowance	Within existing budget	33.3%	FCRC
9. Potential pedestrian access to connect with bus set down area at Seafront Oval	Investigate pedestrian access and connection to Seafront Oval (across the Esplanade) from Hillyard Street.	Allowance for refuge type crossing and stairs	\$300,000	27.1%	FCRC



Action / Activity	Sub Actions	Note	Cost Estimate	% Vote	Lead Agency
<b>Connectivity</b>					
<ul style="list-style-type: none"> <li>Enhance the existing pathway connections, connecting Wetside to the All Abilities Park (via the skate park and adventure park additions) with interpretative signage that incorporates and improves the setting of the existing Butchulla monument</li> </ul>	Review existing pathways and upgrade as required	-	Within existing capital budget allocations and as part of other works	27.1%	FCRC
<b>Environment and Setting</b>					
<ul style="list-style-type: none"> <li>Precinct branding drawing on the dark wood, steel and bright colour theming of Wetside, across the whole precinct</li> </ul>	-	Allocation only	\$50,000	22.5%	FCRC
11. Signage for the Seafront Oval, Skate Park and Adventure Park consistent with Wetside	Refer to item above	-	-	-	FCRC
12. Tree enhancement and lighting along the Esplanade frontage of Seafront Oval	<ul style="list-style-type: none"> <li>Undertake uplighting of Fig Trees along frontage of Seafront Oval.</li> <li>Replace existing Cocos Palms with suitable species.</li> </ul>	No additional funds required. Lighting undertaken at a cost of \$76,000 \$20,000 for Tree Planting	\$20,000	44.2%	FCRC
<b>Landscape Management</b>					
13. <b>Seaviews</b> - These areas are a key focus for passive recreation. Quality vegetation planting and management is designed to facilitate seaviews and to enhance visual amenity and community safety	Review of Foreshore Enhancement Action Plans to reflect this strategy.		Within existing budget		FCRC
14. <b>Filtered Seaviews</b> - These areas are designed to predominately retain a semi-natural setting. Within these areas trimming, thinning and crownlifting of trees and weed management will occur to improve filtered seaviews, amenity and passive surveillance	Review of Foreshore Enhancement Action Plans to reflect this strategy.		Within existing budget		FCRC
			<b>CONTINGENCY ALLOWANCE</b>	<b>\$340,000</b>	
			<b>TOTAL</b>	<b>\$4,000,000</b>	

**Artist's Impression - Indicative Only**

