

About Urangan

Urangan, a fishing village with a rich history associated with its ever-long pier – a pier now popular for fishing. The pier previously contained a railway that amongst other uses, successfully facilitated the export of coal.

The Pier and associated Pier Park supports an urban fabric with modern resort-style elements along with shops, cafes and holiday units.

The prominent sea views at this point of the Esplanade harbour a precinct with a distinct and refined beach style.

Challenges and Opportunities

Challenges

- Urangan seen as being 'at the end' of Hervey Bay
- People don't 'turn right' onto the Esplanade from Elizabeth Street
- Pedestrian path from Elizabeth Street into the precinct is exposed and hot, though difficult to treat due to the tidal conditions
- Pier mainly used as a fishing platform and this possibly excludes other uses

Opportunities

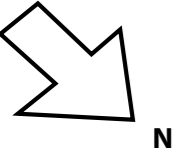
- Pier is iconic for the region
- Seaviews
- Quieter precinct
- Different tourist accommodation form to the other precincts (e.g. no caravan park, large resort)
- Water-based activities
- Existing events
- Proximity to the Harbour - seafood markets

URANGAN

Existing

Legend

- Open Space
- Vegetation
- Community Facilities
- Surrounding Urban Area
- Pedestrian Paths
- Road Crossing
- Existing "Rock slope" and Seawall shown in diagram

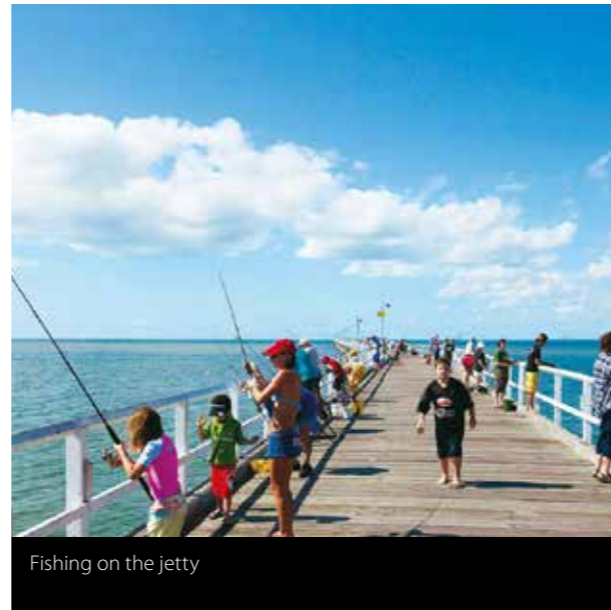


URANGAN

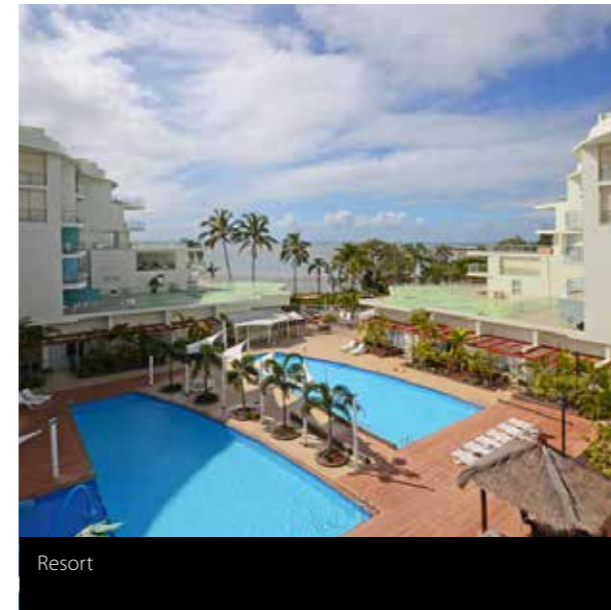
What makes Urangan 'tick'?

On a Saturday morning Pier Park comes alive with 'ParkRun' joggers and the markets.

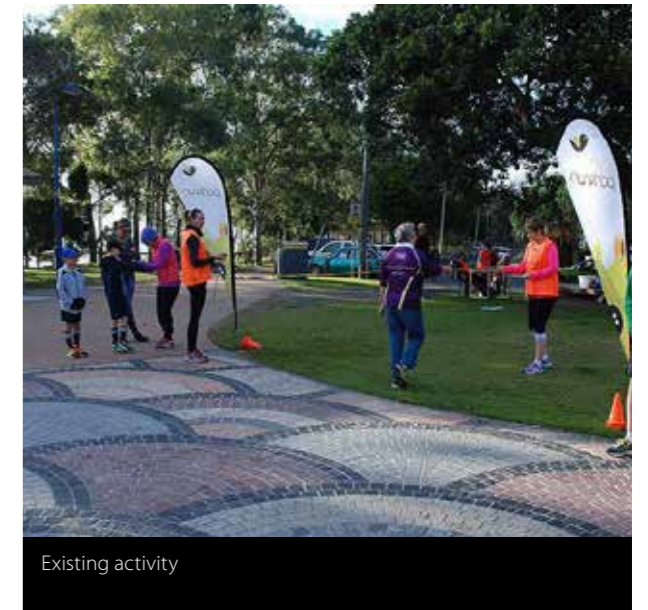
By the afternoon the Pier is bustling with eager fisher-people, there are brides and bridegrooms making memories, and drinks flow for an eager crowd sip at the Bayswater as they watch the afternoon kite surfers presenting a colourful array against the backdrop of the Pier.



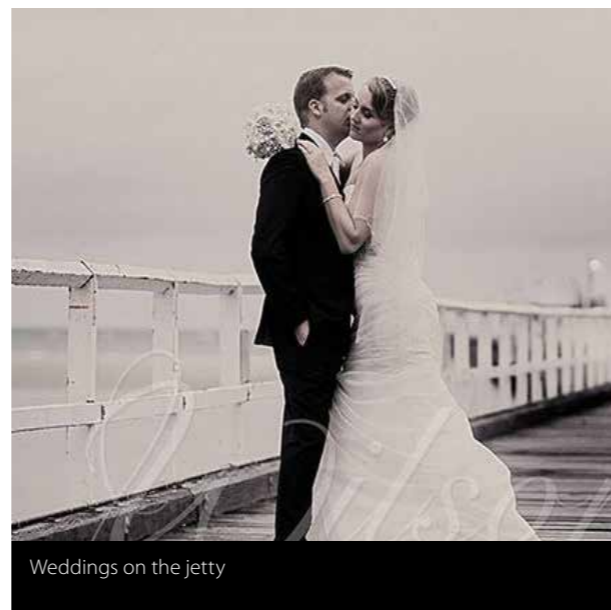
Fishing on the jetty



Resort



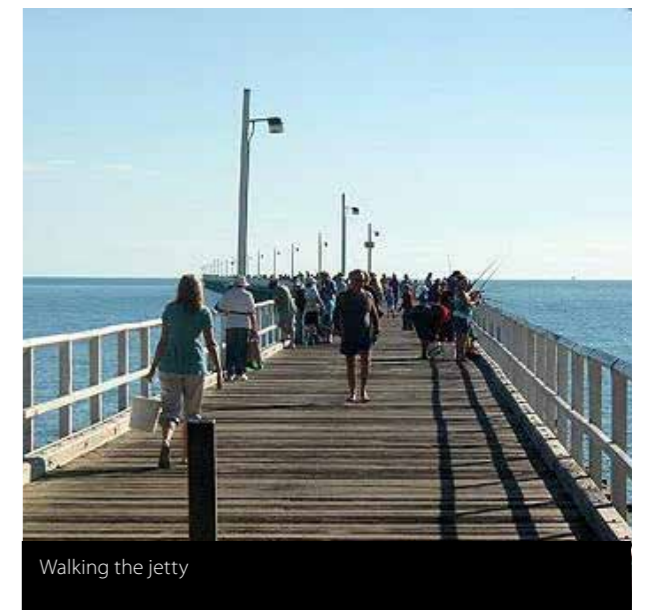
Existing activity



Weddings on the jetty



Kite surfing



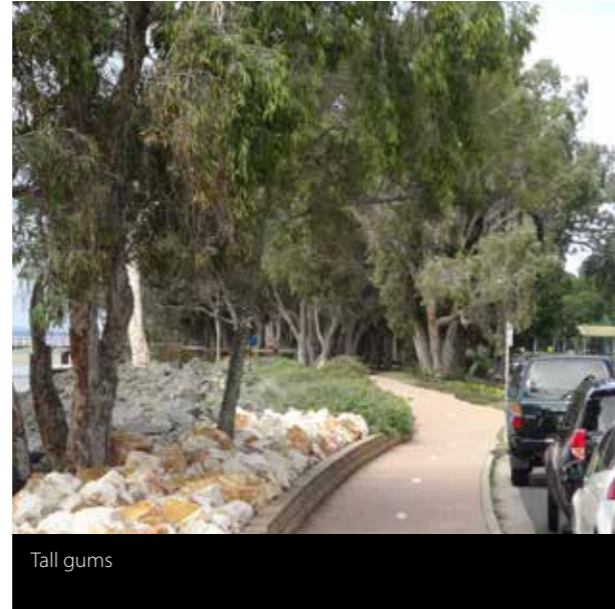
Walking the jetty

Existing Built Form



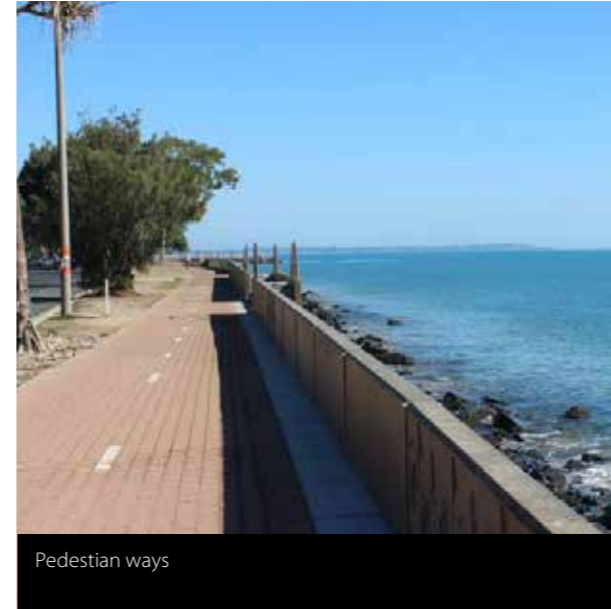
- Pier
- Large resort and holiday units
- Streetfront and courtyard retailing
- Pier Park Pavilion and picnic shelters
- Seawall

Landscape



- Seawall leading to verdant vegetation in and around Pier Park
- Attractive lawns, vegetation and tall gums at Pier Park

Access



- Situated at the 'end' of the Esplanade and a 90 degree bend allows for a natural slowness of traffic
- Form of Pier Park allows for good pedestrian mobility in the precinct

Experiences



- Fishing on the Pier
- Park Run
- Wedding photos on the Pier
- Pier Market every fortnight
- Kite surfing

URANGAN

Identity

A Place for
Pier Culture

URANGAN

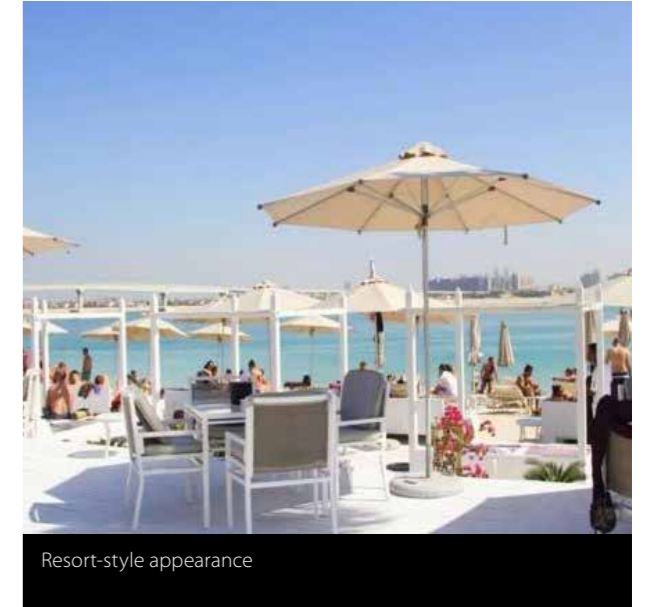
Themes

Refined Beach Style

- A 'white' theming, with white shell features to reflect the Indigenous heritage of Urangan and provide a resort style appearance. A gateway feature extending from the Elizabeth Street intersection into the precinct will entice visitors to experience the refined style of Urangan.



Contemporary appearance



Resort-style appearance



White flags



Refined style

An enticing and engaging Pier Precinct

The Pier Precinct will be a vibrant and activated place that captures the iconic location of the pier and is recognised as a key destination in Hervey Bay.

With an enjoyable connection from Elizabeth Street down to the pier – it will be enticing to turn right at the Esplanade. Ice creams and coffee on the pier by day, and exciting festivals like the great Pier Lunch will build an excitement in the precinct.



Activated place



Iconic shelters and spaces to be used for events



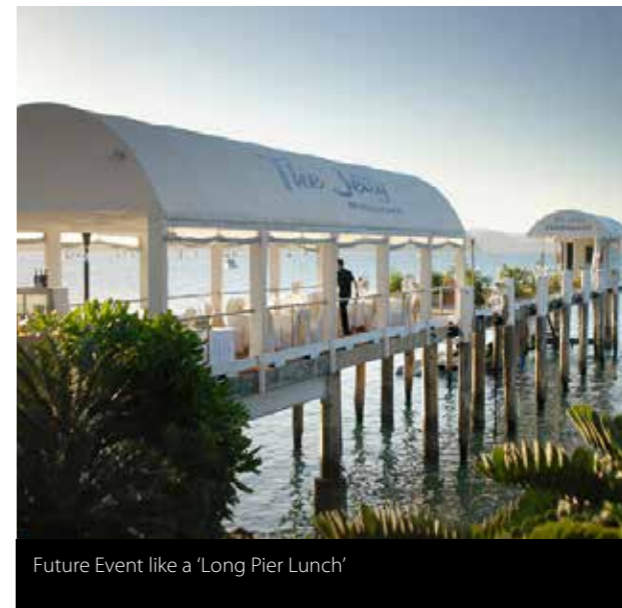
Jetty additions at Southport Broadwater Parklands



Small Seafood Market



Style of street furniture

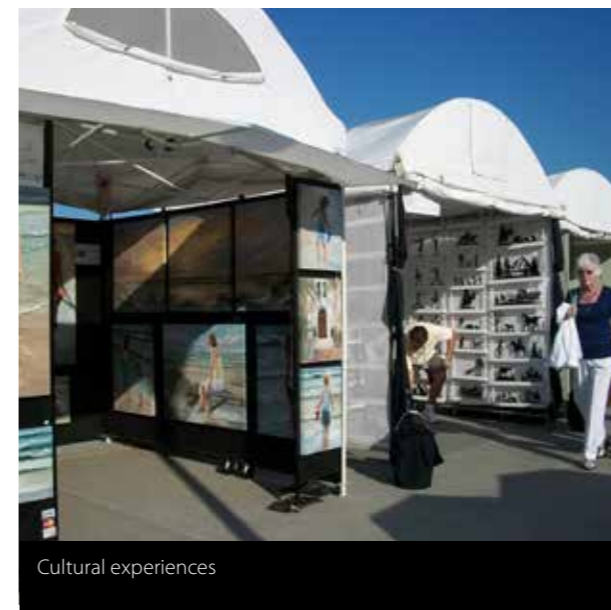
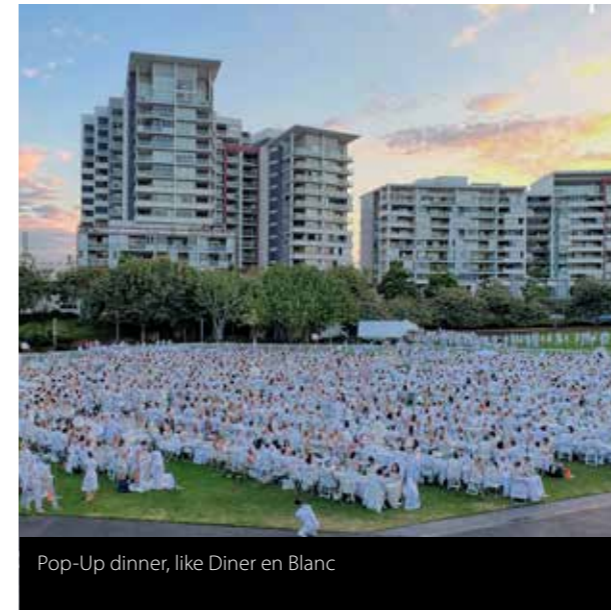


Future Event like a 'Long Pier Lunch'

URANGAN

Arts and culture fostered

- A precinct that is themed with artistic expression and supports art events and cultural experiences



A space for adults

- An ambient place for adults to enjoy
- Restaurants and bars
- Quieter adult-friendly spaces
- Late morning brunch



Activity at night, like La Rambla



Restaurants



Resort Style Brunch

URANGAN

Actions

Physical Improvements

- 1 Enhance the gateway to the precinct from Elizabeth St with a sheltered walkway which is "lightweight" and still maintains seaviews.
- 2 Poles with flags to add vertical elements that don't block seaviews, but add movement and interest. These could be used to promote local events and story telling opportunities of history of the Pier and Precinct.
- 3 New Sound Shell
- 4 Enhance the Pier entry with artistically designed shade shelters, with white colour theming (remove existing shelters and rebadge new shelters with relevant information)
- 5 Establish destinations along the pier with opportunities for seating, shade and commercial operators.
 - Support the formation of a boutique retail centre by attracting higher-end retailers.
- 6 Facade enhancements - such as painting, lighting, murals.
- 7 Increased viewing opportunities along the foreshore

Access and Parking

- Road layout changes as per Transport Options section.
- 8 Improved waters edge access.

Connectivity

- 9 Signage strategy to link to Dayman Park and drawing people to Urangan

Environment and Setting

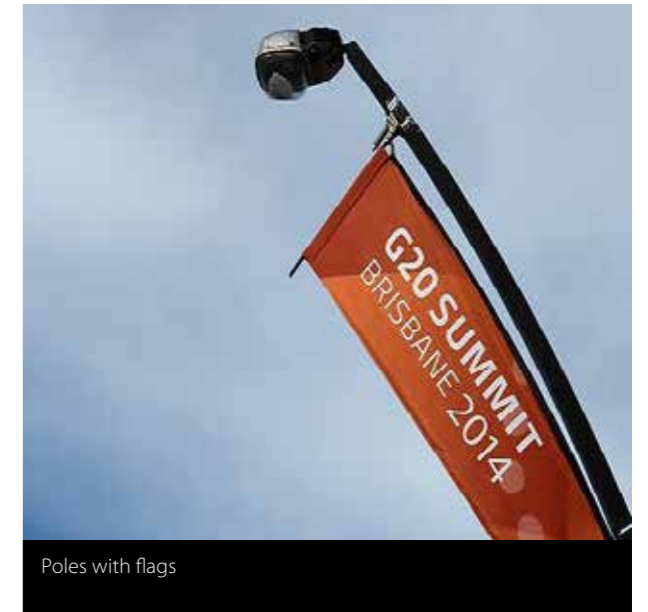
- 10 Lighting strategy to enhance public use
 - Retain and enhance existing green image
 - Include information points with heritage and cultural information
- 11 Interactive street art

Events and Activation

- 12 Outdoor wedding space
 - Arts events and cultural experiences
 - Pop-Up Dinner (like Diner en Blanc)
 - Street food/coffee vans
 - Eat street – multiple food options
 - Street closure for festival style events
 - Pier Market with street activities- games like chess
 - Long pier lunch

Landscape Management

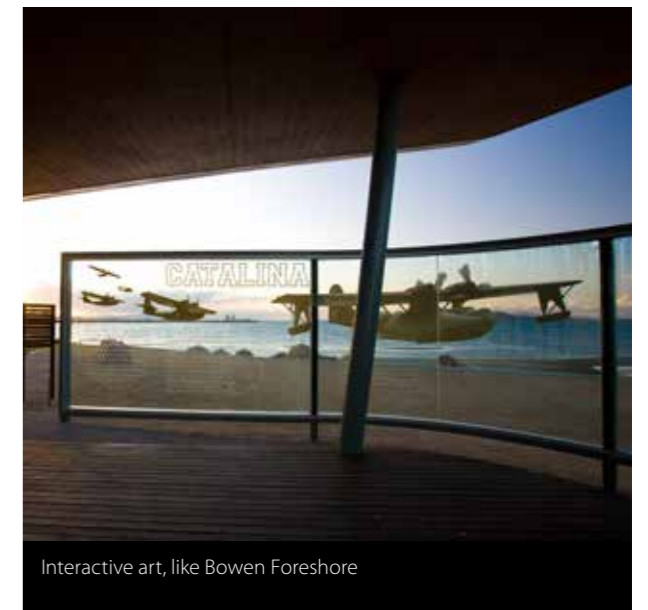
- Seaviews
 - These areas are a key focus for passive recreation. Quality vegetation planting and management is designed to facilitate seaviews and to enhance visual amenity and community safety.
- Filtered Seaviews
 - These areas are designed to predominately retain a semi-natural setting. Within these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



Poles with flags



Proposed Sound Shell



Interactive art, like Bowen Foreshore

URANGAN

Action Plan

- | | |
|--------------------------------|-----------------------------------|
| ① Enhance Gateway | ⑦ Increased Viewing Opportunities |
| ② Poles with Flags and Banners | ⑧ Waters Edge Access |
| ③ Sound Shell | ⑨ Promote Links |
| ④ Park Enhancement | ⑩ Lighting Strategy |
| ⑤ Pier Build-Outs | ⑪ Street Art and Activations |
| ⑥ Facade Treatments | ⑫ Outdoor Wedding Space |

Legend

- Open Space
- Vegetation
- Community Facilities
- Surrounding Urban Area
- Pedestrian Paths
- Facade Improvements
- Streetscape Improvements
- Beach Access



URANGAN

Implementation

Consultation outcomes

Level of Support

During the public consultation process 66.7% 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

49.5% of respondents advised that they would like the Hervey Bay Foreshore Esplanade Tourist Precinct Master Plan implemented with 5 years; 22.6% within 10 years and a further 8.6% 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
Lighting strategy to enhance public use	45.7%
Establish destinations along the pier with seating, shade and commercial operators	42.9%
Include information points with heritage and cultural information	42.9%
Improved waters edge access	40.0%
Facade enhancements - such as painting, lighting, murals	38.6%
Signage strategy to link to Dayman Park and drawing people to Urangan	37.1%
Retain and enhance existing green image	37.1%
A key focus for passive recreation areas, vegetation management to achieve seaviews and filtered seaviews to enhance visual amenity and community safety	35.7%
Enhance the Pier entry with artistically designed shade shelters, with white colour theming (remove existing shelters and rebadge new shelters with relevant information)	34.3%
Increased viewing opportunities along the foreshore	31.4%
Enhance the gateway to the precinct from Elizabeth St with a sheltered walkway which is "lightweight" and still maintains seaviews	28.6%
Interactive street art	27.1%
Poles with flags to add vertical elements that don't block seaviews, but add movement and interest. These could be used to promote local events and story telling opportunities of history of the Pier and Precinct.	24.3%
Support the formation of a boutique retail centre by attracting higher-end retailers	21.4%
New Sound Shell	15.7%

Urangan Precinct Goals & Objectives

Action / Activity	Sub Actions	Note	Cost Estimate	% Vote	Lead Agency
Physical Improvements					
1. Enhance the gateway to the precinct from Elizabeth St with a sheltered walkway which is "lightweight" and still maintains seaviews	<ul style="list-style-type: none"> Prepare cost estimates for enhancement of the Urangan Walkway including structures, interpretive material, public art and vegetation with a focus on telling this History of Urangan and the Pier and implement. 	Allowance only	\$250,000	28.6%	FCRC
2. Poles with flags to add vertical elements that don't block seaviews, but add movement and interest. This item to be considered in conjunction with Item 1 above.	<ul style="list-style-type: none"> Install information flag poles at approved locations. 	Based on 6 poles @ 5,000	\$30,000	24.3%	FCRC
3. New Sound Shell	<ul style="list-style-type: none"> Construct sound shell in Pier Park 	Design complete. Existing budget utilised	\$111,000	15.7%	FCRC
4. Enhance the Pier entry with artistically designed shade shelters; with white colour theming (remove existing shelters and rebadge new shelters with relevant information)	<ul style="list-style-type: none"> Remove 3 Existing shelters Install 3 new shelters Including outdoor wedding space 	Based on \$85k for Pier Park wedding shelter previous quote x 3 and removal of existing	\$200,000	34.3%	FCRC
5. Establish destinations along the pier with seating, shade and commercial operators	<ul style="list-style-type: none"> Design proposed Pier Build-outs Invite expressions of interest for potential operators Construction Pier Build-outs 	Allowance for 3 x \$80k (3m x 6m buildouts) and \$110k for power and services	\$350,000	42.9%	FCRC
<ul style="list-style-type: none"> Support the formation of a boutique retail centre by attracting higher-end retailers 	<ul style="list-style-type: none"> Ensure Fraser Coast Planning Scheme facilitates boutique retail centre Urangan Business owners establish a working group to develop the boutique retail centre concept 	-	N/A	21.4%	Urangan Businesses/ Private Investors
6. Façade enhancements – such as painting, lighting, murals	Promote the Fraser Coast Streetscape Scheme	Allow \$1,500 for up to 10 businesses per precinct	\$15,000	38.6%	FCRC
7. Increased viewing opportunities along the foreshore	Identify viewing points and develop plan for implementation	\$30k per viewing point	\$30,000	31.4%	FCRC
8. Improved water's edge access	Install two new stair accesses within Precinct	Allowance @50,000 each	\$100,000	40%	FCRC



Action / Activity	Sub Actions	Note	Cost Estimate	% Vote	Lead Agency
Access and Parking					
• Status Quo – reduced speed limits	Implement reduced speed limit within the Precinct	Allowance for signs	\$5,000	31.2%	FCRC
• Preferred Traffic Option – Shared Zones – retain two-way movement	Implement Shared Zones	Per shared zone (includes allowance for raised street area, lighting, bollards, drainage etc)	\$500,000	33.3%	FCRC
Connectivity					
9. Signage strategy to link to Dayman Park and drawing people to Urangan	Install additional signage	Allowance 5 signs or flags @ \$8,000 each	\$40,000	37.1%	FCRC
Environment and Setting					
10. Lighting strategy to enhance public use	Pier Lighting, Fairy Lighting, mood lighting and special lighting	Allowance only	\$100,000	45.7%	FCRC
• Retain and enhance existing green image	Continue to undertake maintenance of the green space. Promotion of the Botanical Gardens and other green spaces within the area.	-	Within existing budget	37.1%	FCRC
• Include information points with heritage and cultural information	Consider interpretation as part of the implementation of the Urangan Precinct actions	-	Action included above	42.9%	FCRC
11. Interactive street art	Consider street art as part of the implementation of the Urangan Precinct actions	Allowance for 2 – 3 pieces	\$50,000	27.1%	FCRC
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	Review of Foreshore Enhancement Action Plans to reflect this strategy.		Within existing budget	35.7%	FCRC
• 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	Review of Foreshore Enhancement Action Plans to reflect this strategy.		Within existing budget		FCRC
CONTINGENCY ALLOWANCE			\$219,000		
TOTAL			\$2,000,000		

Artist's Impression - Indicative Only

