



# Scarness

## About Scarness

*Scarness is a place for play, a place where people like to meet and enjoy a relaxing yet fun seaside experience.*

*Scarness contains a vibrant retail and restaurant strip, the renovated Beach House Hotel sets a fine new landmark with smaller retailers and boutique accommodation options creating a bountiful and fun hub where tourists and locals relax and enjoy life.*

*Scarness is about kids playing and people gathering.*

## Challenges and Opportunities

### Challenges

- Elements of the built form are older and the streetscape would benefit from a 'lift' – cleaning, painting
- There is a mix of old and new structures that lack continuity and a collective presence
- There are numerous pathway points particularly at the jetty area which make the main route unclear
- Existing wayfinding signage and precinct information provided is in a location that does not have a clear setting and it gets 'lost' amongst the other precinct structures
- (A)** Western edge of the caravan park interrupts seaviews from public space to the ocean
- (B)** Existing rotunda between Enzos and the caravan park is out of place.
  - Certain stands of hedge-style planting block views in the precinct
  - Maryborough Sailing Club is separated from the precinct by the caravan park
  - Markets are difficult to accommodate in the precinct
- (C)** Some conflict between parking area and interface with walkway/playground
  - Some congestion issues – popular area to visit

### Opportunities

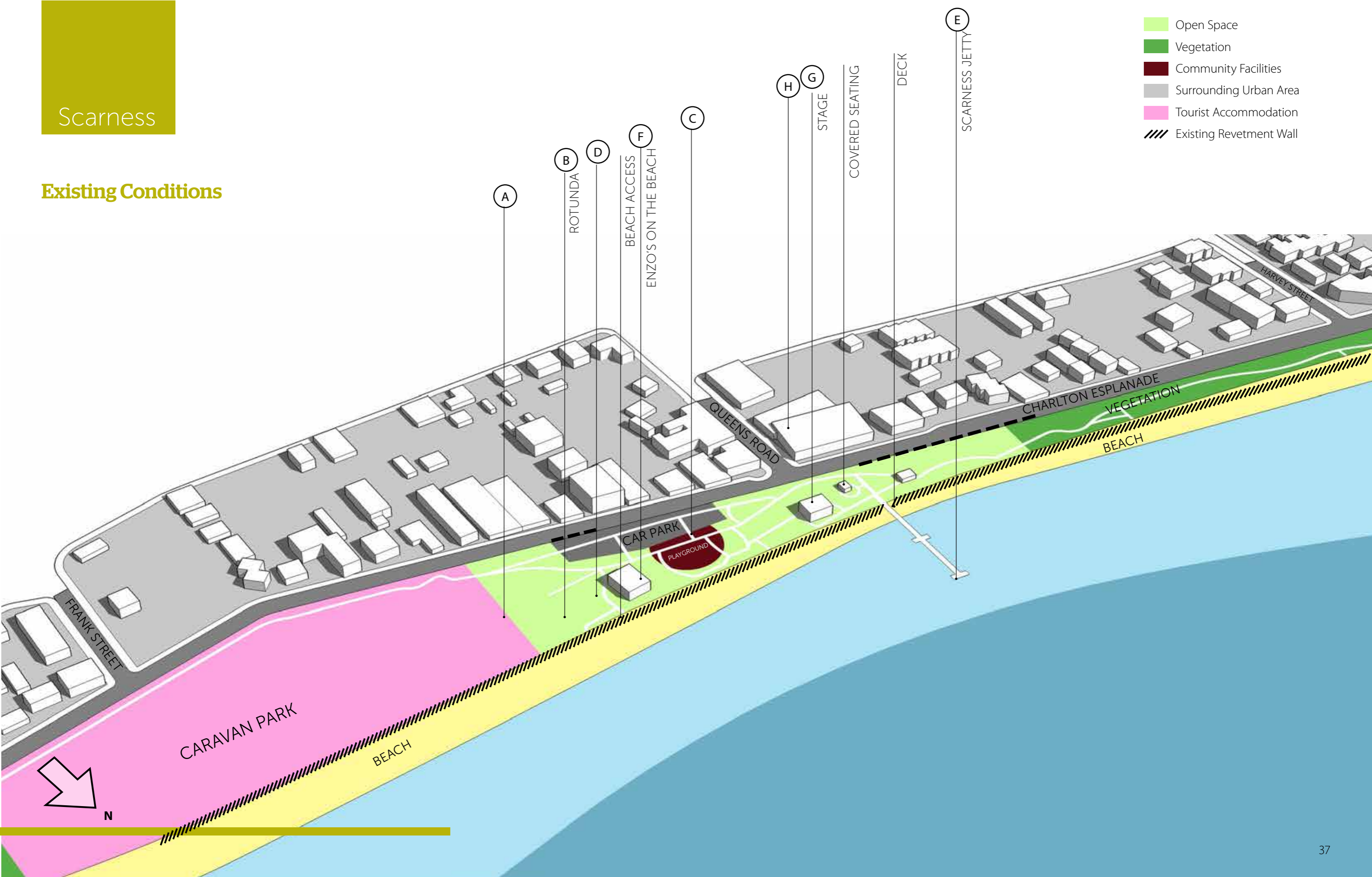
- (D)** Greenspace between Enzos and the playground is an ideal gathering space and family meeting spot
- (E)** Jetty has been used for pop up functions and there is an opportunity to expand this usage
- (F)** Enzo's redevelopment will enhance this part of the foreshore and may possibly provide options for storage of items (for possible pop up events)
- (G)** Existing stage has opportunities for increased usage
- (H)** Renovated Beach House Hotel increases the amenity of the precinct and the streetscape
  - Existing traffic treatments work well and the main crossing point between the retail strip and foreshore carpark area operates well
  - Mix of restaurants gives variety to diners

# Scarness

## Existing Conditions

### Legend

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



# Scarness

## What makes Scarness 'tick'?

### During the day people are:

*At the playground, sitting on a picnic rug and people watching*

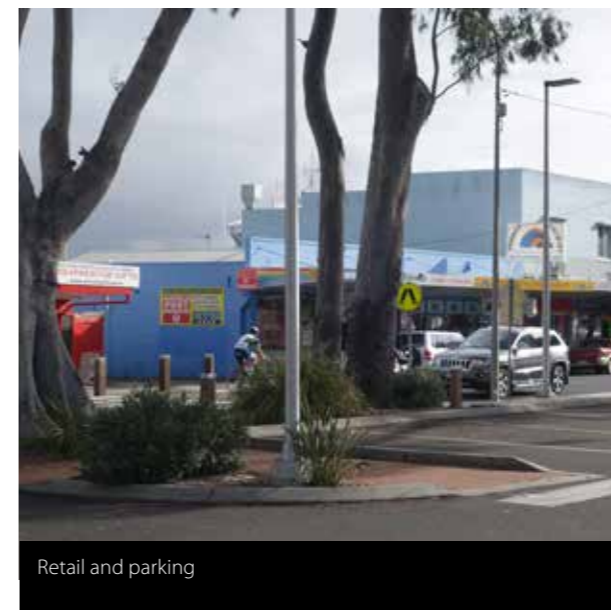
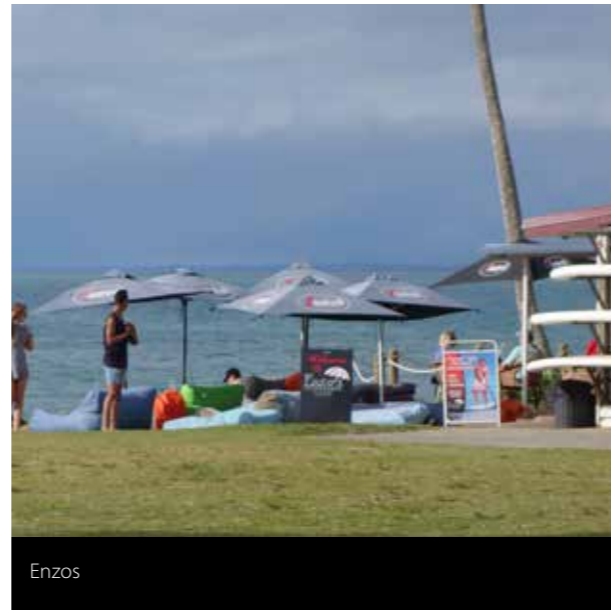
*At Enzo's sipping coffee, listening to 'beats' and watching the sea*

*Having a BBQ, adventuring around the jetty, taking a dip*

### At night people are:

*Having a meal, a drink or going to a function at the Beach House*

*Dining on multicultural fare or grabbing a takeaway meal*



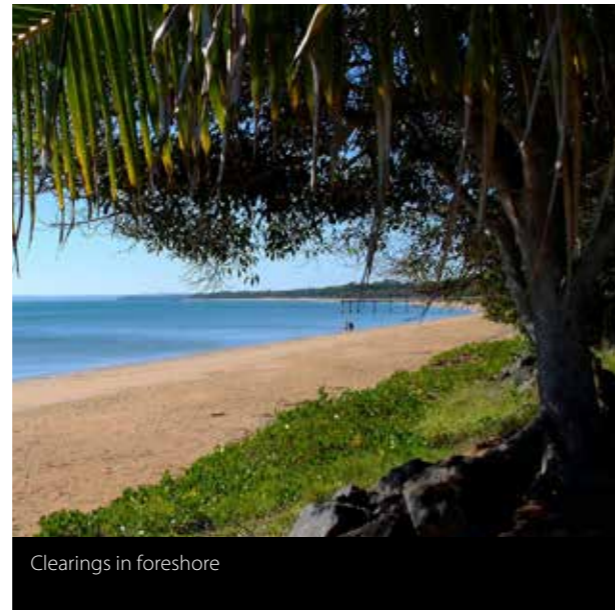
## Existing Built Form



Building facades

- Esplanade building facades - Mix of old and new, small to medium scale
- Colour, hard urban edge, hole in the wall, little arcades
- Beachfront caravan park and renovated boat shed café (i.e. Enzos)
- Various picnic shelters of different styles
- Amenity buildings

## Landscape



Clearings in foreshore

- Harder urban edge with limited street planting on the built side
- Clearings in the foreshore for useable park areas creating green spaces with stands of tall gums and other verdant coastal vegetation

## Access



Access to beach

- Wide street with centralised and clearly defined crossing
- Shared walkway and cycleway along the foreshore side, between the road and caravan park, with a busy spot outside Enzo's
- On-street parallel parking and large foreshore parking area

## Experiences



Enzos

- The vibe from the co-located restaurant venues
- A colourful low-scale diverse urban form set amongst the blue ocean
- The vibrant and fun playground
- The quiet sitting places and jetty
- A busy pathway – bumping into somebody you know – off running or heading to the café
- Convenience shopping

Scarness

## Identity

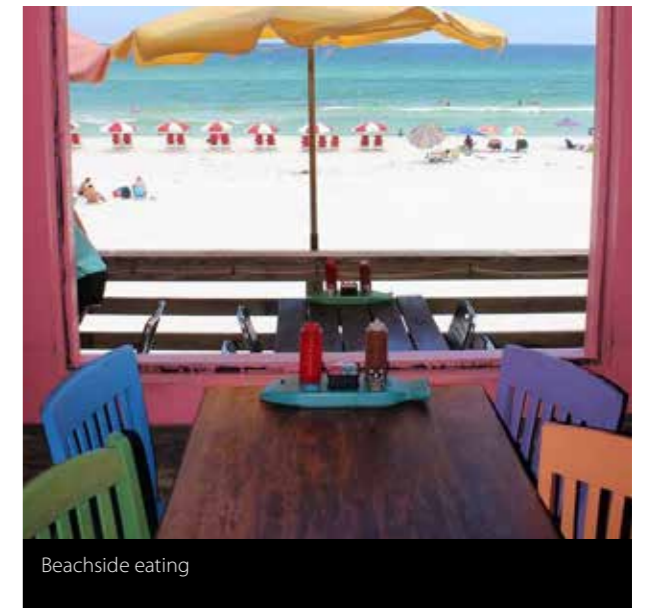
A Place to Play – Night and Day

Scarness

## Themes

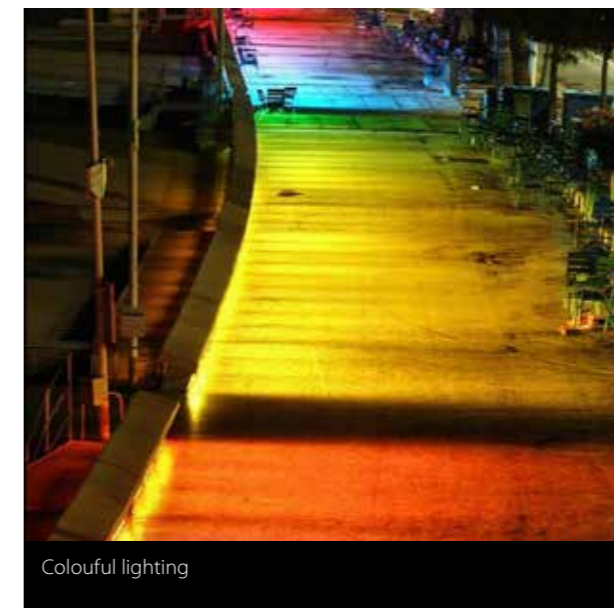
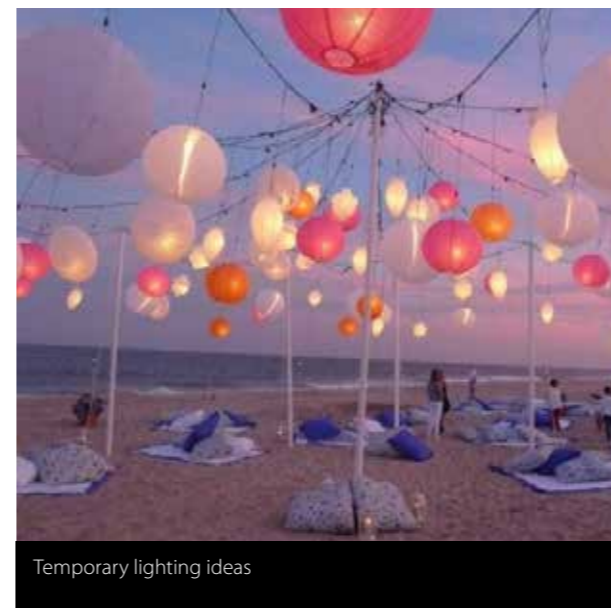
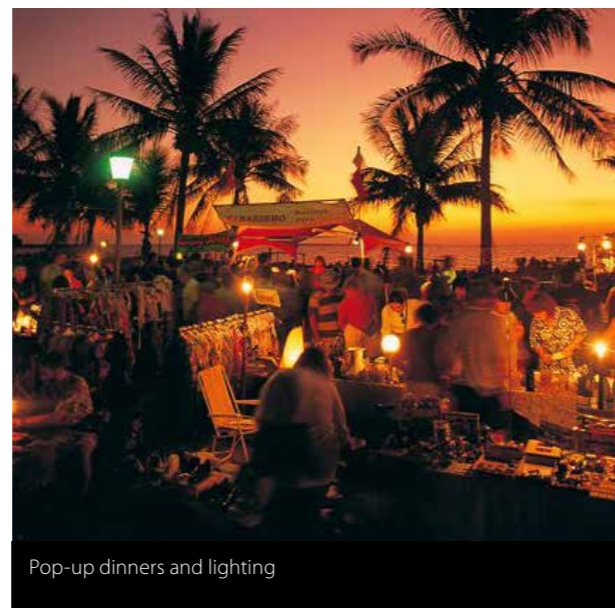
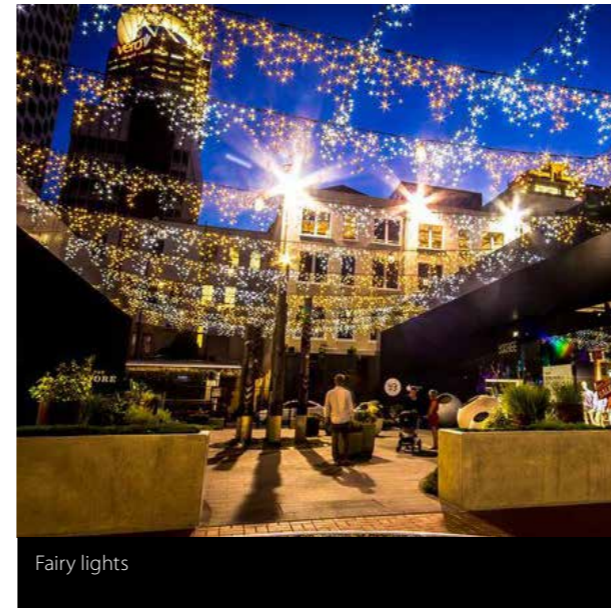
### Delectable Foreshore

- Beachside eating becomes the way of life in Scarness. Pop up style will progress to the more permanent.



## Scarness Nights

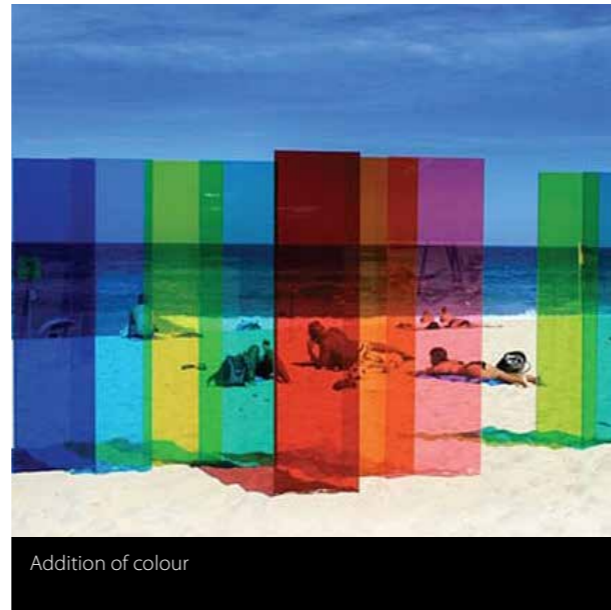
- A place that is lit up and open for business at night-time. A jetty that comes alive. Lighting displays become a fixture. Families are able to play at dusk and couples can spend evenings listening to the ocean in an area enhanced with sparkle.



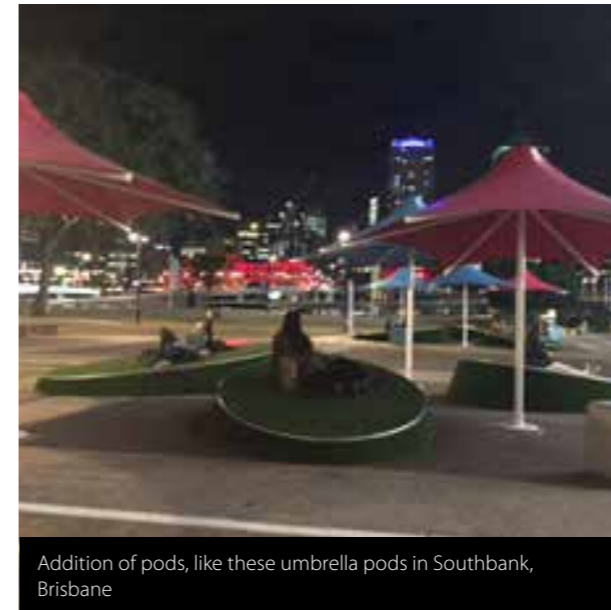
# Scarness

## Vibrant beach identity

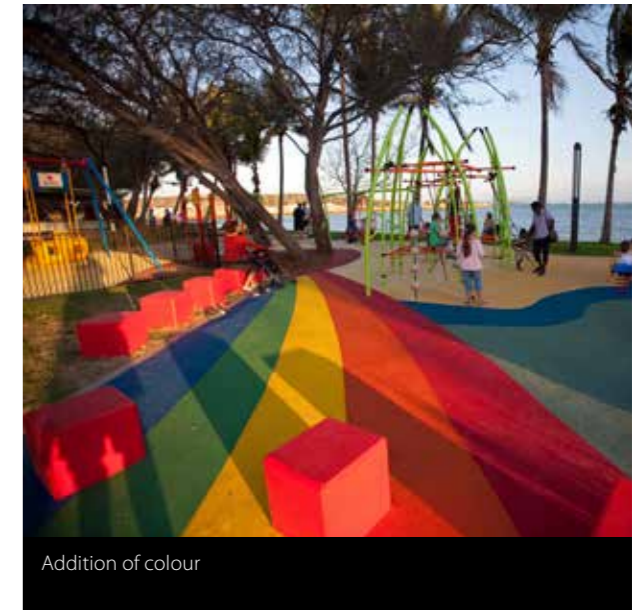
- An injection of colour and vibrancy through colourful beach umbrella style theming, clean and colourful façades. Fun places to sit and bold hues to enjoy.



Addition of colour



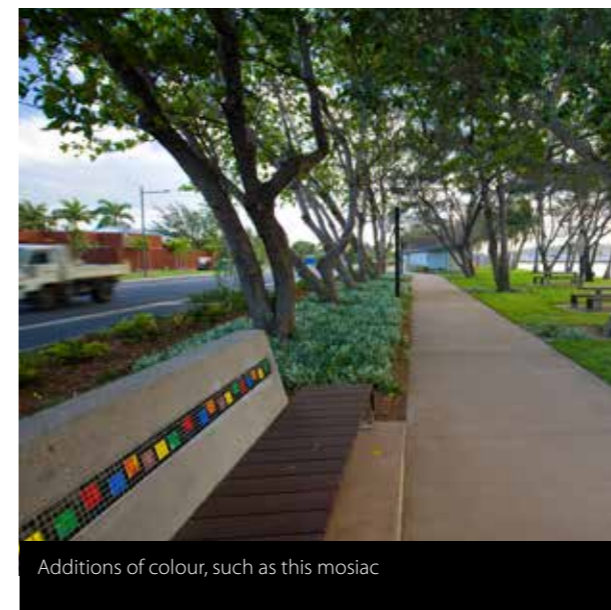
Addition of pods, like these umbrella pods in Southbank, Brisbane



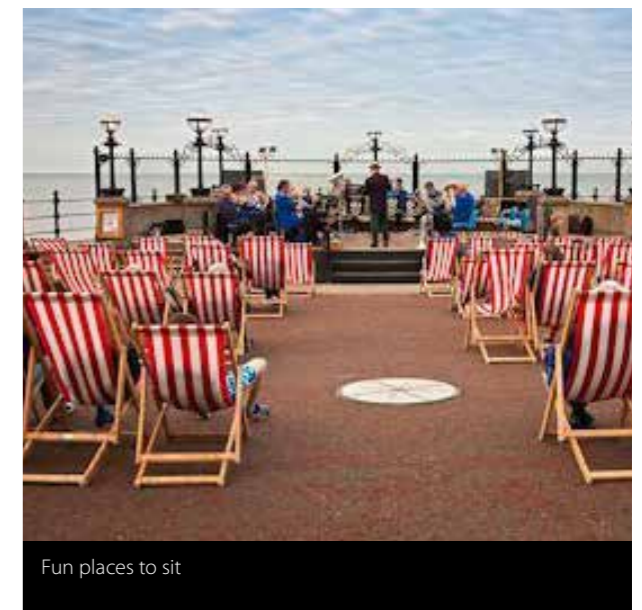
Addition of colour



Colourful, consistent furniture suite



Additions of colour, such as this mosaic



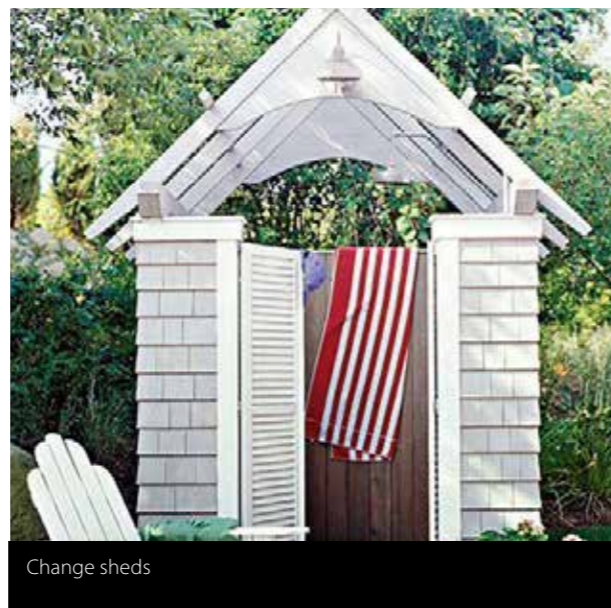
Fun places to sit

## Whimsical but Purposeful

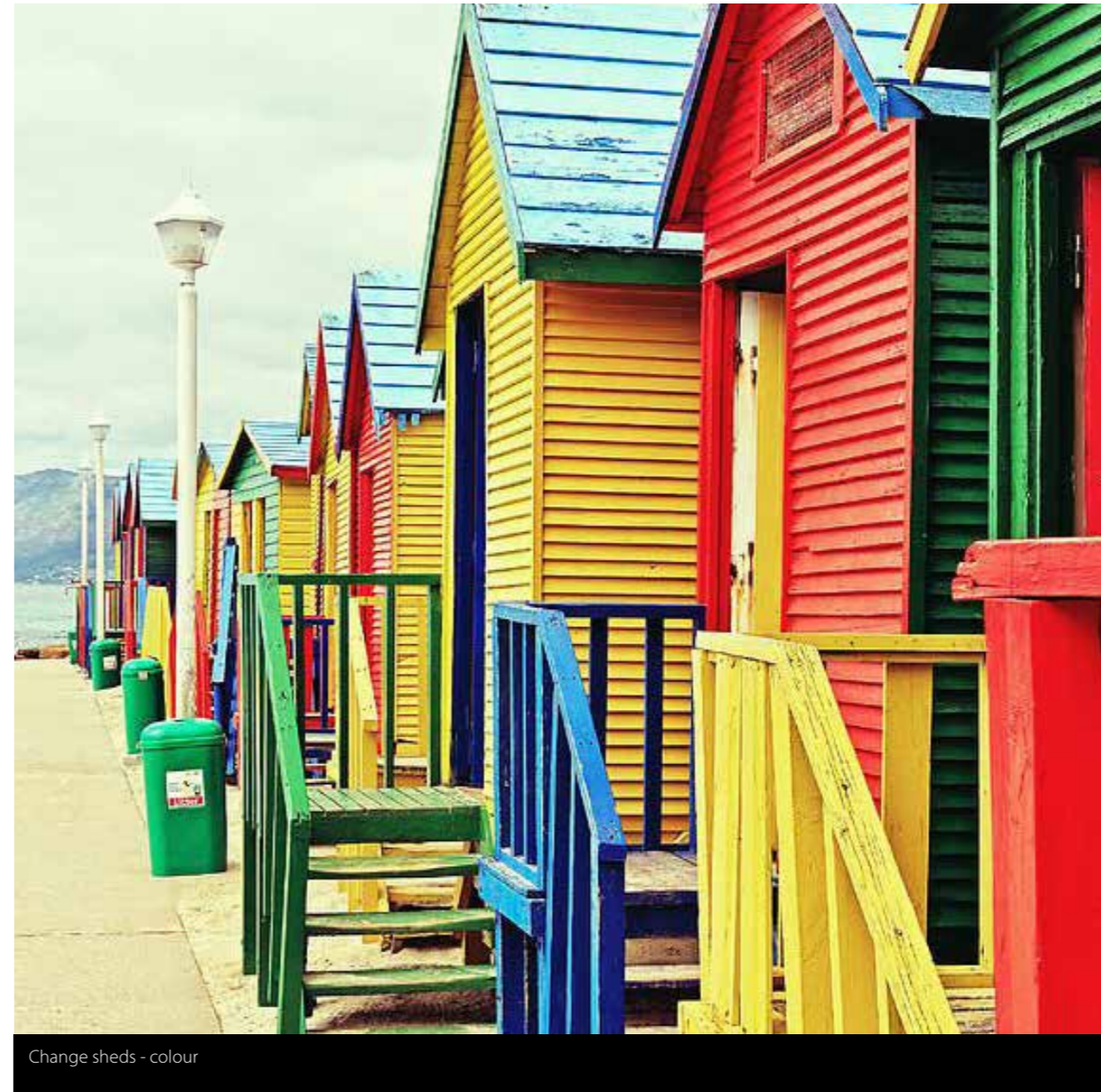
- A place for seaside whimsy – hole in the wall retailing, colourful change sheds, quirky places that make this seaside experience playful and evoking imagination.



Quirky places



Change sheds



Change sheds - colour



# Scarness

## Actions

### Physical Improvements

#### Short Term

- 1 Enzo's redevelopment
- 2 Relocate the rotunda within the Precinct and refurbish this area with colourful change sheds, umbrellas and re-landscape accordingly
- 3 New visitor/tourist hub within an existing tenancy on the Esplanade
- 4 Greater coordination in street/foreshore furniture to engage the streetscape with the foreshore theming
- 5 Establish a family friendly space between the playground and Enzo's with colourful umbrellas, lights, seats, shelter

#### Long Term

- 6 Rationalise the western edge of the caravan park edge to enhance the beach entry and setting at this part of the foreshore

### Access and Parking

- Road improvements– as per discussion in Transport Options section
- Review Opportunities for access to the beach
- 7 Disabled Access Ramp - improve visibility

#### Long Term

- 8 Reinststate green space when foreshore carpark is replaced with alternative carparking behind the Esplanade

### Connectivity

#### Short Term

- Rationalise and widen existing paths
- Prepare a Lighting Strategy to support the inclusion of feature lighting through key parts of the precinct
- Prepare a Wayfinding Plan for the Scarness precinct that considers existing signage and incorporates it into a whole of precinct strategy, consistent with the identity
- Install stair access to the Beach between Enzo's and the playground area

### Environment and Setting

- 9 Support precinct business owners to update facades through Council's Streetscape initiative

### Events and Activation

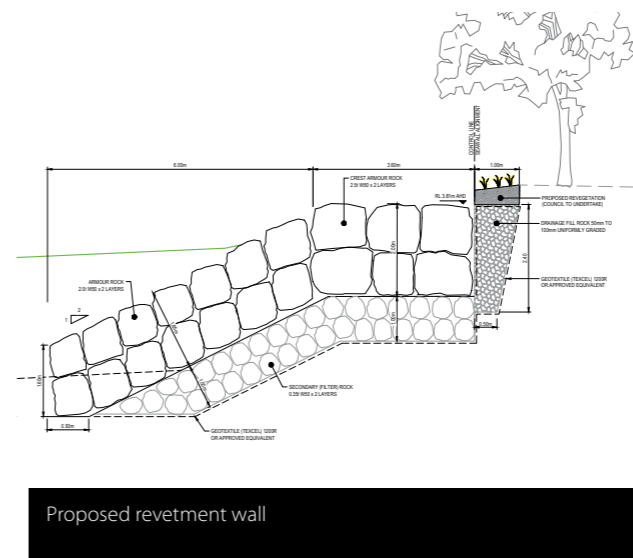
- 10 Beach eating – work with individual restaurants in the precinct to allow for food options on the foreshore – including – 'pop up' style initially
- 11 Family-focussed events
- 12 Facilitate more regular use of the stage
- 13 Activated jetty – more pop up events (such as drinks and canapes evening) – regular program of events
  - Facilitate Hole in the wall establishments
  - Facilitate wedding celebrations to occur

### 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



Provision of a Lighting Strategy



Proposed revetment wall



Facilitate hole in the wall establishments

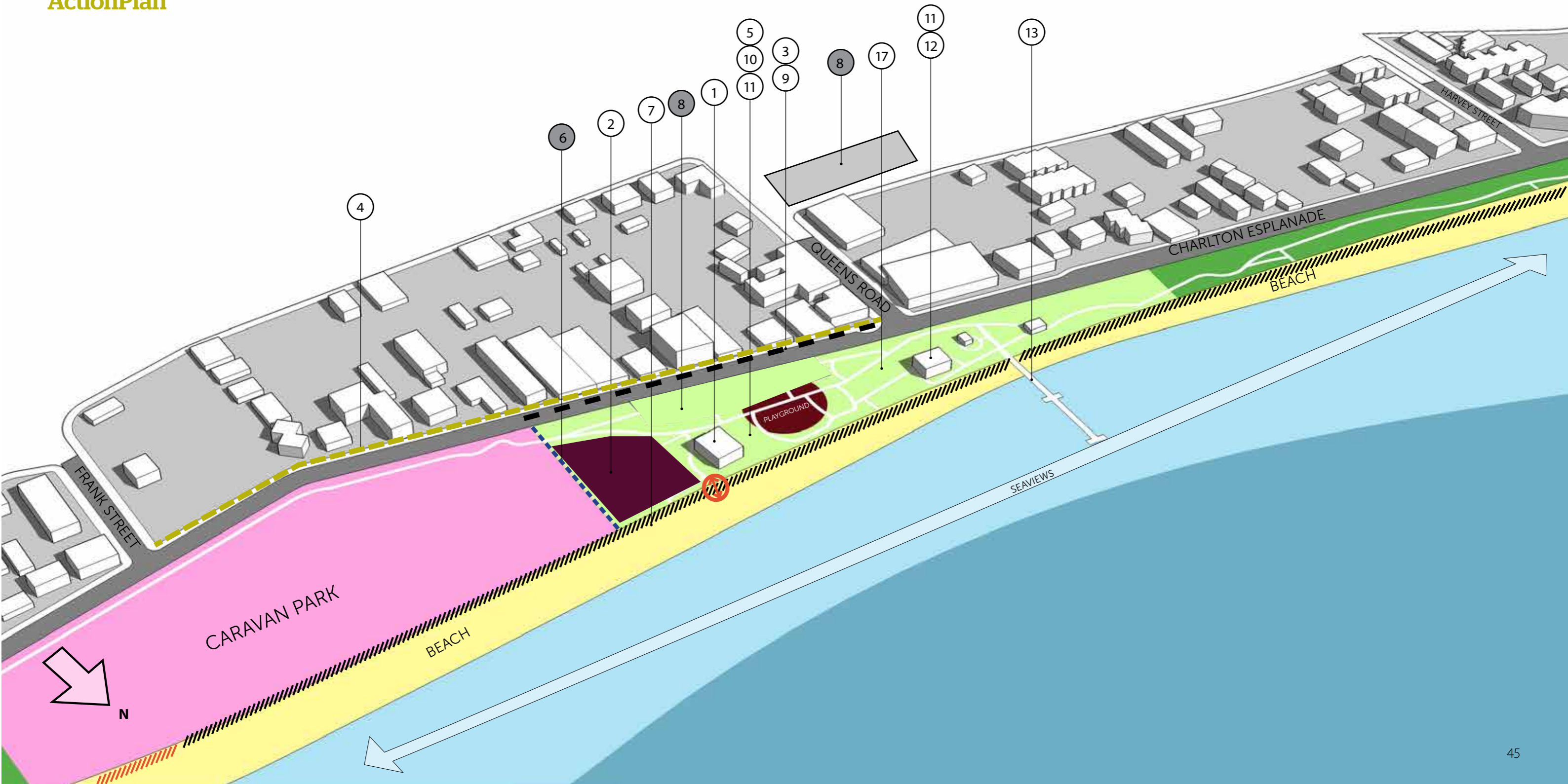
# Scarness

## Action Plan

- 1 Enzo's Redevelopment
- 2 Change Sheds and Umbrellas
- 3 Visitor/ Tourist Hub
- 4 Street Furniture
- 5 Family Friendly Space
- 6 Enhanced Beach Entry
- 7 Disabled Access Ramp- Improved
- 8 Reinstated Green Space
- 9 Updated Facade
- 10 Beach Eating
- 11 Family- focussed Events
- 12 Stage re-use
- 13 Activate Jetty

### Legend

- Open Space
- Vegetation
- Community Facilities
- Surrounding Urban Area
- Tourist Accommodation
- ↑ Beach Stair Access
- Facade Improvements
- Streetscape Upgrades
- Caravan Park Edge
- Precinct business owners requiring facade upgrade
- Existing Revetment Wall
- Proposed Revetment Wall



Scarness

## Implementation

### Consultation outcomes

#### Level of Support

During the public consultation process 64% 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

45% of respondents advised that they would like the Hervey Bay Foreshore Esplanade Tourist Precinct Master Plan implemented with 5 years; 22% within 10 years and a further 8% 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.

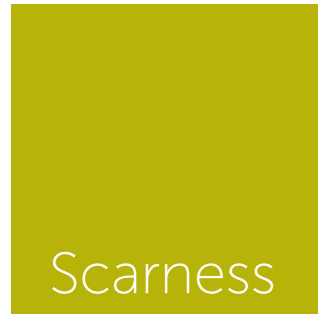
### Top key actions to achieve the identity and theme for the precinct

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

| Key Actions   | Response Percent |
|---|------------------|
| Support precinct business owners to update facades through Council's Streetscape initiative   | 46.0%            |
| Prepare a Lighting Strategy to support the inclusion of feature lighting through key parts of the precinct  | 38.0%            |
| New visitor/tourist hub within an existing tenancy on the Esplanade   | 35.0%            |
| Establish a family friendly space between the playground and Enzo's with colourful umbrellas, lights, seats, shelter  | 35.0%            |
| A key focus for passive recreation areas, vegetation management to achieve seaviews and filtered seaviews to enhance visual amenity and community safety.               | 35.0%            |
| Enzo's redevelopment  | 34.0%            |
| Disabled Access Ramp - improve visibility   | 31.0%            |
| Greater coordination in street/foreshore furniture to engage the streetscape with the foreshore theming   | 30.0%            |
| Review Opportunities for access to the beach  | 30.0%            |
| Rationalise the western edge of the caravan park edge to enhance the beach entry and setting at this part of the foreshore  | 28.0%            |
| Reinstate green space when foreshore carpark is replaced with alternative carparking behind the Esplanade   | 25.0%            |
| Remove the rotunda and refurbish this area with colourful change sheds, umbrellas and re-landscape accordingly  | 22.0%            |
| Prepare a Wayfinding Plan for the Scarness precinct that considers existing signage and incorporates it into a whole of precinct strategy, consistent with the identity | 19.0%            |

## Scarness Precinct Goals & Objectives

| Action / Activity  | Sub Actions   | Note   | Cost Estimate                       | % Vote | Lead Agency                               |
|--|---|--|-------------------------------------|--------|---|
| <b>Physical Improvements</b>   |   |  |                                     |        |   |
| 1. Enzo's redevelopment  | Continue to work with the proponent to deliver the proposed redevelopment.  | -  | Nil                                 | 34%    | Private Investment                        |
| 2. Identify the relocation of the rotunda within Scarness and refurbish this area with colourful change sheds, umbrellas and re-landscape. | Prepare a Concept Plan of the area including identification of a location for the relocation of the Rotunda, suitable change sheds and landscaping and implement. | Allowance of \$70k for 36 change sheds & umbrella pods + \$50k for relocation of rotunda + \$30k landscaping | \$150,000                           | 22%    | FCRC                                      |
| 3. New visitor/tourist hub within an existing tenancy on the Esplanade   | Scarness Business owners establish a working group to develop the boutique retail centre concept.   | -  | Nil                                 | 35%    | Scarness Businesses/<br>Private Investors |
| 4. Greater coordination in street/foreshore furniture to engage the streetscape with the foreshore theming                                 | Review the current Foreshore Palette to include streetscape elements on the southern side of the Esplanade.   | -  | Within budget as replacements occur | 30%    | FCRC                                      |
| 5. Establish a family friendly space between the playground and Enzo's with colourful umbrellas, lights, seats, shelter                    | Prepare a concept plan with short term outcomes and longer term outcomes when Parking removed.  | -  | \$125,000                           | 35%    | FCRC                                      |
| 6. Rationalise the western edge of the caravan park edge to enhance the beach entry and setting at this part of the foreshore              | Investigate this item as part of the review of Scarness Caravan Park Master Plan consider opening the front of the Caravan Park as Open Space                     | Allowance for minor works, fence realignment and landscaping   | \$100,000                           | 28%    | FCRC                                      |
| <b>Access and Parking</b>  |   |  |                                     |        |   |
| • Status Quo – reduced speed limits  | Implement reduced speed limit within the Precinct   | Allowance for signs  | \$5,000                             | 29%    | FCRC                                      |
| • Preferred Traffic Option – Shared Zones – retain two-way movement  | Investigate options for the Implementation of Shared Zones  | Per shared zone (includes allowance for raised street area, lighting, bollards, drainage etc)                | \$500,000                           | 36%    | FCRC                                      |
| • Review opportunities for access to the beach.  | Install an additional beach stair access between playground and Enzo  | Allowance for 1  | \$50,000                            | 30%    | FCRC                                      |
| 7. Disabled Access Ramp – improve visibility   | Consider improvement of visibility of the Disabled Access Ramp as part of design process for Item 2.  | -  | Included in Item 2                  | 25%    | FCRC                                      |



| Action / Activity   | Sub Actions   | Note  | Cost Estimate          | % Vote | Lead Agency |
|---|---|---|------------------------|--------|-------------|
| 8. Reinstate green space when foreshore carpark is replaced with alternative carparking behind the Esplanade  | <ul style="list-style-type: none"> <li>Implement the Carparking Strategy to facilitate this outcome</li> <li>Consider the reinstatement of green space as part of the design process for Item 5 above to facilitate a staged implementation.</li> </ul> | Allowance of 40 @ \$18,000 per space for new carpark & \$100k to remove existing carpark and reinstate grassed area | \$820,000              | 31%    | FCRC        |
| <b>Connectivity</b>   |   |   |                        |        |             |
| <ul style="list-style-type: none"> <li>Rationalise and widen existing paths</li> </ul>  | <ul style="list-style-type: none"> <li>Implement as part of any works for future Parks and/or foreshore projects</li> <li>Implement enhancement of bikeway for length of Scarness Caravan Park</li> </ul>   | Allowance only for opportunity for widening.  | \$250,000              |        | FCRC        |
| <ul style="list-style-type: none"> <li>Lighting strategy to enhance public use.</li> </ul>  | Pier Lighting, Fairy Lighting, mood lighting and special lighting   | Allowance only  | \$100,000              | 38%    | FCRC        |
| <ul style="list-style-type: none"> <li>Prepare a Wayfinding Plan for the Scarness precinct that considers existing signage and incorporates it into a whole of precinct strategy, consistent with the identity</li> </ul>   | Review the current precinct wayfinding signage and implement any new strategies identified  | Allowance 10 signs @ \$5,000  | \$50,000               | 19%    | FCRC        |
| <b>Environment and Setting</b>  |   |   |                        |        |             |
| 9. Support precinct business owners to update facades through Council's Streetscape initiative  | Promote the Fraser Coast Streetscape Scheme   | Allow \$1,500 for up to 10 businesses per precinct  | \$15,000               | 46%    | FCRC        |
| <b>Landscape Management</b>   |   |   |                        |        |             |
| <b>10. 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 | 35%    | FCRC        |
| <b>11. 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>\$255,000</b>       |        |             |
| <b>TOTAL</b>  |   |   | <b>\$2,420,000</b>     |        |             |

Artist's Impression - Indicative Only

