



Pialba

Scarness

Torquay

URANGAN

Hervey Bay Esplanade Tourist Precinct Master Plan

Master Plan Report

October 2015

Introduction	4		
01 The Esplanade		02 Pialba	
Introducing the Esplanade	10	About Pialba	20
The Esplanade Offering	12	Challenges and Opportunities	20
The Esplanade Precincts	13	Existing Conditions	21
Creating Memorable Esplanade Precincts	14	What makes Pialba tick?	22
Overall Strategies	16	Identity	24
		Themes	24
		Actions	28
		Action Plan	29
		Implementation	30
		Artist's Impression	34
		03 Scarness	
		About Scarnes	36
		Challenges and Opportunities	36
		Existing Conditions	37
		What makes Scarness tick?	38
		Identity	40
		Themes	40
		Actions	44
		Action Plan	45
		Implementation	46
		Artist's Impression	49

Contents

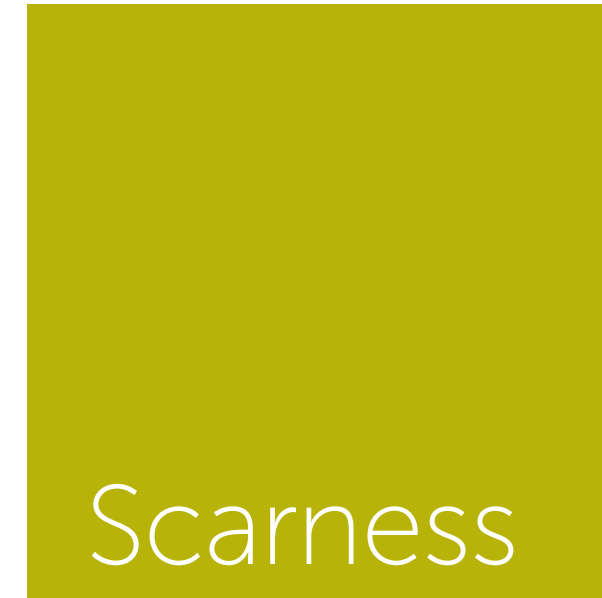
Introduction

A Masterplan for the Hervey Bay Esplanade Precincts

A Masterplan for the four high profile Esplanade Precincts – Pialba, Scarness, Torquay and Urangan; considers the future “look” and “feel” of each precinct, and achieves this through:

- **Identifying placemaking and revitalisation opportunities** to give a clear sense of place and identity for each of the precincts.
- **Seeking to maximise the level of activation and excitement**, and economic opportunities in each precinct.
- **Celebrating the wonderful features that already exist** in each precinct and identifying ways to improve their setting and maximise their potential
- **Presenting an agreed framework to guide decisions and future investment** to continue promoting each precinct’s unique character and spirit.
- **Being visionary**, with measures that consider practical short term initiatives along with broader long term goals and opportunities.

This masterplan is the result of a collaborative process between the Council, precinct business owners and the community.



Why Create a Masterplan ?

Masterplans can drive positive change.

They can be a touchstone for day to day decision making across all levels and multiple sectors.

They can galvanise activity.

They can inspire confidence and investment by encouraging and supporting the private sector.

Taking a Placemaking Approach

What is a “Place”?

A “Place” is a public space that people have meaningful connections with.

A “Space” is empty, whereas a “Place” is full of life.

A “Place” is a stage for our public lives; it is where celebrations are held, where our children learn sport, where we observe the changing of the seasons, where cultures mix, where families gather and where we appreciate the environment. (1)

A good Place is loved by the community and so the community feel passionate about its use.

A Place that is loved and well used by its community will attract people, and people attract more people, including tourists. If you create a great place for the community you will create a desirable place for tourists.

Public Spaces include parks, sports grounds, beaches, environmental areas, tracks and trails, urban plazas and streets. Often streets are overlooked as public places, but they should be considered as more than corridors for vehicles.

What is Place Making?

Place Making is the process of transforming or reinvigorating a public space.

Revitalising a place takes time and therefore needs ongoing community support.

It does not always take a large gesture, or a large amount of money, to make the biggest impact. Small, even temporary changes can have lasting effects on a Place.

Place Making actions can be “lighter, faster, cheaper” ways of creating a vibrant place. (2)

Great Places are linked to the identity of a region.

They become known for their specific qualities and become desirable places to be.

Creating a Place is never completed, there is always work to be done. The process will never completely ‘finish’ and Places evolve over time with changes in population and people’s interests.

What are the benefits?

People are attracted to be in a place that is full of activity and opportunities, and Place Making helps to create these.

There are economic, social and environmental benefits to Place Making.

Great public places have **economic** benefits. There is evidence that land values near great public places are higher. Great public places are catalysts for revitalisation and encourage more foot traffic, which is vital for local shops and businesses. (1)

Great Places have a **social** benefit on both an individual, group and community level. Great Places are for individuals to find a peaceful place to reflect or a place to be active, they are gathering spaces for groups and families, and they are stages for large community and cultural gatherings. They bring together different cultures, generations and people of different socio-economic backgrounds, and encourage them to interact, breaking down barriers between people.

There are **environmental** benefits to Great Places. Not only are they places for people to interact with nature, but they are also places we can “get some fresh air”. Public places, particularly green spaces make us healthier mentally and physically.

Place Making Principles applied to the Esplanade Precincts

The aims and objectives for the masterplan, based on the placemaking approach are to:



Identify clear precinct identities

to consolidate similar and complementary uses within each precinct.

A consolidated node concentrates visitation and focuses infrastructure expenditure. A vision and 'identity' for each precinct will be established with all future initiatives coordinated around and supportive of this identity.

There is an opportunity to define the role of each precinct to create a foreshore experience that is dynamic, drives future investment and makes Hervey Bay a coveted place to be.



Facilitate the highest and best use of existing buildings and structures

to support innovation and truly achieve a 'destinational offer' in each of the precincts and maximise value of existing investment.



Support retail/economic growth

by supporting existing retailers whilst also reinforcing community gathering areas with low impact commercial facilities that leverage off existing visitation and add to the visitor experience.



Improved connections and wayfinding

Provide consistently themed information and way finding as visitors rely on clarity of information.



Enhanced accessibility

through low speed environments, designing for universal access and rationalising parking arrangements. Whilst high speed environments make visitors feel unsafe, an absence of activity/traffic can have a similar effect.



Activation – regular and frequent events

Hosting regular events provides a showcase for that space as well as reinforcing the place as somewhere to spend time. Regular events mean that people can show up without pre-planning and know that something will be on.



Make it a place loved and well-used by locals

because ultimately that will make it a place desired by tourists.



Action-based, with vision

Ensuring there are things that can happen immediately; 'quick wins', along with long term aspirations which may require more investment.



Pialba

Scarness

01 **The Esplanade**

Torquay

URANGAN

Introducing The Esplanade

The Hervey Bay Esplanade and foreshore offers a relaxed and authentic seaside experience.

The water is calm and azure blue in the sunshine.

The beaches are flanked by an extraordinary green edge of tall mature trees.

The Esplanade has:

- A 'human scale' of development
- Paths and piers and playgrounds
- A coastline with drama and aspect



Pier to Pub Swim, Torquay



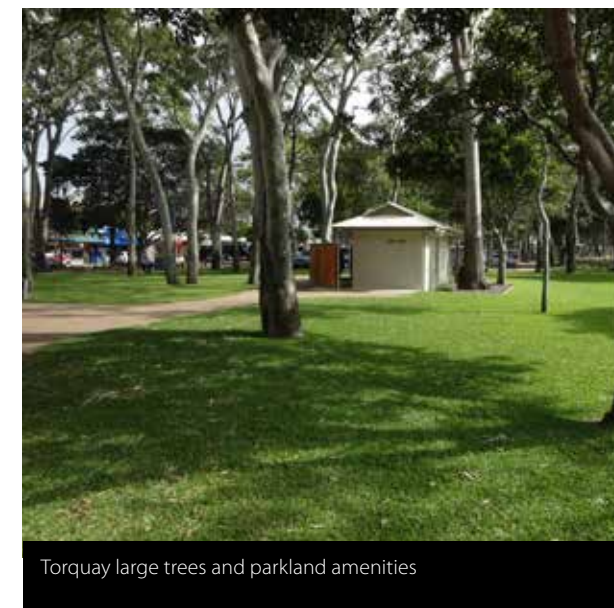
Urangan



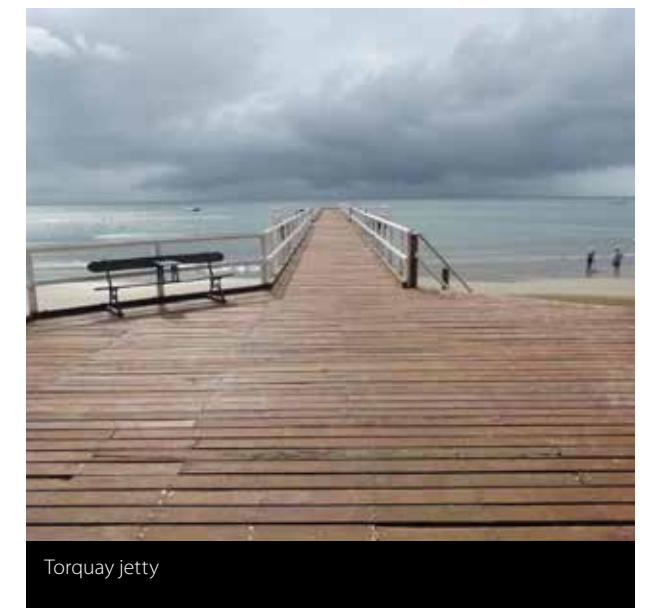
Scarness



Pialba foreshore



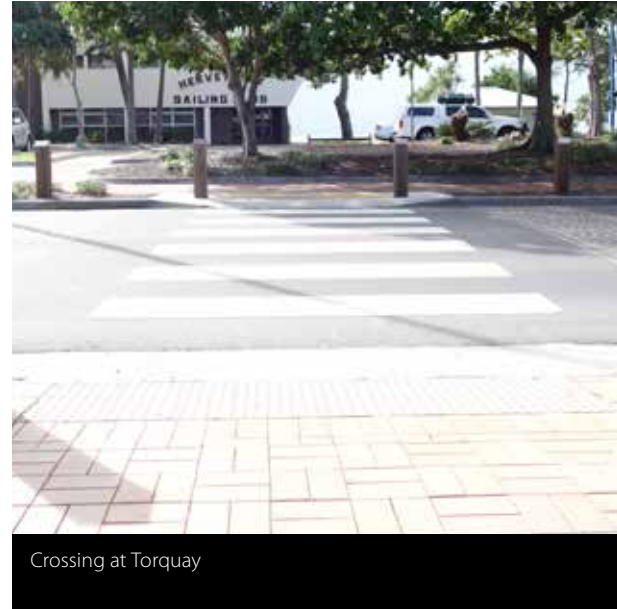
Torquay large trees and parkland amenities



Torquay jetty



Pathways at Urangan



Crossing at Torquay



Wetside, Pialba



Cafe in Scarness



Events and activity



All abilities park in Pialba



Beach Access, Scarness



Urangan hire of Cycles

The Esplanade Offering

The Esplanade attracts locals from across the region; and tourists that are families, backpackers and 'grey nomads'.

A Fun and Active lifestyle



The Esplanade offering is wide-ranging, and supports:

- Boating and watersports
- Swimming and fishing safely all year round
- Cycling, walking and playing

Events



- Markets, music and theatre
- Fun Runs, Triathlons, Aquathons and Duathlons
- Swim races, paddling and surf club events

Beach life and tourism



- Caravan parks and holidays units
- Beach style and day to day shopping
- Small scale tourist attractions

A place to meet

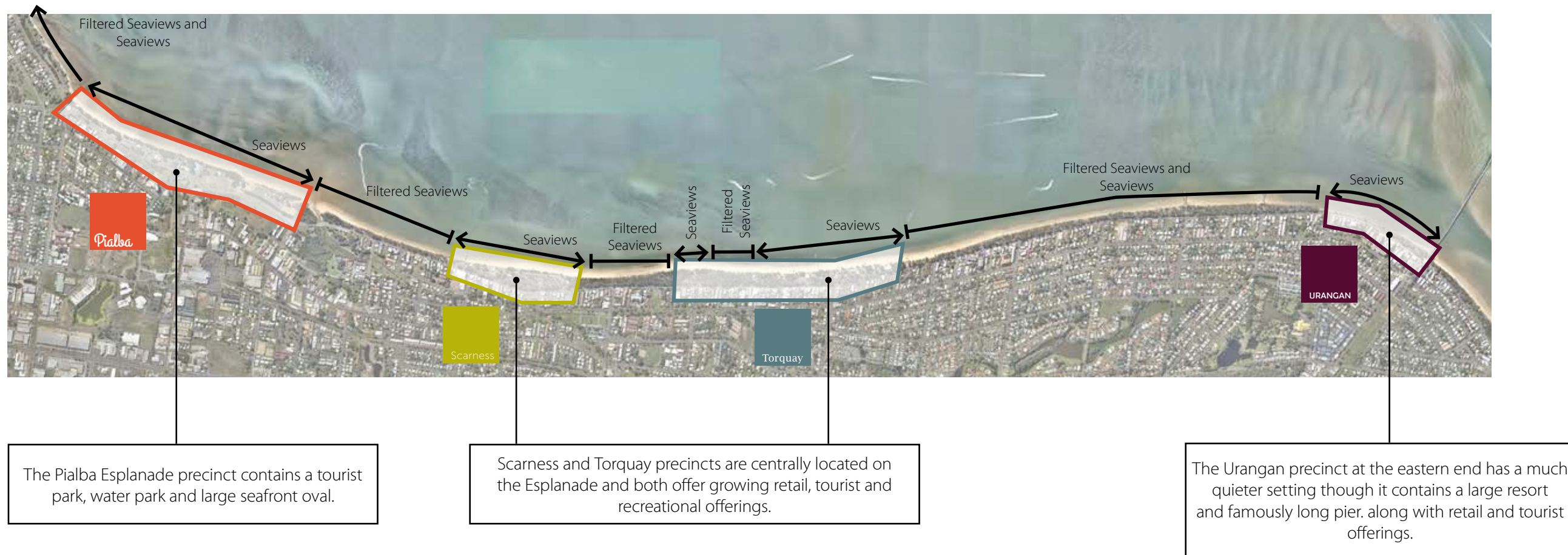


- Coffee by the beach
- Hotels and night-life
- Restaurants and cafes

The Esplanade Precincts

The Hervey Bay Esplanade, for the purpose of this masterplan is taken to be the foreshore and Esplanade area extending from Pialba in the west to Urangan in the east.

The four Esplanade Precincts, all originally quaint fishing villages, have emerged over time to become the distinct hubs that we know today and which are much-loved by locals and tourists.



The critical step for this masterplanning process is to re-interpret the foreshore offering for each individual precinct thus creating a strong and identifiable foreshore presence that still retains the authenticity of Hervey Bay and provides a dynamic seaside experience for all.

The Precinct Identities have been determined through workshops with council and the precinct business owners to elicit the key themes around what makes each place tick and how each place is evolving.

Creating Memorable Esplanade Precincts

Shaping the Precincts

A Place for Adventure

Pialba

A Place to Play – Night
and Day

Scarness

A Place for Health
and Wellbeing

Torquay

A Place for Pier
Culture

URANGAN



A Place for Adventure

Pialba

A Place to Play – Night and Day

Scarness

A Place for Health and Wellbeing

Torquay

A Place for Pier Culture

URANGAN

Overall Strategies

1. Precinct identity and theming

A clear identity has been established for each precinct with supporting imagery and suggestions toward branding and colour/elements that would inform a future branding strategy and which sets the context for the other strategies.

Planning frameworks will support and facilitate the precinct identities and theming.

2. Physical improvements

In acknowledgement of the significant investment made to date within each Esplanade precinct, the physical improvements have been considered as three-fold to include:

- renovation/refurbishment of existing foreshore structures to coordinate them with the precinct identity and increase their useability and economic potential;
- new or significant improvements to structures as a catalyst to achieve the desired precinct identity; and
- items/structures to be relocated or removed to support the precinct identity.

In addition to this, lighting and streetscape improvements to support the precinct identity have been identified for each precinct.

The common strategies with supporting approaches/objectives that have informed the master planning approach for all precincts, and which are reinterpreted for each precinct, are as follows:

3. Accessibility and Parking

Placemaking initiatives associated with the road layout are expressed in full in the Recommendations Section, at page 76 which addresses Transport Options collectively for the precincts.

4. Connectivity

Measures to support the pedestrian environment and wayfinding opportunities are expressed for each precinct, which take into account the future changes and how the pedestrian environment will be managed around this.

5. Environment and Setting

The setting for each precinct is key to supporting the future identities and environmental management is important for ongoing sustainability. Improvements to landscape features and environmental requirements are therefore included for each precinct.

6. Activation and events

Creating or enhancing places to stage events and activations will ensure the continued vitality of each precinct. Facilitating the existing regular events and new events and activations that support the formation of the precinct identities is therefore critical.

In particular, Place Activations, also known as “Tactical Urbanism”, is the process of Place Making through temporary events, installations and activities.

These Place Activations may only last a day, a month, and may reoccur, but they do have a long term benefit. They are short term actions, with long term benefits. These benefits aren’t always immediately tangible, but they can offer benefits economically, socially and environmentally.

Different Place Activations will work for different places, and not all things will work for every place.

Activations work best when they are produced by members of the community, or by a dedicated group who acts as a conduit between the community and council.

Some examples of Place Activations include:

- Pop Up Parks (in car spaces)
- Co-trading
- Markets
- Pop-Up Dinners
- Giant Games

Activations can also be used for road-testing any proposed changes to the Esplanade precincts.

7. Vegetation Management

The precinct is a key focus area for passive recreation. Quality vegetation planting and management is designed to facilitate seaviews and to enhance visual amenity and community safety

Pialba

02 **Pialba**





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

- (A)** 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
- (B)** 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

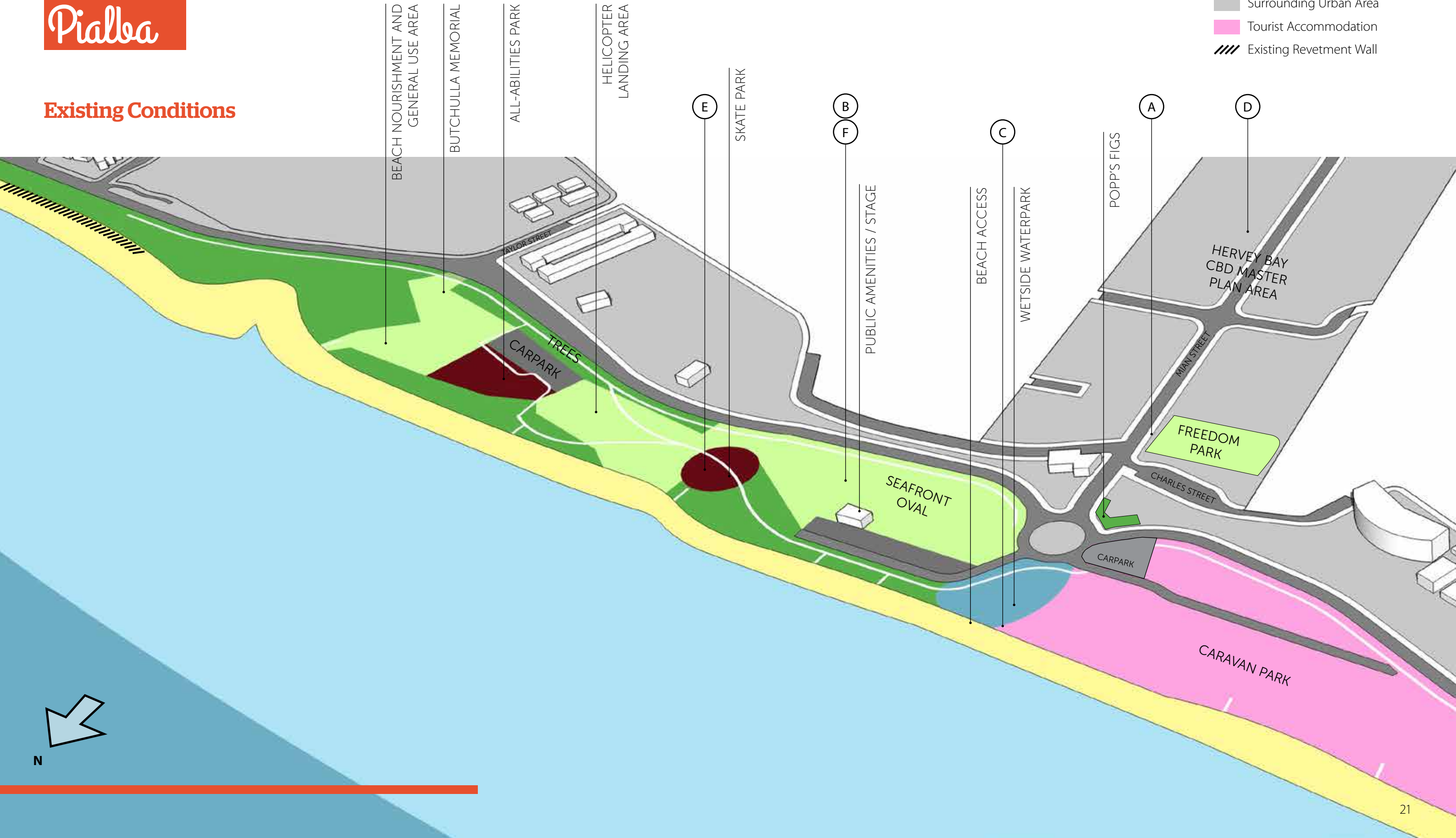
- (C)** Ability to leverage off the scale and ‘pull factor’ of Wetside
- (D)** Enhance the foreshore presence of the Pialba CBD following the release of the Pialba CBD Masterplan
- (E)** There is opportunity to build upon existing investment and ‘adventure style’ spaces
- (F)** Seafront Oval offers a 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



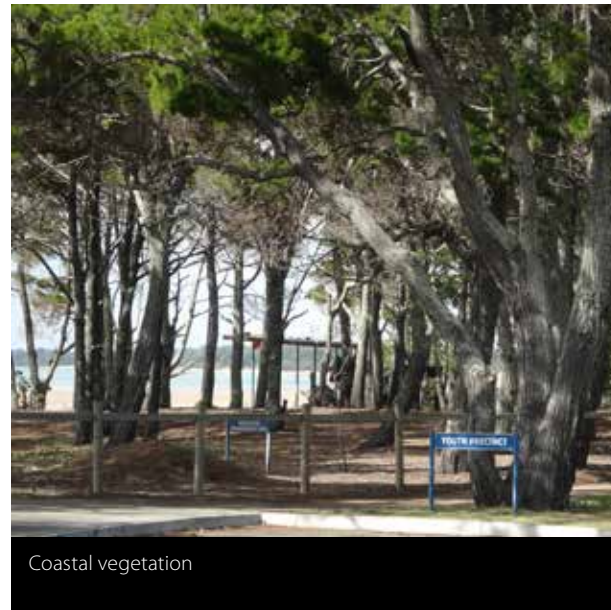
Large figs

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



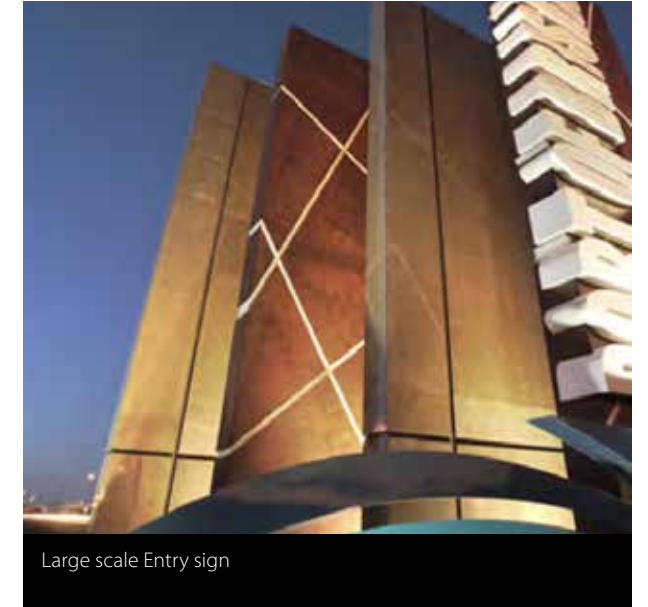
Themes

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



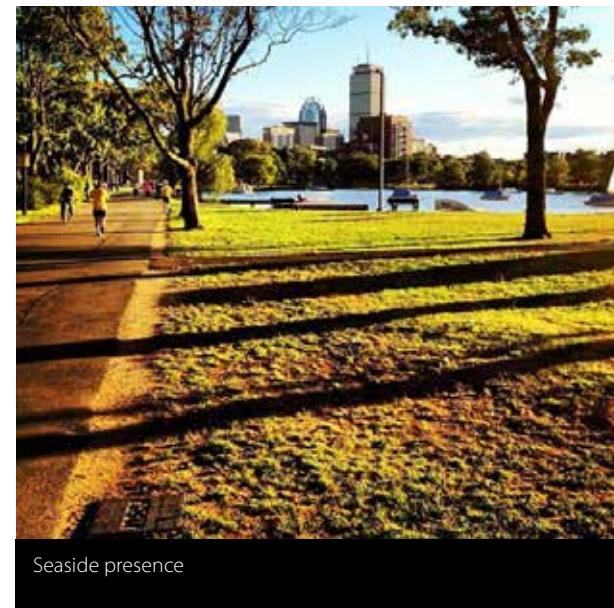
Large scale Entry sign



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.



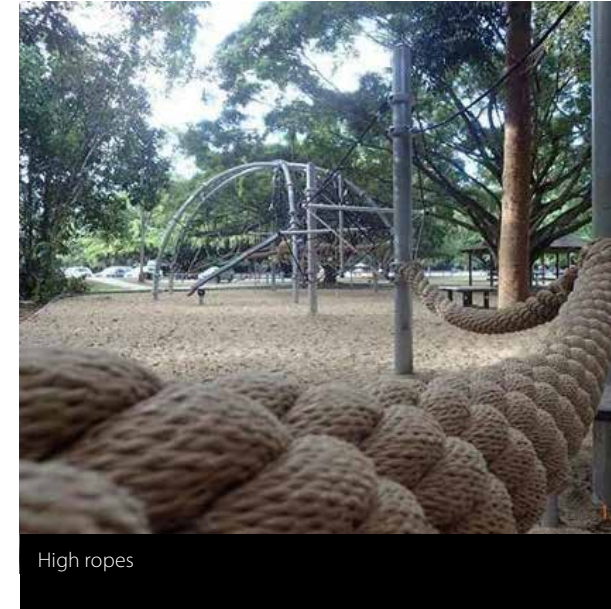


City-wide Adventure

- 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



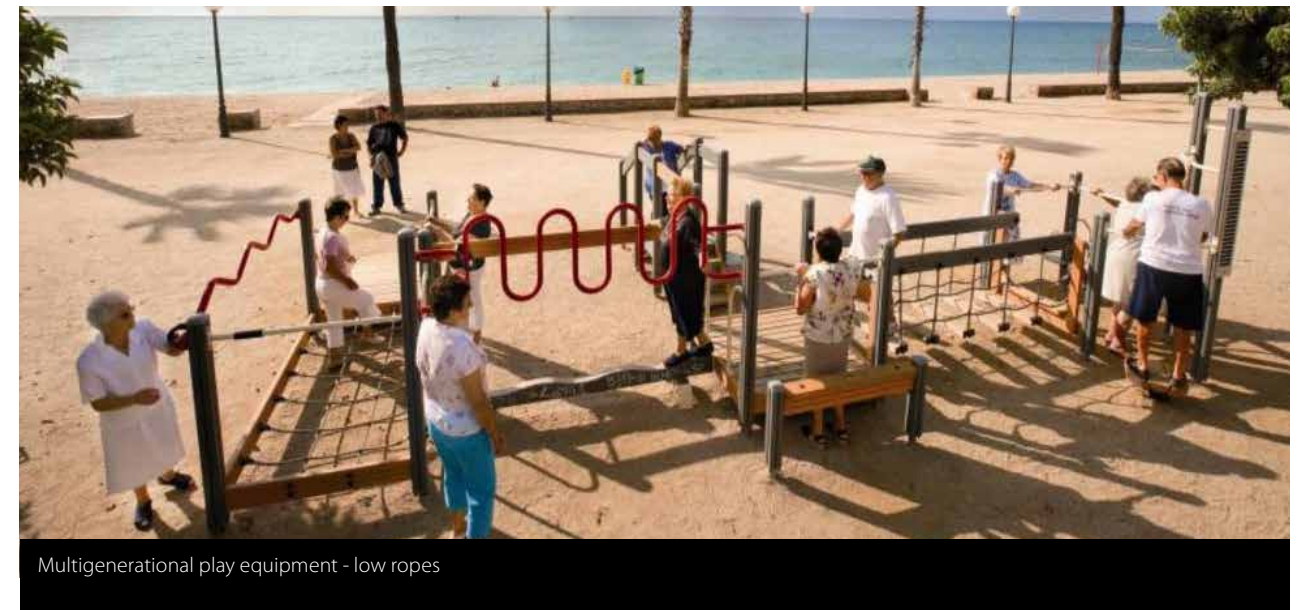
High ropes



Parkour Precinct Fremantle



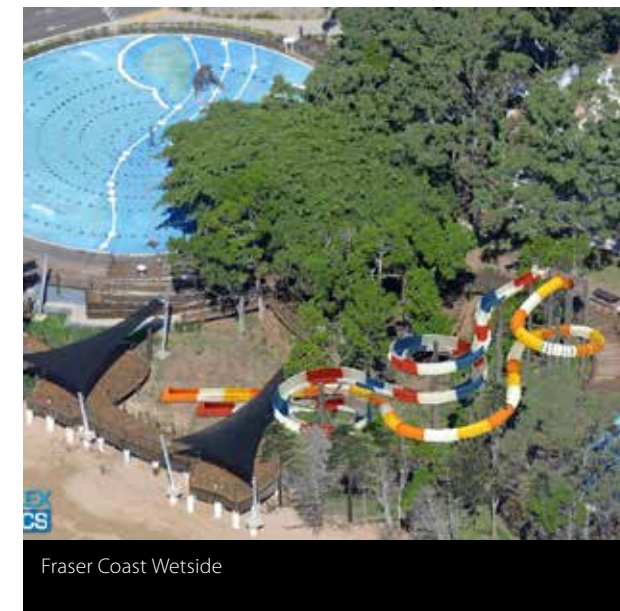
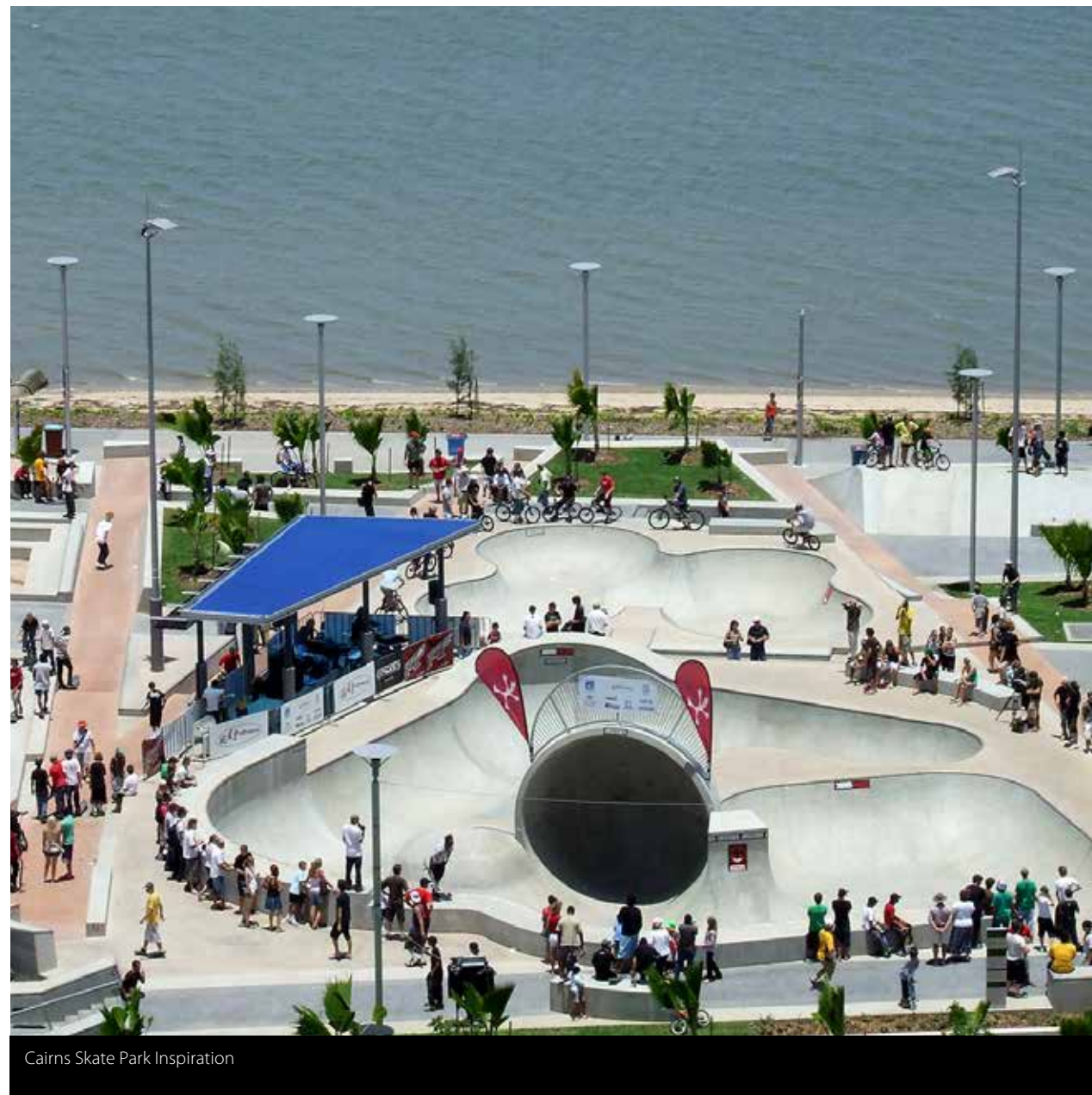
Climbing rope playgrounds



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

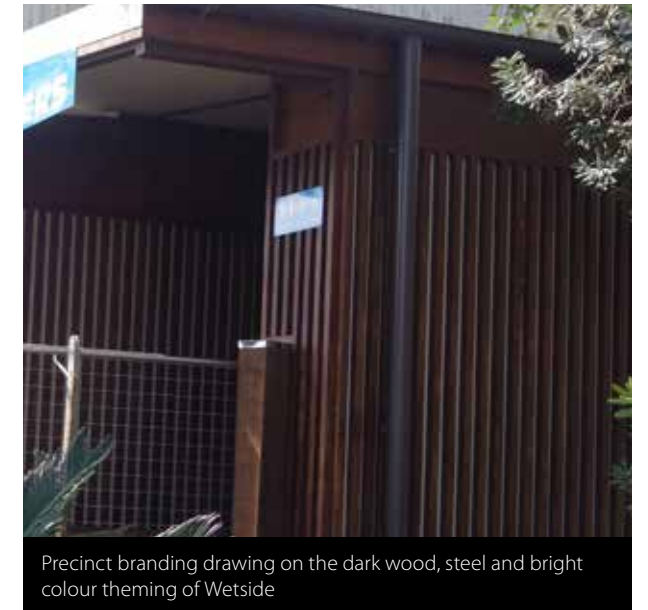
- Precinct branding drawing on the dark wood, steel and bright colour theming of Wetside, across the whole precinct,
- 11 Signage for the Seafront Oval, Skate Park and Adventure Park consistent with Wetside
- 12 Tree enhancement and lighting along the Esplanade frontage of Seafront Oval

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

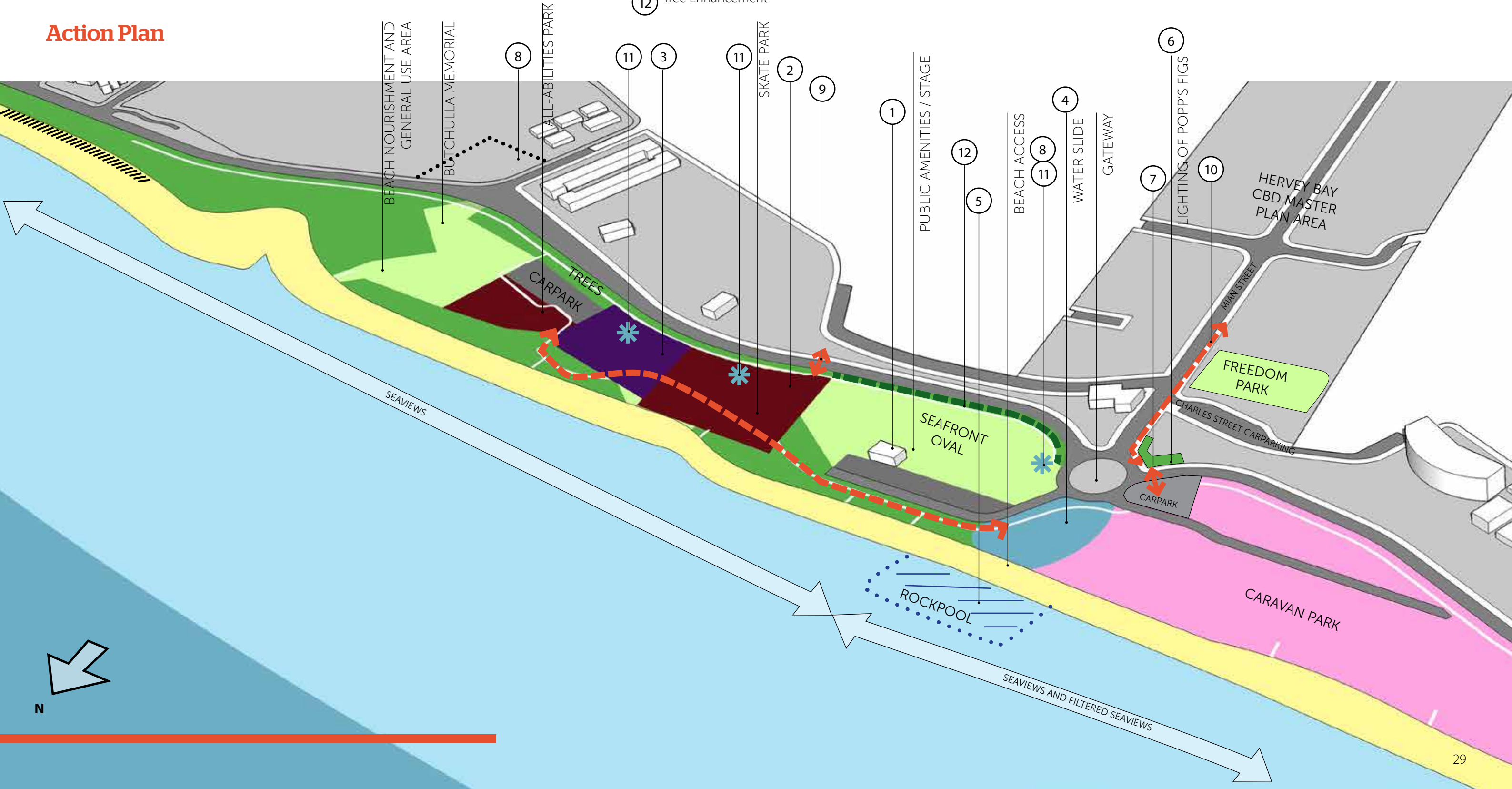


Action Plan

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

Legend

- Open Space
- Vegetation
- Community Facilities
- Surrounding Urban Area
- Tourist Accommodation
- Youth Adventure Park
- Signage
- Tree Enhancement
- Pedestrian connectivity
- 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%

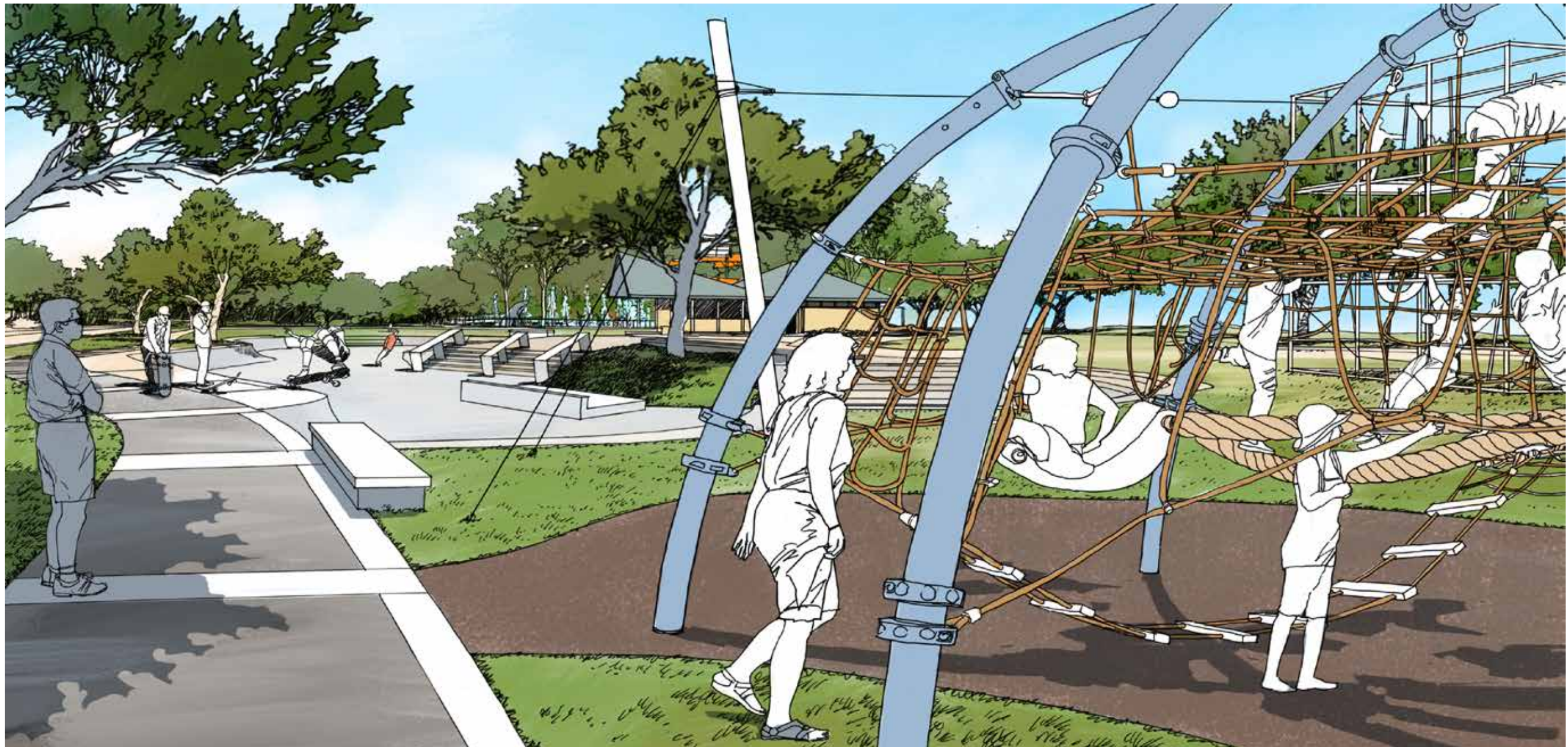
Pialba Precinct Goals & Objectives

Action / Activity	Sub Actions	Note	Cost Estimate	% Vote	Lead Agency
Physical Improvements					
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
Access and Parking					
• 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
Connectivity					
<ul style="list-style-type: none"> 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 	Review existing pathways and upgrade as required	-	Within existing capital budget allocations and as part of other works	27.1%	FCRC
Environment and Setting					
<ul style="list-style-type: none"> Precinct branding drawing on the dark wood, steel and bright colour theming of Wetside, across the whole precinct 	-	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"> Undertake uplighting of Fig Trees along frontage of Seafront Oval. Replace existing Cocos Palms with suitable species. 	No additional funds required. Lighting undertaken at a cost of \$76,000 \$20,000 for Tree Planting	\$20,000	44.2%	FCRC
Landscape Management					
13. 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		FCRC
14. 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	\$340,000	
			TOTAL	\$4,000,000	

Artist's Impression - Indicative Only



Scarness

03

Scarness





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

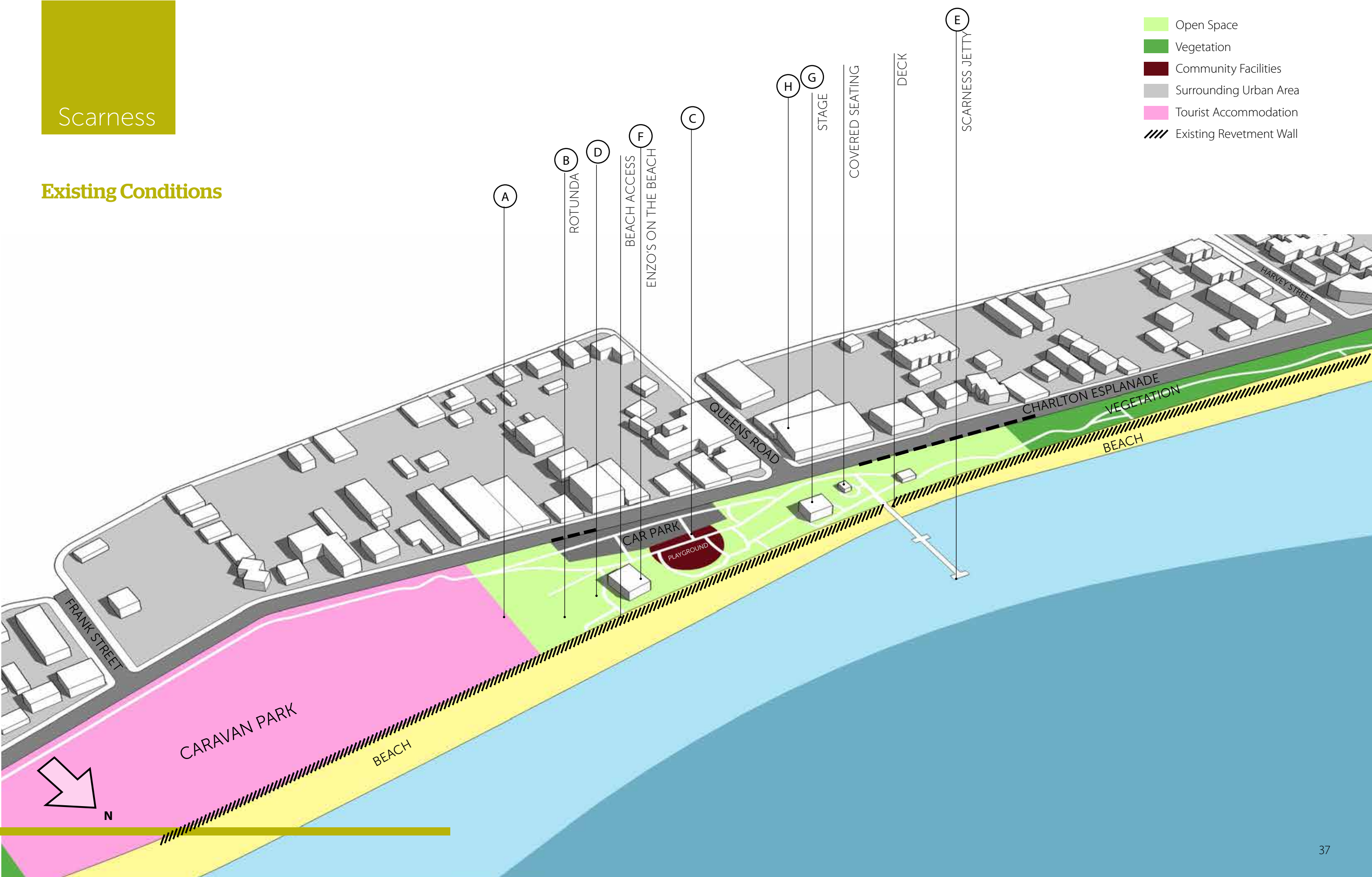
- (D)** Greenspace between Enzos and the playground is an ideal gathering space and family meeting spot
- (E)** Jetty has been used for pop up functions and there is an opportunity to expand this usage
- (F)** Enzo's redevelopment will enhance this part of the foreshore and may possibly provide options 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

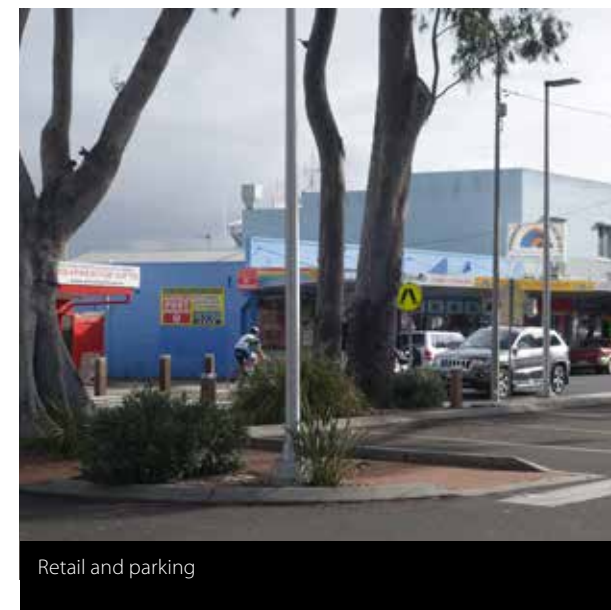
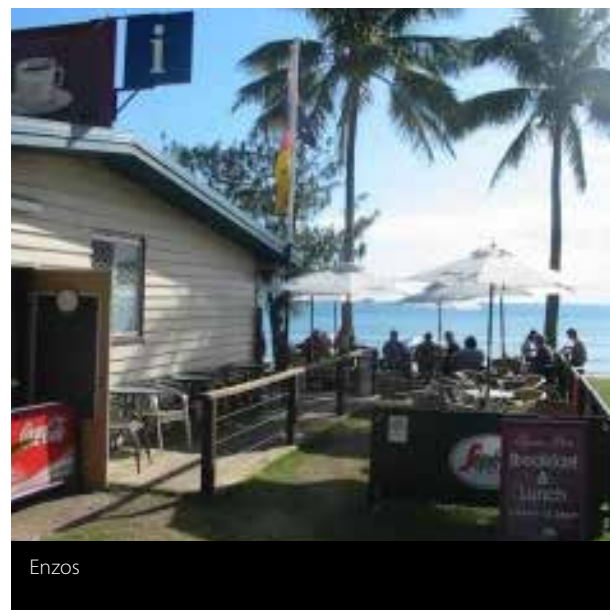
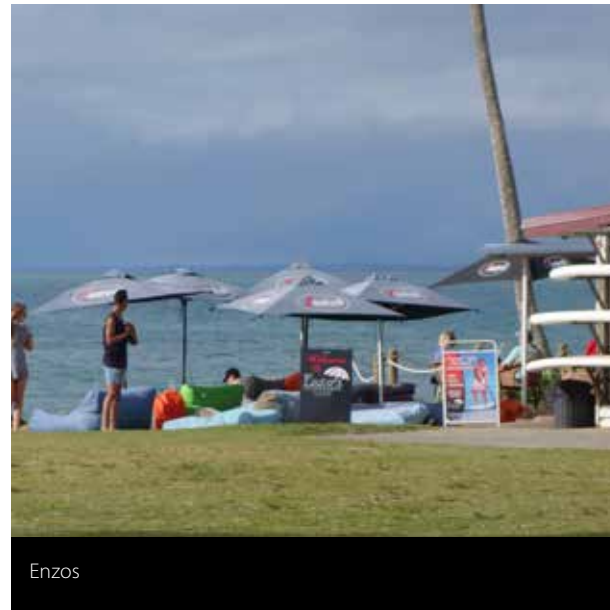
At Enzo's sipping coffee, listening to 'beats' and watching the sea

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

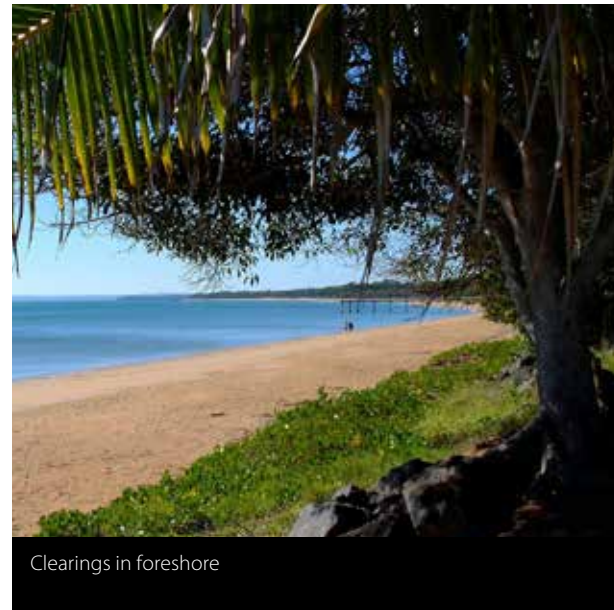


Existing Built Form



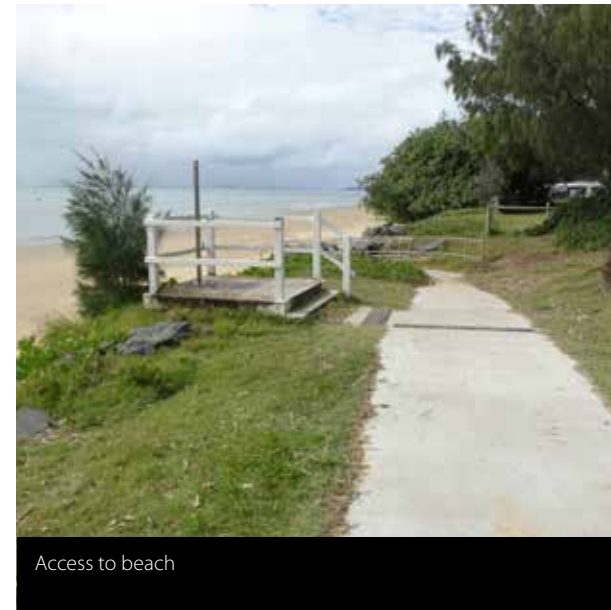
- Esplanade building facades - Mix of old and new, small to medium scale
- Colour, hard urban edge, hole in the wall, little arcades
- Beachfront caravan park and renovated boat shed café (i.e. Enzos)
- Various picnic shelters of different styles
- Amenity buildings

Landscape



- 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



- 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



- 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

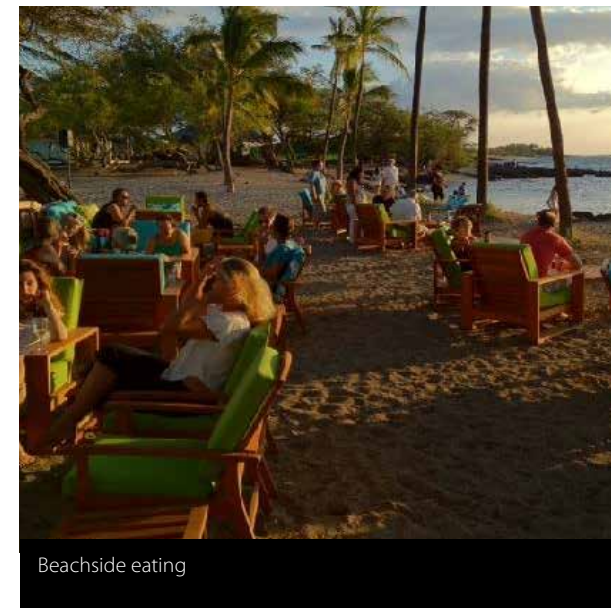
- Beachside eating becomes the way of life in Scarness. Pop up style will progress to the more permanent.



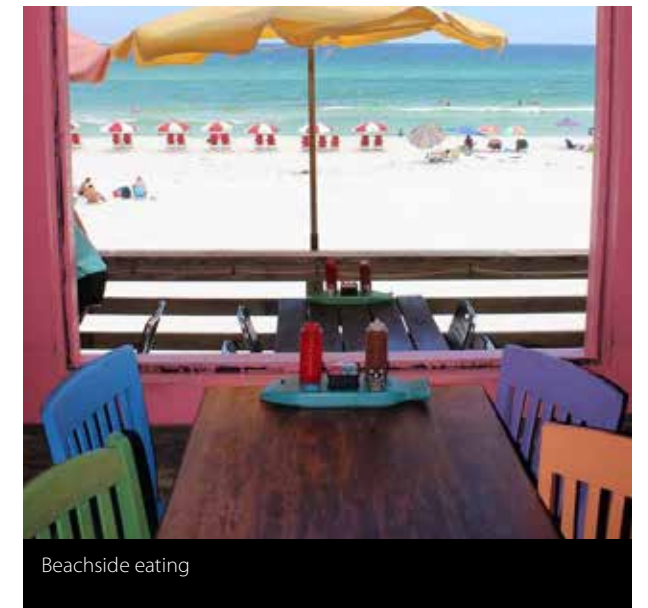
Beachside eating



Beachside eating



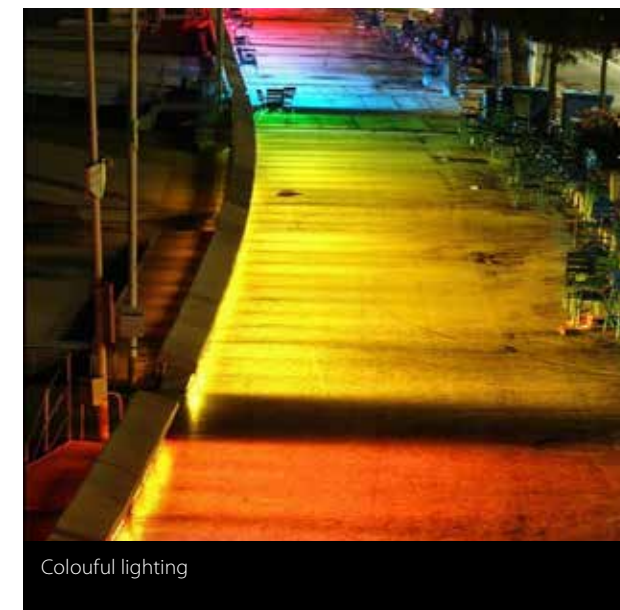
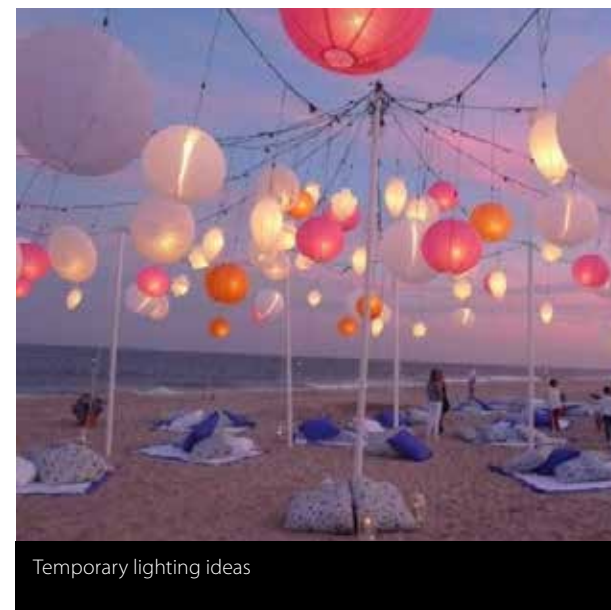
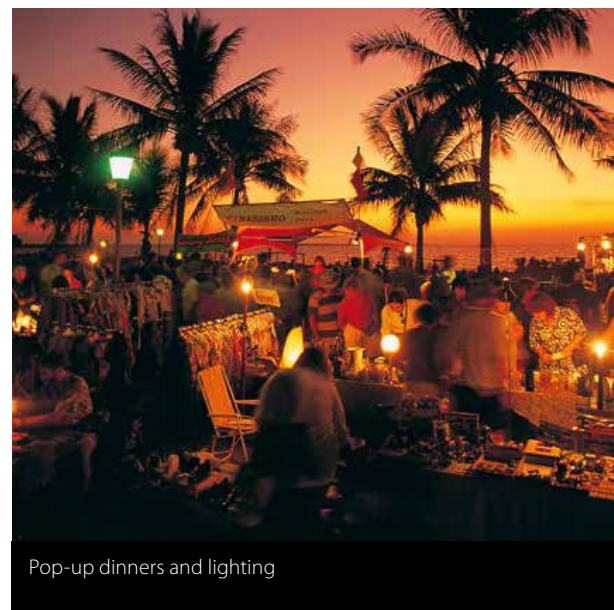
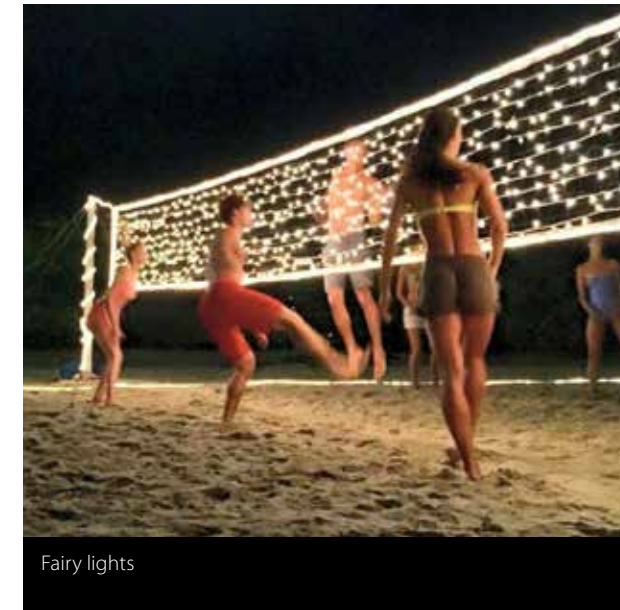
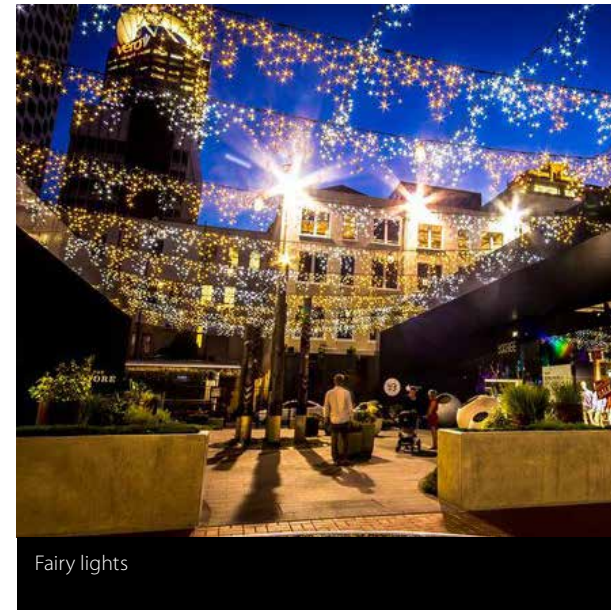
Beachside eating



Beachside eating

Scarness Nights

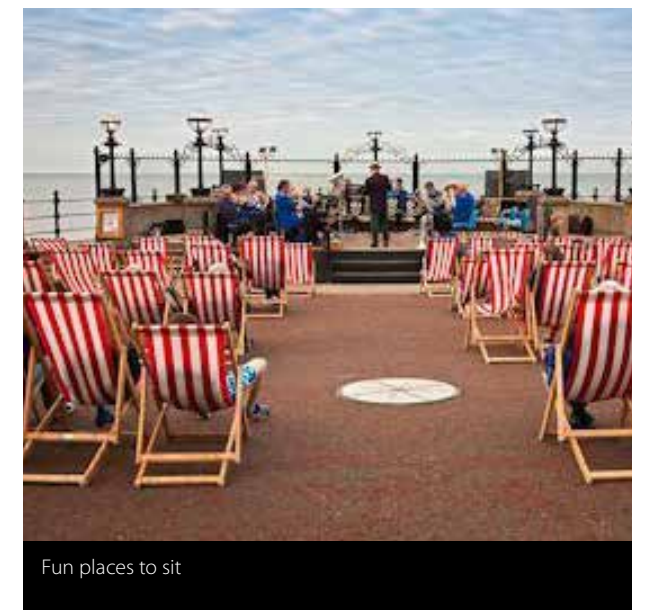
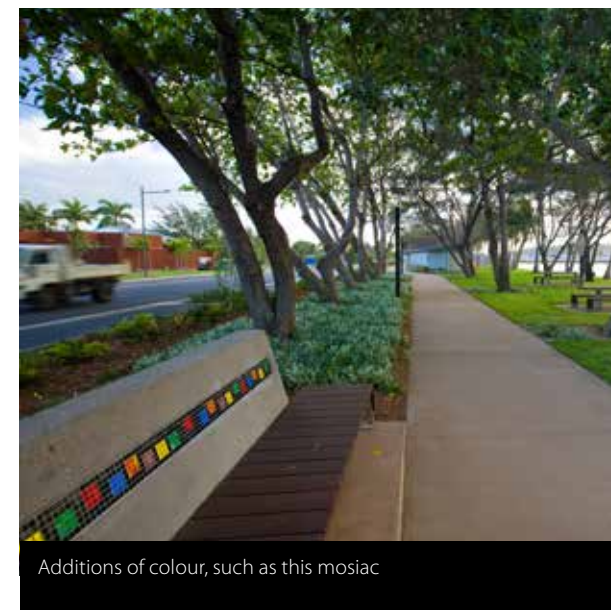
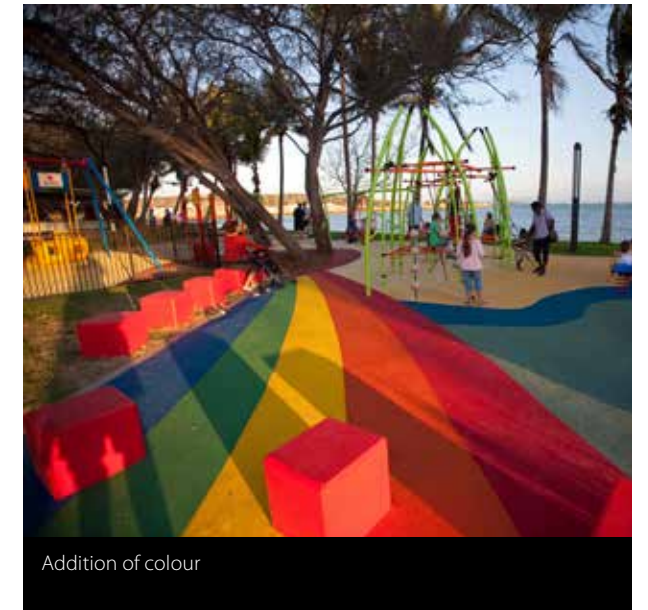
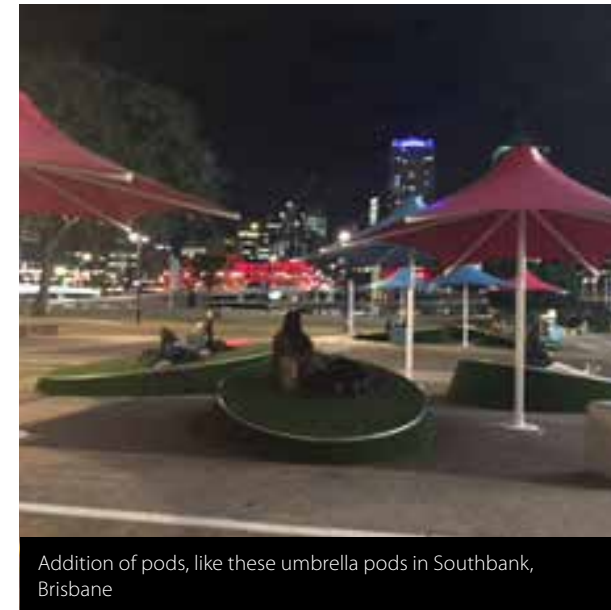
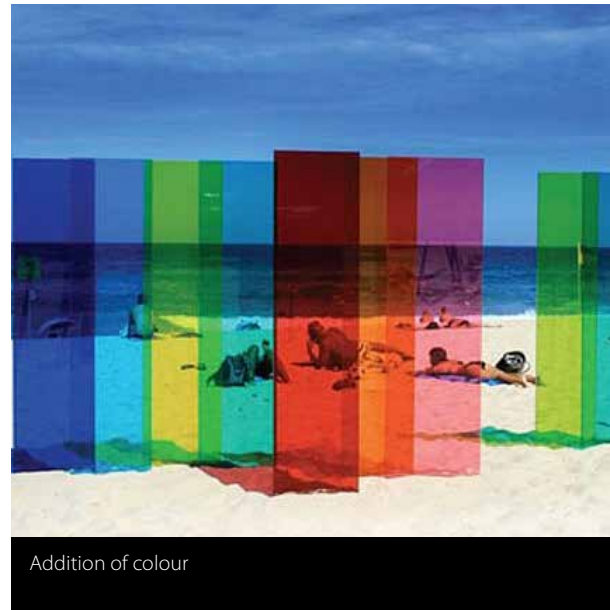
- A place that is lit up and open for business at night-time. A jetty that comes alive. Lighting displays become a fixture. Families are able to play at dusk and couples can spend evenings listening to the ocean in an area enhanced with sparkle.



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.

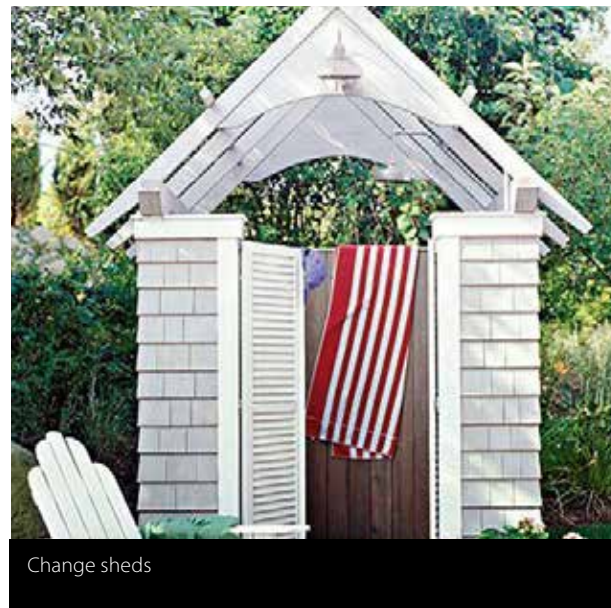


Whimsical but Purposeful

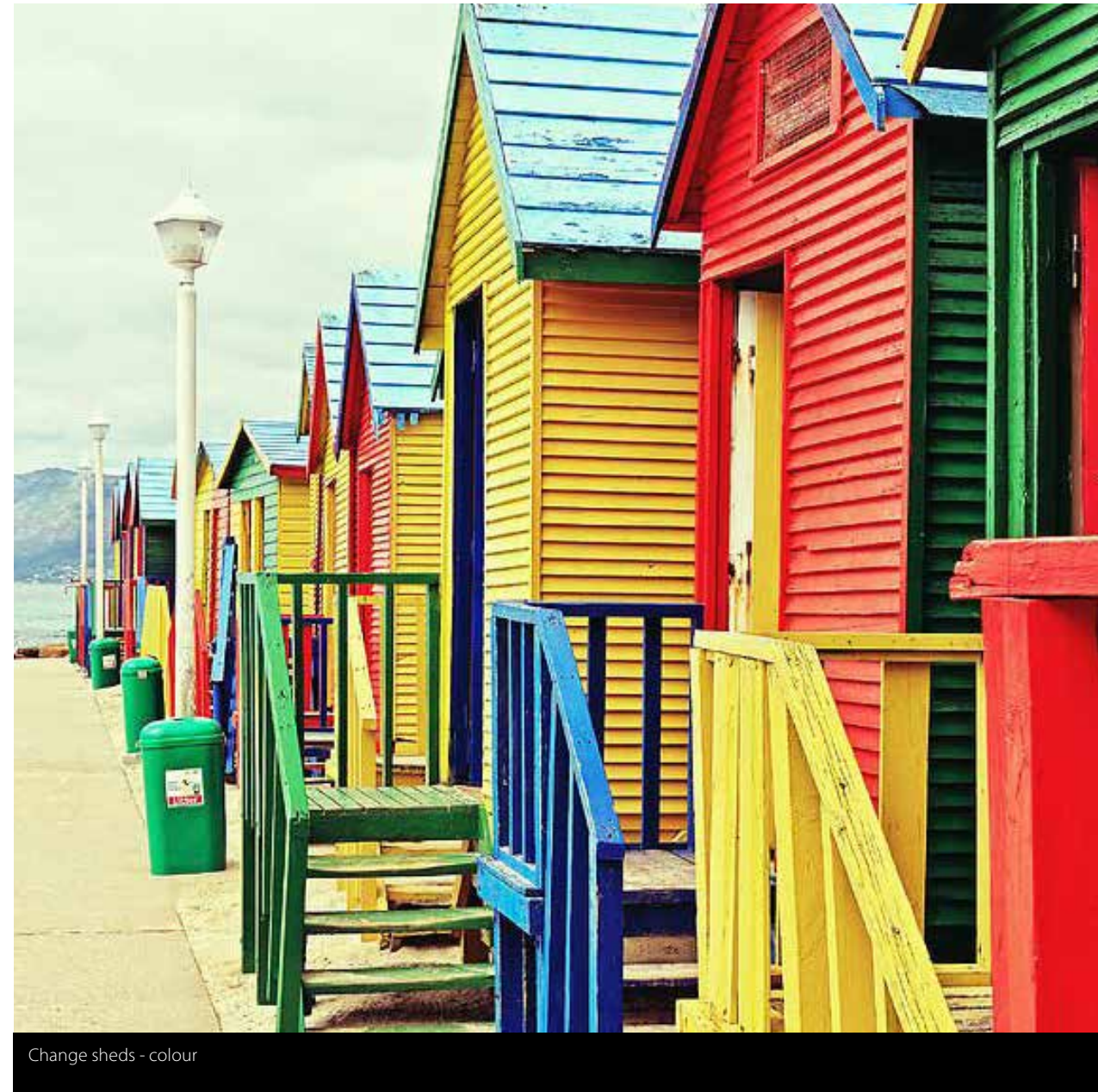
- A place for seaside whimsy – hole in the wall retailing, colourful change sheds, quirky places that make this seaside experience playful and evoking imagination.



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

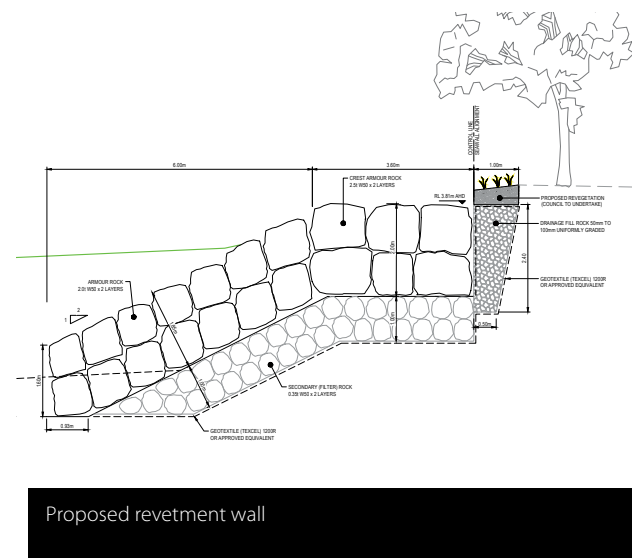
- 10 Beach eating – work with individual restaurants in the precinct to allow for food options on the foreshore – including – 'pop up' style initially
 - 11 Family-focussed events
 - 12 Facilitate more regular use of the stage
 - 13 Activated jetty – more pop up events (such as drinks and canapes evening)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

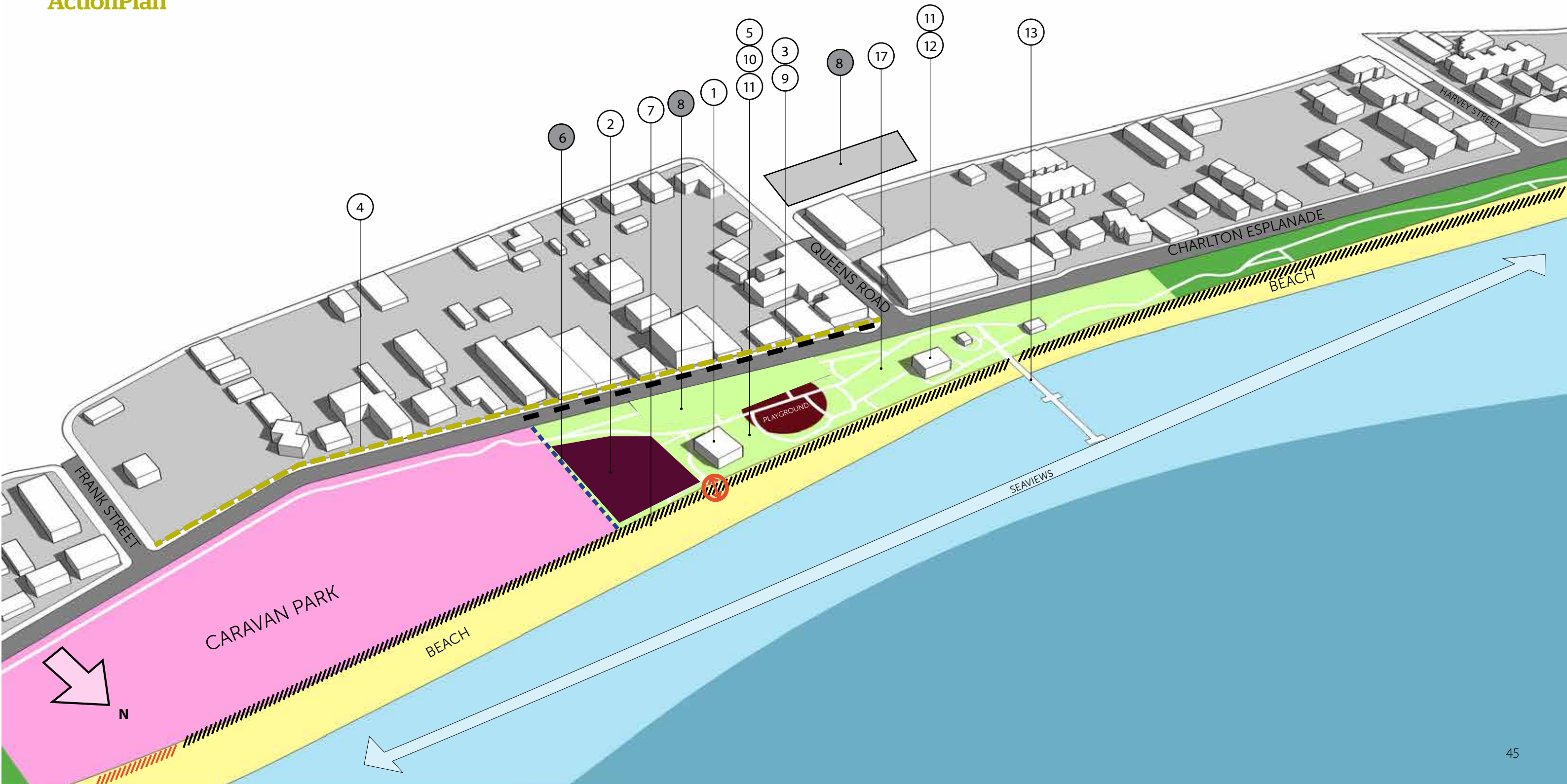
Scarness

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.

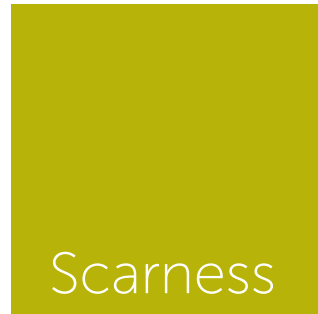
Top key actions to achieve the identity and theme for the precinct

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
Physical Improvements					
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/ 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
Access and Parking					
• 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"> Implement the Carparking Strategy to facilitate this outcome Consider the reinstatement of green space as part of the design process for Item 5 above to facilitate a staged implementation. 	Allowance of 40 @ \$18,000 per space for new carpark & \$100k to remove existing carpark and reinstate grassed area	\$820,000	31%	FCRC
Connectivity					
<ul style="list-style-type: none"> Rationalise and widen existing paths 	<ul style="list-style-type: none"> Implement as part of any works for future Parks and/or foreshore projects Implement enhancement of bikeway for length of Scarness Caravan Park 	Allowance only for opportunity for widening.	\$250,000		FCRC
<ul style="list-style-type: none"> Lighting strategy to enhance public use. 	Pier Lighting, Fairy Lighting, mood lighting and special lighting	Allowance only	\$100,000	38%	FCRC
<ul style="list-style-type: none"> 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 	Review the current precinct wayfinding signage and implement any new strategies identified	Allowance 10 signs @ \$5,000	\$50,000	19%	FCRC
Environment and Setting					
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
Landscape Management					
10. 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%	FCRC
11. 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	\$255,000	
			TOTAL	\$2,420,000	

Artist's Impression - Indicative Only





04 Torquay



Torquay

Torquay

About Torquay

Torquay is the busy centre of the foreshore, a hive of activities set in amongst the 'green' overlooking the 'blue'.

Of all the precincts, Torquay is the largest and has the highest density of development – offering critical mass to future opportunities.

Torquay boasts an ideal swimming beach and location for a range of motorised and non-motorised watersports.

There is an existing vibrancy and range of cafes, personal services, shops, and late night dining.

Challenges and Opportunities

Challenges

- Beach has been subject to erosion and damage (boardwalk loss) from previous storms
- Ⓐ Surf Club and 'flag beach' is distanced from the main heart of the precinct
- The hardstand areas on the foreshore are extensive
- Areas of overgrown and shrub vegetation impact on the amenity of the precinct
- Poor visibility to the water from the foreshore
- Aged buildings (particularly the Hervey Bay Sailing Club) on the foreshore
- Structures in the precinct are not utilised to their full potential
- Crossing point at the western end can be the cause of conflict
- There is a mix of old and new structures that lack continuity and a collective presence

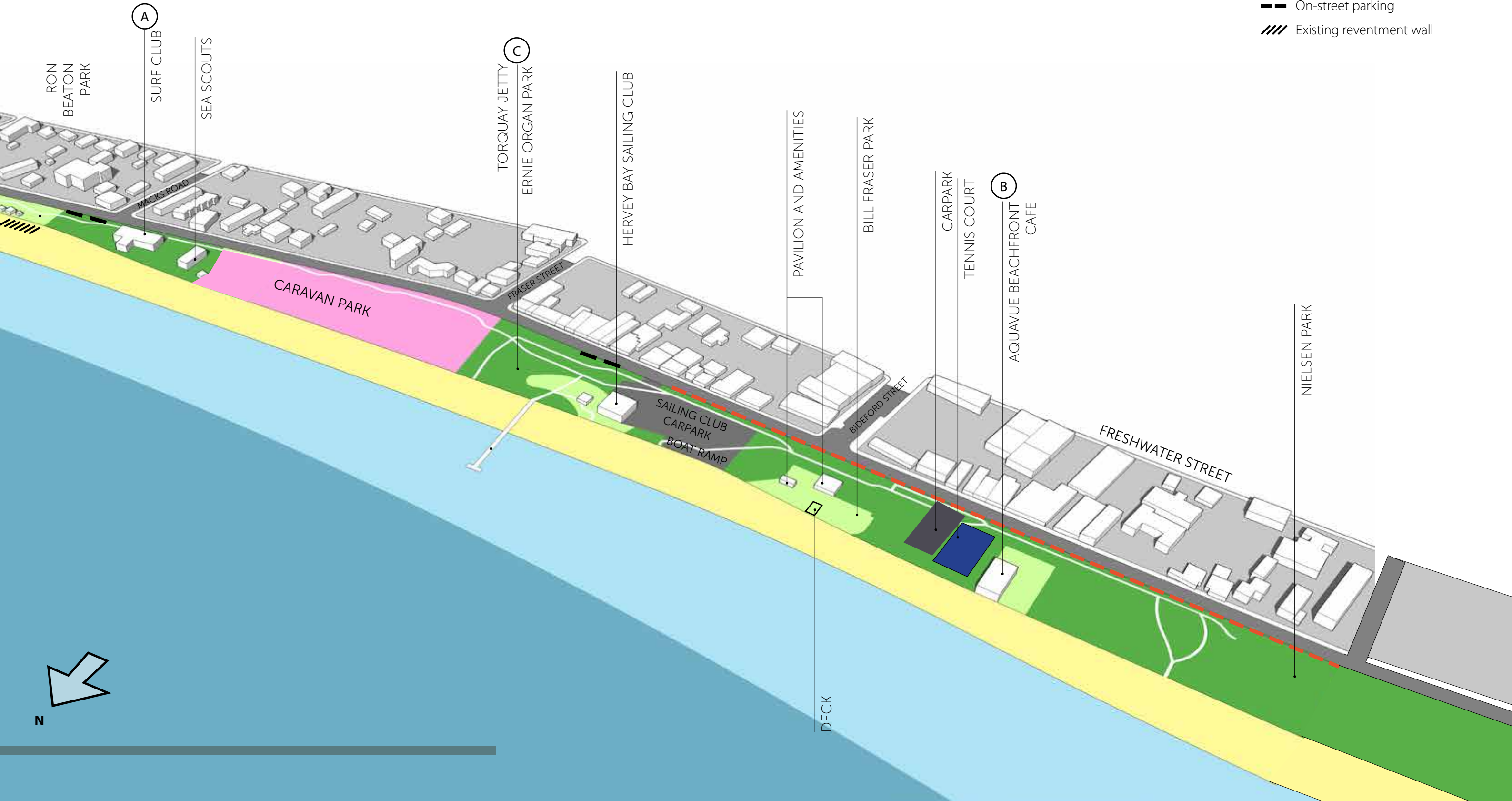
Opportunities

- Existing mix of uses and critical mass is a good basis to build from
- Large green spaces are a key feature
- Ⓑ 'Aquavue' activates the foreshore
- The precinct has a number of distinctive and memorable attributes – Moha Moha sea sculpture, tennis courts
- Ⓒ Enhanced playground at Ernie Organ park significantly improves amenity and useability of the play area

Existing Conditions

Legend

- Open Space
- Vegetation
- Community Facilities
- Surrounding Urban Area
- Caravan Park
- Pedestrian Paths
- On-street parking
- Existing reventment wall

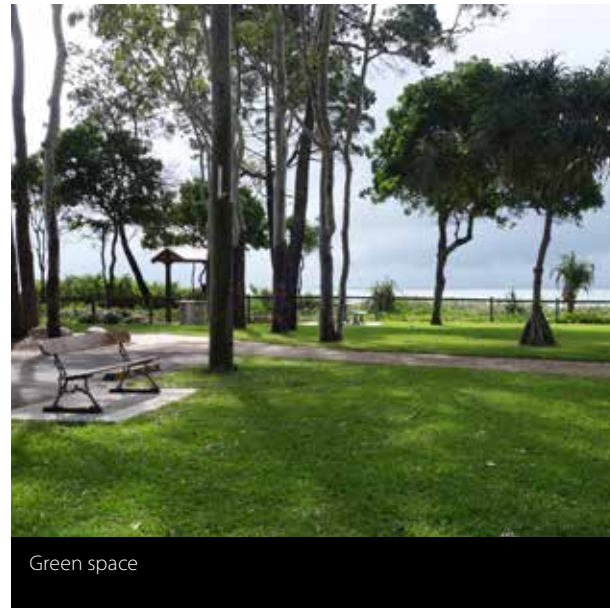


Torquay

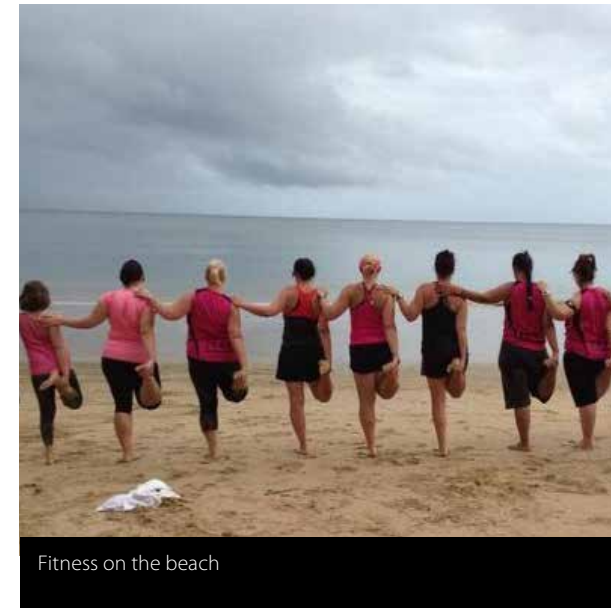
What makes Torquay 'tick'?

It's the place you come to:

- *Have a swim and grab a smoothie*
- *Jetski and play on the beach*
- *Get a pedicure and pop in for a browse at a clothes boutique*
- *Meet with friends for a coffee after an early morning bicycle ride*



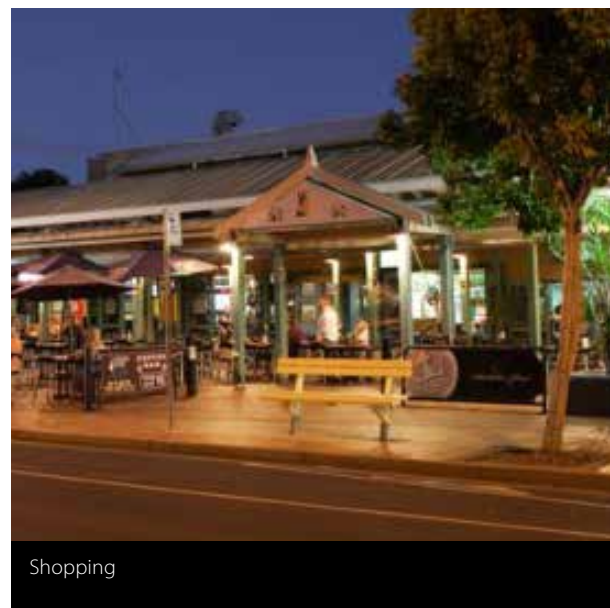
Green space



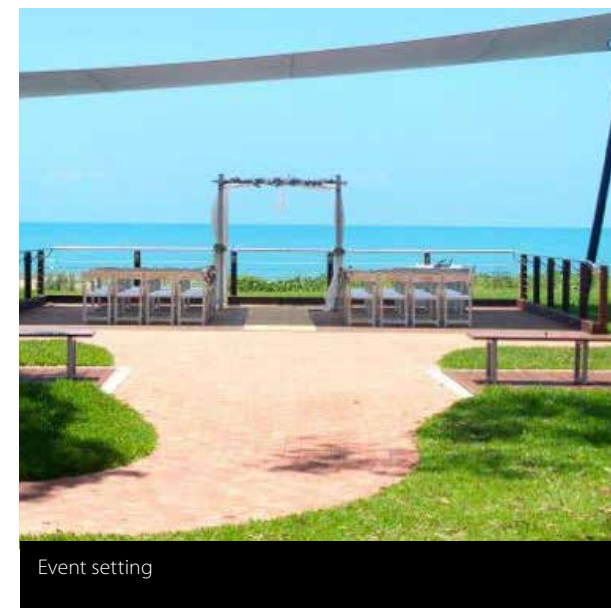
Fitness on the beach



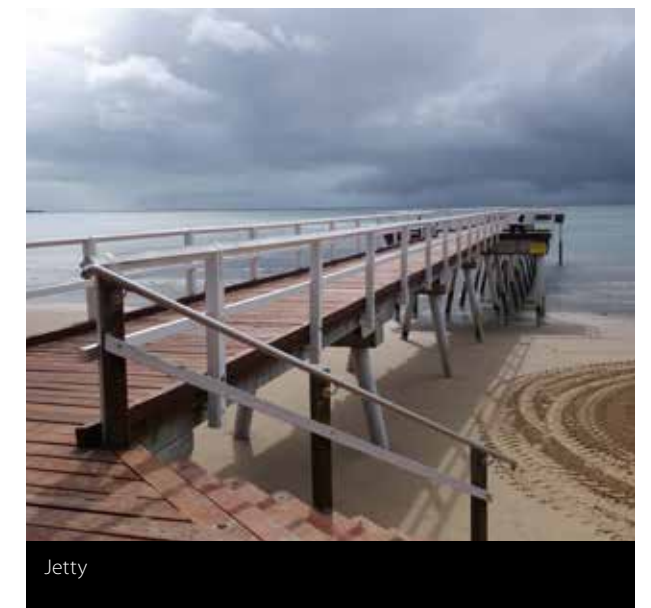
Activities in the water



Shopping



Event setting



Jetty

Built Form



Cafes

- Aquavue foreshore café
- Tennis court with white timber fencing
- Pavilion
- Decked event space
- Hervey Bay Sailing Club
- Ernie Organ children's playground
- Hervey Bay Life Saving Club
- Sea Scouts

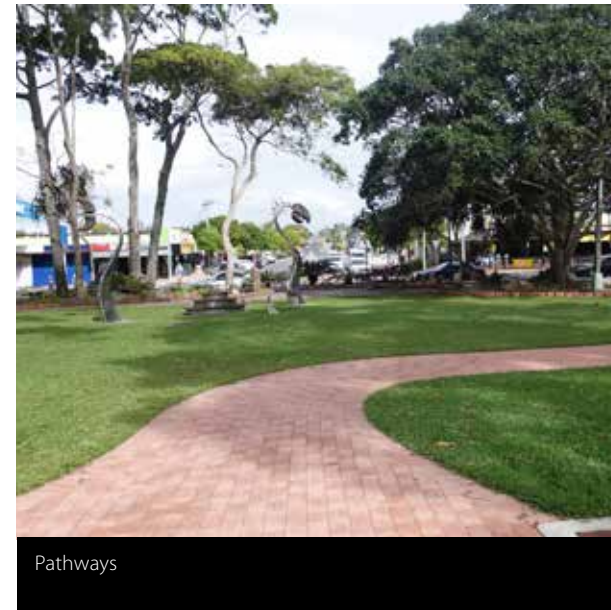
Landscape



Tall gums

- Lush green grass and tall gums

Access



Pathways

- Numerous crossing points throughout the precinct – at both ends and in the centre
- On-street parking and two large foreshore parking areas

Experiences



Saturday markets

- Saturday markets (twice per month)
- Beachfront dining at Aquavue and water sport hire
- Sailing regattas
- Shopping and dining experiences
- Fitness equipment
- Finish line of the Pier to Pub swimming race
- Paddle out for whales
- Surf Club events

Torquay

Identity

A Place for Health and Wellbeing

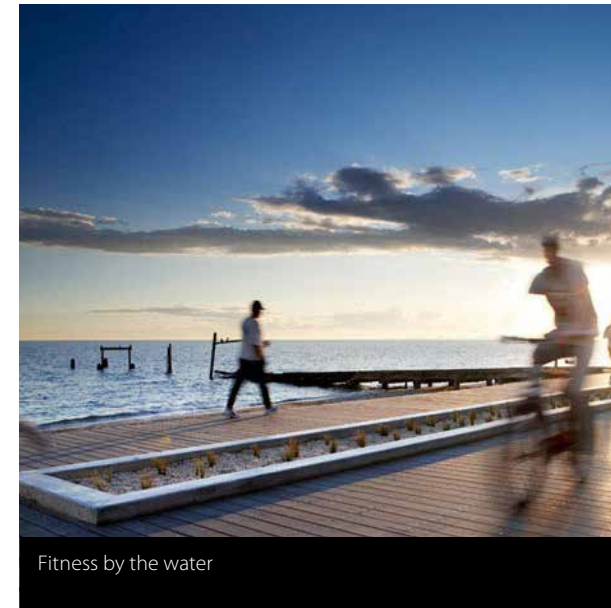
Torquay

Themes

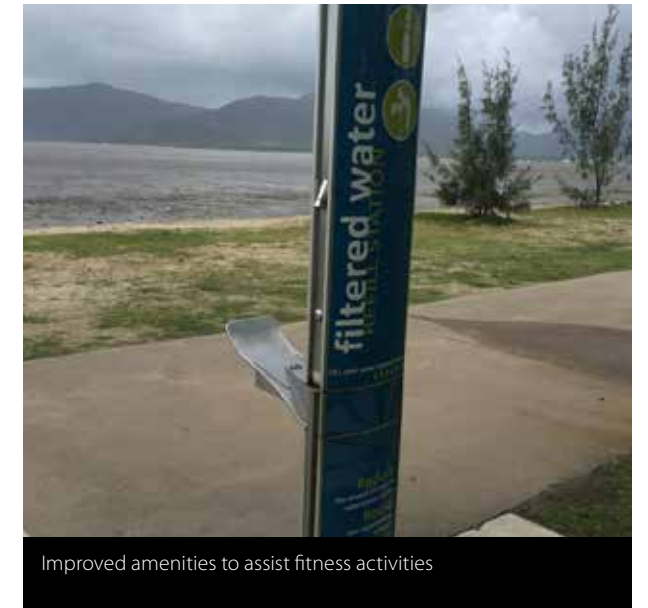
A focus for fitness

A place that provides access to:

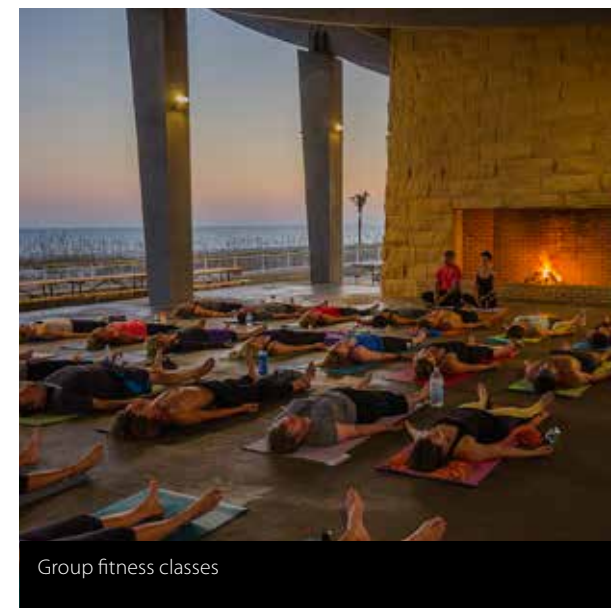
- recreational space to relax, keep fit, healthy and energised
- water activities to get the adrenalin pumping
- health and fitness advice – from foreshore-based practitioners



Fitness by the water



Improved amenities to assist fitness activities



Group fitness classes

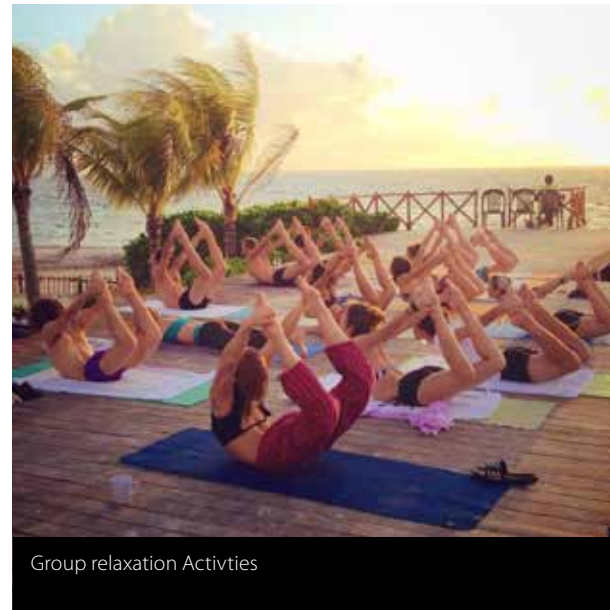


Water sports

Indulging and Nourishing Body and Soul

Relax, indulge, beautify and spoil yourself:

- indulge your taste buds with gourmet and specialist foods
- experience natural therapies or a massage in peaceful surrounds
- buy natural and organic foods



Group relaxation Activities



Natural foods and beverages



Indulging your taste buds



Natural therapies experienced on the foreshore

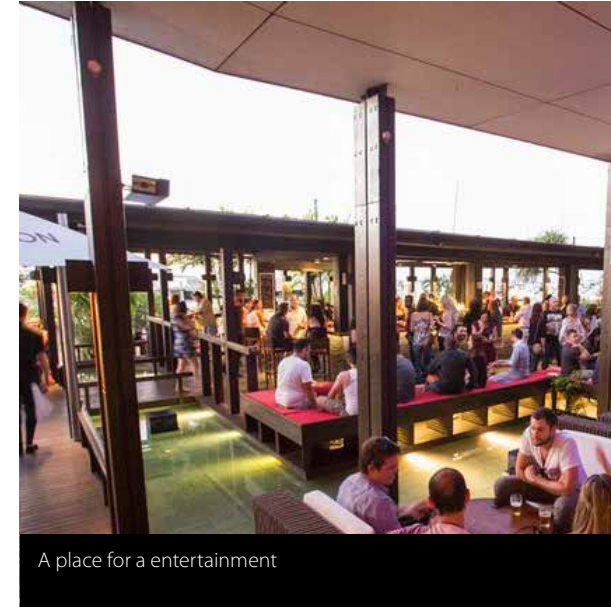
Torquay

Alive after five

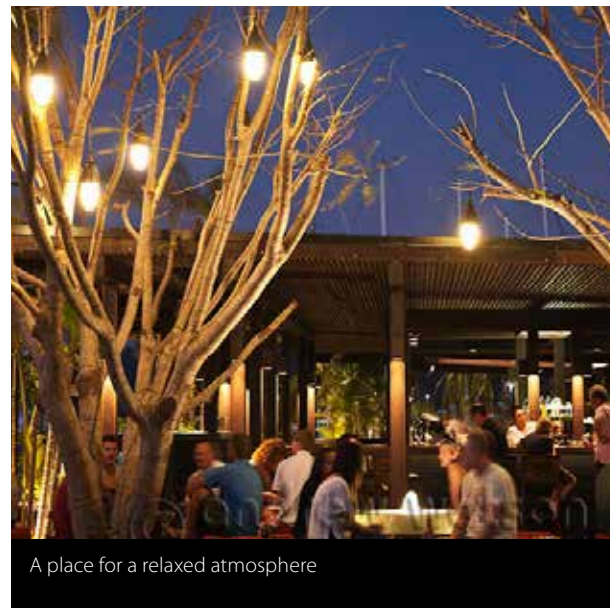
- A place for music, entertainment, great food and a relaxed atmosphere.



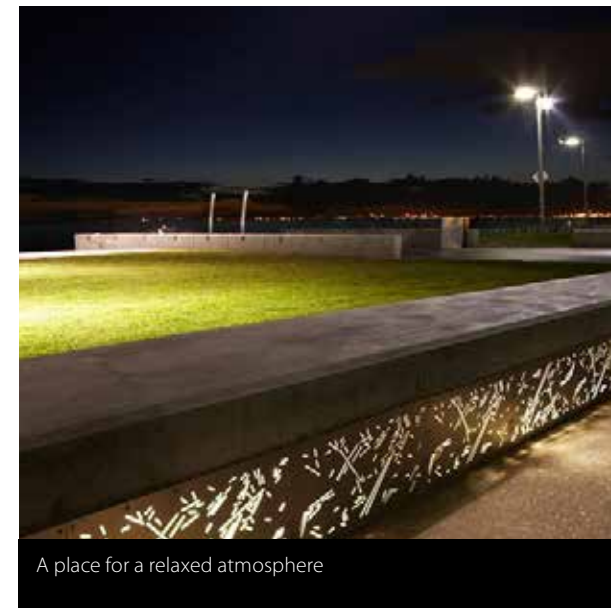
A place for food



A place for a entertainment



A place for a relaxed atmosphere



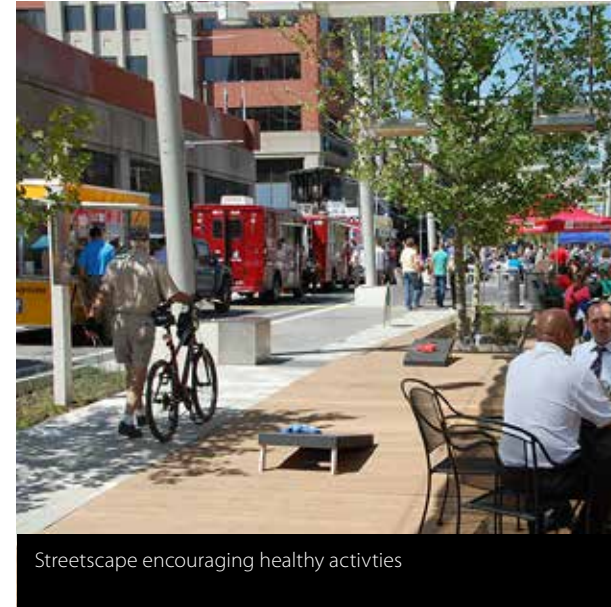
A place for a relaxed atmosphere

A vibrant town heart

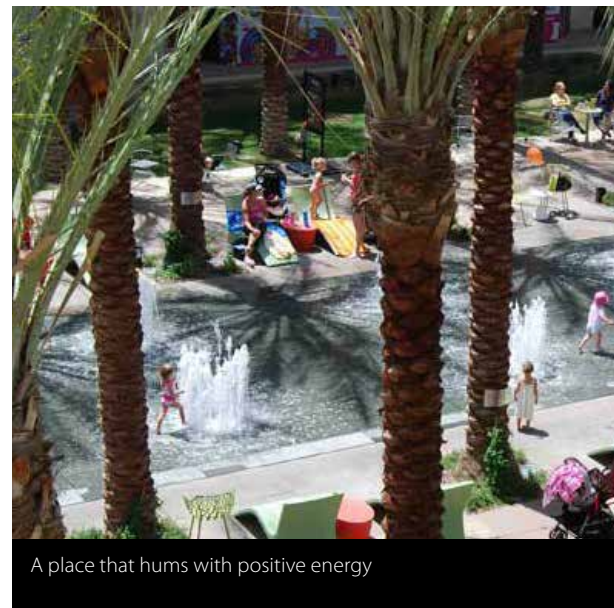
- An exciting place to be with a streetscape and retail offering that supports health, beauty and wellbeing, a place that hums with positive energy.



Pop-Ups on the street



Streetscape encouraging healthy activities



A place that hums with positive energy



Supporting retail



Actions

Physical Improvements

Short Term

- 1 Improved pavilion space that provides for group fitness and events
- 2 1km running loop that connects with a planned boardwalk section and surface markings that show distance points and exercise pods; with the potential for a water station similar to Urangan
- 3 Improved utilisation of the decked space near the Moha Moha feature – could use for pop up massage or eating areas in connection with the restaurateurs on the opposite side
- 4 Expansion of Nielsen Park west past the existing amenities and shelter area
- 5 Opportunity for activation of arcade and laneway between Freshwater Street and Esplanade
- 6 Improve sightlines and views at end of major entry points such as Bideford and Tavistock Streets
- 7 Support precinct business owners to update facades through Council's Streetscape initiative

Long Term

- 8 Construction of a new tennis/multi-purpose court west of 'Aquavue'. The relocation of the tennis court and parking area will create additional greenspace - the focus for this could be as a relaxation space with water features and seating
- 9 Potential commercial redevelopment opportunity that complements Sailing Club use and caters for the Clubs operational needs

- 10 Addition of art elements to the jetty
- 11 Surf Life Saving Club proposed redevelopment and opportunity to consolidate/ rationalise uses

Access and Parking

- Slow traffic and reduce speed limits and investigate road layout changes as per Transport Options section
- 12 Relocation and refocus of parking areas to Freshwater Street
- Addition of on-street, angle in Parking Pods
- Facilitate commercial water taxi or hovercraft to access precincts from the water

Connectivity

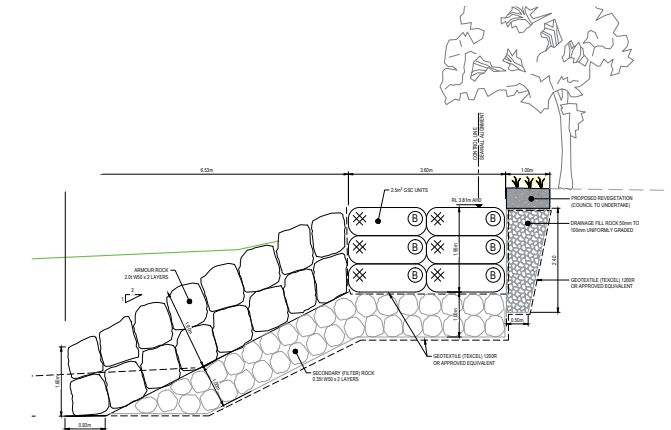
- Precinct signage and landscape features that build on the health, fitness and wellbeing focus
- 13 Pedestrian friendly connections particularly from parking areas at Freshwater Street to Esplanade

Events and Activation

- Regular group fitness classes and events
- Markets that have a focus on organic produce, natural foods, healthy living
- Annual gourmet food and/or healthy living

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



Proposed revetment wall



Addition of art to jetty



Elements to support fitness

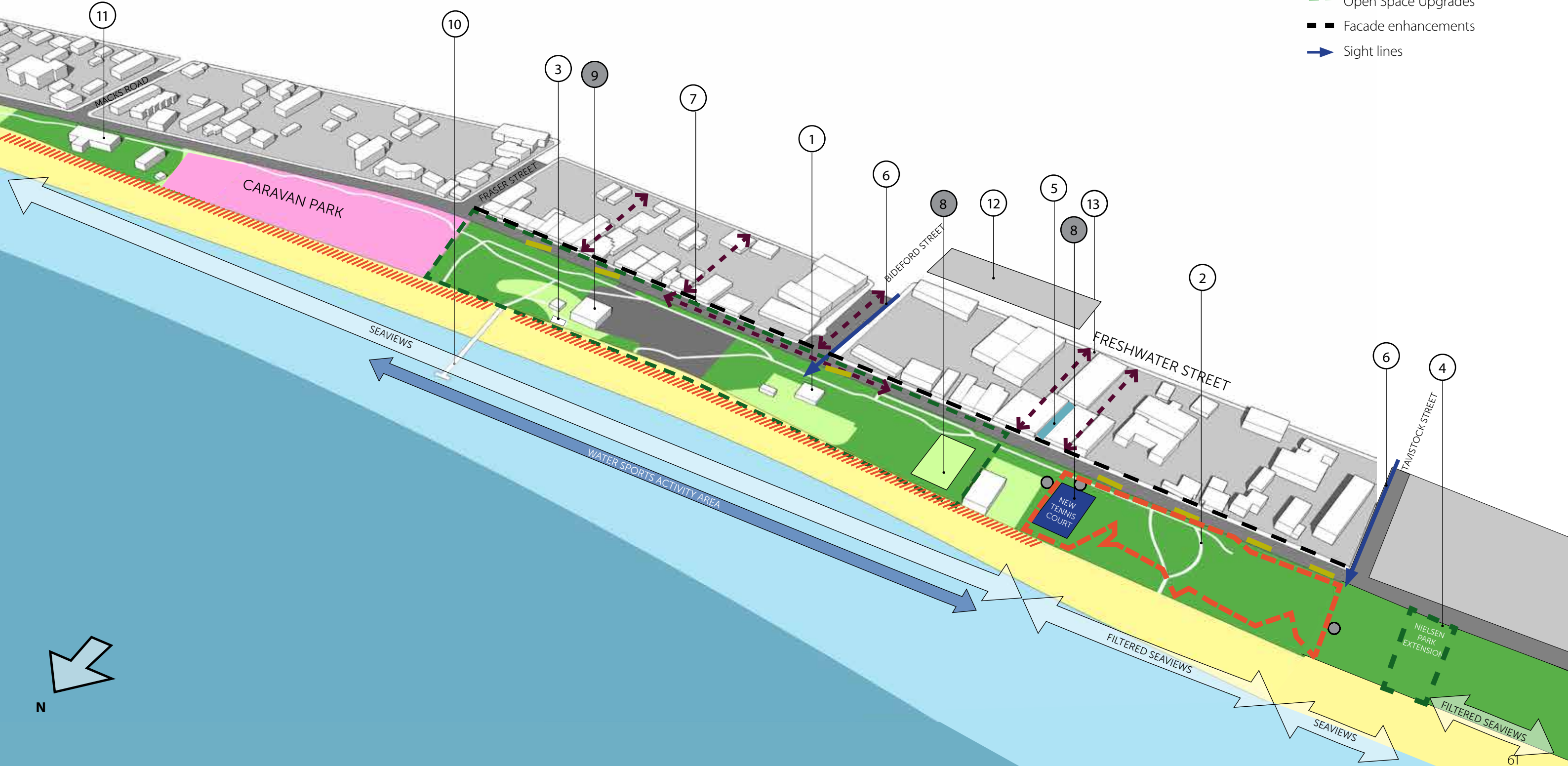
Torquay

Action Plan

- ① Enhanced Pavillion
- ② 1km running loop
- ③ Utilisation of decked space
- ④ Expansion of Nielsen Park
- ⑤ Laneway Activation
- ⑥ Sight Lines
- ⑦ Facade upgrades
- ⑧ Reinstate greenspace and new multi-purpose court
- ⑨ Activate Sailing Club
- ⑩ Art elements
- ⑪ Surf Club opportunities
- ⑫ Relocated parking
- ⑬ Improved connections - location indicative only

Legend

- Open Space
- Vegetation
- Surrounding Urban Area
- Caravan Park
- Pedestrian connectivity
- Enhanced pedestrian connectivity
- Exercise pods
- Existing reventment walls
- Proposed reventment walls
- Addition of on-street, angle in Parking Pods
- Open Space Upgrades
- Facade enhancements
- Sight lines



Torquay

Implementation

Consultation outcomes

Level of Support

During the public consultation process 70.2% 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

57.6% of respondents advised that they would like the Hervey Bay Foreshore Esplanade Tourist Precinct Master Plan implemented with 5 years; 15.2% 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
Support precinct business owners to update facades through Council's Streetscape initiative	45.7%
A key focus for passive recreation areas, vegetation management to achieve seaviews and filtered seaviews to enhance visual amenity and community safety.	43.7%
Pedestrian friendly connections particularly from parking areas at Freshwater Street to Esplanade	42.4%
Improved utilisation of the decked space near the Moha Moha feature – could use for pop up massage or eating areas in connection with the restaurateurs on the opposite side	33.1%
1km running loop that connects with the planned boardwalk section and surface markings that show distance points and exercise pods with the potential for a water station similar to Urangan	32.5%
Surf Life Saving Club proposed redevelopment and opportunity to consolidate/ rationalise uses	32.5%
Improve sightlines and views at end of major entry points such as Bideford and Tavistock Streets	31.8%
Improved pavilion space that provides for group fitness and events	29.8%
Slow traffic and reduce speed limits and investigate road layout changes as per Transport Options section	29.8%
Opportunity for activation of arcade and laneway between Freshwater Street and Esplanade	29.1%
Activate the sailing club building – sleeve the front of the building where it interfaces with the beach to create a small activated tenancy. Part of the bottom level could also be utilised for a health and/or fitness practitioner. Potential commercial redevelopment opportunity that complements Sailing Club use	29.1%
Addition of on-street, angle in Parking Pods	28.5%
Expansion of Nielsen Park west past the existing amenities and shelter area	26.5%
Construction of a new tennis/multi-purpose court west of 'Aquavue'. The relocation of the tennis court and parking area will create additional greenspace - the focus for this could be as a relaxation space with water features and seating	26.5%
Relocation and refocus of parking areas to Freshwater Street	25.8%
Addition of art elements to jetty	23.8%
Facilitate commercial water taxi or hovercraft to access precincts from the water	23.8%
Precinct signage and landscape features that build on the health, fitness and wellbeing focus	23.8%

Torquay Precinct Goals & Objectives

Action / Activity	Sub Actions	Note	Cost Estimate	% Vote	Lead Agency
Physical Improvements					
1. Improved pavilion space that provides for group fitness and events	Review the existing structure to identify opportunities for enhancements.	-	\$50,000	29.8%	FCRC
2. 1km running loop that connects with a planned boardwalk section and surface markings that show distance points and exercise pods; with the potential for a water station similar to Urangan	Construct Boardwalk section of the loop. Widen the existing bike path in this section. Implement surface distance markers.	Boardwalk \$340,000 + \$100k for bike path	N/A	32.5%	FCRC
3. Improved utilisation of the decked space near the Moha Moha feature – could use for pop up massage or eating areas in connection with the restaurateurs on the opposite side	Torquay Business owners establish a working group to improve utilisation of the decked space near the Moha Moha feature.	-	Nil	33.1%	FCRC
4. Expansion of Nielsen Park west past the existing amenities and shelter area	Design Plan, scope of works, cost estimate	-	\$500,000	26.5%	FCRC
5. Opportunity for activation of arcade and laneway between Freshwater Street and Esplanade	Torquay Business owners establish a working group to consider opportunities for activation of arcade and laneway.	-	Nil	29.1%	FCRC
6. Improve sightlines and views at end of major entry points such as Bideford and Tavistock Streets	Tavistock Street to be completed in conjunction with Nielsen Park	-	Included in Item 4	31.8%	FCRC
7. 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	45.7%	FCRC
8. Construction of a new tennis/multi-purpose court west of 'Aquavue'. The relocation of the tennis court and parking area will create additional greenspace – the focus for this could be as a relaxation space with water features and seating	-	Allow for \$70k new tennis court, \$50k repurpose existing court area, \$30k grass reinstatement and \$50k further improvements to park area	\$200,000	26.5%	FCRC
9. Potential commercial redevelopment opportunity that complements Sailing Club use and caters for the Clubs operational needs.	-	-	Nil	29.1%	FCRC
10. Addition of art elements to the jetty	Prepare concepts and cost estimates for Torquay Jetty art elements	Allowance for 2-3 pieces	\$50,000	23.8%	FCRC
11. Surf Life Saving Club proposed redevelopment and opportunity to consolidate/rationalise uses	Continue to work with the proponent to deliver the proposed redevelopment.	-	Nil	32.5%	Private Investment



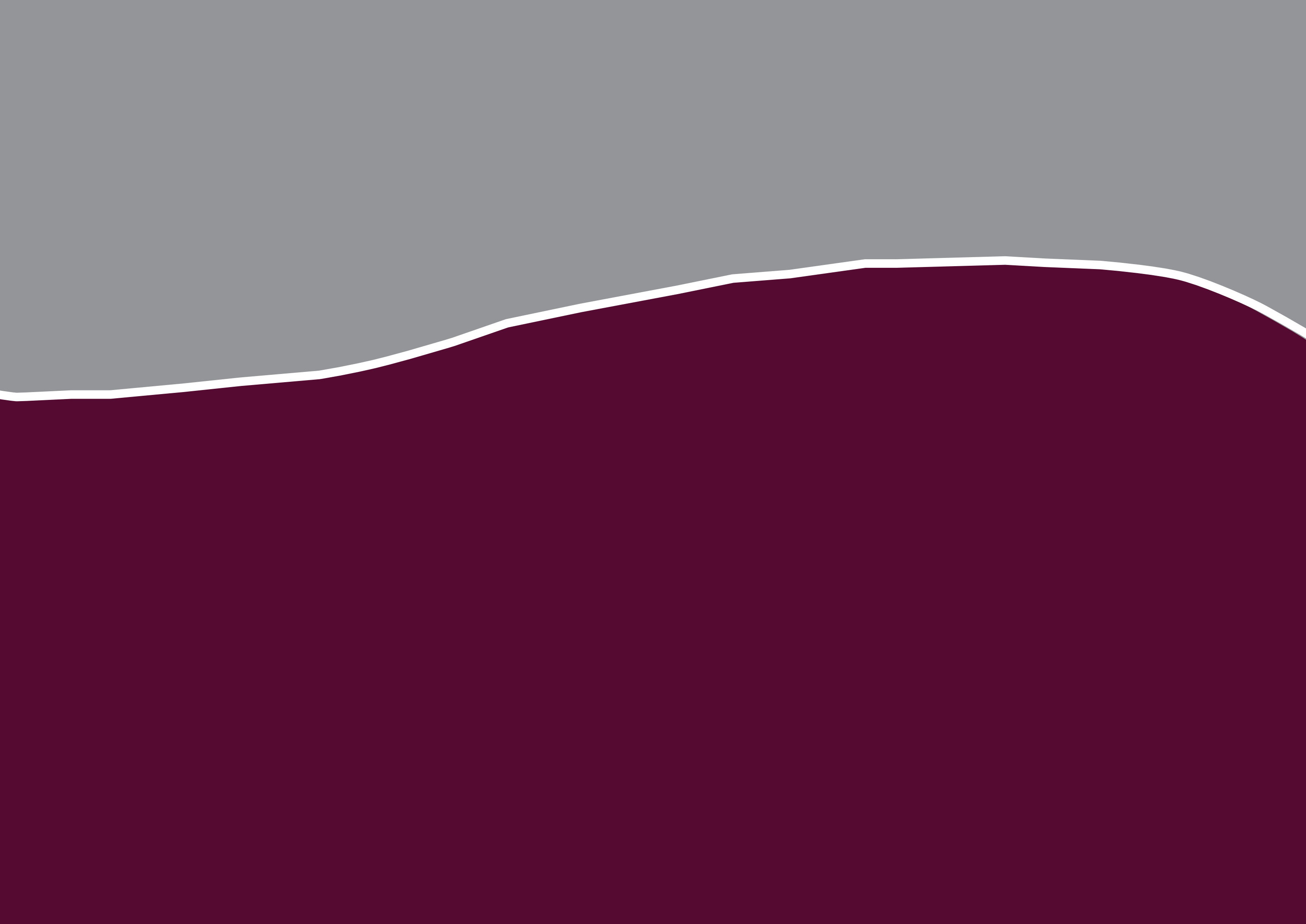
Action / Activity	Sub Actions	Note	Cost Estimate	% Vote	Lead Agency
Access and Parking					
• Status Quo – reduced speed limits	Implement reduced speed limit within the Precinct	Allowance for signs	\$5,000	25.8%	FCRC
• Preferred Traffic Option – Shared Zones – retain two-way movement	Investigate options for the Implementation of Shared Zones	Per shared zone (includes allowance for raised street area, lighting, bollards, drainage etc)	\$500,000	43.0%	FCRC
12. Relocation and refocus of parking areas to Freshwater Street	Implement the Carparking Strategy to facilitate this outcome	Allow 24 @ \$18,000 new carpark & \$100k for removal and reinstatement	\$550,000	25.8%	FCRC
• Addition of on-street, angle in Parking Pods	Investigate opportunities for additional onstreet parking pods	Allow for 2 x 3 carpark pods	\$200,000	28.5%	FCRC
• Facilitate commercial water taxi or hovercraft to access precincts from the water	Liaise with potential operators to facilitate the provision of this service.	-	Nil	23.8%	Private Investment
Connectivity					
• Precinct signage and landscape features that build on the health, fitness and wellbeing focus	Prepare a streetscape palette (including signage) for the Torquay Precinct	Allow 10 x \$10k	\$100,000	23.8%	FCRC
13. Pedestrian friendly connections particularly from parking areas at Freshwater Street to Esplanade	Continue to work with business owners to improve pedestrian linkages and enhance of laneway.	-	N/A	42.4%	Private Investment
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	43.7%	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	<ul style="list-style-type: none"> Review of Foreshore Enhancement Action Plans to reflect this strategy. Crown lifting, trimming, dead wooding and weeding vegetation between the Maryborough Sailing Club and Neilsen Park, particularly around beach access. 		Within existing budget \$250,000		FCRC
			CONTINGENCY ALLOWANCE	\$330,000	
			TOTAL	\$2,750,000	

Artist's Impression - Indicative Only



05 Urangan

DRAFT



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

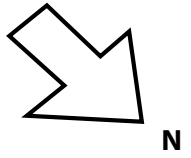
- Pier is iconic for the region
- Seaviews
- Quieter precinct
- Different tourist accommodation form to the other precincts (e.g. no caravan park, large resort)
- Water-based activities
- Existing events
- Proximity to the Harbour - seafood markets

URANGAN

Existing

Legend

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

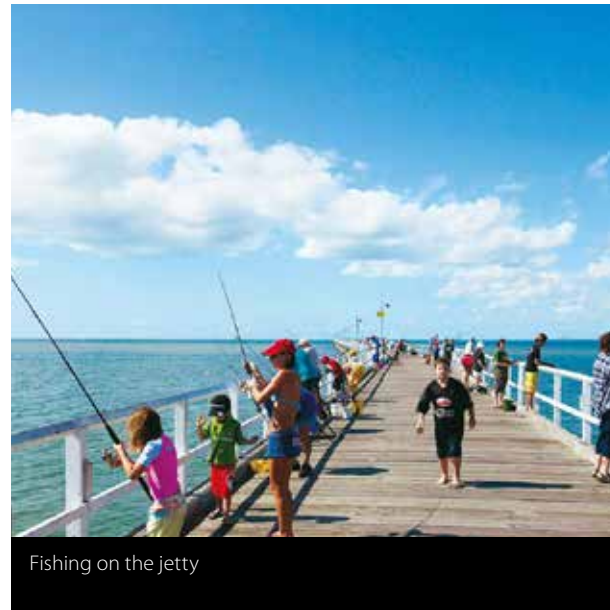


URANGAN

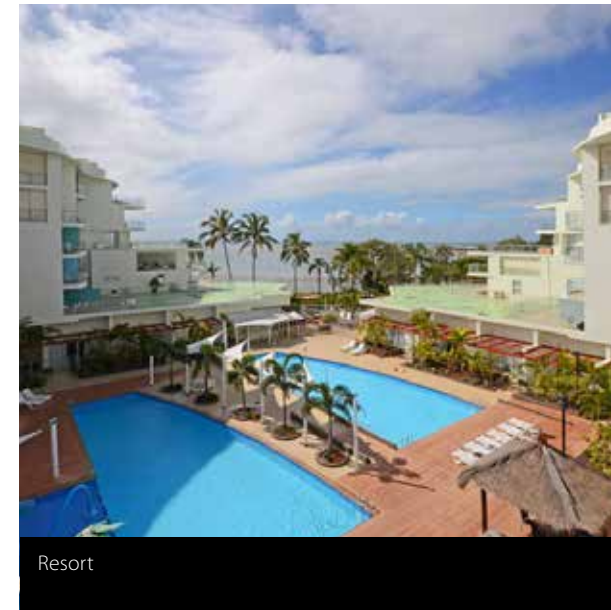
What makes Urangan 'tick'?

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

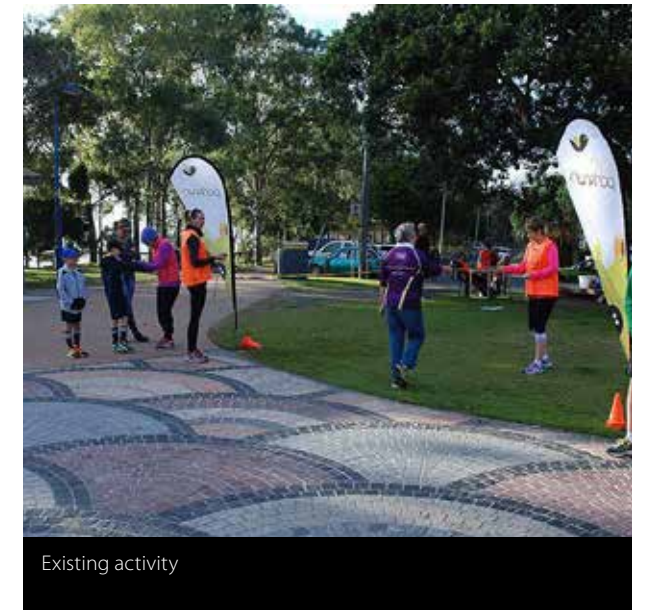
By the afternoon the Pier is bustling with eager fisher-people, there are brides and bridegrooms making memories, and drinks flow for an eager crowd sip at the Bayswater as they watch the afternoon kite surfers presenting a colourful array against the backdrop of the Pier.



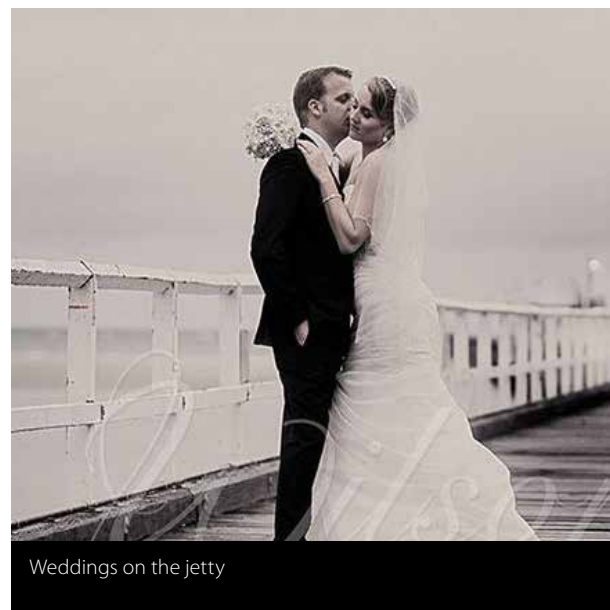
Fishing on the jetty



Resort



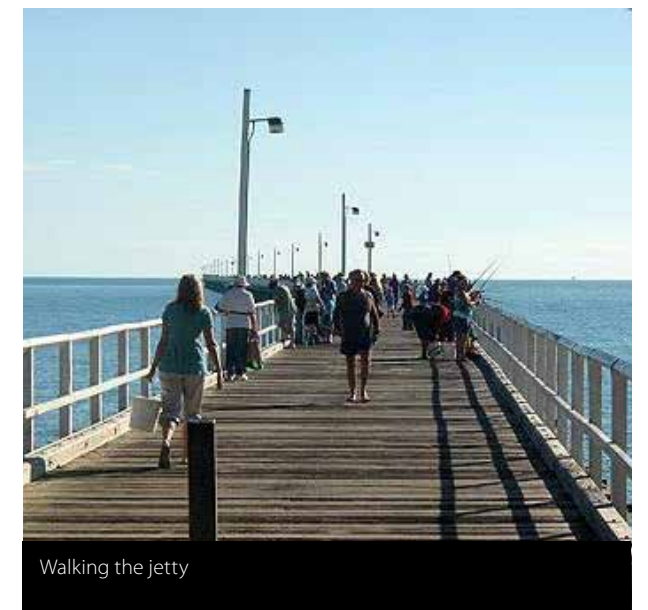
Existing activity



Weddings on the jetty



Kite surfing



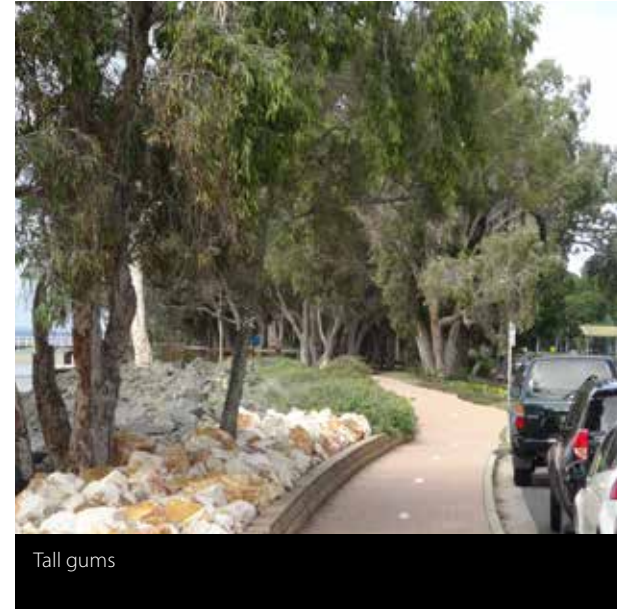
Walking the jetty

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

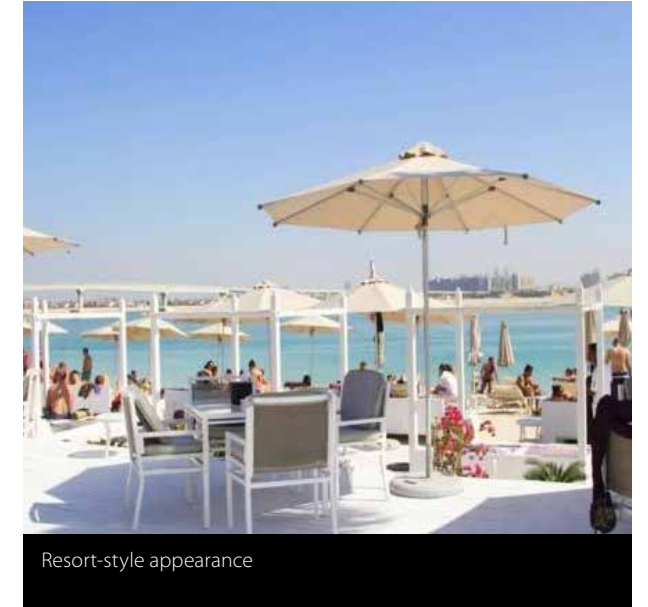
Themes

Refined Beach Style

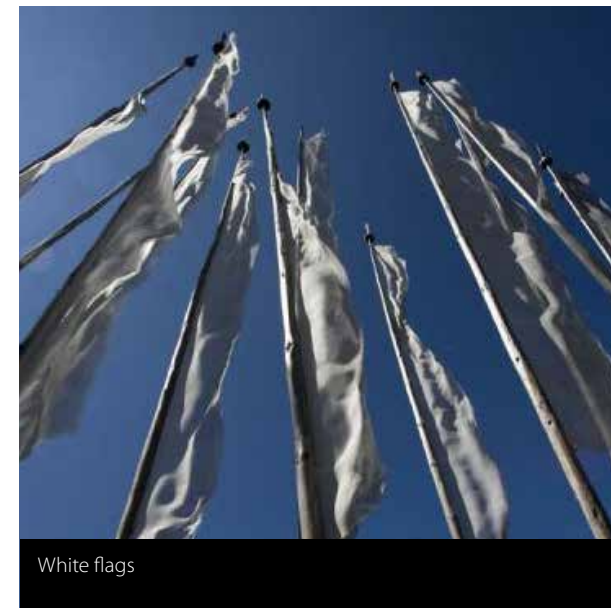
- A 'white' theming, with white shell features to reflect the Indigenous heritage of Urangan and provide a resort style appearance. A gateway feature extending from the Elizabeth Street intersection into the precinct will entice visitors to experience the refined style of Urangan.



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



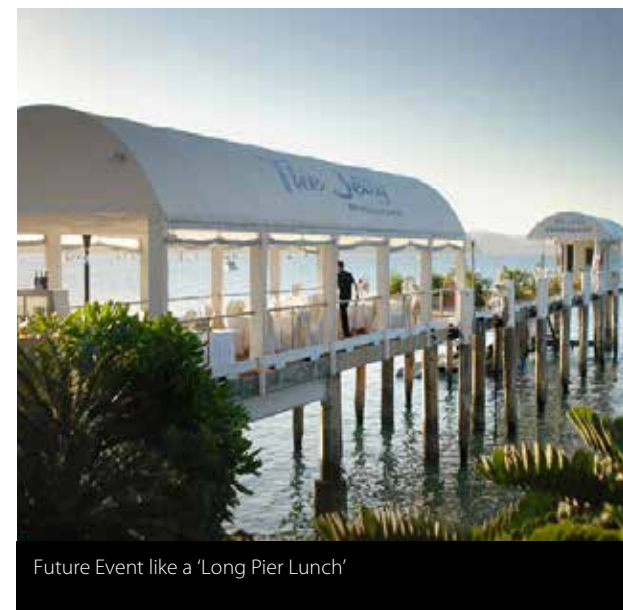
Jetty additions at Southport Broadwater Parklands



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

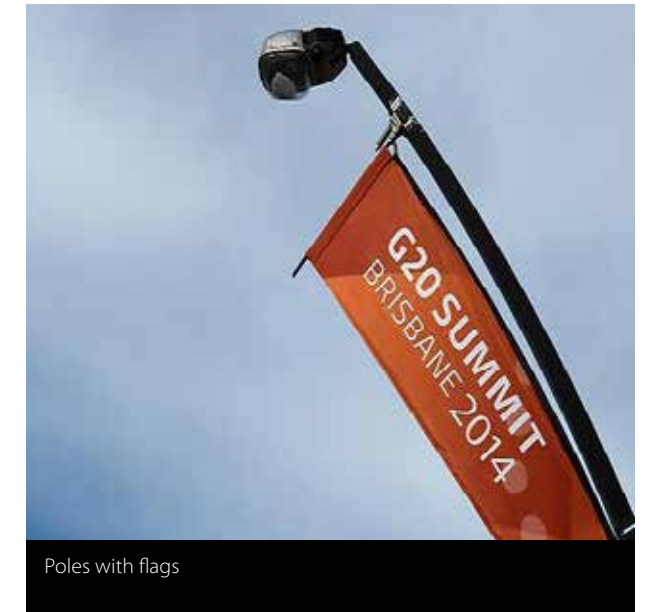
- 10 Lighting strategy to enhance public use
 - Retain and enhance existing green image
 - Include information points with heritage and cultural information
- 11 Interactive street art

Events and Activation

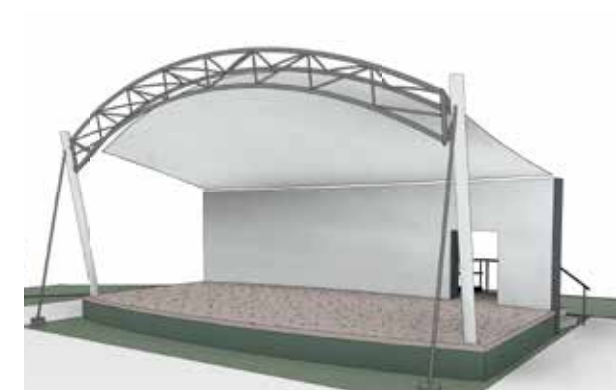
- 12 Outdoor wedding space
 - Arts events and cultural experiences
 - Pop-Up Dinner (like Diner en Blanc)
 - Street food/coffee vans
 - Eat street – multiple food options
 - Street closure for festival style events
 - Pier Market with street activities- games like chess
 - Long pier lunch

Landscape Management

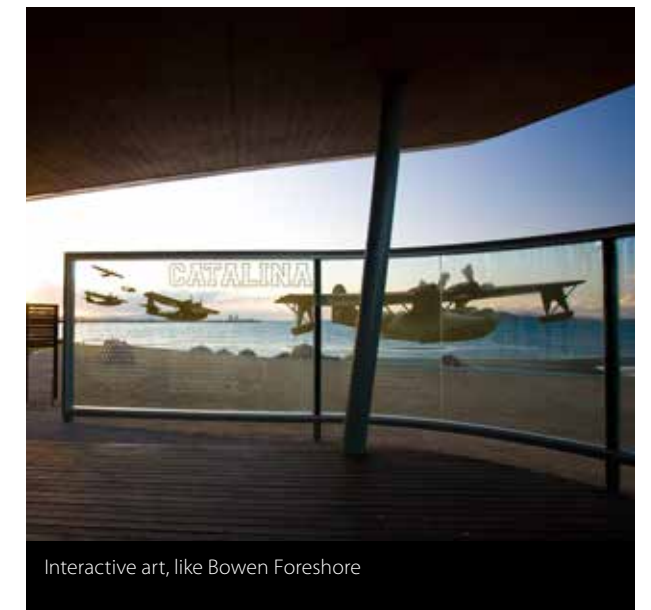
- Seaviews
 - These areas are a key focus for passive recreation. Quality vegetation planting and management is designed to facilitate seaviews and to enhance visual amenity and community safety.
- Filtered Seaviews
 - These areas are designed to predominately retain a semi-natural setting. Within these 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

URANGAN

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



Pialba

Scarness

06 Appendices

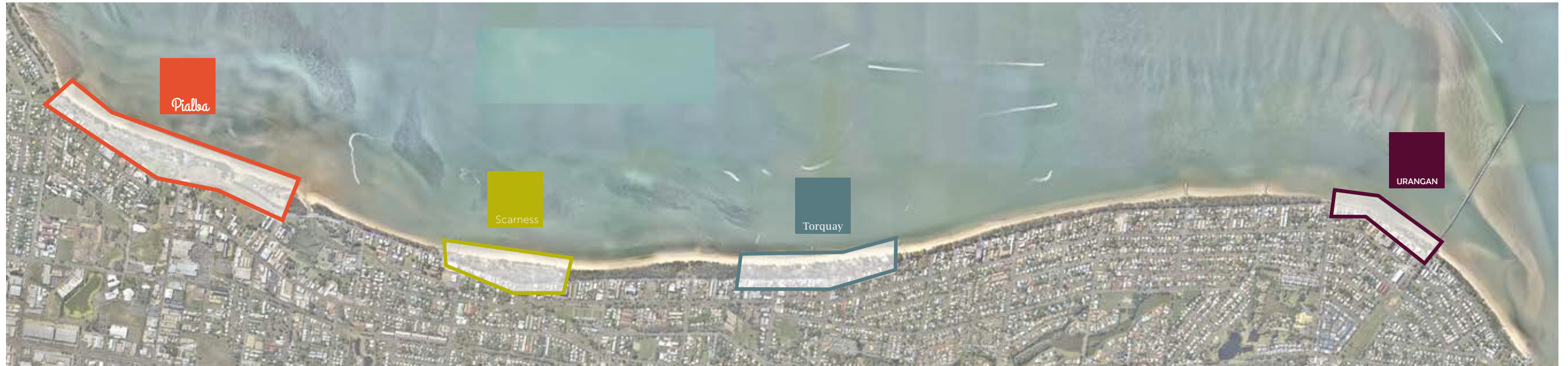
Torquay

URANGAN

A

Appendix A

Land Ownership and Land Use



Under Freehold

Development is typically driven by the private sector on the landward side of the Esplanade which is guided by the planning scheme (see Future Land Use section below)

Under public realm foreshore

Development on the foreshore side can only be conducted with approval from either Council (where trustee) or the State government (where a lease is provided) and where consistent with the planning scheme.

Future Land Use

The Fraser Coast Planning Scheme sets up the statutory (or legal) framework for development to occur in all parts of the Council area. Future land use expectations for the Esplanade precincts is expressed as follows:

- The Pialba precinct is adjoined by land designated for CBD style development as per the Pialba City Centre Local Area Plan (and supported by the recently endorsed CBD masterplan).
- The Scarness, Torquay and Urangan precincts are each designated as a 'Tourism Activity Centre' with development anticipated that contributes toward 'a higher density residential and vibrant, mixed use environment'.
- The public realm and foreshore side of the Esplanade at each precinct contains land predominantly in the Open Space Zone with some areas located in the Sport and Recreation Zone. This means that the land use is intended for informal active recreation purposes with some built structures for recreational purposes.



Esplanade Caravan Parks

Foreshore caravan parks are established within three of the Esplanade Precincts at Pialba, Scarness and Torquay are operated by Council.

The caravan parks are a profitable enterprise and provide a unique style of accommodation which not only attract tourists to the Fraser Coast but also support the local businesses in each of the Precincts.

Council has acknowledged the need for upgrades within the parks and some medium to long term site rationalisation which has been a consideration in this masterplanning process.





Foreshore Recreational and Commercial Operators

There are a number of existing recreational commercial operators on the foreshore side of the Esplanade which give character to the precincts and activate these spaces– these include

Recreational

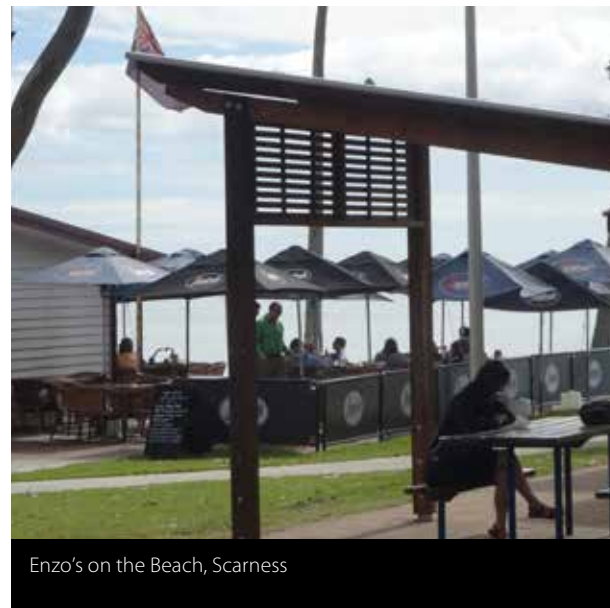
- Surf Life Saving Club, Sea Scouts, Hervey Bay Sailing Club (Torquay),
- Maryborough Sailing Club (Scarness)

Commercial

- Aquavue (Torquay)
- Enzo's on the Beach (Scarness)
- Migaloo Cafe (Urangan)
- Renovated café at Wetside (Pialba)



Hervey Bay Sailing Club, Torquay



Enzo's on the Beach, Scarness

Environmental Management

The whole of the Hervey Bay foreshore (extending beyond the area considered in this masterplan) is considered in the Foreshore Management Plan 2007. The vision for the foreshore expressed in this document is that:

The foreshore is the prime recreational, environmental and tourism feature of mainland Hervey Bay. It is a unique and mostly intact strip of nature that binds together the various villages and communities located along its length, thereby forming the 'linking' element of the whole city.

The protection of the foreshore is vital, not only for its environmental fragility, but to the economic and social welfare of Hervey Bay. If the foreshore was lost or degraded, Hervey Bay would lose its unique character, identity and reputation as an affordable family holiday destination.

The foreshore will continue to serve its historical role as the focus for community activity, within a largely natural setting, open to all to learn and enjoy.

Management will provide an increasingly diverse but sustainable range of recreation opportunities and experiences.



Urangan boardwalk



Pialba beach access

B

Appendix B

Background Document Review

Fraser Coast Community Plan (FCRC)

The Community Plan is intended to inform Council's five year corporate plan, long term financial plan, asset management plan and operational plans. The Community Plan outlines the region's desired future and sets goals for the Fraser Coast Local Government Area. The vision for the region encourages a diverse, strong and well governed region of vibrant places connected as a whole by community spirit, respect for the natural environment and an innovative and diverse economy.

Of relevance to this project the plan seeks to:

- cost effective asset management
- accessible community facilities
- programs for festivals and the arts
- promotion of natural attractions and cultural heritage
- developing defences to foreshore erosion threats
- a strong dedication to protecting ecosystems
- physical access to natural attractions
- walking and cycling facilities to promote active lifestyles
- environmentally responsive urban form that reinforces community identity
- places for everyone's enjoyment.



Hervey Bay Foreshore Management Plan 2007

The Hervey Bay Foreshore Management Plan 2007, addresses future use and management of Hervey Bay's foreshore lands in public ownership.

The Management Plan involved a foreshore visioning survey and findings at the time indicated that:

- more than 30% of respondents visited the foreshore daily and more than 60% visit the foreshores at least twice per week,
- the most frequently visited sections of beach are Torquay, Scarness, Point Vernon, Urangan, Pialba, Dundowran, Burrum Heads and Toogoom,
- the most popular reasons for visiting are walking, relaxation, swimming, fishing, picnicking and cycling,
- the most common user groups are families and friends,
- the most common means of travelling to the foreshore are car and foot – cycling is also popular but public transport is rarely used

The Management Plan identifies that *"as the City continues to grow and expand, people's perceptions and aspirations for the foreshores are becoming more diverse, and sometimes more sophisticated."*

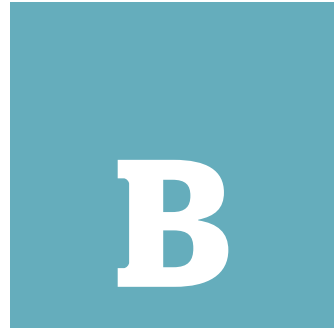
The management plan suggests that the key opportunities are tied to diversity, quality and sustainability, and that the foreshore parks are extensive enough to cater for both 'traditional' visitors who prefer simpler styles of recreation, and residents/visitors seeking 'modern' styles of recreation with a broader range of facilities and services.

Risks are identified as:

- Gradual and incremental 'shifts' in the nature and style of foreshore parks and their management
- Increased probability of natural hazards such as erosion, cyclones and storm surges
- Deterioration in quality of visitor experiences
- Deterioration in natural values of foreshores.

Between Pialba and Urangan issues identified in consultation at the time include: safety for pedestrians; traffic congestion during busy periods; lack of parking during busy periods; traffic noise; and a general loss of amenity.

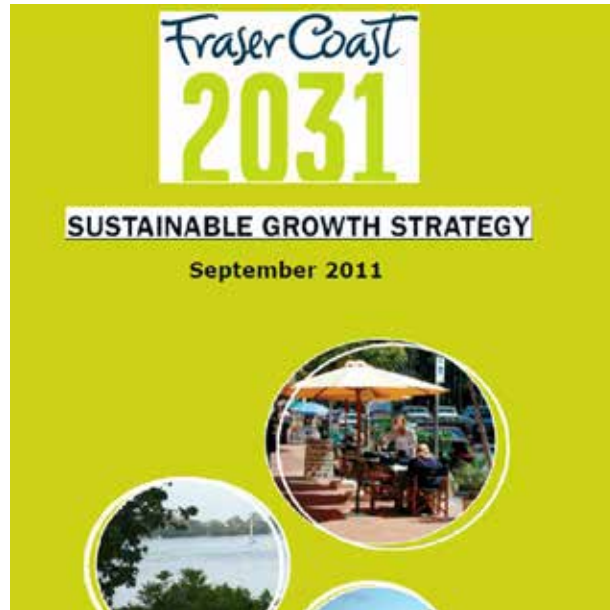
The Management Plan outlines specific action plans for a number of key locations (including the Esplanade Precincts) and have been considered as part of this project.



Fraser Coast 2031 Sustainable Growth Strategy 2011

The strategy was informed by a number of technical assessments, including a built form and landscape study to define a preferred settlement pattern for the Fraser Coast. Key observations relating to the Hervey Bay Esplanade include:

- Limited sense of “green” and general absence of trees within many streetscapes
- Infrastructure along the foreshore should be rationalised to provide better streetscape amenity for pedestrian environments
- The character of the area should be enhanced through capitalisation of the natural beauty and renowned internationally for its unique biodiversity and landscape.



Fraser Coast Regional Council Land Use Strategy - Built Form and Urban Design Report 2011 (AECOM)

This report was part of the Sustainable Growth Strategy. It establishes a built form and urban design strategy for key localities in the region, including recommendations for the Esplanade Precincts.

Strategies are organised under key themes of environment; wayfinding, legibility, and mobility; place making; and urban form & development potential.

The study also recommends (for the city) measures to address potential climate change impacts (such as WSUD initiatives); increased use of street trees to enhance character and comfort; and establishing green streets, green spines, and green linkages.

Fraser Coast Regional Council Land Use Strategy

Built Form and Urban Design Report

Prepared for GHD by AECOM
June 2011



Fraser Coast Regional Council Urban Open Space Strategy 2011 (JWP)

The Urban Open Space Strategy 2011, part of the Sustainable Growth Strategy, made the following key recommendations of relevance with regard to open space provision and accessibility:

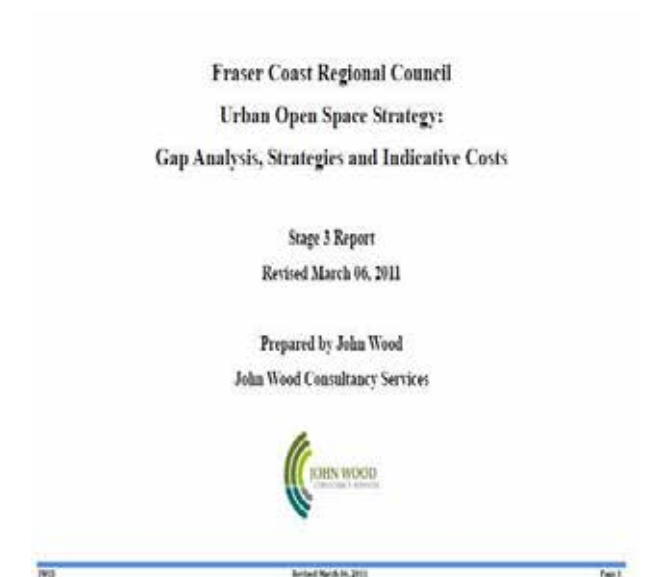
- Continue to provide quality facilities along the foreshore.
- Establish “park streets” connecting with foreshore path to provide safe pedestrian/cycle access and circuits particularly in the Pialba locality
- Establish “park streets” and waterway corridors connecting with the rail trail spine to provide safe pedestrian/cycle access and circuits particularly in the Scarness, Torquay and Urangan localities.

The Fraser Coast Regional Sport, Recreation and Open Space Strategy 2006 - 2025

The Fraser Coast Regional Sport, Recreation and Open Space Strategy 2006 – 2025 was developed to provide a clear direction and improved opportunities for access to recreational and sporting pursuits.

The Strategy set out a vision and five key strategic directions relating to: facilities; events and competition; trails and outdoor recreation; open space, green corridors, and landscape amenity; and regional cooperation and collaboration.

Within the document, the Hervey Bay Foreshore is specifically identified as a recreational asset that should continue to be developed as regional multi-purpose sporting and recreation hubs, particularly with regard to water sports and recreation activities





The Walk and Cycle Strategy (October 2010)

The Beachfront Tourist Parks Business Enhancement Plan 2014/2015 sets out objectives, strategies and targets for the city's beachfront parks operations. It consolidates and packages information to provide Council with a complete picture of business performance, enabling informed decision making on its management and investment choices.

The plan focuses on the city's four tourist parks, three of which are within the foreshore area (at Pialba, Scarness, and Torquay).

The plan identifies the Torquay caravan park is the least profitable, despite having similar levels of expenditure to Scarness. The plan explains that October, November, February, March, and May are the seasonal quiet periods for the parks (when occupancy is typically between 20 and 40%).

The plan identifies a number of objectives, including offsetting seasonal occupancy dips, maintaining accommodation options, improving access to recreation facilities, and park improvement programs.

The strategy identifies the vision for the Fraser Coast Regional Council Walk and Cycle Strategy as:-

The streets and parks of the Fraser Coast will be vibrant with pedestrian and cycle activity as people enthusiastically use walk and cycle facilities for social, recreational and transport purposes.

The vision is supported by guiding principles relating to safety, connectivity, accessibility, amenity and vitality, cost effectiveness.

The network in Hervey Bay primarily consists of a shared footpath along the foreshore connecting Urangan and Point Vernon. This is supplemented by a Mobility Corridor running parallel to the foreshore path near Boat Harbour Drive. There are some north/south links within the urban area consisting of a series of footpaths and shared paths primarily serving the local schools.

It is perceived that some shared paths are too narrow to be comfortably used by walkers and cyclists. In particular the pathway along the Esplanade in Hervey Bay is identified by community groups to be too narrow and the paved surface difficult for cyclists.

The Esplanade is one of the most active cycleways in Hervey Bay and there are no formal signage or lane markings to indicate to motorists the large volume of cyclists using the road. Specific information and guide signs marking the network and providing information on distances to common attractions and facilities were not generally observed.

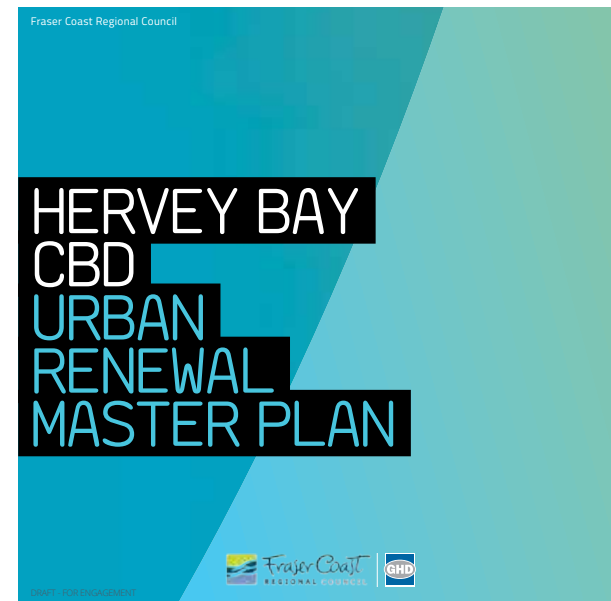




Hervey Bay CBD Urban Renewal Master Plan

The Hervey Bay CBD Urban Renewal Master Plan sets the strategies to guide growth and improvement of the CBD for the next 15-20 years. It sets out the main interventions for the Pialba CBD and its relationship with the foreshore study area. The Masterplan identifies the following elements that will require physical or visual connections with the Pialba foreshore study area:

- Special Residential / Commercial precincts adjacent to the foreshore
- Freedom Park as a Civic and Entertainment Precinct;
- Major Main Street and Mobility Network connections via the Main Street corridor.



Parking Strategy 2031 (FCRC)

This strategy explains that parking surveys were conducted in 2001, 2002 and 2007 to determine the supply of, and demand for, parking in the Hervey Bay Tourist Precincts. The findings from this study informed the traffic and parking considerations in the Masterplan.





Appendix C

Transport Options Overview

Context

It is critical for a masterplan for the Esplanade precincts considers the future street design, and embodying the concept of a 'complete street' – where pedestrians, cyclists and public transport are accommodated and all users feel safe and secure.

Streets can be great public places.

Streets are dynamic and their character and uses can change as the places around them evolve.

Good placemaking is about ensuring streets become more than just a place for cars. The aim shifts from the traditional purpose of a street for moving traffic as quickly as possible to attracting people to linger in a shared public space.

"A successful main street in a sustainable, walkable town or city is a place where people want to get out of their cars and explore. There are many factors that contribute to that, including things to do (like shopping . . .), interesting sites to look at (including people – we like to people-watch), and a level of physical and psychic comfort. As we walk along, we like to feel safe and secure."

(Dover, Massengale, 2013)

The Charlton Esplanade provides an important function in Hervey Bay – it is the key transport link between the Esplanade precincts and forms the main access to the foreshore, a focal point for many retailers and restaurateurs and the interface between these and the foreshore recreation areas.

Long term considerations toward road layouts and parking locations need to be considered given the projected growth of Hervey Bay and the potential for increased visitation at each of the precincts.

The key elements relevant to this masterplan are:

- Road layout and speed
- Car parking
- Pedestrian environment
- Cycling
- Public Transport

Road Layout and Speed

Current situation

The Esplanade is currently a two-way roadway. The pavement widths between kerbs vary from generally about 10.5 metres at Urangan, to about 12 metres through Torquay and increasing further to almost 13 metres at Scarness. Road widths and kerb/shoulder treatments vary considerably along the Pialba stretch of the Esplanade, as much of this section has grassed verges except near intersections.

Road markings vary along the Esplanade between Pialba to Urangan. Posted speeds of 50 and 60km/hr are at times inconsistent with the apparent 'speed environment' for drivers induced by long, generally straight and relatively wide pavements. Traffic calming devices have been implemented at Scarness, Torquay and Urangan.

Commentary

Proposals to simply regulate/lower the speed through signage will be less effective than physical measures to lower the speed environment by narrowing lanes and introducing some uncertainty for drivers.

In addition, the role of each precinct would benefit from enhancing the footpath areas, particularly on the landward side of the Esplanade for greater activation and functionality – wider walking areas, increased footpath dining and retailing space.

Notably, the Torquay and Scarness precincts are 'through way' precincts and therefore do not have a natural 'end point' like Urangan. They are vibrant 'people' places with activities on both sides of the Esplanade with the desire for people to cross between both sides.

Consideration toward the future road layout and functioning is therefore warranted. However this desire needs to be balanced with the potentially significant capital expense to narrow road pavements, widen footpaths and also manage pavement stormwater drainage.



Car Parking

Current situation

Road markings, parking provisions and regulation all vary along the Esplanade frontage between Pialba to Urangan.

On-street car parking is mostly parallel and permitted on both sides of the Esplanade, although there are sections of indented 'nose in' parking along the foreshore in each of the precincts. Parking management time limits vary from 30 minutes to 4 hours.

Larger foreshore car parks are located at Pialba (one at Wetside and one at the Seafront Oval), Scarness (one at the front of Enzo's) and two at Torquay (one adjacent to the tennis court and one at the Hervey Bay Sailing Club).

Previous car parking assessments undertaken demonstrate that current supply significantly exceeds demand. However, based on projected growth and a desire to return many of the foreshore carpark areas to greenspace; additional parking will be required in the long term.

Commentary

There is a desire to reduce the amount of hardstand areas within the foreshore precincts and return this to greenspace. This will mean a reduction in parking areas. However, it is noted that larger off-street parking areas are planned for Pialba and Urangan; with additional on-street parking planned on Freshwater Street to service Scarness and Torquay. These parking areas are part of Council's long term priority infrastructure planning strategy.

It is also noted that some of the parallel parking could be converted to angle parking along parts of the Esplanade, which could assist to moderate the speed environment, but may be at odds with other proposals to widen verges and create more open space or to mark on-road cycle lanes.



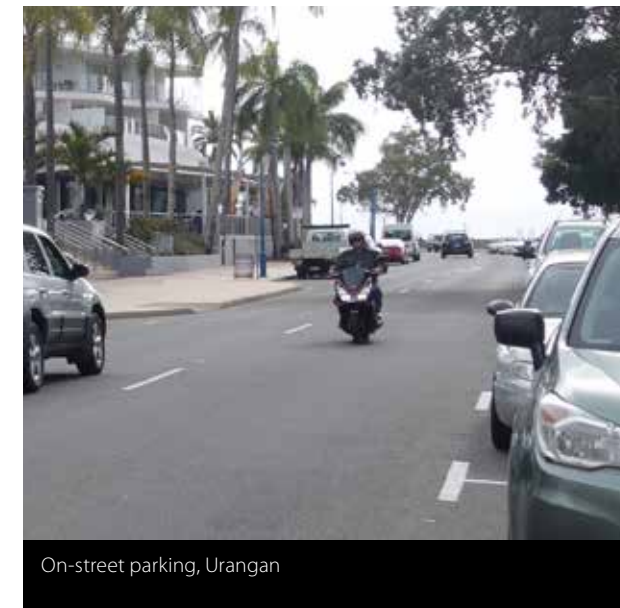
Wetside access and parking, Pialba



Foreshore and on-street parking, Torquay



On-street parking and crossing, Scarness



On-street parking, Urangan



Pedestrian Walkways and Crossings

Current situation

A good quality pedestrian path extends along the whole Esplanade connecting the precincts on the foreshore-side. The opposite side of the Esplanade contains (mostly sheltered) pedestrian pathways at Scarness, Torquay and Urangan. Relatively low pedestrian / vehicle interactions, most of the time, lead to some car drivers assuming 'right of way' and not expecting pedestrians at crossings and at other places along the Esplanade network.

Commentary

Simply introducing more pedestrian crossings, without the necessary warrant, is likely to further reinforce this driver perception and not lead to changed behaviour.



Current Pedestrian situation

Cycling

Current situation

There are currently limited marked on-road cycle lanes along the Esplanade and this is a matter for consideration and further discussions with Council and the local community.

Commentary

Whilst on-road cycle lanes can assist to reduce the speed environment for car drivers, they often require a trade-off with parking provision although could provide a cost effective means to reduce the speed environment as used along a section of the Esplanade at Scarness.



Cyclists



Public Transport - Bus Travel

Current situation

Hervey Bay has a high car user rates and therefore one of the lowest public transport and active transport proportions across the State. In a region with an aged population and supporting car-based tourism, car driving is likely to remain the dominant travel mode.

Commentary

If extra bus services were provided these would be well received by the young and older captive travel markets but would be likely to do little to impact car based travel. Over time, further regulation could be placed on Esplanade parking and at the same time an increased level of service (i.e. shuttle bus/ loop bus service) could be implemented to counteract motor vehicle dependence.



Wide Bay Buses



Existing bus routes



Transport Options

The following transport options were considered as part of the public consultation process, and the preferred options have been incorporated into the Goals and Objectives section for each precinct.

Based on the above review and commentary, the aspirations for the road component of the Esplanade are for:

- Traffic calming measures
- Improved pedestrian environment and cycling conditions
- Making the Esplanade a shared zone within the Scarness, Torquay and Urangan precincts
- Removal of large foreshore parking areas to achieve more greenspace
- Opportunities for increased public transport usage

Short Term Recommendations:

1. Narrower painted lanes, kerb build outs and marked parking bays will all contribute to reducing the speed. These treatments have already been successfully used at Urangan and parts of Torquay and Scarness and when planning and budget enables could be expanded to other sections.
2. Painted treatments, such as the recent work at Neilsons Park, could also be extended through each precinct to mark the extent of each precinct and in theming to support the defined identity.
3. Crossing improvements – rationalise crossings in Torquay, improve crossings at the roundabout in Pialba
4. Review of speed limits in each precinct
5. Safer cycling initiative

Long Term Recommendations

6. Regular Shuttle Bus loop connecting the precincts – this would need to be trialled during a busy tourist period.
7. A bolder strategy for significant road upgrades can be considered in the long term to create a 'shared zone' experience at the precincts, particularly Scarness and Torquay.



Road Layout Options

Option 1 - Status Quo

Retain existing two-way roadways in existing format with introduction of reduced speed limits.

Option 2- Shared Zones

Retain two-way movements in all precincts, and undertake significant road improvement works to create a sleeker two-way road form and enhanced pedestrian and cycling environment, in addition to allowing increased footpath dining space where appropriate





Option 3 - One way traffic in Scarness, Torquay and Urangan Precincts



Scarness One Way Option along Esplanade between Hervey St and Frank St



Torquay One Way Option between Tavistock St and Bideford St



Urangan One Way Option along Esplanade and Pier St from Elizabeth St



Examining the Pros and Cons for One-Way Streets

There are pros and cons to one-way streets and generally, there are not compelling arguments between the choice of one-way or two-way street and there is not a rule that one is better than the other, instead each case should be assessed based on the specific road and needs.

The 'pros' of one-ways is that they can allow for:

- more space for pedestrians, bigger outdoor dining spaces and street furniture
- more frequent crossings for pedestrians
- wider lanes to accommodate the addition of cycle infrastructure

The 'cons' of one-ways is that they can require significant capital expense to narrow road pavements, widen footpaths, manage pavement stormwater drainage and provide signage, whilst also resulting in:

- confusion for visitors and frustration for locals and delivery drivers
- an inability to maintain two-way public transport and on-road cycle lanes
- increased traffic speeds, making more unsafe environments
- difficulty in reaching certain destinations requiring circuitous routes
- drivers paying less attention on the road due to no conflicting traffic flow
- decrease visibility to local businesses



Hervey Bay Esplanade
Tourist Precinct Master
Plan Report