

7.2.7 Pialba principal activity centre local plan code

7.2.7.1 Application

This code applies to assessable development:-

- (a) within the Pialba principal activity centre local plan area as shown on **Map ZM-001 in Schedule 2 (Mapping)**; and
- (b) identified as requiring assessment against the Pialba principal activity centre local plan code by the tables of assessment in **Part 5 (Tables of assessment)**.

Editor's note—the respective local plan precincts referred to in this code are identified on **Figure 7.2.7A (Pialba principal activity centre local plan elements)** and **Map LPM-001 (Pialba principal activity centre local plan area map)**.

7.2.7.2 Context and setting

This section is extrinsic material in accordance with Section 15 of the *Statutory Instruments Act 1992* and is intended to assist in the interpretation of the Pialba principal activity centre local plan code.

The Pialba principal activity centre local plan area is centrally located in the Hervey Bay coastal urban area and takes in the traditional Pialba town centre and areas immediately adjacent to the town centre core.

The local plan area is approximately 124 hectares in area with boundaries generally defined by:-

- (a) Alice Street, Charles Street and Hillyard Street in the North;
- (b) Stephenson Street, the links mobility corridor, Hunter Street and that part of Main Street south of Boat Harbour Drive in the east;
- (c) the southern boundary of the Stockland Shopping Centre and Bay Drive in the south; and
- (d) Beach Road in the west.

The local plan area is characterised by a gently undulating topography which is reflective of its location on the coastal plain of Hervey Bay. Set back from the Esplanade and the Hervey Bay Foreshore, Pialba is geographically close to, but does not have a strong association with, its coastal setting.

There are no natural waterways traversing the local plan area, although there are a small number of artificial lakes situated in the north-western part of the local plan area that predominantly serve stormwater storage and management functions but which are also attractive water features.

For the most part, the local plan area is highly urbanised and includes a mix of shops and shopping centres, professional offices, showrooms, fast food outlets, service stations and other activities that are typical of a town centre environment. Stockland Hervey Bay and Pialba Place are major shopping centres within the local plan area.

A range of significant community and education facilities are located in the north-western part of the local plan area. Facilities in this location include the Hervey Bay Community Centre, the Fraser Coast Campus of the University of Southern Queensland, the Hervey Bay Discovery and Convention Centre, Pialba State School and Hervey Bay High School.

The principal roads in the local plan area include Main Street, Torquay Road, Old Maryborough Road and Boat Harbour Drive.

The Hervey Bay links mobility corridor (former alignment of the Urangan railway line) traverses the local plan area in a north-south direction to the west of Main Street and in an east-west direction to the north of Andrew Street.

The links mobility corridor is an important active transport corridor providing access to and through the town centre and in particular, to the education and community facilities in the north-western part of the local plan area. Unfortunately, as a result of previous development, there is a break in the links corridor between Main Street and Hunter Street.

Like many traditional town centres that have experienced significant growth over the last 40 years, Pialba has evolved as a place which efficiently meets the needs of visitors accessing the centre by private motor vehicle.

The geographically large size of the centre, the low intensity and dispersed pattern of land use and the dominance of roads and car parking areas mean that lingering and experiencing the centre as a pedestrian are not always actively encouraged.

Recent efforts to improve the vibrancy of Main Street, establish major community, cultural and education facilities close to the town centre core and further develop the links mobility corridor as an attractive and safe active transport route have contributed to an improvement in this situation and provide the building blocks for the further development and revitalisation of Pialba as a place for people and the city heart of Hervey Bay.

7.2.7.3 Purpose and overall outcomes

- (1) The purpose of the Pialba principal activity centre local plan code is to provide for the development and rejuvenation of the Pialba principal activity centre as the city heart of Hervey Bay with a diverse mix of uses and a form and structure which promotes activity, vibrancy, sophistication and a sub-tropical coastal style.
- (2) The purpose of the Pialba principal activity centre local plan code will be achieved through the following overall outcomes:-
 - (a) the Pialba principal activity centre maintains and reinforces its role as the principal activity centre for the Hervey Bay coastal urban area and the eastern part of the Fraser Coast Region;

Note—a Principal Activity Centre:
(A) contains the largest and most diverse concentration of urban activities;
(B) has high population densities; and
(C) is the key regional focus for employment and development including, government administration, cultural, entertainment, health, education and public and active transport facilities;
 - (b) the Pialba principal activity centre accommodates a full range of town centre activities and government services to meet the needs of the Hervey Bay community and surrounding communities in the north-eastern part of the Fraser Coast Region;
 - (c) development contributes to the economic vitality of the Pialba principal activity centre by providing for a wide range and depth of business activities in conjunction with other activities that add diversity and intensity to the principal activity centre, particularly within the identified town centre core;
 - (d) the Pialba principal activity centre comprises two connected town centre core local plan precincts which complement each other and contribute to the achievement of a well-defined, compact and walkable centre;
 - (e) ease of access for residents, workers and tourists is enhanced through an integrated and interconnected network of pedestrian and cycle paths linking major recreational and activity generators within the local plan area and to adjacent residential neighbourhoods and employment areas;

- (f) the links mobility corridor is celebrated as a high quality active transport corridor with adjoining development providing semi-active frontages, break out areas and sensitive landscape treatments that enhance and allow for passive observation of the corridor;
- (g) development in the local plan area has a high quality, contemporary built form and design which responds to the coastal setting of Pialba and provides high levels of pedestrian comfort and convenience;
- (h) development maintains and, where possible, enhances:-
 - (i) visual and physical linkages to the Hervey Bay foreshore; and
 - (ii) significant views and vistas to prominent landmarks and significant streetscapes;

*Overall outcomes for development in the **Mixed use core local plan precinct***

- (i) development in the Mixed use core local plan precinct provides for this part of the Pialba principal activity centre to reinforce its role as the traditional business centre for Hervey Bay;
- (j) the Mixed use core local plan precinct accommodates a range of higher order retail, office, entertainment, government and community service functions and is a preferred location for the provision of a department store within the principal activity centre;
- (k) multi-unit residential activities are established in the Mixed use core local plan precinct to enhance activity levels within the precinct;
- (l) Significant Development Site No.1 (as identified on **Figure 7.2.7A**) is consolidated as a major shopping centre;
- (m) the traditional main street character of Main Street and Torquay Road is maintained and enhanced with fine grain shopfronts and other buildings that address the street and reinforce the activity, amenity and comfort of these streets as pedestrian friendly places;
- (n) an enhanced pedestrian connection is provided along Old Maryborough Road and Hunter Street to more effectively connect the separate parts of the links mobility corridor and join the Mixed use core local plan precinct to the adjoining Knowledge, community and culture local plan precinct to the west;

*Overall outcomes for development in the **Retail core local plan precinct***

- (o) development in the Retail core local plan precinct provides for:-
 - (i) the consolidation of Significant Development Site No. 2 (as identified on **Figure 7.2.7A**) as an integrated sub-regional shopping centre; and
 - (ii) the continued use and improvement of other premises on surrounding sites for predominantly retail uses such as shops, food outlets and small shopping centres;
- (p) land use in this precinct is predominantly retail in nature and this is the alternative preferred location for the establishment of a department store in the principal activity centre;
- (q) future stages of development on Significant Development Site No. 2:-

- (i) consolidate car parking areas;
- (ii) provide an attractive and pedestrian friendly treatment of public streets and the links mobility corridor through built form and landscaping improvements;
- (iii) provide for the establishment of a public plaza adjacent to the links mobility corridor as a break out area and a point of community activity along the corridor; and
- (iv) provide for the establishment of new pedestrian links offering after-hours access and a safe connection between Central Avenue and the links mobility corridor;

*Overall outcomes for development in the **Frame local plan precinct***

- (r) development in the Frame local plan precinct provides for a mix of uses with an emphasis on small showrooms and other retail uses that are not generally suited to establish within the town centre core but which are important to the functioning of Pialba as a principal activity centre;
- (s) multi-unit residential activities that help to increase the near centre population are also established in the Frame local plan precinct;

*Overall outcomes for development in the **Knowledge, community and culture local plan precinct***


- (t) development in the Knowledge, community and culture local plan precinct:-
 - (i) provides for the establishment of the precinct as the primary location for higher order civic and cultural facilities together with tertiary and other educational facilities;
 - (ii) contributes to an increase in the scale and intensity of land use to consolidate and build critical mass within the precinct;
 - (iii) addresses and provides activity along streets, particularly in the eastern part of the precinct, adjacent to the Mixed use core local plan precinct;
 - (iv) provides for any new regional or sub-regional Council administration building to be a prominent landmark and focal point within the principal activity centre;
 - (v) provides for the establishment of a high quality public plaza as a civic destination suitable for markets, events and cultural activities; and
 - (vi) facilitates new east-west and north-south pedestrian-bicycle linkages in the south-eastern part of the precinct to improve the permeability and connectivity of the precinct.


7.2.7.4 Assessment benchmarks

Table 7.2.7.4.1 Assessment benchmarks for assessable development – Development in the Pialba principal activity centre generally

Performance outcomes		Acceptable outcomes	
<i>Role and function</i>			
PO1	Development supports the role and function of Pialba as the principal activity centre for the Hervey Bay coastal urban area and communities in the eastern part of the Fraser Coast Region ⁴ .	AO1	No acceptable outcome provided.
<i>Setting and character</i>			
PO2	Development provides for buildings, structures and landscaping that are	AO2	Development provides for building design which incorporates most or all of the

⁴ **Principal Activity Centres** are located at Maryborough (CBD) and Pialba in Hervey Bay. They contain the largest and most diverse concentration of urban activities, have high population densities, and are the key regional focus for employment and development including, government administration, cultural, entertainment, health, education and public and active transport facilities.

Performance outcomes		Acceptable outcomes	
	consistent with and reflect the coastal setting of the Pialba principal activity centre.		<p>following features:-</p> <ul style="list-style-type: none"> (a) a mix of lightweight and textured external building materials, including timber finishes or masonry construction with variation provided in texture and detailing; (b) articulated, pitched or skillion roof forms; (c) open or transparent balustrades; (d) louvres; (e) landscaping integrated into the building design. <p>Note—Figure 7.2.7B (Coastal building character) illustrates development incorporating built form elements that reflect the coastal setting of Pialba.</p> <p>Figure 7.2.7B Coastal building character</p> 
Streetscapes and gateways			
PO3	<p>Development:-</p> <ul style="list-style-type: none"> (a) creates vibrant and active streets and public spaces; (b) provides continuous weather protection for pedestrians along primary active street frontages; and (c) provides integrated and functional parking and access arrangements that do not dominate the street. 	AO3	<p>Development:-</p> <ul style="list-style-type: none"> (a) fronting a primary active street frontage identified on Figure 7.2.7A (Pialba principal activity centre local plan elements) provides buildings that:- <ul style="list-style-type: none"> (i) are built to the boundary or setback not more than 3m from the street frontage; (ii) incorporate shopfronts, indoor/outdoor cafes/restaurants and other activities that are likely to foster casual, social and business interaction for extended periods; (iii) incorporate all weather protection in the form of continuous cantilevered awnings over footpath areas in conjunction with mature or semi-mature shade trees planted along the site frontage adjacent to the kerbside; (b) fronting a street that is not a primary active street frontage identified on Figure 7.2.7A (Pialba principal activity centre local plan elements) provides:- <ul style="list-style-type: none"> (i) buildings that are setback at least 4m from the street frontage; and (ii) landscaping and street tree planting that contribute to a boulevard appearance, particularly along entry routes to the Mixed use core; (c) incorporates building openings that overlook the street; (d) ensures that signage is integrated with

Performance outcomes		Acceptable outcomes	
			<p>buildings;</p> <p>(e) includes the provision of landscaping, shaded seating and consistent and simple paving materials on footpaths; and</p> <p>(f) provides for on-site car parking to be located at the rear, under or to one side of the development.</p> <p>Note—Figure 7.2.7C (Mixed use development with active frontage) illustrates development in the Mixed Use Core addressing primary active street frontages.</p> <p>Figure 7.2.7C Mixed use development with active frontage</p> 
PO4	Development contributes to the establishment of an attractive streetscape character and gateways to enhance the sense of arrival to Pialba principal activity centre.	AO4	<p>Development fronting a primary streetscape treatment area, secondary streetscape treatment area or gateway/entry point identified on Figure 7.2.7A (Pialba principal activity centre local plan elements):-</p> <p>(a) provides for and complements any streetscape improvements;</p> <p>(b) incorporates architectural and landscape treatments which emphasise corner locations; and</p> <p>(c) incorporates design elements such as varied roof forms, changes in materials and variations of projected and recessed elements and facades.</p>
Building height and scale			
PO5	Development provides for buildings and structures to have a height and scale which:- <p>(a) is compatible with the existing or future desired character of adjacent development;</p> <p>(b) is appropriate to the scale and function of the use; and</p> <p>(c) minimises detrimental impacts, including overshadowing and excessive massing and scale. to surroundings.</p>	AO5	<p>The height of buildings and structures above ground level does not exceed:-</p> <p>(a) 26m in the Mixed use core local plan precinct;</p> <p>(b) 10m in the Retail core local plan precinct;</p> <p>(c) 20m in the Frame local plan precinct; and</p> <p>(d) 26m in the Knowledge, community and culture local plan precinct, except for one landmark building for which no height limit applies.</p>
Local connectivity			
PO6	Development improves local connectivity by providing pedestrian and bicycle connections to and between key destinations.	AO6	Development provides the future pedestrian and bicycle links identified on Figure 7.2.7A (Pialba principal activity centre local plan elements) such that connections to and between key local destinations are provided and reinforced.
Large floor plate uses and mid-block connections			
PO7	Development provides for large floor plate uses to incorporate mid-	AO7	No acceptable outcome provided.

Performance outcomes		Acceptable outcomes	
	block pedestrian linkages which:- (a) are located to reflect the desire lines of pedestrians movement between major points of attraction and public spaces; (b) provides a safe alternative to the street based pedestrian and bicycle movement network; and (c) provide a comfortable pedestrian environment in terms of access, width, shelter, materials and function.		

Table 7.2.7.4.2 Assessment benchmarks for assessable development – Development in the Mixed use core local plan precinct

Performance outcomes		Acceptable outcomes	
Role and function			
PO1	Development in the Mixed use core local plan precinct provides for the establishment of a diverse range of business activities, multi-unit residential activities, entertainment activities and community activities that are compatible with the role of the precinct as the mixed use core of the Pialba principal activity centre	AO1	No acceptable outcome provided.
PO2	Development in the Mixed use core local plan precinct provides for large scale office uses to be concentrated in the precinct.	AO2	No acceptable outcome provided.
Main street character			
PO3	Development in the Mixed use core local plan precinct:- (a) consolidates the main street urban fabric where small shopfronts and other fine grain active uses such as cafés and restaurants are located at street level; and (b) provides for residential uses and other non-active business uses such as offices to be located generally above the street level in mixed use buildings.	AO3	No acceptable outcome provided.
Significant Development Site No. 1			
PO4	Development provides for Significant Development Site No. 1 to:- (a) be consolidated as a major shopping centre; (b) be developed in an integrated manner in accordance with an approved master plan or plan of development; (c) improve the functional relationship that exists between the different parts of the centre; (d) offer highly developed retail facilities including	AO4	No acceptable outcome provided. Note—Figure 7.2.7A (Pialba principal activity centre local plan elements) identifies:- (a) the location and extent of Significant Development Site No.1; and (b) key urban design elements for the future development of Significant Development Site No. 1. Note—the further development of this significant development site should occur in accordance with an approved master plan or plan of development which identifies how the key urban design elements referred to in the performance outcome will be effectively achieved over time (through

Performance outcomes		Acceptable outcomes	
	<p>supermarkets, discount department stores and a department store in conjunction with specialty shops and other activities appropriate in the mixed use core such as cinema's, restaurants, hotels and the like;</p> <p>(e) have consolidated car parking areas and multi-deck structures that are sleeved behind buildings and/or landscaping and which do not dominate street frontages;</p> <p>(f) enhance the links mobility corridor by re-establishing the corridor from Hunter Street along Old Maryborough Road to Main Street with interfaces that overlook and improve the safety of the corridor; and</p> <p>(g) create a coherent streetscape and active and vibrant streets and public places with specialty retail shops and other active or semi-active uses provided adjacent to Torquay Road, Main Street, Old Maryborough Road and Hunter Street.</p>		subsequent stages of development).

Table 7.2.7.4.3 Assessment benchmarks for assessable development – Development in the Retail core local plan precinct

Performance outcomes		Acceptable outcomes	
Role and function			
PO1	Development in the Retail core local plan precinct provides for the establishment of a range of predominantly retail business activities with an emphasis on shops and shopping centres in conjunction with other activities that are compatible with the role of the precinct as the retail core of the Pialba principal activity centre.	AO1	No acceptable outcome provided. Note—large scale office uses and multi-unit residential uses are not intended to be established in the Retail core precinct.
Significant Development Site No. 2			
PO2	Development provides for Significant Development Site No. 2 to:- (a) be consolidated as a sub-regional shopping centre; (b) be developed in an integrated manner in accordance with an approved master plan or plan of development; (c) offer highly developed retail facilities including supermarkets, discount department stores and a department store in conjunction with specialty shops and other retail activities appropriate in the retail core;	AO2	No acceptable outcome provided. Note— Figure 7.2.7A (Pialba principal activity centre local plan elements) identifies:- (a) the location and extent of Significant Development Site No. 2; and (b) key urban design elements for the future development of Significant Development Site No. 2. Note—the further development of this significant development site should occur in accordance with an approved master plan or plan of development which identifies how the key urban design elements referred to in the performance outcome will be effectively achieved over time (through subsequent stages of development).

Performance outcomes		Acceptable outcomes	
	<ul style="list-style-type: none"> (d) have consolidated car parking areas and multi-deck structures that are sleeved behind buildings and/or landscaping and which do not dominate street frontages; (e) have a legible and interconnected internal street network that provides safe and efficient means of access and circulation within the site; (f) incorporate the links mobility corridor into the site with improved interface treatments and connections; (g) incorporate a high quality public plaza, located in a prominent position adjacent to the links mobility corridor and a future public transport hub; (h) have buildings which address streets, the central public plaza and the links mobility corridor; (i) have improved through-site pedestrian and bicycle links delivered either as public thoroughfares or as another form of through-connection capable of providing extended after-hours access; (j) have improved public transport set down and circulation facilities; and (k) exhibit a high standard of site planning, architectural and landscape design. 		

Table 7.2.7.4.4 Assessment benchmarks for assessable development – Development in the Frame local plan precinct

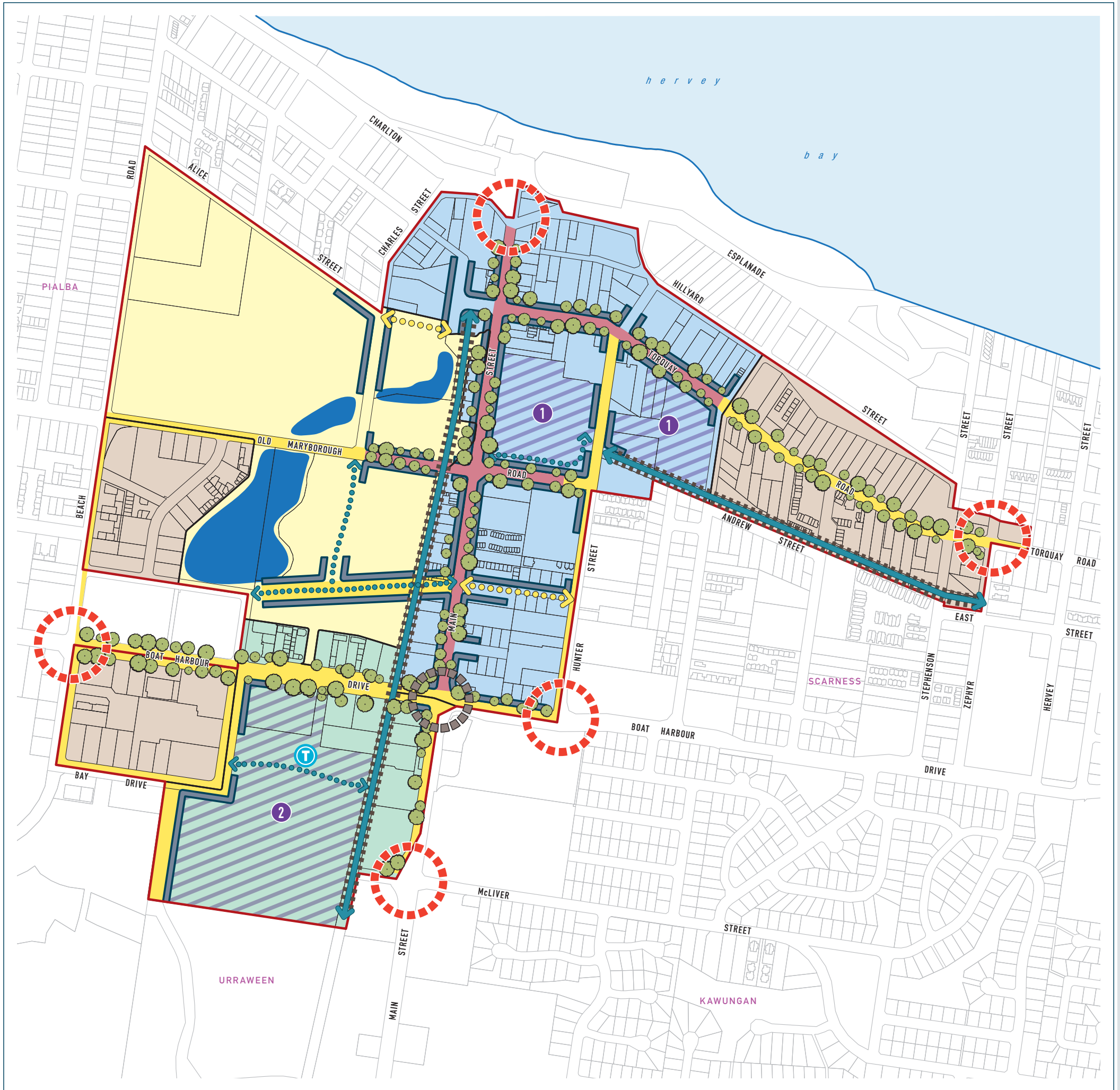
Performance outcomes		Acceptable outcomes	
<i>Role and function</i>			
PO1	Development in the Frame local plan precinct provides for the establishment of a range of predominantly retail based business activities with an emphasis on small showrooms together with multi-unit residential activities and other activities that are compatible with the role of the precinct as the frame of Pialba Principal Activity Centre.	AO1	No acceptable outcome provided. Note—large scale office uses and core retail functions such as department stores, discount department stores and supermarkets are not intended to be established in the Frame precinct.

Table 7.2.7.4.5 Assessment benchmarks for assessable development – Development in the Knowledge, community and culture local plan area precinct

Performance outcomes		Acceptable outcomes	
<i>Role and function</i>			
PO1	Development in the Knowledge, community and culture local plan precinct provides for the	AO1	No acceptable outcome provided.

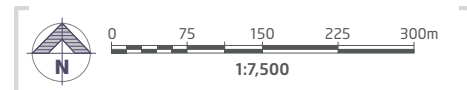
Performance outcomes		Acceptable outcomes	
	establishment of a range of predominantly higher order community activities together with other activities that anchor and drive a demand for a mix of uses in the retail core.		
Urban design elements			
PO2	<p>Development in the Knowledge, community and culture area local plan precinct provides for the following:-</p> <ul style="list-style-type: none"> (a) centrally located and rationalised public car parking areas that facilitate the consolidation of uses within the precinct and are sleeved behind buildings and/or landscaping; (b) a mix of multi-storey educational, civic and cultural buildings that are placed and oriented so as to activate primary street frontages and the links mobility corridor; (c) a landmark civic building that provides a visual cue to the location of the heart of the principal activity centre; (d) a high quality public plaza that adjoins a public street and is suitable for markets, events and cultural festivals; (e) high quality open space and landscaping that provides a 'green' heart within the principal activity centre; (f) building location, layout and design that helps to fill 'gaps' and create a critical mass of urban form at key corner and street frontage locations within the precinct; (g) a new east-west pedestrian/bicycle linkage connecting Main Street to Carlo Street; and (h) a new north-south pedestrian/bicycle linkage connecting the new east-west pedestrian/bicycle connection to Old Maryborough Road and Charles Street. 	AO2	<p>No acceptable outcome provided.</p> <p>Note—Figure 7.2.7A (Pialba principal activity centre local plan elements) identifies key urban design elements for the future development of the Knowledge, community and culture local plan precinct</p> <p>Note—Council intends (at a future date) to prepare an urban design master plan as a means of facilitating the delivery of the key urban design elements expressed for the Knowledge, community and culture area local plan precinct. To the extent that this master plan updates or revises the key urban design elements identified in Performance Outcome PO2, the guidance provided in the master plan should prevail.</p> <p>Note—the Knowledge, community and culture local plan precinct is the preferred location for future regional and sub-regional Fraser Coast Regional Council civic, cultural and community facilities.</p>

Figure 7.2.7A Pialba principal activity centre local plan elements



LEGEND

BOUNDARIES	ELEMENTS
LOCAL PLAN AREA BOUNDARY	PRIMARY ACTIVE STREET FRONTAGE
CADASTRAL BOUNDARY	PRIMARY STREETScape TREATMENT AREA
LOCAL PLAN PRECINCTS	SECONDARY STREETScape TREATMENT AREA
MIXED USE CORE PRECINCT	KEY STREET TREATMENT
RETAIL CORE PRECINCT	WATER FEATURE/DETENTION BASIN
FRAME PRECINCT	SIGNIFICANT DEVELOPMENT SITE
KNOWLEDGE, COMMUNITY AND CULTURE PRECINCT	SIGNIFICANT DEVELOPMENT SITE NUMBER
	PEDESTRIAN AND BICYCLE LINKAGE
	PEDESTRIAN AND BICYCLE LINKAGE (Proposed)
	PROPOSED STREET LINK TREATMENT
	OPEN SPACE LINKAGE MOBILITY CORRIDOR
	INTERSECTION UPGRADE
	TRANSIT HUB
	GATEWAY/ENTRY POINT



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