



# 3.2 Strategic intent



# 3.2.1 Introduction

Fraser Coast Regional Council ('the Fraser Coast') is situated on the Queensland coast approximately 250 kilometres north of Brisbane.

It covers an area of 7,125 square kilometres and forms the central-eastern part of the larger Wide Bay Burnett Region. It is adjoined by Bundaberg Regional Council in the north, Gympie Regional Council in the south and North Burnett Regional Council in the west.

It was formed in March 2008 from an amalgamation of the City of Hervey Bay, City of Maryborough and the Shires of Tiaro (in part) and Woocoo. As at June 2012, the Fraser Coast had an estimated resident population of 100,000 people, making it the 13th largest local government area in Queensland (by population).

Council's and the community's vision for the Fraser Coast is that "In 2031, the Fraser Coast will be a diverse, strong and well governed region of vibrant places connected as a whole by our community spirit, respect for our natural environment and our innovative and diverse economy."

To achieve this vision, Council is working to support the economy, value the environment, strengthen communities

and provide targeted investments in employment, infrastructure, community development and lifestyle.

One of the key tools to assist Council and the community to achieve its vision is the Fraser Coast Regional Council Planning Scheme. The planning scheme provides a framework for sustainable growth management and land use planning.

The planning scheme defines the physical extent of development and creates a strong relationship between the pattern of settlement and the provision of lifestyle opportunities, employment, economic development, affordable living and infrastructure.

The strategic intent provides a descriptive statement of the planning aspirations for the Fraser Coast to 2031 and provides a policy platform for the other components of the planning scheme.

The strategic intent has been developed to complement the vision and goals of the Fraser Coast Regional Council Corporate Plan and builds upon the vision, values and key themes described in the Fraser Coast Community Plan.



# 3.2.2 The Fraser Coast towards 2031

The Strategic intent provides a detailed vision for the Fraser Coast towards 2031.

## Settlement pattern - well managed growth driven by lifestyle opportunities

The Fraser Coast is a vibrant and diverse region. The natural landscapes and built form of the Fraser Coast reflect both the unique identity of the region and the diversity of places within it. The settlement pattern is influenced by a framework of rural landscapes and unique natural areas, waterways, beaches and foreshores.

The Fraser Coast settlement pattern provides for the planned expansion of urban areas in a configuration which supports a clearly defined hierarchy of centres that is matched to community need.

Population growth is supported by the provision of residential, commercial and industrial development, government and community services. The roles of Hervey Bay and Maryborough as the *principal regional activity centres* for the Fraser Coast will be strengthened through the provision of

supporting infrastructure and facilities to service the region.

Different in character, Maryborough and Hervey Bay sustain and complement one another and contribute to a more diverse regional economy. Regional scale business, community and employment activities will be concentrated within these regional cities. These locations will also accommodate the most diverse and intensive areas of housing.

Significant employment opportunities are provided in Maryborough, focused around industry and manufacturing, aviation and marine industries, retail and government services. Hervey Bay supports further growth in tertiary education, aviation, tourism, health, retail and service related industries.



The majority of growth will occur within the Maryborough and Hervey Bay urban areas. Infill and mixed use redevelopment will be concentrated within and surrounding the two central business districts, whilst the heritage buildings and architecture in Maryborough and the mixed use tourist nodes along the Hervey Bay foreshore in Pialba, Torquay, Scarness and Urangan will be maintained.

The Pialba, Torquay, Scarness and Urangan nodes, designated as tourism activity centres in the Strategic Framework Map 1 (SFM-001) and 1a (SFM-001a) and represented as precincts within the high density residential zone, will be vibrant places exhibiting attractive landscaping and buildings that respond to the sub-tropical climate with public spaces that encourage community interaction.

Medium density development is focused around the central business districts of Maryborough and Hervey Bay and in proximity to high density residential zoned land on the coast in Hervey Bay. Lower density growth will be accommodated through infill development and designated urban expansion areas.

The Wide Bay Burnett Regional Plan identified development areas at Nikenbah, Granville and St Helens. Other urban expansion areas have been identified as key growth areas through the Sustainable Growth Strategy. Expansion into these areas will occur in line with local plans developed by Council. These plans respond to constraints, align urban growth with the efficient and cost-effective delivery of infrastructure, provide for services and employment in conjunction with residential development and support affordable living to create communities that offer safe, pleasant and sustainable living environments.

Howard and Tiaro are rural towns of importance that exhibit a strong sense of place and historical character. Burrum Heads and River Heads are coastal urban settlements that provide for tourism and recreational activities associated with their coastal setting and enjoy high levels of access to employment and facilities in Hervey Bay. Each of these places will experience modest growth and include a district level centre that plays an important role in servicing surrounding settlements and communities, whilst recognising that higher order services are provided by Maryborough and Hervey Bay.

The rural townships of Brooweena, Glenwood and Bauple provide for rural residential living with commercial and community facilities at a local or neighbourhood scale.

There is extensive rural residential development within the Fraser Coast, including Pacific Haven, Oakhurst, Sunshine Acres and Forest View. These areas provide a particular lifestyle opportunity which is valued in the Fraser Coast. Future opportunities for rural residential development will be

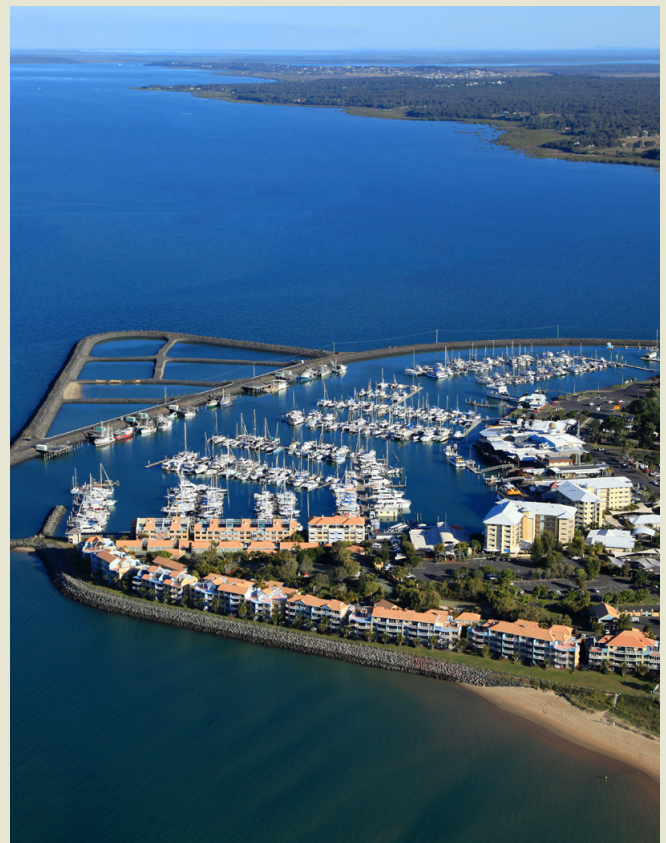
consolidated and contained within the Rural residential zone in recognition of the difficulty in providing services to these areas, the potential for encroachment on rural production and agricultural land, known biophysical constraints, remoteness from higher order centres and the need to protect character and amenity values.

In recognition of the differing character of rural residential settlements and their attributes, varying minimum lot sizes have been identified on the zone maps where precincts identify the applicable minimum lot size for each rural residential locality.

Coastal towns and villages, including Toogoom, Poona, Tinnanbar, Maaroom and Boonooroo, contain a mix of permanent residences and holiday homes, as well as small-scale commercial and tourism offerings. The size of these communities and their identified role has been intentionally managed to protect their individual character, natural values and intimate sense of place. This approach also recognises their vulnerability to coastal hazards, the predicted impacts of climate change and the limited availability of social infrastructure. Whilst local industries, including retail, tourism and community services will be provided for, the majority of specialist and skilled employment for residents in these localities is to be provided in Maryborough and Hervey Bay.

### ***Economic resources and development - a strong and growing regional economy***

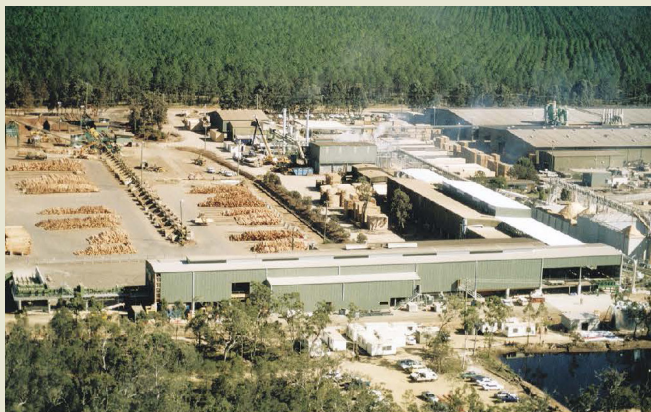
The Fraser Coast economy is built on its traditional industries including tourism (with attractions such as Fraser Island,



the Great Sandy Strait, recreational fishing, whale watching and historic buildings), rural enterprises, commercial fishing, manufacturing, engineering and light industries, construction, retirement services and government services.

These sectors will be strengthened and supported and added to by other sectors and industries such as aviation-related uses at the Hervey Bay Airport Business and Industry Park, marine-related uses that capitalise on the Mary River, and ready access to the Great Sandy Strait and the existing harbours at Maryborough and Hervey Bay.

Other industries will be attracted to the Fraser Coast, including hospitality, cultural and sporting events, major conferences, clean and green businesses, film production, emerging rural industries, aquaculture, tertiary education and life-long learning focusing on Hervey Bay's Knowledge,



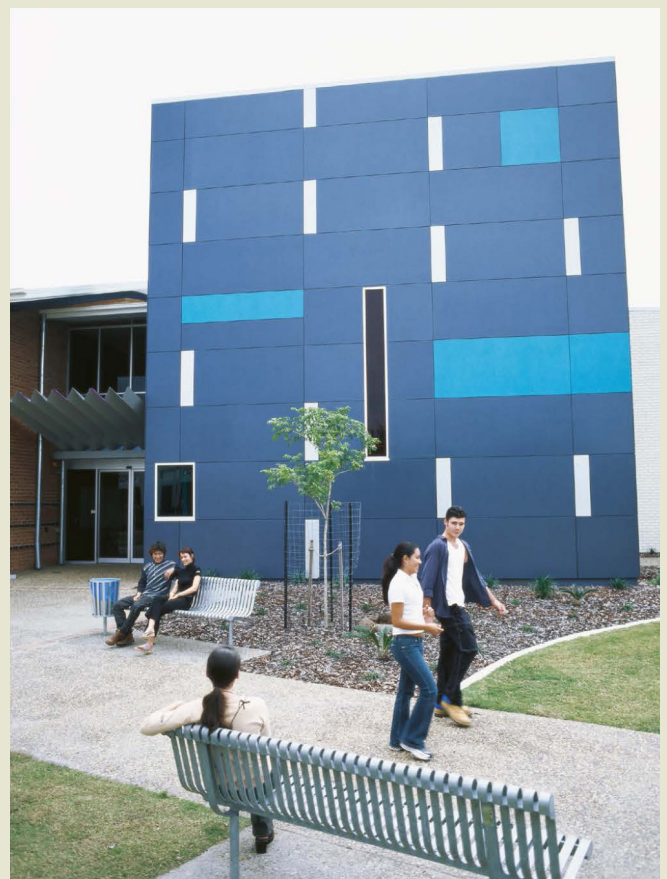
Community and Culture Hub. The hub is intended to be a centre of educational excellence anchored by the University of Southern Queensland, TAFE, library and Discovery Centre and complemented and supported by the medical hub and teaching hospitals in Urraween.

By 2031, a more diverse and resilient economic base will provide employment and career opportunities for residents across the Fraser Coast.

Planning and development decisions will value natural economic resources, including agricultural land, extractive resources and environmental assets in recognition of the role that these play in the viability of many of the region's industries. The maintenance of natural features is of particular importance to the ongoing growth of Hervey Bay's tourism industry, which is internationally recognised for its eco-adventure offerings.

Retail and commercial development is seen as a major generator of employment and accordingly a significant component of a strong and vibrant regional economy. A hierarchy of activity centres has been developed to guide the expansion of this sector throughout the region.

Pialba is classified as a **principal activity centre** and



is the focus for the highest order and intensity of centre activities in Hervey Bay and the site for a major department store. An important generator of activity in Pialba will be the establishment of commercial/government offices. Commercial/office development will contribute and reinforce the role and function of the principal activity centre as one (1) of two (2) hearts of the region.

Enriched by contemporary sub-tropical architecture, an enhanced mobility corridor, increased densities and businesses that have been attracted to the area, Pialba will be a place where many people choose to live, work and play.

The Maryborough Central Business District (CBD) is also classified as a **principal activity centre** and is the highest order centre in Maryborough. Like Pialba, it is intended to attract investment and provide regional employment opportunities, with vibrant streets and improved visual and



physical linkages to the Mary River and riverfront parkland. A high level of amenity will encourage the development of permanent and short term residential accommodation, whilst maintaining the significant heritage places for which the city is famed.

**Urban district centres** are to be located at Eli Waters, Torquay (Denmans Camp Road), Doolong Flats, Urangan (Boat Harbour Drive/Elizabeth Street) and Nikenbah, with **rural and coastal district centres** at Tiaro, Howard, Burrum Heads and River Heads. Other shopping and community facilities are to be provided at identified **local centres** and **neighbourhood centres**.

Sufficient and appropriately located, serviced industrial zoned land has been provided to support manufacturing and industry growth. This is particularly evident in Maryborough, which is the region's hub for manufacturing and large footprint industry, supported by its accessibility to other markets and regional infrastructure, including the Bruce Highway, the North Coast Rail Line connecting Brisbane to Cairns, air transport services, gas supply mains and an established electricity substation. Significant industrial areas include the marine industry precinct at Granville and the Maryborough West, Moonaboola and Canterwood Industrial Estates, which cater to a diverse range of industries and businesses. These industrial areas will be protected from encroachment by incompatible land uses.

**Community wellbeing - strong communities, access to services and well managed heritage assets**

The Fraser Coast benefits from the character and identity of its individual communities and the sense of place that they create. Settings range from the city of Hervey Bay to the traditional heritage streetscapes of Maryborough to the rich farmlands of Tiaro, from old mining villages to coastal towns and villages set along the shoreline of the Great Sandy Strait to rural townships and settlements, including the mountain-dominated Bauple.

Whilst made up of unique and well established communities defined by their settings, places in the Fraser Coast share the characteristics of strength, health, vibrancy, resilience, safety and inclusiveness.

Services and facilities are provided so that access can be maximised to cultural, education and health facilities, in addition to appropriate, affordable housing and community support when and where it is needed. All communities have the opportunity to access green areas and corridors throughout the urban environment, with key recreational and open space facilities located at Hervey Bay and Maryborough.

Cultural identity is bolstered by the conservation and

protection of natural and cultural heritage. This heritage includes the rich Butchulla indigenous culture, as well as post settlement cultural heritage, which will be identified and appropriately maintained.

The high quality of life and the cohesive nature of communities attract people of all stages of life to move, remain or return to the Fraser Coast.

**Infrastructure and services, access and mobility - efficient and affordable infrastructure and better ways to move around**

Planning for infrastructure is important in connecting and servicing places within the Fraser Coast. Development, through the pattern of land use, settlement pattern structure and design of communities, encourages the provision and use of active and public transport modes.

Residents will continue to benefit from road, airport, and rail infrastructure that provides passenger connections to other regions and freight services that support the Fraser Coast economy.





Water cycle management is emphasised to ensure the health, safety and wellbeing of the Fraser Coast community.

Council will work with infrastructure providers to ensure that the region is well serviced by electricity infrastructure and where possible support and promote more efficient energy use practices.

World class telecommunications and information technology infrastructure will be targeted to increase the level of connectedness of the region and underpin access to the opportunities provided by the global economy.

Infrastructure corridors to service the growth of the region will be reserved and protected.

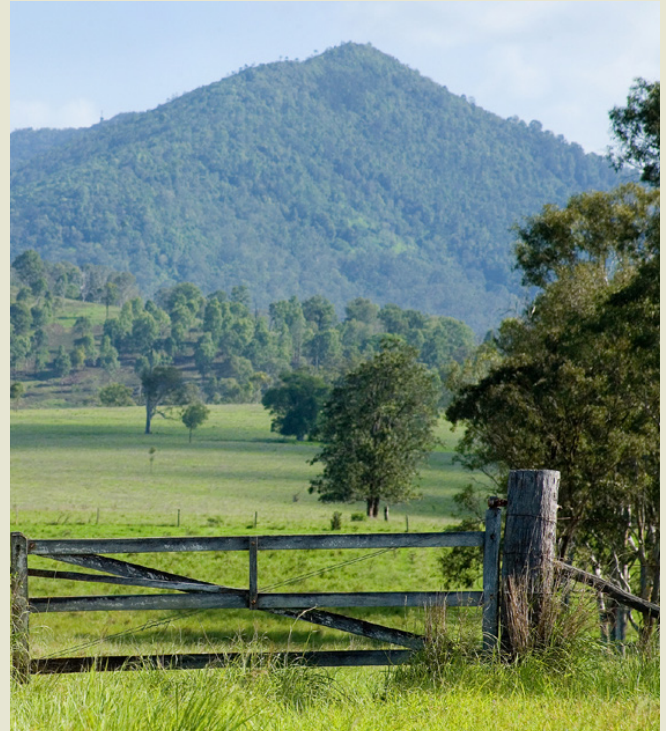
The development sequence for urban development on the Fraser Coast will have regard to the timely, efficient and cost effective provision of infrastructure.

### ***Natural Environment - healthy, valued natural assets***

The natural environment is highly valued by the Fraser Coast community, both for its biodiversity values and its contribution to the overall image and landscape character of the Fraser Coast. The region has significant natural assets, including the World Heritage listed Fraser Island and the internationally recognised Ramsar wetlands of the Great Sandy Strait.

The Fraser Coast national parks and reserves are recognised for their scenic, scientific and cultural heritage values. These features are supported by other areas of ecological significance that contribute to a predominance of 'green' in the region. Natural environment considerations influence the shape, form and structure of development in the cities, towns and townships that comprise the Fraser Coast.

The major river systems including the Mary, Susan, Cherwell and Burrum Rivers, and the network of streams and associated floodplains, make a significant contribution to the region's image, landscape character and the natural environment, as well as continuing to provide habitat for endangered species such as the Lungfish and Mary River Turtle.



Coastal foreshores will be managed in a manner that provides for areas of ecological significance, scenic qualities and supports recreational and economic opportunities that attract residents and visitors alike.

