



HERVEY BAY

PLACEMAKING +
PUBLIC REALM
VISION DOCUMENT

REVISION 08 - PREPARED FOR
FRASER COAST REGIONAL COUNCIL

25/05/2023

place
design
group.



Fraser Coast
REGIONAL COUNCIL



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INTRODUCTION

Adopted by Council in March 2022, the Hervey Bay City Centre Masterplan 2021-2041 incorporates five overarching strategies that provide vision and direction for the City Centre including:

- 1 Growth and Economic Development
- 2 Public Realm and Placemaking
- 3 City Centre Buildings
- 4 Access and Movement
- 5 Arts and Culture

VISION DOCUMENT SCOPE

The Vision Document is the first major deliverable for the Public Realm and Placemaking Strategy project which has been developed following site investigations and meetings with Council officers, and preliminary analysis for urban design, transport planning and infrastructure components undertaken by the team. The Vision Document provides:

-  A Vision statement for the project
-  Successful Streets and Places exemplars
-  Transport infrastructure route mapping and preliminary transport analysis
-  Key public realm and placemaking interventions
-  Issues / opportunities analysis mapping
-  Preliminary concept plans, typical cross sections and character imagery for each identified street / place – part of Main St, Torquay Road, Charles Street, Old Maryborough Road and the Prioritised Mary to Bay Rail Trail
-  Preliminary activation toolkit



PROJECT SCOPE

A key project within the implementation of the City Centre Masterplan, the Public Realm and Placemaking Strategy builds on the earlier master planning work to provide conceptual designs for identified streets that inform future, publicly owned infrastructure projects within the City Centre.

Development of a Vision Document for the Public Realm and Place Making **(Hinkler Regional Deal Milestone Deliverable)**

Establishing the areas defined as Public Realm

Streetscape improvements strategies and prioritised works for Main Street and Torquay Road to support active dining streets and high-quality business environment, in addition to increase activity generated by the Library and Administration Centre

Incorporating the Disaster Resilience Centre

Streetscape enhancement and City Centre network planning for active travel, public transport, and future transport (electric scooters, bikes and vehicles and share cars)

Programs for temporary pop-up interventions that challenge traditional ownerships of streets and car parks and change driver behaviour, including connections between parking for Library and Administration incorporating the Disaster Resilience Centre

Options for improving pedestrian/cycle/mobility safety and connection, both short-term (active network infrastructure and road modifications), and long-term (modifications to roundabout, signalised intersections etc)

Stormwater modelling, network planning and infrastructure improvements

Prioritised Mary to Bay Rail Trail enhancements

Embedded education and cultural learning functions into the design of space, wayfinding and art

Crime prevention through Environmental Design (CPTED) principle and improved night-time safety through lighting and wayfinding for pedestrian/ bicycle paths

Traffic and Pedestrian (Active Travel) management options to create desired connectivity outcomes

Streetscaping options to create a place of destination and place making, while ensuring connectivity of key precinct areas. The provision of street furniture and water fountains will be explored in further detail in the draft strategy.

Recommended Implementation Plan identifying priority projects and timings **(Hinkler Regional Deal Milestone Deliverable)**

ENGAGEMENT INSIGHTS

A review of stakeholder engagement results, obtained during the development of the Hervey Bay City Centre Master Plan, identified that the following items should be considered for the public realm:

A CLEAR 'CENTRE'

or focus point for the Community

A COHESIVE OFFERING

including connectivity and ways to transit through the area, service and retail options

ATMOSPHERE

the buildings are old, and shopfronts are empty, it is based around cars and it is spread out so difficult to walk or transit in different ways

PUBLIC LIFE

places to walk and play safely, places to stop and have a chat without car exhaust fumes, places for teenagers to be with their friends

Better TRAFFIC FLOW

Better pathways and CONNECTIVITY FOR NON-CAR TRANSPORT

GREENERY/ BEAUTIFICATION

maintaining, improving and increasing the open and green spaces in the city centre to create a green heart

SHADE

shaded walkways and rest stops to encourage walking and non-car movement

DIVERSITY

in shopping and dining experiences

PARKING

balancing adequate and well placed car parking with other access, traffic and use considerations

ALIGNMENT WITH HINKLER REGIONAL DEAL OBJECTIVES

The Hinkler Regional Deal vision for Hervey Bay is 'to grow more vibrant and liveable, with strong employment opportunities facilitated through innovative and progressive thinking from the business sector and community to enhance the region's lifestyle advantages'.

The Hinkler Regional Deal's primary objectives are shown adjacent.

1

Economic Development

- Invest in job creation
- Promote business growth
- Develop a skilled workforce

2

Resilience

- Enhance the resilience of the community and the environment

3

Liveability and Community

- Build strong and cohesive local communities
- Ensure the area is a destination of choice for generations to come

PROJECT CONTEXT

The Hervey Bay City Centre Redevelopment, a key deliverable of the Hinkler Regional Deal, is a cluster of projects focused on the revitalisation of Hervey Bay which include the Hervey Bay City Centre Masterplan, associated traffic management and public realm upgrades and construction of a new Library and Administration Centre (incorporating Disaster Resilience Centre). Other noteworthy projects that address the City Centre include The Hervey Bay Esplanade Project (2019), Fraser Coast Arts and Culture Strategy 2022-2026 and the Pialba Parklands Master Plan.

A key finding from the City Centre Master Plan is the perception of Hervey Bay as a series of villages and the importance of providing a focus point that defines the city centre. The Library and Administration Centre incorporating the Disaster Resilience Centre will be a new community hub that will assist in providing that central focus point. A recent collaboration held between the Public Realm and Placemaking team and the Administration Centre designers recognised the importance of good inter project coordination, especially regards to design and material selections in the streetscape where the two projects intersect.

The impact of the Library and Administration Centre incorporating the Disaster Resilience Centre should not be underestimated as it will bring 225,000 people per year to the city centre. Overnight, shops and businesses within a short walking distance of the Administration Centre along Main Street and Torquay Road could experience a significant influx of potential customers.

The Mary to Bay Rail Trail will provide an active travel link between the proposed new car park next to the PCYC (a dedicated car park for Library / Administration Centre staff and customers), the Library and Administration Centre and the Esplanade.

A key consideration in the implementation of the Public Realm and Placemaking is the early realisation of public realm upgrades to parts of Main Street and Torquay Road near the Library and Administration Centre and, potentially, the Mary to Bay Rail Trail so that these projects are ready to open as the Library and Administration Centre is completed.

RETAINING THE CURRENT ROAD CONFIGURATION

A key objective of the City Centre master Plan and this public realm and placemaking project is to attract greater investment and activity in the City Centre.

Our public realm and placemaking vision is to create a successful mixed use environment within a highly activated public realm while maintaining the current two-way road network into the foreseeable future.

Successful city centres and high streets are places of high traffic volumes, however they prioritise pedestrians and promote convenient active movement opportunities. They are slow traffic environments, which promote pedestrian safety while discouraging district/regional traffic movements.

Several one-way street configurations have been tabled for the City Centre in the past to suit specific development outcomes. The current two way street network is supported by the adopted City Centre Master Plan (Strategy 4: Access & Movement). One-way streets could potentially form part of a well-considered response to wider transport network requirements in the future, as the City Centre matures and reaches a critical mass of activity. Traffic network interventions should only be delivered as well-considered responses to wider transport network issues.

The Pialba area is characterised by a very large block structure. the two way street network maintains flexibility. This is a challenging context for a growing city centre – for both vehicles (efficient public transport, emergency vehicles, refuse collection) and active commuters (convenience, ease of navigation). Maintaining flexibility and capacity in the street network is the best short to medium term solution to ensure that we are not restricting future opportunities.

This document provides examples of successful streets that demonstrate high quality outcomes in two-way streets contexts and within a similar 20-metre road reserve. This is due to an integrated approach addressing urban design conditions, such as continuous shopfronts, consistent awning cover, street trees and outdoor dining areas to activate and create life in the street.

VIBRANT



A clearly defined city centre

Bold public realm improvement projects in key streets provide a new focus point for the community, leveraging the influx of workers and customers to the Library and Administration Centre

Big impact in target areas

Transformative placemaking interventions are focused in the 200m Main Street / Torquay Road quadrant to create a lively inner-city hub, rather than being spread too thinly over a larger area

Distinctive local identity

Making attractive places through good design and a distinctive palette of paving, furniture and planting which reflect Hervey Bay's community, landscape character and lifestyle aspiration

Reinvigorating public life

Alive with people walking around, browsing the shops, stopping for a chat or something to eat or drink, the city centre offers a thriving café culture, a legacy of postcolonial buildings and iconic spaces, such as Freedom Park, places to sit and dwell, regular events and activated public spaces

Vision

INCLUSIVE



Make walking the natural choice

Efficient active travel network that connects people to key destinations, provides paths which are safe, well-lit, safe and comfortable to use and offers a healthy, green alternative to driving

Greener streets

Street trees and other planting are strategically placed to provide deep shade, cool the environment and reduce carbon emissions

Smarter parking

A citywide approach to parking provision that prioritises PWD parking, public / commercial loading in central areas, whilst increasing opportunities to increase activation and attract users in kerbside areas



GREEN

Indigenous heritage and culture

Engage and work with the Butchulla people to increase understanding of their aspirations, concerns, history and culture and discover if there are meaningful ways to tell their stories in the public realm

Multigenerational places

Variety of public spaces and ideas to attract different user types (including young people), increase opportunities for human interaction and reinvigorate passing trade

Slower and safer for everyone

Strategic transport infrastructure which prioritises safe pedestrian movement, encourages the use of bicycles, e-scooters and mobility devices and is conducive to a slow speed city centre environment

Better access and wayfinding

Improved access and wayfinding to make it easier for locals and visitors to orientate themselves in the city centre, navigate the streets, locate parking and find their destinations

**SUCCESSFUL
STREETS & PLACES**

OXFORD STREET BULIMBA

Location

Oxford St, Bulimba, QLD, 4171

Client

Brisbane City Council

Speed

40km\h design speed

Key Learnings

- 1 Frequent pedestrian crossings with surface treatments prioritise pedestrian movement and slow down traffic
- 2 Consistent footpath awnings and tree planting to shade and cool streets
- 3 Shaded and activated street - park interface

Surface treatments prioritise pedestrian movement



Street trees shade footpath



Continuous awning and outdoor dining



Surface treatments prioritise pedestrian movement

Oxford St looking towards Stuart St



**SUCCESSFUL
STREETS & PLACES**

BOUNDARY STREET WEST END

Location

Boundary St, West End, QLD, 4101

Client

Brisbane City Council

Speed

40km\h design speed

Key Learnings

- 1 Signalised scramble crossing prioritises pedestrian movement
- 2 Continuous activated shopfronts with good awning cover
- 3 Moderate footpath widths punctuated by seating and outdoor dining areas contributes to a positive user experience

Colourful, informal seating



Continuous activated shopfronts



Signalised intersection with pedestrian crossings



Continuous awning and outdoor dining

Boundary St looking towards



**SUCCESSFUL
STREETS & PLACES**

REDCLIFFE PARADE REDCLIFFE

Location

Redcliffe Pde, Redcliffe, QLD, 4020

Client

Moreton Bay Regional Council

Speed

20km\h design speed

Key Learnings

- 1 Shared zones successfully implemented in a multi-generational community that seemed sensitive to change
- 2 Covered laneway activated with cultural interpretation is a real attractor
- 3 Large trees shade and cool the street and provide a sense of arrival

Covered walkway with interpretative display



Continuous awning and outdoor dining



Large trees shade and cool the environment



Generous shared zone

Redcliffe Parade looking towards Rotary Park



**SUCCESSFUL
STREETS & PLACES**

ADELAIDE STREET MARYBOROUGH

Location

Adelaide Street, Maryborough, QLD,
4650

Client

Fraser Coast Regional Council

Speed

20km/h design speed

Key Learnings

- 1 Decorative pavement finishes give the street a sense of place
- 2 Shared zones prioritise pedestrian crossing in key parts of the street
- 3 Public art and interpretive signage help to give the place a distinct identity

Decorative paving and shared zone



Decorative pavement finishes



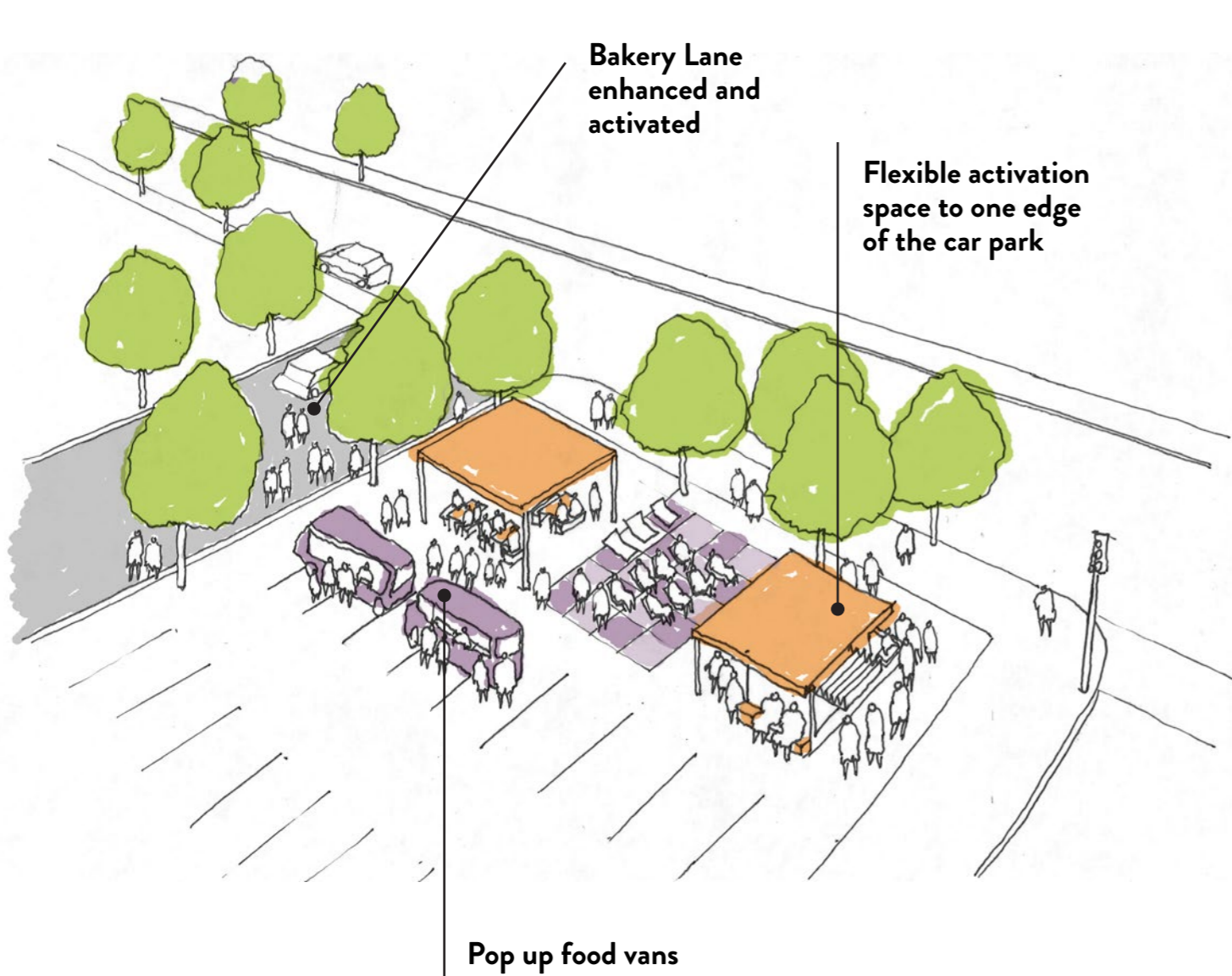
Public art provides an entry marker



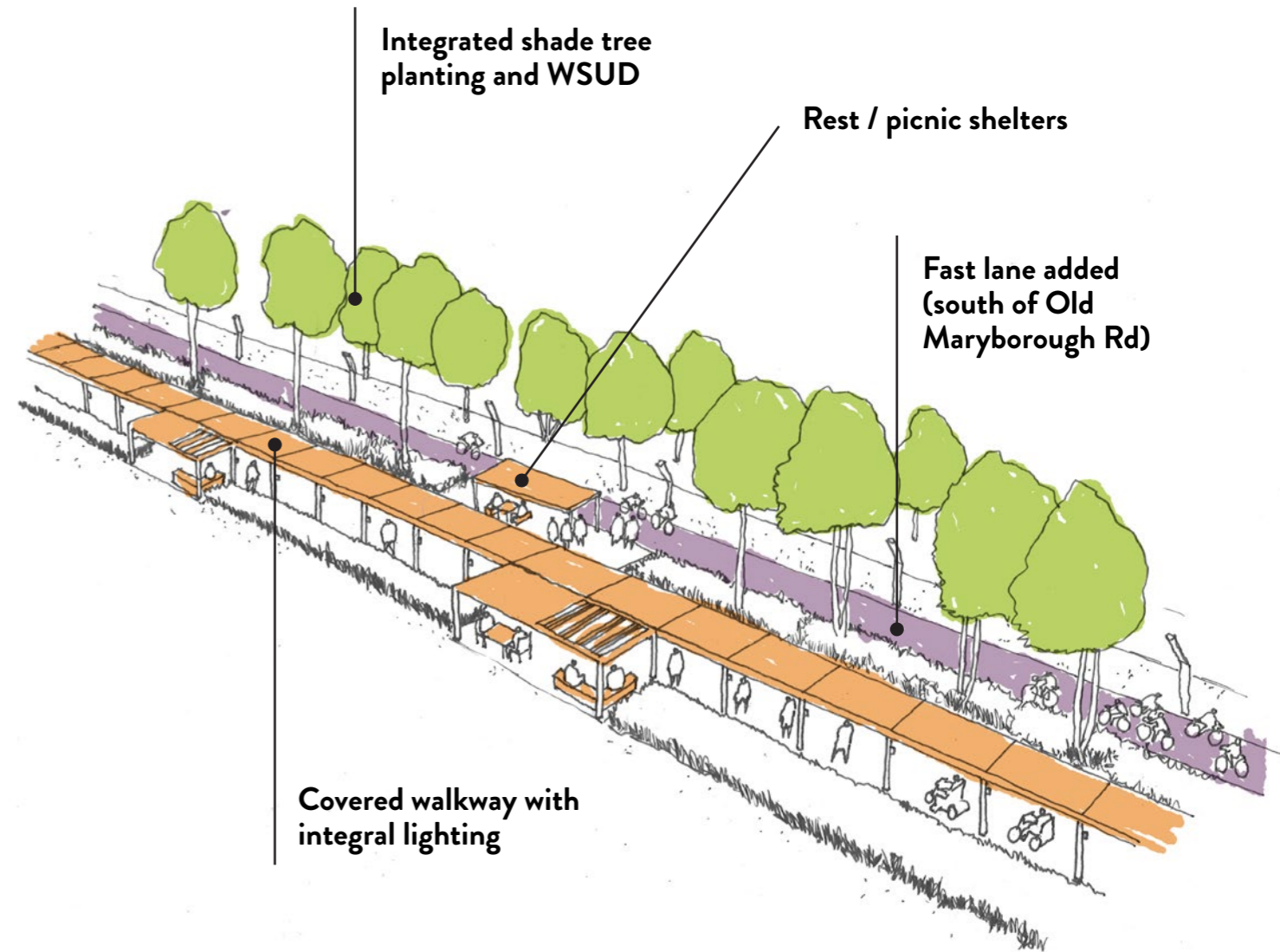
Continuous awning and decorative paving

Adelaide St looking towards Kent St





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KEY INTERVENTION

TORQUAY ROAD CAR PARK & POP-UP SPACE

Pop-up activation to test alternative uses and beautify this centrally located car park

Flexible activation space set up in one area as an interim solution

Majority of the parking retained during working hours

Bakery Lane enhanced activated

Potential for pop-up events occupying the entire car park and laneway e.g. food vans

KEY INTERVENTION

PRIORITY MARY TO BAY RAIL TRAIL

Dedicated active travel corridor linking the Library and Administration Centre with the commuter car park

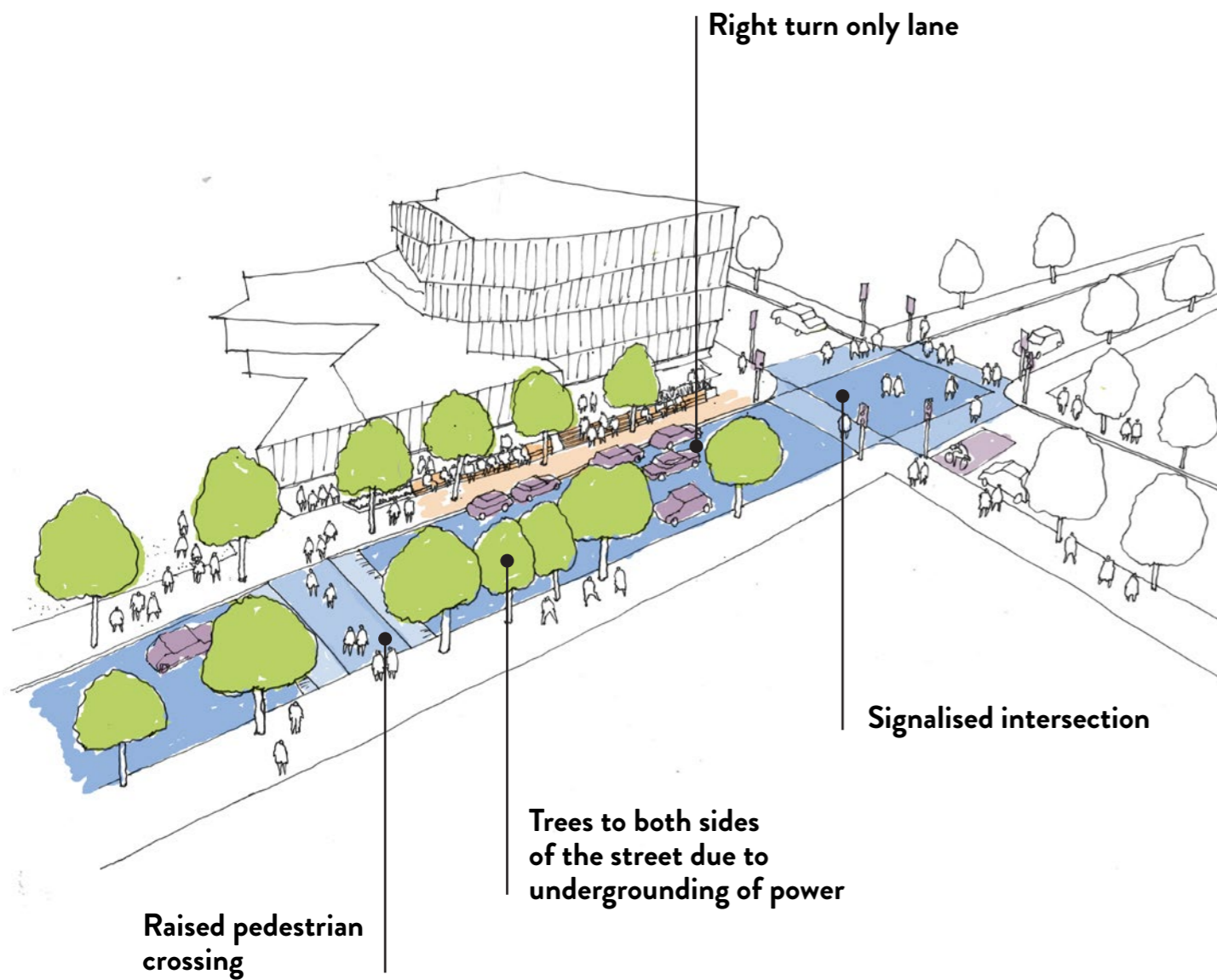
Covered path providing safe, well-lit, all-weather access for users

Multi-modal connector – pedestrians, mobility devices, bicycles, scooters

Second lane added (south of Old Maryborough Road) for fast movers

Integrated shade tree planting and water sensitive urban design (WSUD) solutions

Variety of rest / picnic places included along the corridor



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KEY INTERVENTION

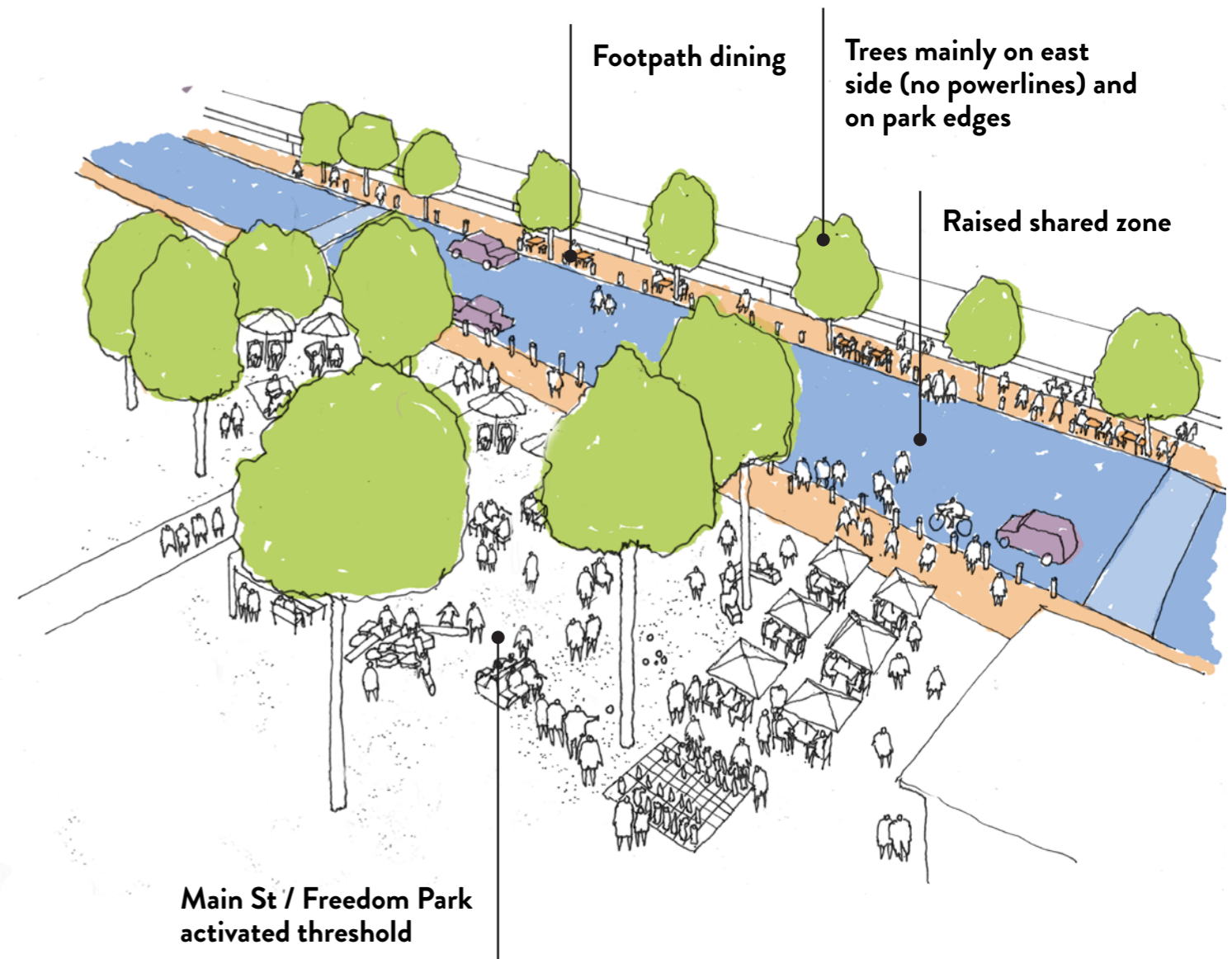
LIBRARY & ADMINISTRATION CENTRE INTERFACE

New focus point in the city centre with a community plaza

Main Street / Torquay Road intersection signalised with scramble crossing

Humanise the edge of the Library and Administration Centre with seating and tree planting to activate street

30km/h speed environment achieved through urban design and transport concepts



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KEY INTERVENTION

SHARED ZONE IN MAIN STREET (NORTH)

Second focus point in the city centre annexed to Freedom Park

Generous, raised shared zone to prioritise pedestrian movement across the street

Outdoor dining / trading zones on footpaths to support local business










20km/h speed environment achieved through urban design and transport concepts

Freedom Park / Main Street threshold with pop-up activations

OVERALL SITE PLAN

- 1 Esplanade Connection
- 2 Main St North
- 3 Torquay Rd East
- 4 Torquay Rd West
- 5 Main St South
- 6 City Park (subject to future master plan)

Legend

-  Streetscape project boundary
-  Crossings
-  Green spaces
-  Road corridors
-  Existing Mary to Bay Rail Trail
-  Proposed Mary to Bay Rail Trail connection
-  Proposed Mary to Bay Rail Trail improvement
-  Key places
-  Entry marker / landmark opportunity











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OVERALL MOVEMENT PLAN

Overview of transport planning and key movement network opportunities in response to key design interventions.

Legend

-  E scooter-free zone
-  Pedestrian crossings
-  Proposed carpark
-  Existing carpark
-  Road corridors
-  Active transport network (pedestrians, bicycle, scooters)
-  Green spaces
-  Key places
-  ① Main St / Torquay Rd improved intersection
-  ② Main St / Old Maryborough Rd dual signalised intersection

These drawings / images are for illustrative purposes only.







Public Transport Recommendation: Council to work with State/private sector to improve public transport links between fringe parking and the city centre.



SITE ANALYSIS

MAIN STREET NORTH

Legend

	Public Carpark
	Private Carpark
	Onstreet Awning
	Bus Stop
	Seating Facility
	Power Lines
1	Pedestrian access to Esplanade, non-DDA compliant
2	Overhead powerlines to remain
3	Existing arcades
4	Existing pedestrian crossing
5	Large public carpark in a central location. Poor visual amenity
6	Seaview
7	Current roundabout prioritises vehicular movement
8	War memorial
9	Existing outdoor dining lease area

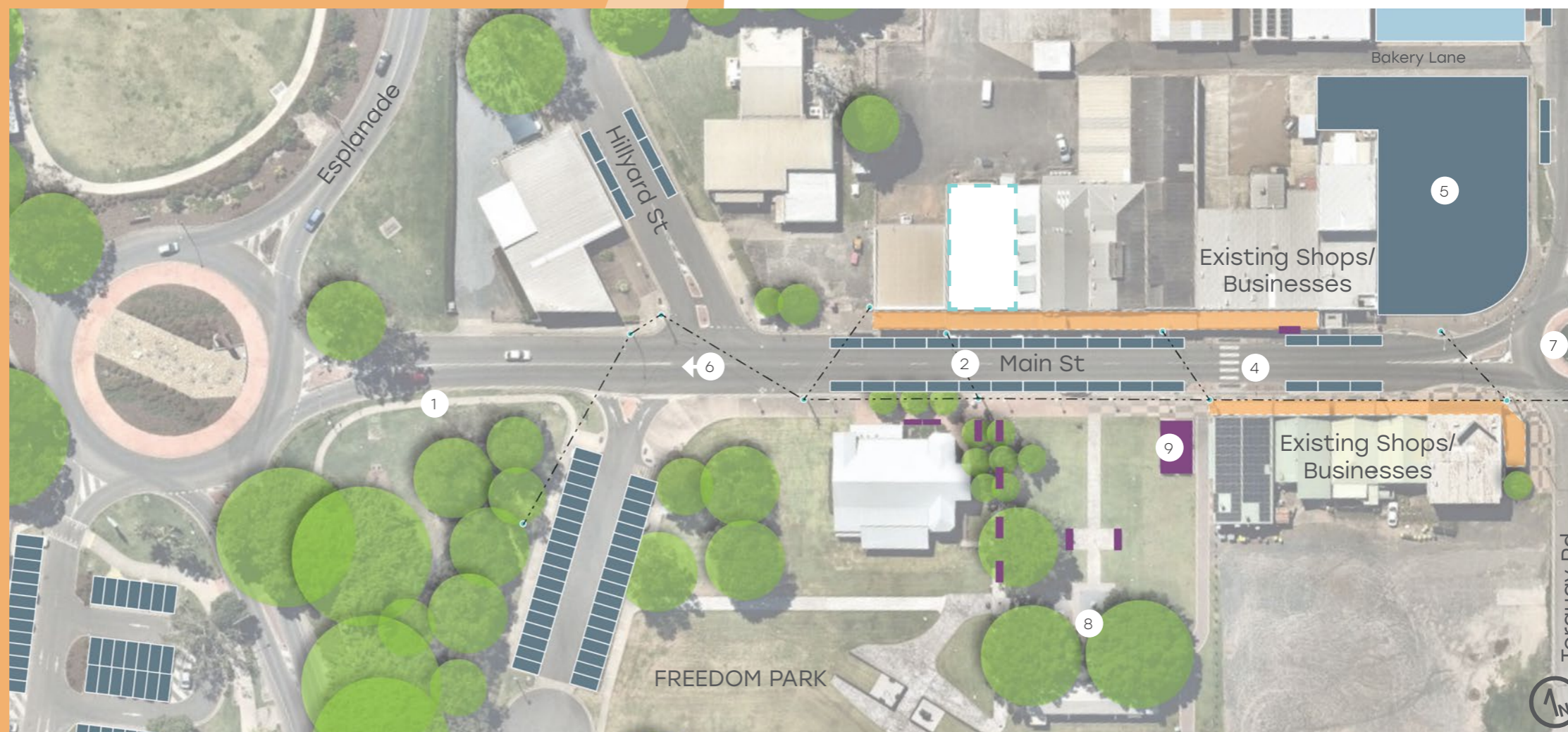
TRAFFIC ADVICE

Potential improvement of pedestrian crossings

Potential build-out and increase kerb width

Potential Taxi Zone relocation

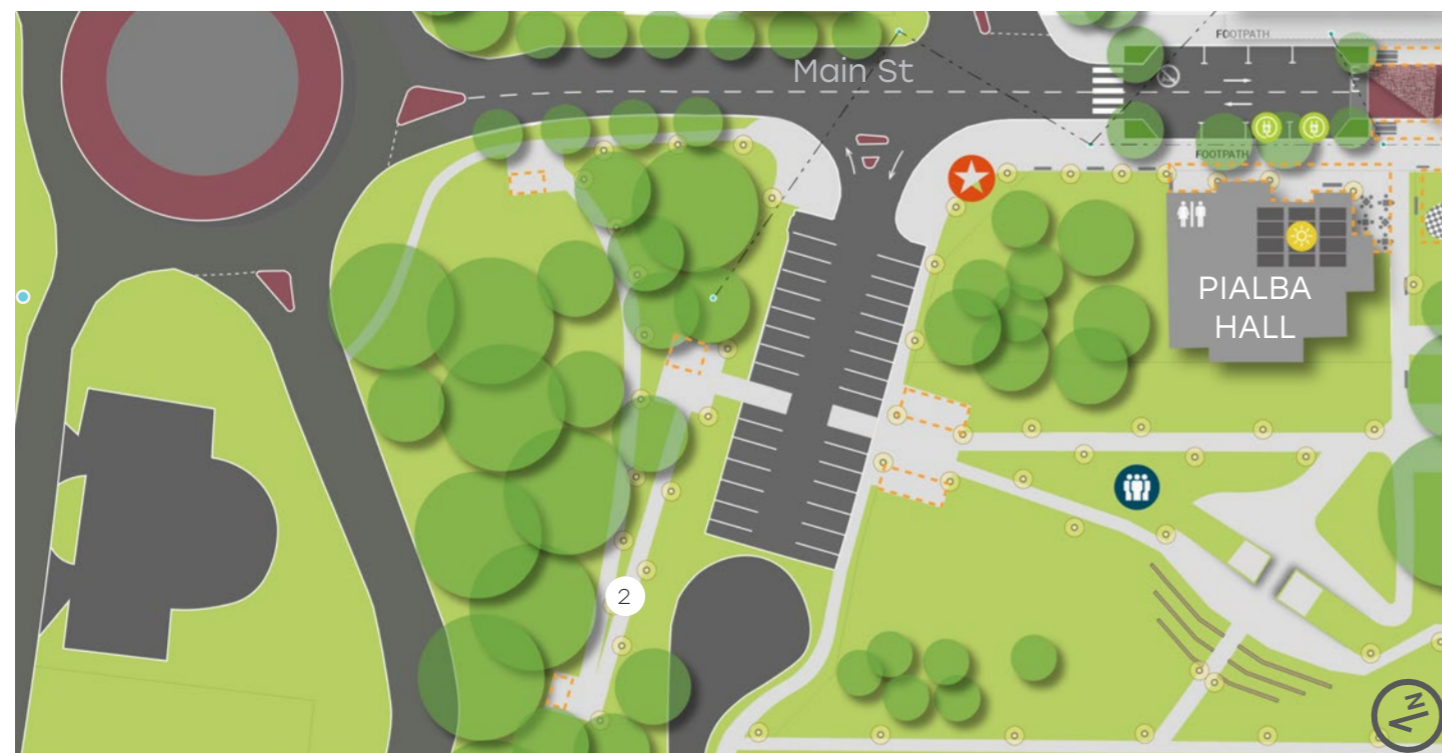
Poor connectivity and extension of rail trail



OPPORTUNITIES

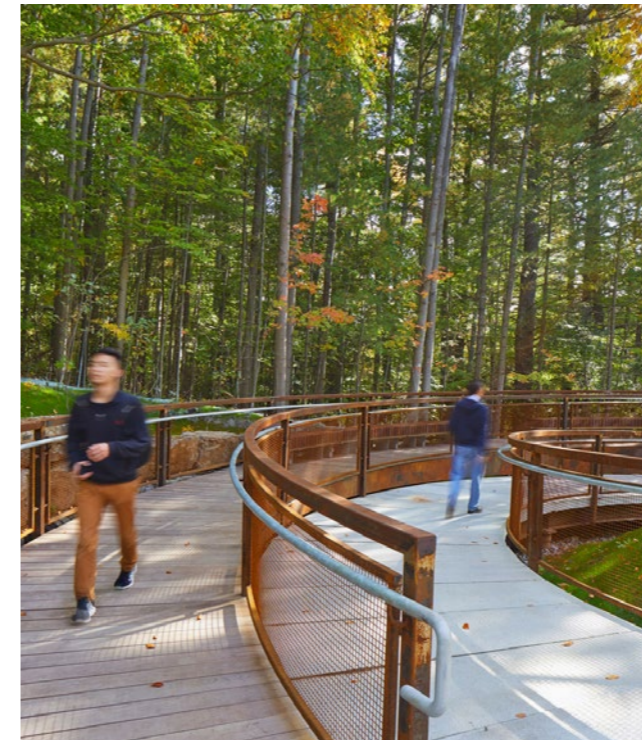
ESPLANADE CONNECTIONS

Connections have been explored to provide compliant wheelchair access from Main Street (north) to the Esplanade, including a well-lit, ramped pathway to the embankment or, alternatively, an external lift located near to the Main St / Esplanade roundabout

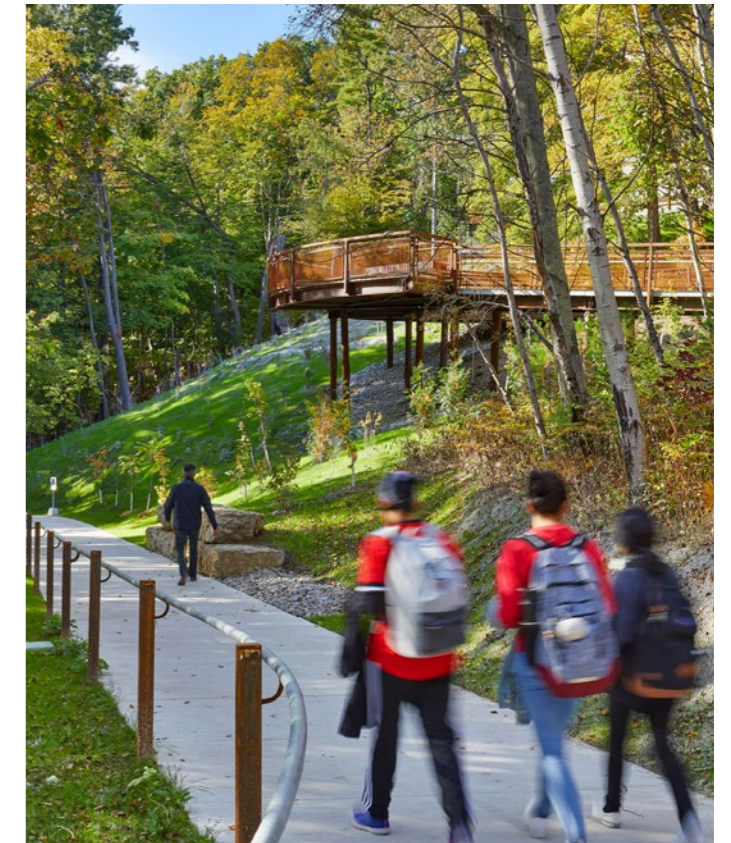


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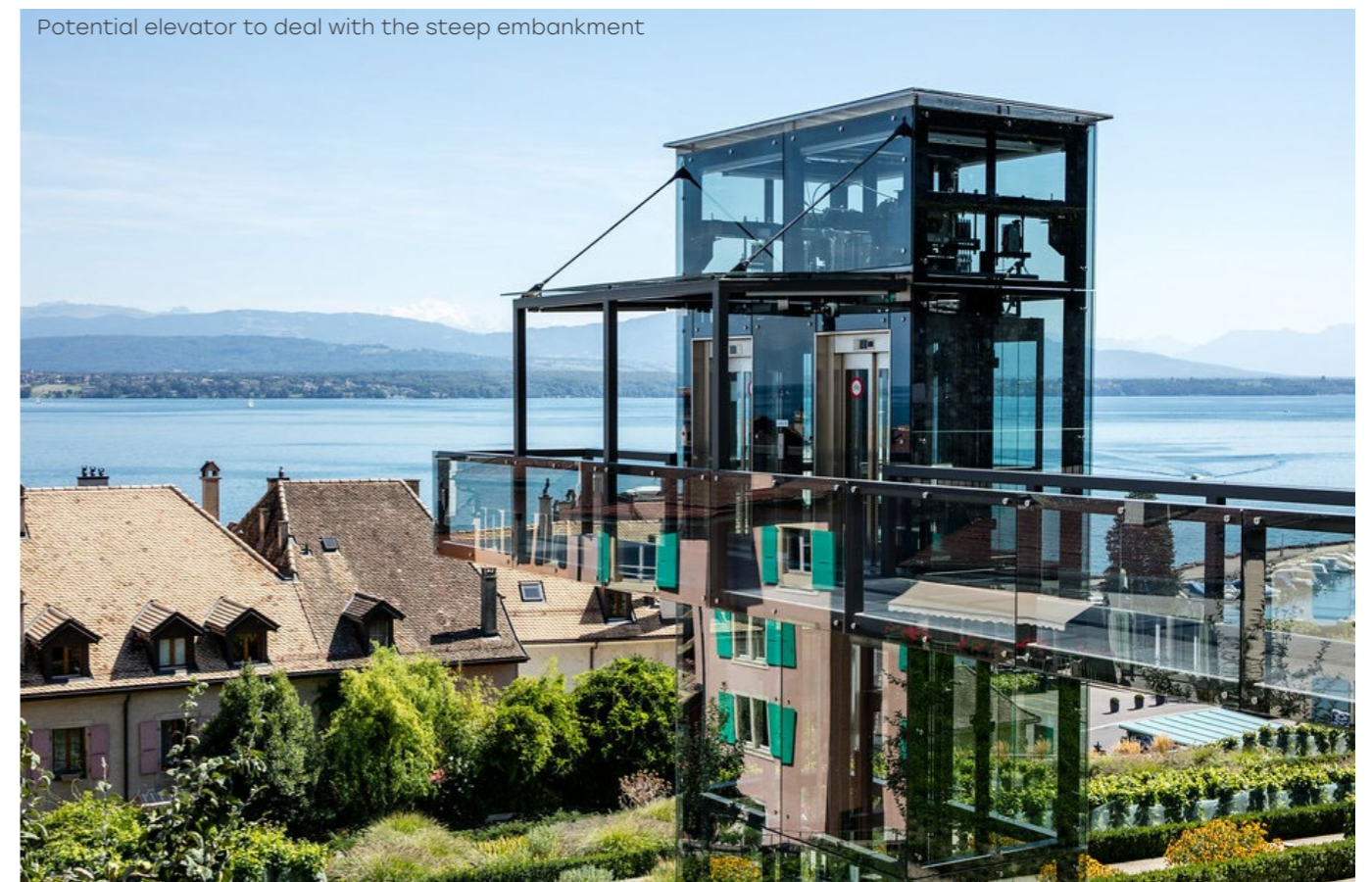
- Activation
 - Powerlines
 - Entry marker / landmark opportunity
 - Large scale event spaces
 - Lighting
 - EV charging stations
 - Solar Panels
- 1 Potential elevator to deal with the steep embankment
 - 2 DDA compliant ramp with partial viewing platforms among existing trees



DDA compliant ramp with partial viewing platforms among existing trees will facilitate pedestrian and cyclists access to the Esplanade precinct.



Potential elevator to deal with the steep embankment










OPPORTUNITIES

MAIN STREET NORTH

Defining the northern entry to the city centre, Main Street (north) will provide an injection of street life offering generous shared space at the threshold of Freedom Park, new paving and landscape treatments, alfresco dining and highly activated edges to catalyse adjacent shopfronts and businesses

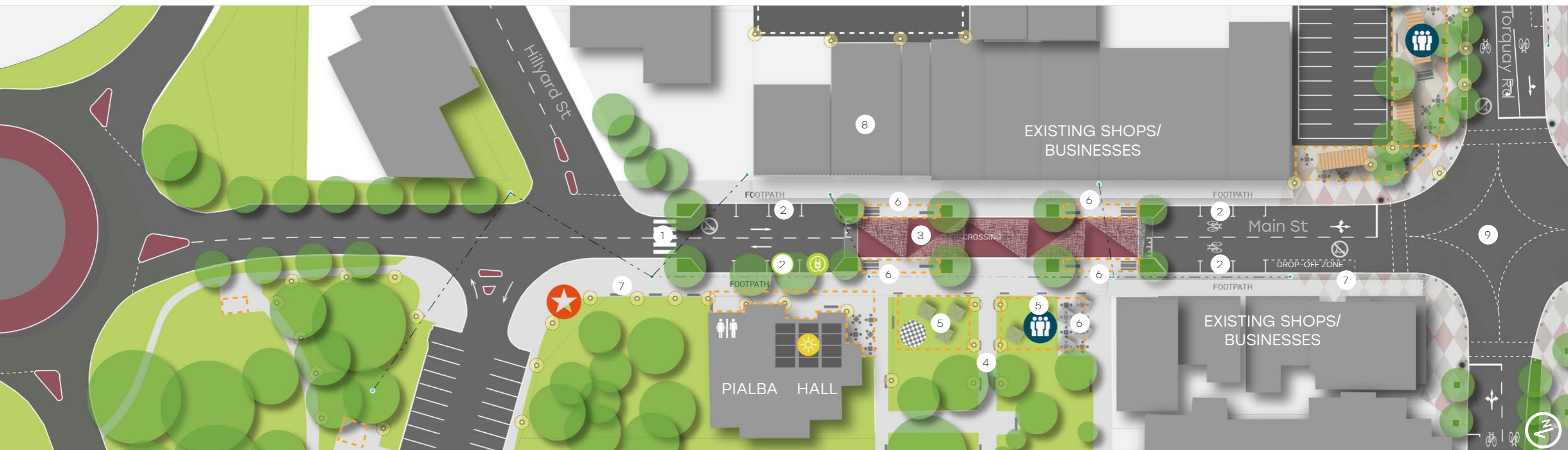
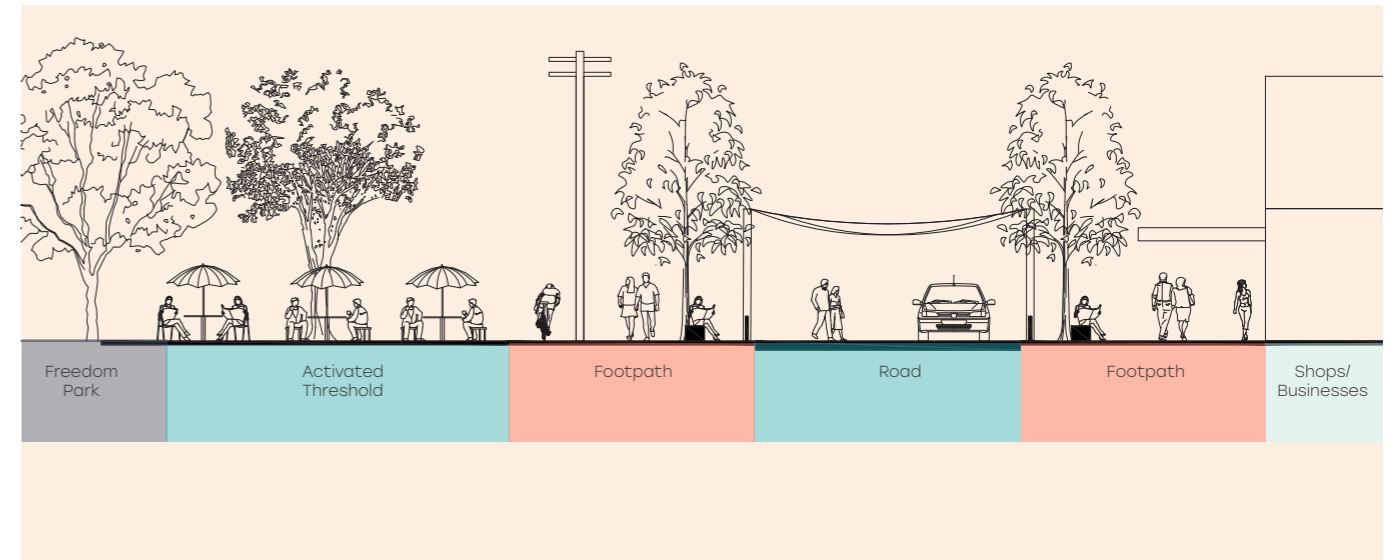
Legend

-  Activation
 -  Powerlines
 -  Entry marker / landmark opportunity
 -  Large scale event spaces
 -  Lighting
 -  EV charging stations
 -  Solar Panels
- 1 Zebra crossing
 - 2 On-street parking
 - 3 Elevated pedestrian crossing
 - 4 Community plaza
 - 5 Temporary park activation
 - 6 Permanent activated spaces (seating, outdoor dining)
 - 7 Well-lit, partially covered active transport path
 - 8 Park / Main St threshold activated with outdoor dining and various community uses
 - 9 Main St/Torquay Rd signalised intersection (optimal option)

Inset



Section 1:200





Shaded outdoor dining



Pop-up activities



CHARACTER

MAIN STREET NORTH

Top: Entry marker / landmark sculpture

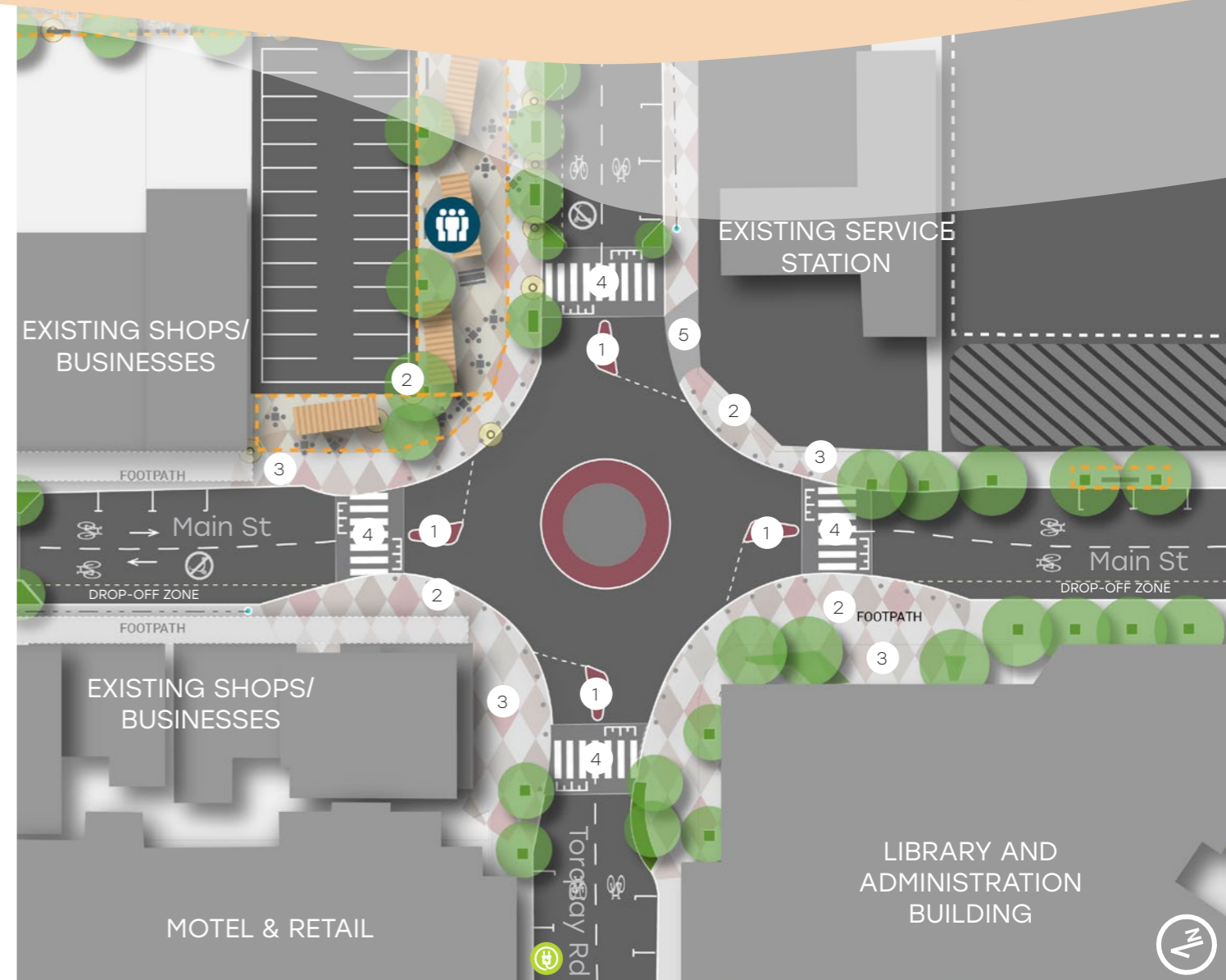
Middle: Feature overhead landmark installation

Right: Shade trees and seating facilities to improve shopping experience.



These drawings / images are for illustrative purposes only.

ULTIMATE DESIGN - SIGNALISED INTERSECTION



These drawings / images are for illustrative purposes only.

INTERIM DESIGN - ROUNDABOUT WITH PEDESTRIAN CROSSINGS

OPPORTUNITIES

MAIN ST / TORQUAY RD INTERSECTION

A signalised solution is the ultimate design response for the Main Street / Torquay Road intersection as it prioritises pedestrian movement and slows down vehicular movement.

Legend

- Activation
- Powerlines
- Large scale event spaces
- Lighting
- EV charging stations
- 1 Traffic lights
- 2 Bollards
- 3 Feature decorative pavement
- 4 Signalised crossing
- 5 Right turn only lane
- 6 Kerbside dropoff area

Legend






- Activation
- Powerlines
- Large scale event spaces
- Lighting
- EV charging stations
- 1 Traffic islands
- 2 Bollards
- 3 Feature decorative pavement
- 4 Raised zebra crossing
- 5 Maintained service station access
- 6 Kerbside dropoff area

In the short term, the roundabout will be retained at this intersection. Zebra crossings have been introduced at each leg of the roundabout as an interim solution to improve safe pedestrian movement.

SITE ANALYSIS

TORQUAY ROAD EAST

Legend

	Public Carpark
	Private Carpark
	Onstreet Awning
	Bus Stop
	Seating Facility
	Power Lines
1	Current roundabout prioritises vehicular movement
2	Large public carpark in a central location.
3	Eastbound bus stop occupies valuable kerbside space
4	Limited shade
5	Current RSL Club with poor street interface
6	Poor visual arrival experience.
7	Food court

TRAFFIC ADVICE

Potential removal of car park spaces and narrow road width near intersection

Relocate the bus stop and zone

Investigate whether the RSL would consider changing their driveway from exit only to entry only. Alternatively, relocate the crossing entirely









OPPORTUNITIES

TORQUAY ROAD EAST

Benefiting from an influx of Library and Administration Centre users, Torquay Road (east) provides a second focus area for placemaking in the city centre with new shared spaces, embellished footpath dining areas and identified flexible space to test a variety of temporary activation ideas

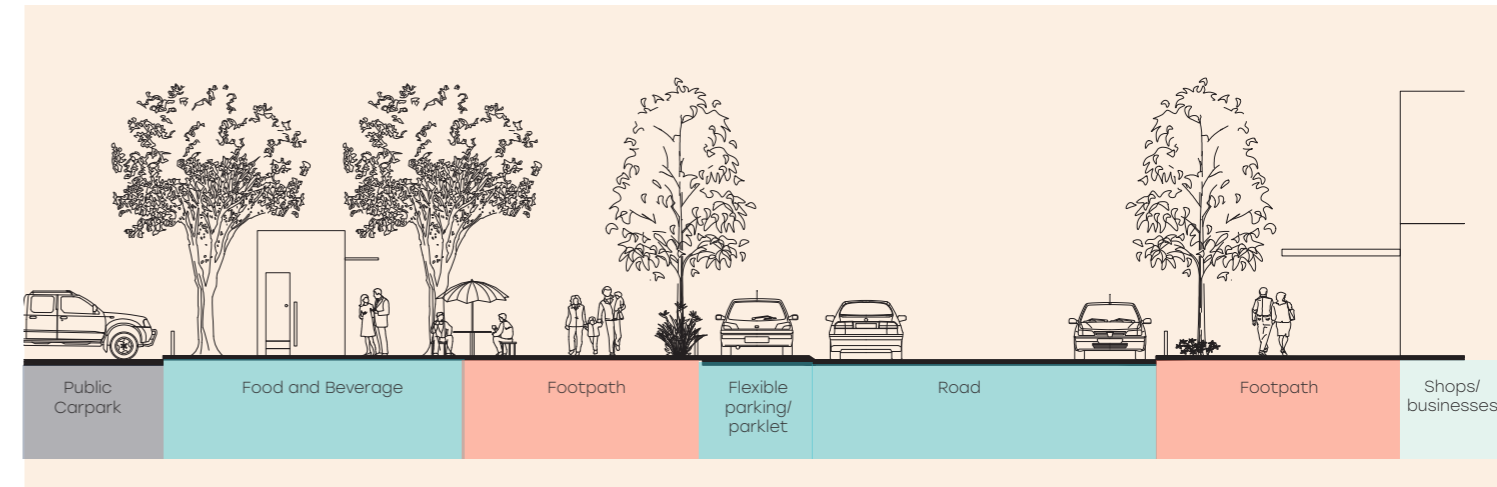
Legend

-  Activation
 -  Powerlines
 -  Entry marker / landmark opportunity
 -  Large scale event spaces
 -  Lighting
 -  EV charging stations
- 1 Main St/Torquay Rd signalised intersection
 - 2 Feature pavement around Main St/Torquay Rd intersection
 - 3 Interim activation space enhances edge of carpark
 - 4 Flexible parking space (potential closure during events)
 - 5 Bakery Lane beautified and activated
 - 6 Feature overhead installation
 - 7 Raised crossing
 - 8 On-street parking
 - 9 RSL Club frontage activation
 - 10 Vibrant food court offering diverse dining experiences
 - 11 Bus stop relocation

Inset



Section 1:200



Flexible public carpark area with temporary food and beverage venues welcoming all demographics.



CHARACTER

TORQUAY ROAD EAST



Activated public space






Above: Signalised scramble crossing prioritises pedestrians and cyclists

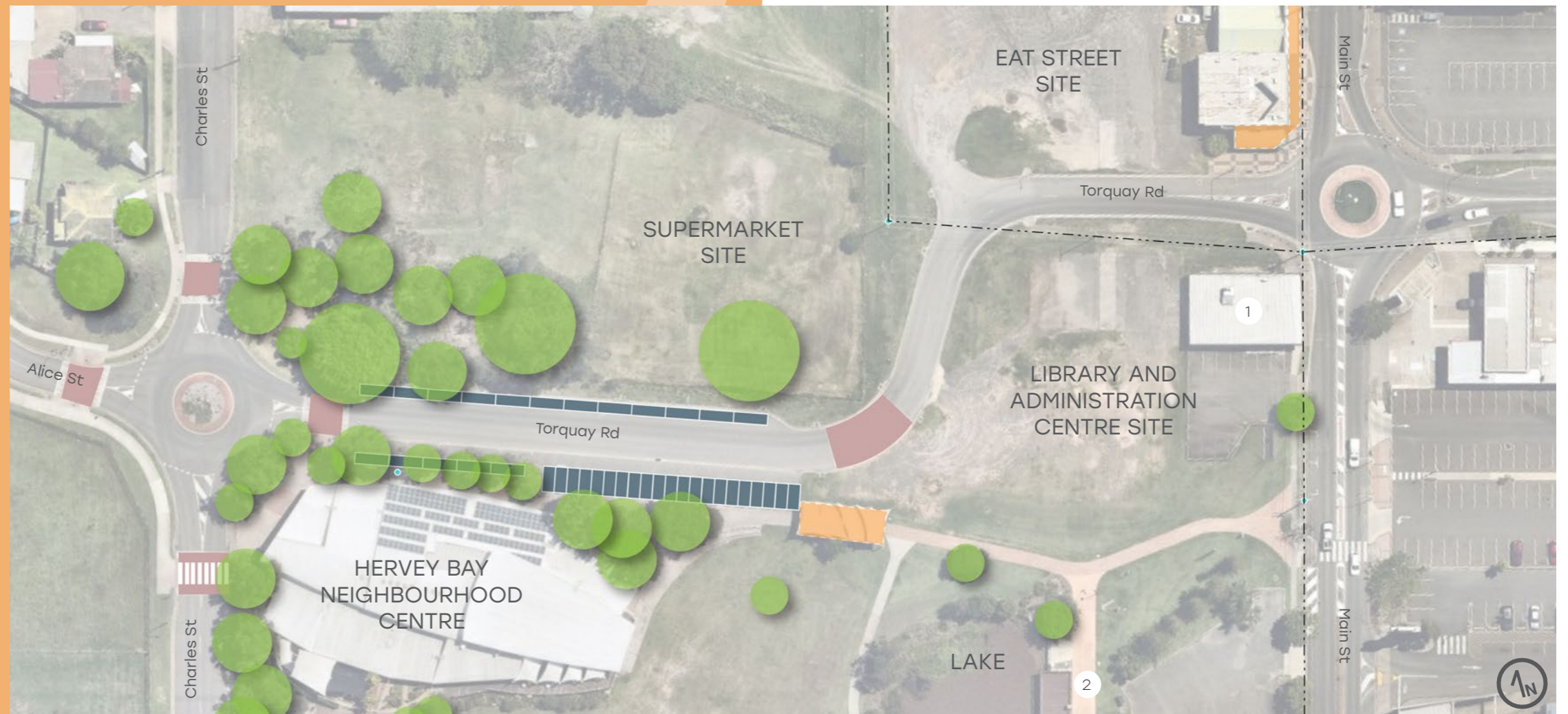
Left: Interim activation space enhances edge of carpark

SITE ANALYSIS

TORQUAY ROAD WEST

Legend

	Public Carpark
	Shelter / awning
	Existing raised crossing
	Seating Facility
	Power Lines
1	Existing building
2	Footpath towards Railtrail









OPPORTUNITIES

TORQUAY ROAD WEST

A key east-west connector, Torquay Road (west) links the Main Street / Torquay Road intersection with the Hervey Bay Neighbourhood Centre Library and connects users to the mobility corridor via the proposed 'Eat Street' development.

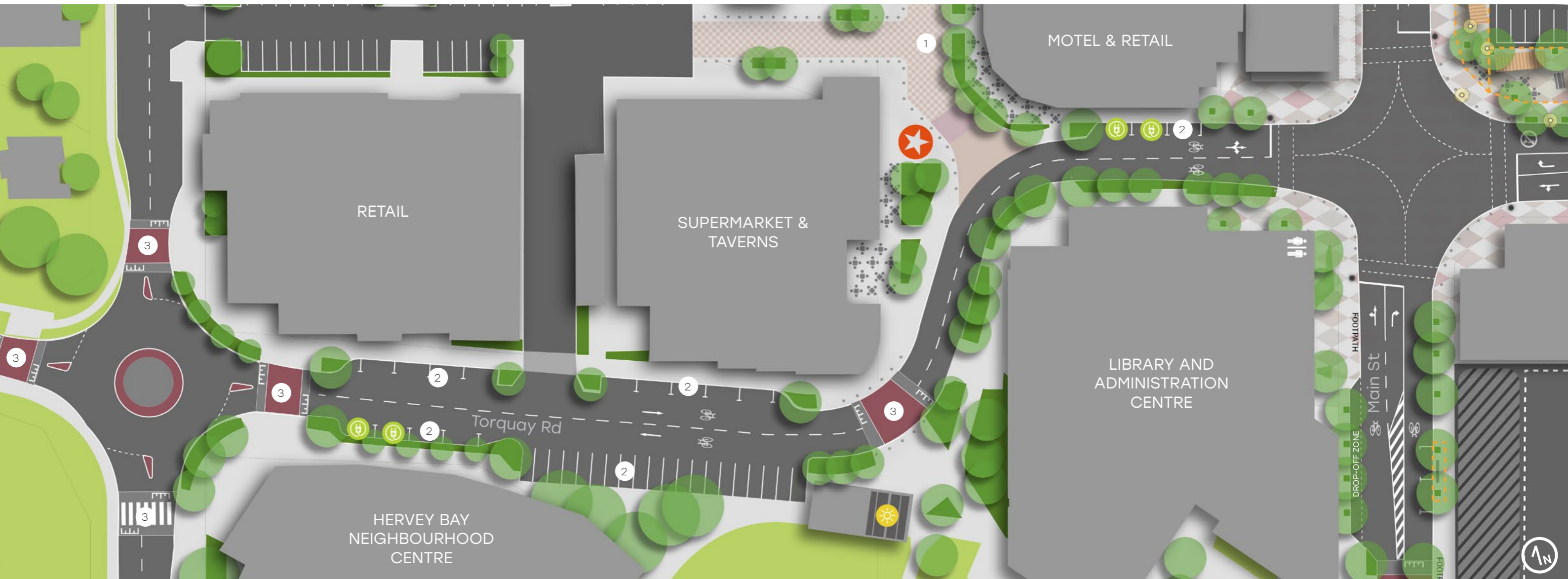
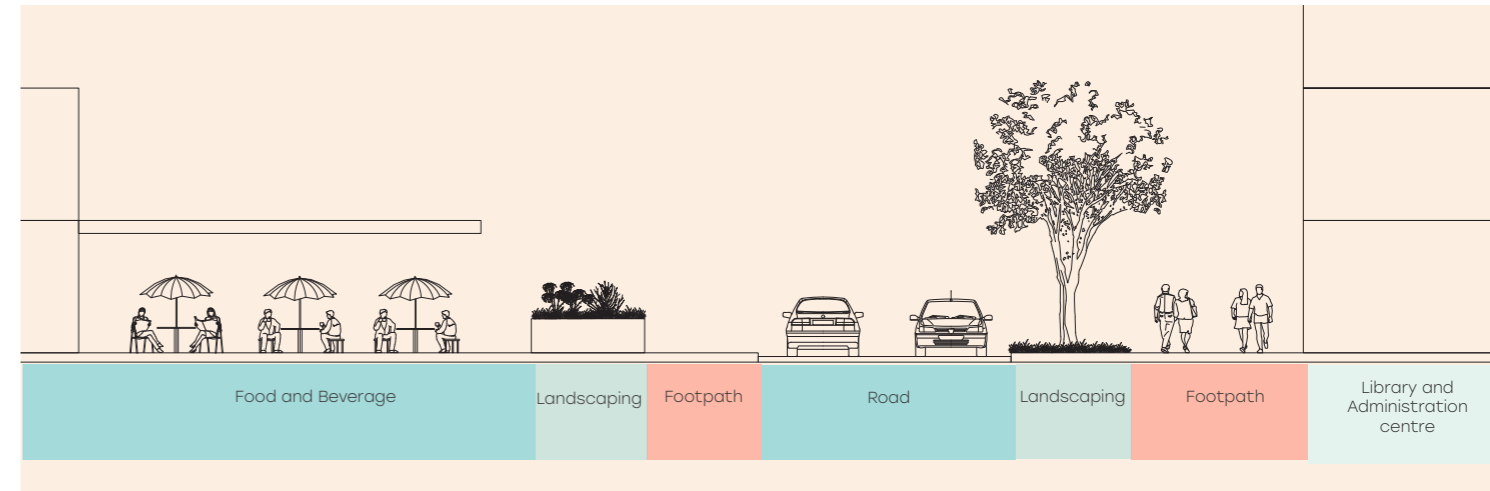
Legend

-  Activation
-  Powerlines
-  Entry marker / landmark opportunity
-  Lighting
-  EV charging stations
-  Solar Panels
- 1 Eat Street with market facilities
- 2 On street carparking
- 3 Raised pedestrian crossing

Inset



Section
1:200





Public on-street carparking

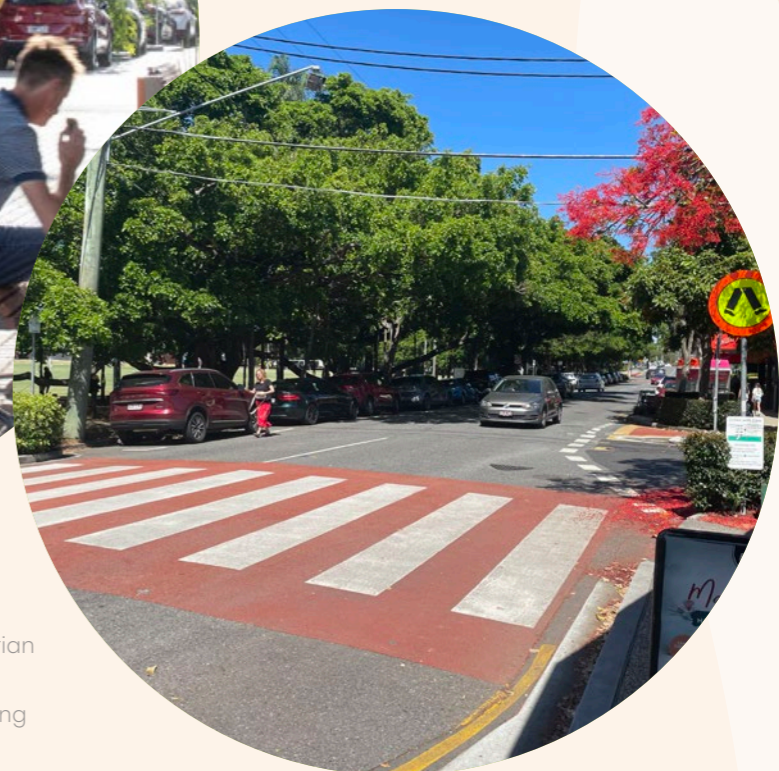


Above: Safe and easy pedestrian movement

Left: Raised pedestrian crossing

CHARACTER







TORQUAY ROAD WEST



SITE ANALYSIS

MAIN STREET SOUTH

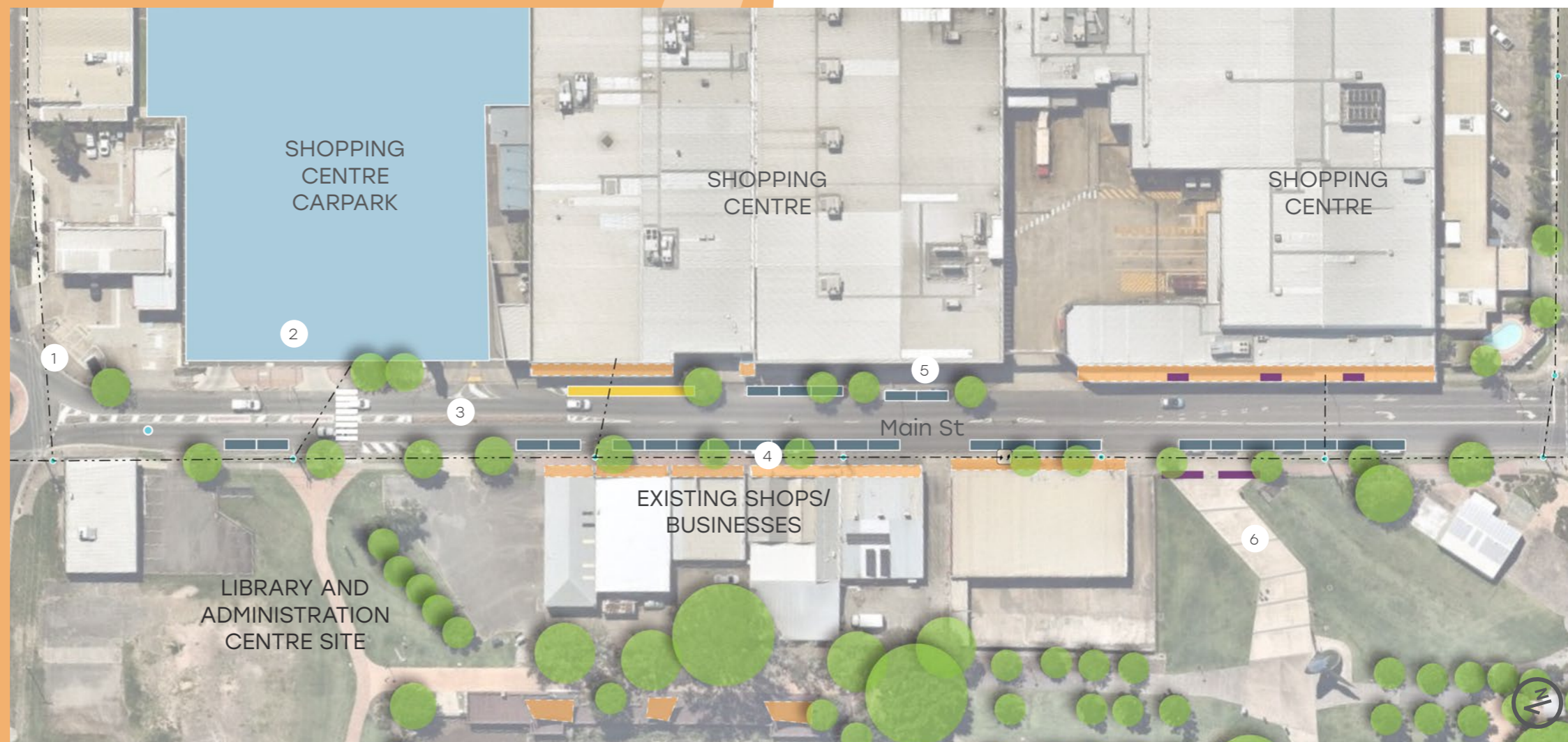
Legend

	Public Carpark
	Private Carpark
	Onstreet Awning
	Bus Stop
	Seating Facility
	Power Lines
1	Current roundabout prioritises vehicular movement
2	Shopping centre carpark with poor street interface
3	Overland stormwater flowpath
4	Footpath with non-compliant crossfall
5	Blank shopping centre facade
6	Linking path to Art Gallery

TRAFFIC ADVICE

Removal of roundabout prevents U-turns at intersection. Council has indicated intent to allow right turn in at RSL/ Shopping Driveway in lieu.

Limited safe pedestrian crossing opportunities








OPPORTUNITIES

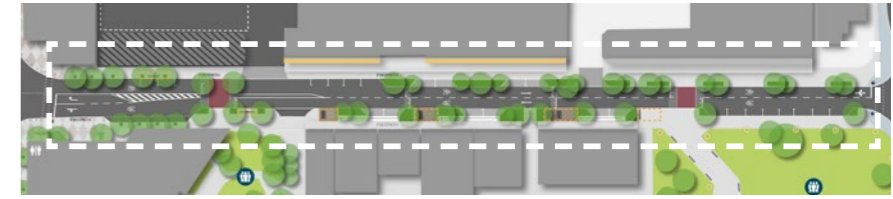
MAIN STREET SOUTH

With the Library and Administration Centre activating the footpath edges, Main Street (south) will create a new focus to the city centre featuring a new signalled crossing at the Torquay Road intersection, lush avenue of subtropical shade trees and enhanced kerbside dining and social areas

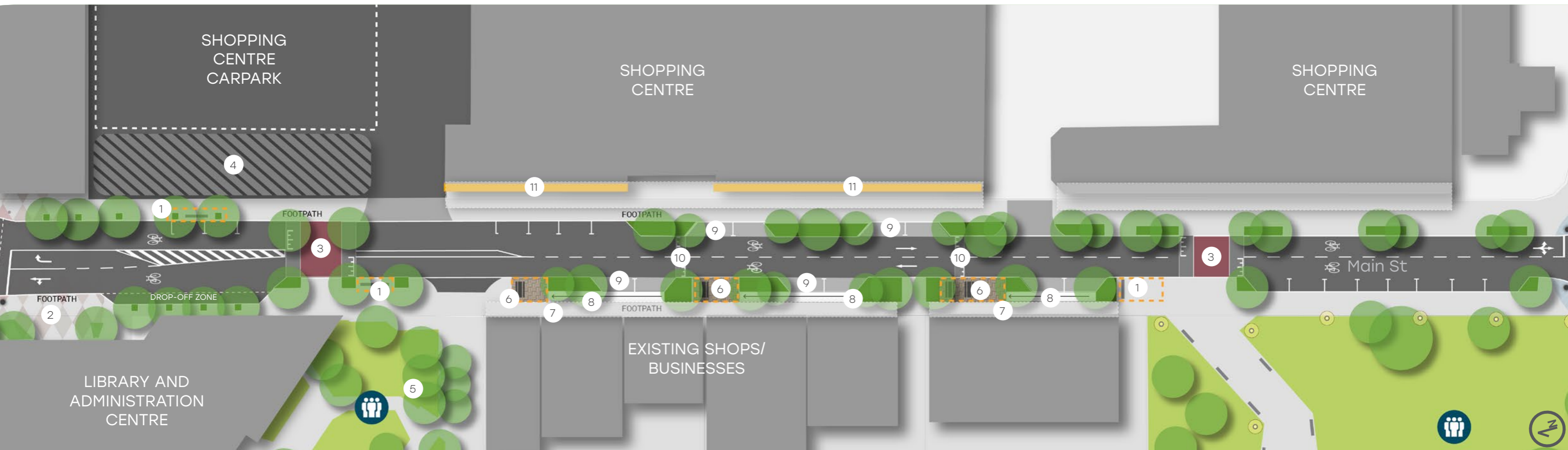
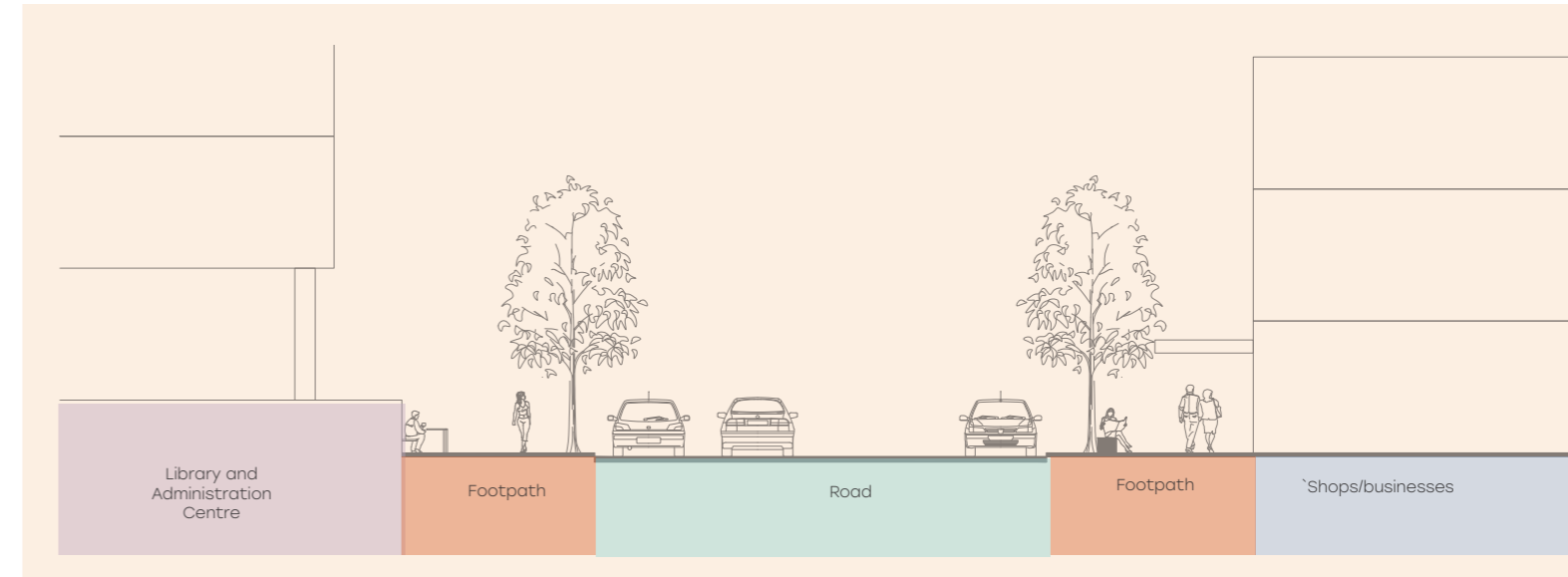
Legend

-  Activation
 -  Powerlines
 -  Large scale event spaces
 -  Lighting
 -  EV charging stations
- 1 Activated space - seating areas
 - 2 Feature pavement around Main St/Torquay Rd intersection
 - 3 Raised pedestrian crossing
 - 4 Future developments activate Main St
 - 5 Community Plaza
 - 6 Decked parklets with shaded outdoor dining/seating
 - 7 Footpath regraded to provide compliant access
 - 8 DDA compliant ramp from carparks to footpath
 - 9 Flexible parking/ activation spaces
 - 10 Speed bump
 - 11 Feature mural artwork on shopping centre facade

Inset



Section
1:200



Shade trees to both sides of street made possible for undergrounding powerlines. Additional crossing points promote safe pedestrian movement



CHARACTER

MAIN STREET SOUTH



Above: Opportunities for colourful wall art/artistic graffiti by local indigenous artists.

Right: Shaded parklets provide seating and outdoor dining experience

Improved shops frontage for better customers/visitors experience

OPPORTUNITIES

MAIN STREET/OLD MARYBOROUGH RD INTERSECTION

A dual signalised intersection is proposed at the intersection of Main Street and Old Maryborough Road, and the intersection of the Mary to Bay Rail Trail and Old Maryborough Road to prioritise safe access for pedestrians, cyclists and scooters to connect to the Library and Administration Centre.

Note: A signalised mid-block crossing on Old Maryborough Road would be preferred for this project. However, it is understood there are wider transport network considerations that may influence whether a signalised crossing treatment in this location is suitable for this level of infrastructure investment. A detailed traffic analysis is recommended for the Old Maryborough Road corridor (outside the scope of this project) to balance the need for safe and convenient crossings with the wider transport network and traffic movement.



Signalised intersection for pedestrians and cyclists

Legend

- Activation
- Powerlines
- Lighting
- Solar Panels
- 1 Existing Main St / Old Maryborough Rd signalised crossing
- 2 Shared Pedestrian/cyclists zone
- 3 Pedestrian & bicycle crossing synchronised with Main St / Old Maryborough Rd intersection
- 4 All weather shelters and picnic facilities
- 5 Old Maryborough Rd bus stop
- 6 Mary to Bay Rail Trail pavement treatment








These drawings / images are for illustrative purposes only.

SITE ANALYSIS

MARY TO BAY RAIL TRAIL

Legend

	Public Carpark
	Private Carpark
	Shade sails
	Seating Facility
	Power Lines
1	Existing footpath
2	Existing viewing deck with seating and dining facilities
3	Existing Rail Trail pathway with poor sightlines and lighting
4	Existing landmark artwork
5	Difficulties for pedestrians and cyclists to cross Old Maryborough Road
6	Fraser Coast creative space
7	Pedestrian link to Main St

TRAFFIC ADVICE

Potential pedestrian signalised crossing as longer term solution. This crossing would need to be coordinated with timing of Main Road/ Old Maryborough Road intersection

Given road environment pedestrian zebra crossing not considered to be a suitable treatment so works should be interim refuge upgrade and longer term pedestrian signals

Recommend that alignment of crossing point would need to be general in line with the existing refuge.

Pedestrian signals is a higher cost option so may need to be more long term works and when clearer evidence of pedestrian/cycling demands to demonstrate crossing infrastructure warrants

Widen existing refuge crossing, remove other kerb ramp and provide landscaping/barriers to manage other informal crossings








OPPORTUNITIES

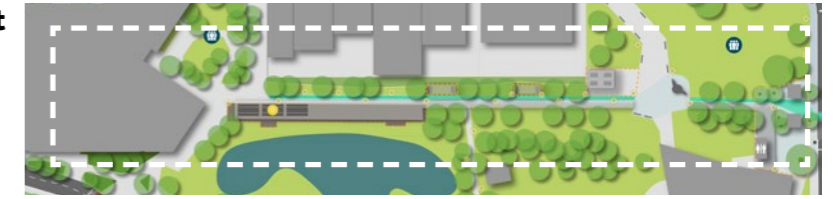
MARY TO BAY RAIL TRAIL

Providing a covered, well-lit connection between the Administration Centre and the Gallery, this section of the Mary to Bay Rail Trail provides an alternative user experience offering quieter lunchtime activation opportunities, enhanced lakeside deck and picnic areas

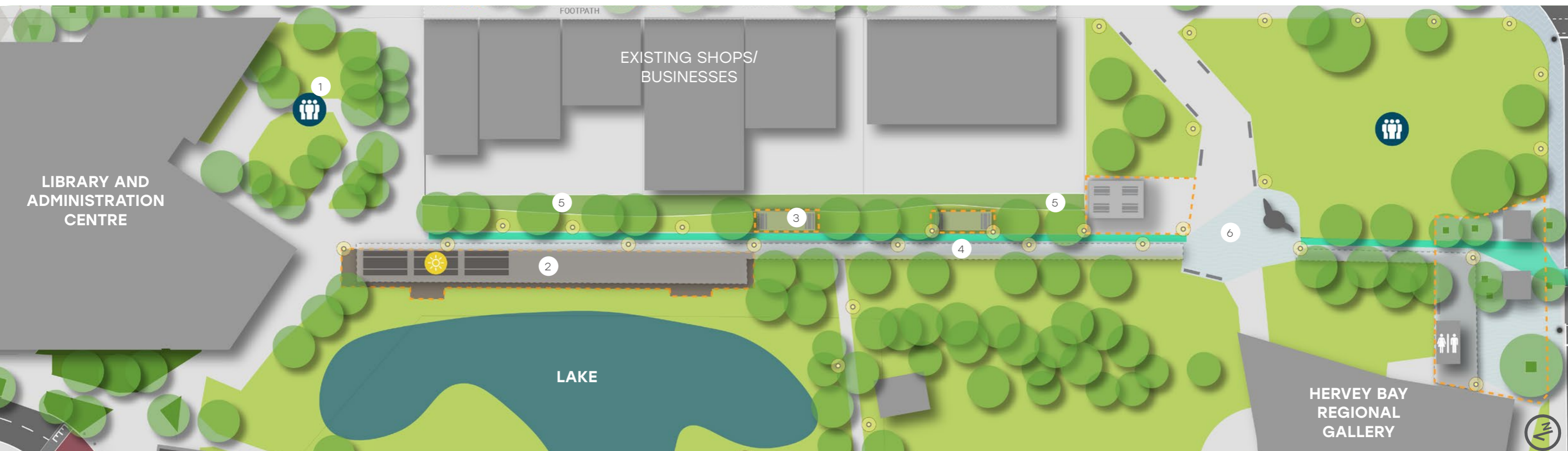
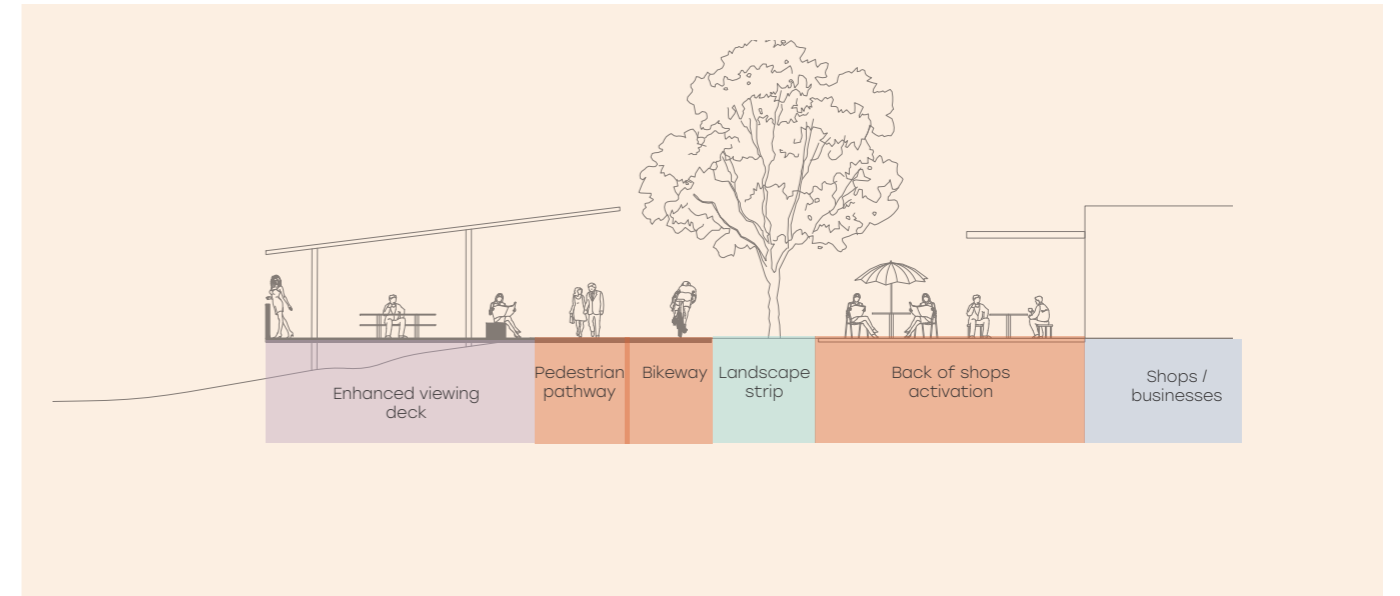
Legend

	Activation
	Powerlines
	Large scale event spaces
	Lighting
	Solar Panels
1	Community Plaza
2	Enhanced all weather shelters and picnic facilities on viewing deck
3	Permanent activated spaces (seating, outdoor dining)
4	Well-lit, partially covered active transport path
5	Landscape buffer softening back-of-shops interface
6	Existing gallery open space with existing landmark artwork

Inset



Section 1:200






OPPORTUNITIES

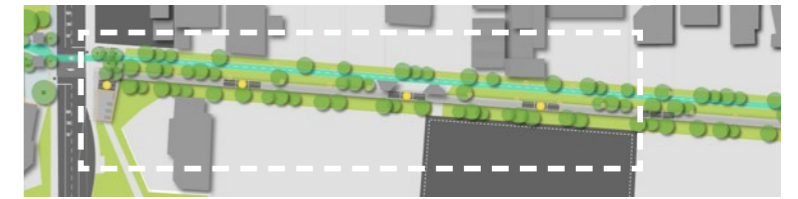
MARY TO BAY RAIL TRAIL

As the main active travel link between the Library and Administration Centre and the PCYC car park, this section of the Mary to Bay Rail Trail offers a dual path connection featuring a multi-modal covered shared path to one side and fast speed path to the other for commuters and recreational users.

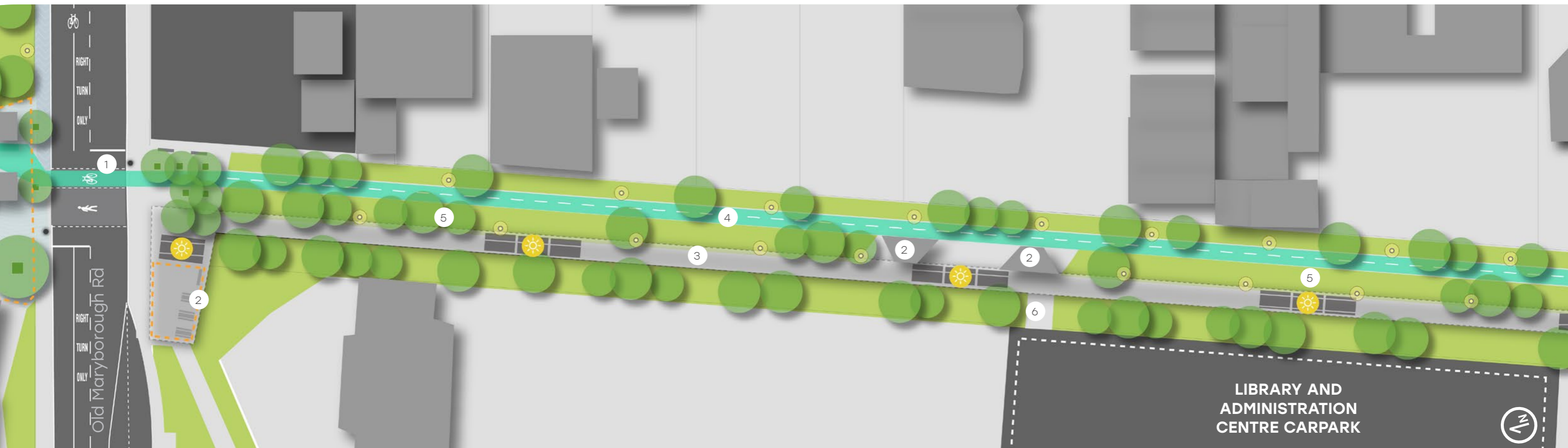
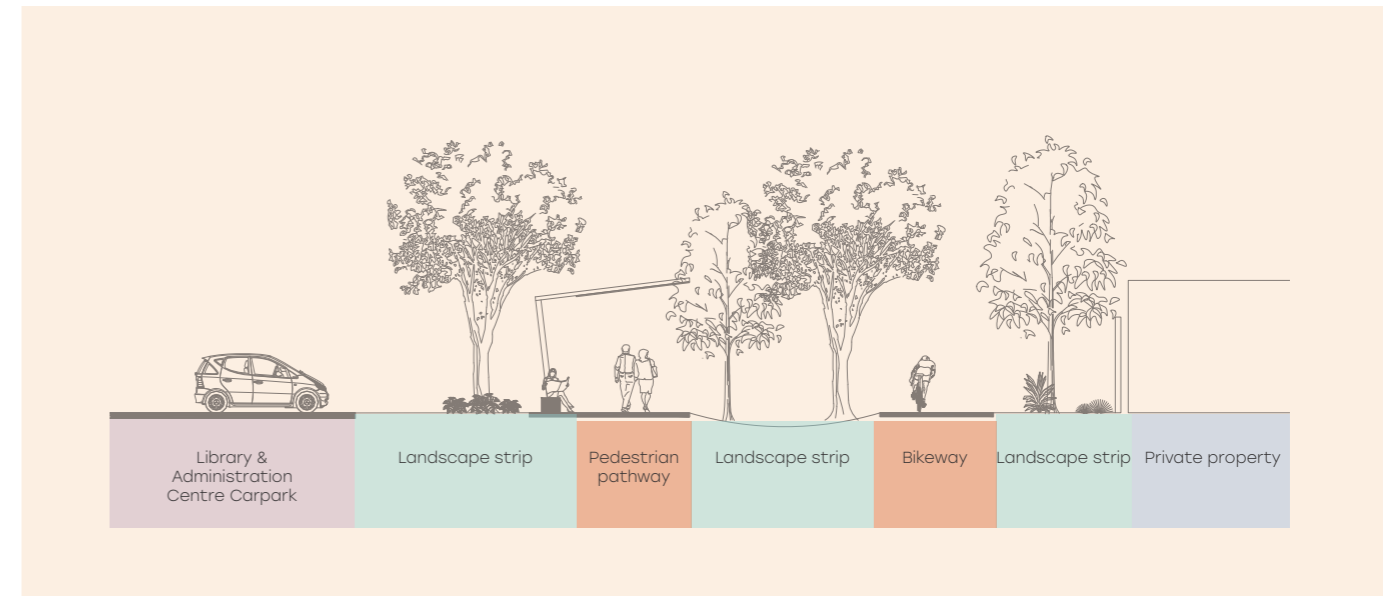
Legend

	Activation
	Lighting
	Solar Panels
1	Pedestrian & bicycle crossing synchronised with Main St / Old Maryborough Rd intersection
2	All weather shelters and picnic facilities
3	Well lit, covered pedestrian path
4	Well-lit, fast bicycle lane
5	Integrated shade tree planting and water sensitive urban design
6	Link to Library and Administration Centre carpark

Inset



Section 1:200



Cyclists and pedestrian synchronised crossing at street - path intersection



Separated pedestrian and cyclist for a safer use of path

CHARACTER

MARY TO BAY RAIL TRAIL



Above: Variety of rest / picnic places included along the corridor



Right: Covered pathway with lighting for safe pedestrian and cyclists movement

VIBRANT. GREEN. INCLUSIVE.

ACTIVATING THE VISION

Activating the HBCC will draw locals and visitors to the area, creating vibrancy, interest, and providing a concentration of activity that will sustain businesses and services in the precinct. Activation does not need to be a permanent or a large event. Largely, it is about providing opportunity – for places to stop and sit, for easier ways to move around, for things to see and do, and for short- or long-term changes that will improve the experience of being in the City Centre.

Activating the HBCC successfully will require consideration of key user groups and the activities that will encourage visitation across the week and throughout the day and night.

The key user groups for HBCC have been identified as:



Workers

People who work in the city centre and need daily services such as places to eat lunch, buy groceries, ways to travel to work



Youth

Children of all ages



Community

All ages, who visit the city for services, entertainment



Visitors

Tourists to Hervey Bay and the Fraser Coast



ZONES

The City Centre can be differentiated into a series of zones to illustrate potential usage and activations. In the HBCC, these zones have been defined as:

Thoroughfare Zones

Characterised by convenient movement pathways, such as streets and the Rail Trail. Typically the area beside the movement pathways such as footpaths and major crossings. May feature more temporary or smaller scale activations to enable easy movement through the spaces.

Stay-and-Play Zones

Areas suitable for permanent structures, larger, interim uses, pop-up activations and small to large scale gatherings of people. These zones could cater for a range of activities such as quiet spaces for reflection, through to vibrant, active, messy spaces for celebration, gatherings, and games.

In-between Zones

Those spaces in the city centre that are neither thoroughfare nor stay-and-play. Interim spaces suitable for pop-up activations but clear of permanent structures to ensure maximum flexibility.

A combination of these three zones should be applied across the HBCC, adapted to suit the physical landscape, the surrounding uses and suitable application for that space. Once established, the zones can be used to inform placement of activations, retail tenants, and to improve wayfinding and navigational signage.

The ideas below provide examples of the types of activity and the zones where these might take place across the City Centre.

ACTIVITY

	USERS				ZONES		
	Workers	Community	Youth	Visitors	Thoroughfare	Stay-and-Play	In-between
Pop up food festivals trucks and entertainment/	●	●	●	●		●	●
Live music	●	●		●		●	●
Seating and meeting places	●	●		●		●	●
On street dining	●	●		●	●	●	●
Pop up library	●		●			●	●
Self-guided place story trails		●		●	●	●	●
Outdoor learning space		●	●			●	●
Public art and creativity	●	●	●	●	●	●	●
Playgroups/mothers groups		●	●		●		
Parkrun		●				●	
Cycling	●	●	●	●	●		
Yoga /Tai Chi in the park	●	●				●	
Free picnic and lunch locations	●	●	●	●		●	
Walking paths	●	●	●	●	●	●	●
Green space	●	●	●	●		●	●
Parklets	●	●	●	●	●		●
Public art play permanent installations	●	●	●	●	●	●	●
Boules	●	●	●	●		●	
Tiny tots' sports classes			●			●	
Boot camps	●	●				●	
Twilight markets	●	●	●		●	●	●
Pop up sports live site	●	●		●		●	●
Music/theatre on the green	●	●	●	●		●	
Pop up tenancies	●	●		●	●		●
Silent disco		●				●	
Colour run		●	●			●	
Birthday parties		●	●				
Picnics	●	●	●	●		●	●
Public work space	●						●
Mural wall	●	●	●	●	●	●	●
Outdoor movies		●	●	●		●	
Christmas tree		●	●			●	
Children's activities e.g. Teddy Bear's Picnic	●	●	●	●		●	
Light installation festival	●	●	●	●	●	●	●
Drive through art festival	●	●		●	●		
Music festival		●	●	●		●	
Temporary art installations	●	●	●	●	●	●	●
Casual dining experience	●	●		●	●	●	●
Green spaces and nature pockets	●	●	●	●		●	●
E-ride bank	●	●		●	●	●	●
Public wi-fi	●	●		●	●	●	●
End of trip facilities	●	●					●
Exercise/active recreation areas	●	●	●	●		●	●
Reflection spaces	●	●		●		●	●
Art exhibitions/events	●	●	●	●		●	

IMPLEMENTATION ROAD MAP

Steps to achieving the vision

ONE

Understand what is already happening in the City Centre. Develop an activity map or event guide to show activity zones and existing activations that can be seen online.

TWO

Create a social media strategy and toolkit. Create a strategy and simple promotional assets to start engaging consistently through social media channels...and start posting.

THREE

Engage the community. Invite workers, locals and visitors to sign up for event notifications, or to join and the social media community.

FOUR

Identify and target precinct partners. Consider which partners can support or bring smaller programmed activities for mid-week into the precinct.

FIVE

Develop a 12month plan. Create a calendar of events, activations and partnerships that will engage user groups duuring peak and off-peak times throughout the day and the week to encourage a more consistent usage pattern.

SEVEN

Ad hoc and formal evaluation of individual activations and overall program to understand, appreciate and learn from as the program evolves. Use learnings to refine approach and provide ongoing improvement.

SIX

Establish a network of promoters and leaders to promote activation and opportunities for the City Centre.



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