1.2.1 Local Strategies for the Urban Locality

1.2.1.1 Overview

Growth in the Urban Locality will be generally compact and efficient whilst providing for a range of housing choices. The Priority Infrastructure Plan and the zoning for the Urban Locality includes adequate land to accommodate the projected growth in the locality while also achieving an efficient use of urban services.

1.2.1.2 Residential Development

In the context of rapid growth, changing lifestyles and an ageing population, the challenge for the City is to provide an efficient supply of residential land and housing that can –

- provide a range of housing choices to meet diverse needs of the community and the tourists visiting the area;
- support the broad social mix of the City; and
- encourage affordable housing through the retention of retirement villages and other housing alternatives, particularly for the elderly.

To achieve this, the Urban Locality provides a range of opportunities from high density, multi-storey units, to rural residential. This strategy focuses on five key elements –

1. Tourist and higher density residential development in key nodes both in the City and along The Esplanade.
2. Medium density residential development (including retirement villages) in key locations close to services and infrastructure.
3. Low density residential neighbourhoods.
4. Rural residential/lifestyle development.
5. Emerging community areas.

Expansion in the areas between Grinstead Road and Anson's Road and the areas north of the Ghost Hill Ridge line to Doolong Road will be dependent upon the provision of municipal sewerage.

1.2.1.3 Business Development

Hervey Bay is experiencing increasing pressure for retail and commercial development within the City. This pressure has meant that the retail and commercial areas of the City have increased, with development varying significantly within these areas. One of the key challenges and one in which the Planning Scheme is endeavouring to achieve, is to contain commercial and retail development within key areas of the City and to encourage the revitalisation of these areas, in particular Pialba.

As such, the defined business centres within the City contain adequate land to accommodate the expected business and retail needs of the City beyond the planning period. The retail and commercial strategy for the City focuses on the following key areas –

- Pialba;
- Boat Harbour Drive;
- Tourist nodes of Scarness, Torquay, Urangan and the Boat Harbour;
- Neighbourhood/cluster shopping; and
- Local shops.

The redevelopment of the older business areas such as Pialba, is encouraged through car parking and building control incentives.

1.2.1.4 Industrial Development

The development strategy for the City provides for industrial development in a number of key locations and focuses the development of industrial uses within the established and/or zoned industrial areas in the City.

General Industry is located at Urangan (Pulgul Creek and Ellengowan Street) and the Lower Mountain Road/Burrum Heads Road area. Light/Service industry is located at Elizabeth Street and in the Islander Road area. No further expansion of these areas is envisaged within the planning period. The protection of industrial activities from incompatible development (namely residential) is to be achieved and unrelated commercial uses are not supported in any industrial zone.

The overall guiding principles of the industrial strategy are as follows:

- to encourage industrial and related employment growth and the development of a wider industry base;
- minimise the conflict between industrial and residential development, particularly, traffic, noise, odour and other amenity impacts;
- to improve the environmental performance of industry and to minimise impacts on the environmental values of the City.

1.2.1.5 Environmental Strategy

The natural environment and assets of the City have historically been one of the major reasons for the development and growth of the City. The natural environment is expected to continue to be the major attraction for new residents and tourists. The waters of the bay, the beaches, the Great Sandy Strait and the islands are included in a number of State, national and international agreements and designations and are subject to a range of legislation beyond the *Integrated Planning Act 1997*. The primary goal of the Planning Scheme is to facilitate the projected growth for the City while minimising the impacts of development on the natural environment.

The environmental strategy for the City focuses on –

- retaining and protecting the scenic and environmental values of the Great Sandy Strait including the beaches, the bay, the foreshores and the islands;
- conserving the foreshore area and providing opportunities for passive recreation within this area;
- protecting the biodiversity values of the City – including the significant stands and important remnants of vegetation community types and areas providing benefits for flora and fauna;
- providing a semi-rural and open space buffer to the City;
- providing areas for recreational activities, both active and passive; and
- protecting corridors and wildlife movement areas.

Based on this strategy, the Planning Scheme includes conservation areas, open space areas and a natural areas overlay which identifies and protects the key environmental values of the City.