2. DESIRED ENVIRONMENTAL OUTCOMES & STRATEGIES

The Desired Environmental Outcomes (DEOs) are based on ecological sustainability established by the IPA and are the basis for the measures of the Planning Scheme.

Each DEO is sought to be achieved to the extent practicable, having regard to each of the other DEOs.

To support the DEOs, key planning measures have been prepared. These provide an overview of the broad measures to be adopted and implemented to achieve the DEOs.

There are six (6) DEOs for the City, these are outlined below.

2.1 DEO 1 – Economic Development

Hervey Bay will continue to develop, reinforcing its role as a regional centre in the Wide Bay Region. The City will provide a wide range of activities to service community needs and provide opportunities for employment and economic development to support the rural, resource and tourism sectors. In so doing, development will contribute to the maintenance and strengthening of a strong and productive economy.

Strategies for achieving DEO 1 – Economic Development include –

a) diversification of the primary and secondary industry sectors;
b) protection and fostering of local employment and skills development areas;
c) diversification of tourism products on the basis of Hervey Bay's unique location, the sustainable use of the natural and historic and rural-based attributes, and the provision of a range of services and facilities which meet the needs of visitors to the region;
d) reinforcing the retail and commercial hierarchy for the City;
e) maintenance and consolidation of the existing settlement hierarchy; and
f) protection of extractive and mineral resources, Good Quality Agricultural Land, and other identified resources and to facilitate their sustainable use or winning.

2.1.1 Key Planning Measures

Business and Industrial Development

a) Existing commercial/retail and industrial centres are consolidated to optimise infrastructure and services efficiencies.
b) Commercial/retail and industrial centres are developed in accordance with a hierarchy of Centres that –

   i. enhance Hervey Bay's role as the principal regional service centre for the Wide Bay area.
   ii. best caters for the retail, commercial and community service needs of the existing and future population; and
   iii. facilitates Pialba as the future regional retail and commercial centre of

Hervey Bay.

iv. ensures the expansion of existing neighbourhood centres to serve local catchments rather than the establishment of new centres.

v. ensures the viability of existing Centres.

c) Unplanned, new centres and industrial estates outside of the commercial and industrial zone areas are discouraged.

d) Business and industrial zones enable compatible businesses to be established with minimal regulation.

e) Business and industrial areas are able to develop and expand without intrusion from incompatible land uses.

f) Innovative developments in information technology, research and development, education and other sectors are established within the City centre.

Residential and Rural Development

a) The establishment of a variety of accommodation types will be favoured on the Esplanade close to the supporting commercial nodes, the townships of Burrum Heads and Toogoom and the Boat Harbour.

b) Residential and Rural zones provide for the establishment of appropriate home-based businesses.

c) Home-based businesses are encouraged, subject to performance limits.

Tourist Development

a) Key tourist attractions, accommodation and entertainment areas are identified. Tourism development and activities are encouraged to concentrate in identified nodes and near major tourist attractions.

b) Tourism and associated residential, recreation, transport and entertainment facilities are accommodated and encouraged to expand in appropriate locations.

c) The visual quality and valuable features of Hervey Bay, on which the tourism industry is based, are protected and enhanced.

d) Areas of particular visual prominence and valuable features for tourism and recreation potential are identified and protected.

e) Inland tourist accommodation development that provides an alternative to the usual “seaside” accommodation will be encouraged in appropriate locations and where there is a demonstrated need consistent with this DEO, including a particular attraction of significance to the City and/or major entry point.