As Hervey Bay’s CBD, the continual growth and improvement of Pialba is critical to the prosperity and sustainability of the City. This document presents a set of strategies to guide the growth and improvement of the CBD over the next 15-20 years.

If you’d like to provide feedback on the master plan document, or obtain further information, please contact Council.

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**Note:**
A number of indicative views are included in this document. They are composite images intended to illustrate preferred outcomes. A number of photos are also included to illustrate the character of places and development envisioned.
The Fraser Coast Planning Scheme was adopted on 28 January, 2014. Within the Scheme, Pialba was identified as a Principal Activity Centre (PAC).

A Local Plan was developed in order to guide development in this locality to promote a sense of CBD and to support business, retail and other related uses within the PAC. Fraser Coast Regional Council engaged GHD to develop an urban renewal master plan to establish a number of renewal principles and strategies for the CBD.

The Hervey Bay CBD Urban Renewal Master Plan has a 20 year vision.

The key objectives of the master plan are to:
• reinforce and elevate Pialba’s role as Hervey Bay’s CBD;
• translate the key intents of the Local Plan;
• identify key placemaking and urban renewal opportunities; and
• establish good quality urban design outcomes.

The development of the master plan has been a collaborative effort and was developed through engagement with key stakeholders and the community. It is an aspirational document – identifying desired outcomes and ambitions for the area. It is an adaptable document and will be amended and updated over the coming 20 years in response to changing economic, environmental or social conditions.

1. INTRODUCTION

The Pialba PAC 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 study area is generally defined by:-
• Charles Street and Hillyard Street to the North;
• Hillyard, Bryant, and Hunter Street to the east;
• Boat Harbour Drive to the south; and
• Liuzzi Street and Charles Street to the west.

A comprehensive analysis of the study area and context is included within the Appendices of this document.
By 2035, the Hervey Bay CBD area will be an attractive and vibrant centre for Hervey Bay that will contribute to the prosperity, liveability, and memorability of the City and the region as a whole.

The CBD will accommodate a diversity of uses and activities, set within a walkable and green urban fabric, and defined by an expansive and comfortable public realm.

With Council and community led activities extending beyond the 9-5, the CBD will be the City’s primary destination for: commercial enterprise; cultural engagement and development; creativity, education and training; social recreation; and boutique, market, and high-street style shopping.

And it will be a CBD for Hervey Bay - accessible and inclusive; casual yet sophisticated; responsive to its setting with a connection to the foreshore; and complimentary to other centres in the City.
The CBD will be...

01 Memorable & Attractive
- A centre that offers an expansive, engaging, and comfortable public realm.
- A centre that reflects the unique identity of Hervey Bay and the local sense of place.
- A centre that incorporates a range of activities to attract locals and visitors and provides experiences that are distinctive and memorable.

02 Adaptable & Sustainable
- A centre that incorporates open space and community facilities to accommodate a range of Council and community led programs and activities.
- A centre that is structured to thrive and has capacity to grow over time.
- A centre that allows for responsible growth which recognises environmental constraints and opportunities.

03 Accessible & Connected
- A centre that is accessible for people of all ages, abilities, and means, through multiple modes of public and private transport, including pedestrian and mobility scooter access.
- A centre that is safe, legible and easily navigated, for residents and visitors alike.
- A centre that is connected to key facilities and destinations within and beyond, such as the foreshore and Stockland’s shopping centre.

04 Productive & Engaging
- A centre that provides a range of quality and cost-effective tenancy options, from incubator spaces to large floor plate commercial spaces, with substantial opportunities for expansion of commercial, retail, and residential development.
- A centre that accommodates the City’s key civic, community, cultural, and education facilities, and integrates them through an engaging public realm.
- A centre that is activated beyond the usual 9am-5pm workday, with a range of Council and community led programs.

3. Development Principles

The following section presents an illustrative plan and a structure plan for the Master Plan Area.