4. MASTER PLAN

A new dining precinct (or “eat street”) will be established. This will be a high-quality, pedestrian-priority public realm that will attract people into the centre for dining and socialising. It will be located between the intersection of Torquay Road and Watson Street and will activate this vacant part of the CBD as well as concentrate activity at the northern part of Main Street.

An existing laneway off Torquay Road will also be activated as a casual dining and cafe strip to service workers and visitors in the area. The laneway will offer an alternative urban experience and a place of discovery. It will be a key pedestrian connection between Torquay Road and a potential hotel or office development on Hillyard Street.

The dining and cafe precincts will be anchored by the development of a new Council administration building accommodating the relocated centre currently located at Tavistock Street. It will be an iconic building, located on a prominent site and will accommodate numerous Council staff whose presence will further activate the area. The building will be an exemplar for architecture, placemaking, and sustainable development. If not located near the “eat street” it may be located somewhere in proximity to the cultural centre and university, or alternatively at the currently vacant site at the corner of Old Maryborough Road and Hunter Street.

The new Council administration centre will bring a significant workforce into the centre and make Council more accessible to the local community.

The expansion of the “Education Precinct” will enhance the regional human capital and will be a catalyst to economic development. The location of USQ, TAFE, Hervey Bay High and other education providers within the precinct will enhance education and employment outcomes.

A key element of a vibrant and liveable CBD is the Green Heart Precinct. Improved visual and physical accessibility to the Green Heart from Freedom Park and Cultural Centre will enhance the open space and recreational corridor. Freedom Park will pay tribute to the region’s military history and will be a focal point for telling the story of our rich history with the Pialba Memorial Hall and Pialba Railway Station, playing a key role in this historic precinct.

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A mix of commercial and retail tenancies will be encouraged throughout the study area, from market and incubator spaces through to prime office space. High quality amenities and ease of access will appeal to employers and employees and a wide range of services will ensure they spend more time in the CBD. The anchor role of Pialba Place and the RSL Club are recognised and Council will engage with these facilities to explore opportunities for improved access and integration of the facilities with the emerging urban structure.

The land between Peters Lane and Hillyard Street will be investigated as a possible site for either luxury hotel development or prime large floorplate office space. Such development would capitalise on the views offered from the location and would introduce further activity as well as accommodation or commercial tenancy options currently unavailable in the CBD area. Lots west of Charles Street will be investigated as possible sites for large floorplate office development mixed-use residential, tourism, or retirement accommodation. Development between Main Street and Hunter Street, south of Old Maryborough Road will be developed as higher density mixed use (commercial/retail/residential) development, offering a range of accommodation options.

Green space connectivity will be enhanced with greening of Main Street, Torquay Road and improved greening and extension of the mobility corridor, as well as establishment of new green space at the intersection of Old Maryborough Road and Main Street, and the naturalisation of Tooan Tooan Creek. The integrity and structure of the expansive open space west of Main Street will be enhanced with the preparation of an open space plan which will identify new amenities and passive recreation spaces, as well as WSUD initiatives in relation to the water bodies existing. This area will form the “green heart” for the CBD.
The mobility corridor is a valuable and unique resource for the CBD and is a defining quality of the City's character. The corridor will be expanded to realise connections to the foreshore and to complete missing links. This would include investigating a future connection through Pialba Place.

Future development in proximity to the corridor will be required to provide casual surveillance of the corridor. A safety audit of the mobility corridor will be undertaken to identify any required improvements to ensure adequate levels of pedestrian safety.

Opportunities for increased use of the corridor for active and alternative transport (such as cycle taxis) will be explored. Opportunities for activating tenancies along the mobility corridor would be encouraged (such as beer gardens and cafe spaces at the rear of Main Street tenancies). Opportunities for activating public open space adjoining the corridor would also be explored.

Council will work with community groups to establish a number of after hours activities and temporary activities (such as twilight cinemas) and special events (such as festivals), which will contribute to the activation of the CBD.

Council will engage with University of Southern Queensland and TAFE to explore opportunities to maintain open campuses that form part of the extended public realm.

The mobility corridor connection between the CBD and Stockland Shopping Centre will be enhanced to ensure a strong physical connection between the centres. Additional cross-block links from Hunter and Main Streets will be investigated to improve access to the corridor.

An urban art program will be developed to provide installations along the mobility corridor and at key civic spaces. The program will contribute to the memorability and sense of identity for the CBD.

A streetscape improvement program will be undertaken with particular emphasis on improvements along Main Street, Torquay Road, and the proposed "eat street" and laneway. The streetscape improvements will elevate the quality of the streetscapes to a level expected of a sophisticated CBD, will enhance the character and sense of place for the CBD, and will enhance pedestrian comfort and amenity.

Street tree planting along the main streets and within off-street at-grade parking will be encouraged to improve the quality of those spaces and to reduce heat-island effects.

Main Street and Torquay Road will be improved to provide a comfortable and engaging "High Street" feel for the CBD. Measures will be taken to encourage traffic down Hunter Street and Taylor Street (east of the CBD), which, combined with proposed parking structures, will relieve some traffic stress on Main Street.

Parking is an important factor in making the CBD accessible (for both long and short term stays). Existing on-street parking will be retained where possible to ensure short term access to shops and offices.

Two multi-level parking structures will be located to provide convenient short and long term parking. Care will be taken in the design of these structures to ensure they make a positive contribution to the visual environment.

Wayfinding elements, such as gateway markers and street tree differentiation, will be included to enhance spatial hierarchy and improve legibility of the centre. Key civic spaces will be created in proximity to the Council administration centre, the bus transit centre, and the community centre.

Gateway elements will be added at key intersections to mark arrival into the CBD core.

A bus transit centre will be created within the CBD (potential sites shown). This will facilitate direct access to the CBD for non-local visitors including tourists. It will be located in proximity to the mobility corridor to encourage visitors to explore the CBD.

The existing skate park will be relocated to improve casual surveillance and to capitalise on the activity associated with it.

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Commercial providers and operators will be encouraged to provide free wi-fi within the CBD area.
The illustration below represents a potential realisation of the key master plan interventions. Buildings are hypothetical, and any such development would require further development application approval.
The land between Peters Lane and Hillyard Street will be investigated as a possible site for either luxury hotel development or prime large floorplate office space. Restaurants and dining offerings will be encouraged at ground level to activate Hillyard Street.

Lots west of Charles Street will be investigated as possible sites for large floorplate commercial uses, mixed-use residential, tourism, or retirement accommodation.

An existing laneway off Torquay Road will be activated as a casual dining and cafe strip to service workers and visitors in the area. The laneway will offer an alternative urban experience and a place of discovery.

The existing laneway will be activated and upgraded to include after hours activity and a variety of cafes and dining options (including food carts) to ensure memorability and opportunities for discovery.

The laneway will be an important connection between the potential future hotel or prime office development and Torquay Road.
A new dining precinct (or “eat street”) will be established. It will be located between the extension of Torquay Road and Watson Street and will activate this vacant part of the CBD as well as concentrate activity at the northern part of Main Street.

The dining and cafe precincts will be anchored by the development of a new Council administration building accommodating the relocated centre currently located at Tavistock Street and expansion of the Education Precinct. It will be an iconic building and an exemplar for architecture, placemaking, and sustainable development. It will include high quality civic space for public enjoyment and congregation.

The mobility corridor will be extended through the “eat street”, adjacent Freedom Park, and down to the esplanade, providing pedestrian access to the foreshore.

A gateway element will be incorporated into Main Street to reinforce the transition into/from the CBD area and assist with legibility.

A key element of a vibrant and liveable CBD is the Green Heart Precinct. Improved visual and physical accessibility to the Green Heart from Freedom Park and Cultural Centre will enhance the open space and recreational corridor. Freedom Park will pay tribute to the region’s military history and will be a focal point.

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The integrity and structure of the expansive open space west of Main Street will be enhanced with the preparation of an open space plan which will identify new amenities and passive recreation spaces, as well as WSUD initiatives in relation to the water bodies existing. This area will form the “green heart” for the CBD.

The mobility corridor and associated “green heart” will be celebrated as a unique open space asset and circulation network for Pialba. It will be improved to include:

- opportunities for Council and community led activations such as festivals, to improve vibrancy and attract people to the CBD, and to ensure a diverse economy
- activation of rear of tenancies fronting Main Street as a means of improving viability of these tenancies and activating the corridor
- potential for cycle taxis, particularly between the bus transit centre and accommodation

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The expansion of the “Education Precinct” will enhance the regional human capital and will be a catalyst to economic development. The location of USQ, TAFE, Hervey Bay High and other education providers within the precinct will enhance educational pathways, and improve student outcomes.

Council will engage with University of Southern Queensland and TAFE to explore opportunities to maintain open campuses that form part of the extended public realm.

Opportunities for activating public open space adjoining the corridor would also be explored.

The mobility corridor connection between the CBD and Stockland Shopping Centre will be enhanced to ensure a strong physical connection between the centres. Additional cross block links from Hunter and Main Streets will be investigated to improve access to the corridor.

The future bus transit centre will be designed to be an inviting and safe public space. If in this location the bus centre will be co-located with a multi-level parking structure. Care will be taken in the design of these structures to ensure they make a positive contribution to the visual environment.

This area has been identified as an alternative location for the relocation of Council’s administration centre.
Main Street and Torquay Road will be improved to provide a comfortable and engaging “High Street” feel for the CBD with a different retail offering to Stockland Centre. Improvements to Main Street to include:

- a potential pedestrian connection through Pialba Place to improve pedestrian connectivity
- activated frontages and minimal front setbacks, including for Pialba Place facade, to improve sense of activation and vibrancy
- additional street tree planting, landscaped buildouts, to improve amenity, safety, and environmental outcomes
- pavement and furniture improvements to promote sense of identity and quality of the public realm

Similar improvements to be made to Torquay Road.

The anchor role of Pialba Place and the RSL Club are recognised and Council will engage with these facilities to explore opportunities for improved access and integration of the facilities with the emerging urban structure.

A dedicated lateral connection of the mobility corridor will connect an existing missing link along Old Maryborough Road.
Development between Main Street and Hunter Street, south of Old Maryborough Road will be developed as higher density mixed use (commercial/retail/residential) development, offering a range of accommodation options.

The mobility corridor and associated open space to serve as mediation space between Education City and adjoining CBD areas. It is expected that existing tenancies and new developments will service and support the Education Precinct population (such as with student accommodation options).

Opportunities for activating tenancies along the mobility corridor would be encouraged (such as beer gardens and cafe spaces at the rear of Main Street tenancies).

A gateway element will be incorporated into Main Street to reinforce the transition into/from the CBD area and assist with legibility.

The future bus transit centre, if located in this position, will be designed to be an inviting and safe public space.

The currently vacant land at the corner of Old Maryborough Road and Hunter Street has been identified as an alternative location for the relocation of Council’s administration centre.