
**FRASER COAST REGIONAL COUNCIL
ORDINARY MEETING NO. 3/25**

WEDNESDAY, 26 MARCH 2025

SUBJECT:	FINALISATION OF THE HERVEY BAY ESPLANADE MASTERPLANNING PROCESS
DIRECTORATE:	STRATEGY, COMMUNITY & DEVELOPMENT
RESPONSIBLE OFFICER:	DIRECTOR STRATEGY, COMMUNITY & DEVELOPMENT, Gerard Carlyon
AUTHOR:	DIRECTOR STRATEGY, COMMUNITY & DEVELOPMENT, Gerard Carlyon
LINK TO CORPORATE PLAN:	Connected, Inclusive Communities and Spaces. Shape the region's natural and built environment to enhance the liveability of our communities and regional lifestyle.

1. PURPOSE

To seek Council endorsement of both the high level design intents for future Hervey Bay Esplanade enhancements as well as an initial list of high priority projects which will be used as the initial slate of projects for prioritisation by Council's design and construction teams who will commence implementing the Masterplan outcomes in the 2025-26 budget year.

2. EXECUTIVE SUMMARY

The current Hervey Bay Esplanade Master planning project has been a prolonged project of multiple stages which has been undertaken across several Council terms.

The project commenced with the Council's first Deliberative Democracy Project in 2019 which gathered residents from across the Fraser Coast to help chart a 20-year vision for the enhancement, development and protection of the Hervey Bay Esplanade.

Following on from the Deliberative Democracy Project a detailed Masterplan was prepared across the 2021-2022 years which was presented to Council in December 2022. Council received and noted that report and determined to undertake further detailed planning as a first step on the Point Vernon portion of the Esplanade.

The Point Vernon additional concept and design project was undertaken across the 2023-2024 years and presented to Council via a series of briefings and workshops.

It is now proposed to finalise the Master planning process, acknowledge the overall Masterplan and Point Vernon concepts and publish those on Council's website.

It is also proposed to use the combined work from the Deliberative Democracy, overall master planning and Point Vernon specific work and endorse a high level list of guiding intents for future Esplanade projects along with an initial list of priority actions and projects which will be taken forward by the Council into design and delivery from the 2025-26 budget onwards.

3. OFFICER'S RECOMMENDATION

That Council:

1. Receive and note and determine to publish the Hervey Bay Esplanade Preliminary Concept (Attachment 1) and Hervey Bay Esplanade Point Vernon Preliminary Concept (Attachment 2) on Council's website as guiding documents which will be considered in future project planning for Esplanade enhancement projects.
2. Endorse the Esplanade Enhancement Design Principles & Intent (Attachment 3).
3. Endorse the initial list of Priority Hervey Bay Esplanade Enhancement Projects (Attachment 4) which will form the basis of projects to commence design and delivery in 25-26 year.

4. BACKGROUND & PREVIOUS COUNCIL CONSIDERATION

The Fraser Coast Regional Council adopted the Hervey Bay Esplanade Tourist Precinct Master Plan on October 21, 2015. This plan focused on the development of four key precincts: Pialba, Scarness, Torquay, and Urangan. Over subsequent years the plan was largely implemented with a range of improvement projects, for example the Seafront Oval revitalisation project undertaken and similar projects across the tourist nodes implemented.

Following the completion of that Masterplan, in 2019 Council embarked on a new era of master planning with its first large scale deliberative democracy project.

Deliberative Democracy Project

In 2019, the Fraser Coast Regional Council initiated a deliberative democracy process to shape a 20-year vision for the Hervey Bay Esplanade. This approach aimed to gather comprehensive community input to guide future planning and development.

Community Engagement Process for the Deliberative Democracy Project included:

Wide Community Engagement: The initial phase involved collecting diverse perspectives through online surveys, targeted group discussions, and drop-in sessions along the Esplanade. This broad engagement ensured that a wide array of community voices was heard.

Community Panel: Following the broader engagement, a randomly selected panel of nearly 40 community members convened for six full-day sessions over two months. This panel invested over 2,000 hours in deliberation, weighing various aspects of the Esplanade's future to develop informed recommendations.

Key Outcomes:

The community panel's efforts culminated in a report presented to the Council in June 2019. The insights and recommendations from this report have been instrumental in informing the Hervey Bay Esplanade Preliminary Concept, which outlines a 20-year vision for the area. The Preliminary Concept builds upon the themes, values, and priorities identified during the deliberative democracy process, guiding future developments to manage growth while preserving the Esplanade's unique character.

2022 Hervey Bay Esplanade Preliminary Concept

The 2022 Esplanade Masterplan provides a range of concept ideas and specific projects across the key Esplanade areas of Urangan, Torquay, Scarness, Pialba and Point Vernon.

The masterplan addressed key issues such as traffic, parking, pedestrian and active transport movements as well as the protection of the natural environment and biodiversity concerns. Council's Engagement Hub was used to undertake consultation on the overall masterplan.

Council did not adopt that masterplan in full but did endorse a further level of detailed work to be undertaken specifically focussing on the Point Vernon end of the Esplanade. Some of the concepts articulated in the overall plan, for example wider footpath and bike lanes, could be more easily trialled in the Point Vernon stretch of Esplanade due to the fact that it is much less built up and has in general a much wider interface from the private property boundaries to the beachfront.

2024 Hervey Bay Esplanade Point Vernon Preliminary Concept

At the Fraser Coast Regional Council Ordinary Meeting No 10/22 in December 2022, Council voted unanimously in Ord 11.3.6 to note the draft Hervey Bay Esplanade Preliminary Concept Version G as a guiding document for future detailed design and to undertake a more detailed concept design for the Point Vernon section of the Esplanade. The Hervey Bay Esplanade Point Vernon Preliminary Concept was subsequently developed, with feedback about this document received from Councillors at workshops and briefings used to inform the initial list of Priority Hervey Bay Esplanade Enhancement Projects included in Attachment 4.

5. PROPOSAL

It is proposed that Council note the Hervey Bay Esplanade Point Vernon Preliminary Concept as a guiding document for future detailed design as it did with the Hervey Bay Esplanade Preliminary Concept and publish both documents as finalised documents on Council's website as per Attachments 1 and 2.

It is further proposed that Council endorse the Esplanade Enhancement Design Principles & Intent as per Attachment 3; and

That Council endorse the initial list of Priority Hervey Bay Esplanade Enhancement Projects for implementation which will be used to guide the work program of Council's design and construction teams who will commence design and delivery of Esplanade enhancement projects in the 2025-26 year.

6. FINANCIAL & RESOURCE IMPLICATIONS

Delivery of the Esplanade Master planning works will be a 10 year plus initiative and budgets will fluctuate from year to year depending upon Council budget prioritisation in any year.

For the 2025-26 year it is proposed to include a substantial amount to commence design of priority projects such as widening of footpath sections and priority crossings.

Additional projects such as the design and construction of a coastal protection structure to protect the Wetside Waterpark facility sits within Council's 10-year capital budget and following large scale design work in the 2025-26-year additional projects will be loaded for Council's consideration in future years.

7. POLICY & LEGAL IMPLICATIONS

A Council wide project such as the Hervey Bay Esplanade Master Planning project touches many aspects of Council's policy responsibilities with aspects such as procurement as well as Council's Planning Scheme, Foreshore Management Plan and Park Strategy being key considerations. A range of external regulatory matters, for example State and National environmental legislation are also relevant and individual projects will be scoped, designed and delivered in accordance with all appropriate policy and legal requirements.

8. RISK IMPLICATIONS

The Hervey Bay Esplanade Masterplan project has been ongoing since 2019. During that time current infrastructure has deteriorated in places and there is a significant reputational risk if the master planning portion of the project is not concluded so that the project can move into the delivery stage.

It is proposed to quickly move into design and delivery of priority projects following Council's consideration of this report.

9. CRITICAL DATES & IMPLEMENTATION

Funding for design and delivery will be considered in the 2025-26 capital and operational budgets, and it would be ideal to finalise the master planning process, high level design intents and key initial priority projects so Council can commence delivery in the 2025-26 year.

10. CONSULTATION

The project has been delivered over multiple stages with significant community engagement and consultation. The initial deliberative democracy project which set the foundations for the later design work was proceeded by large scale community consultation and the deliberative democracy project itself involved over 2000 hours of direct community involvement.

Council, across three (3) terms has been engaged by workshops, briefing sessions and bus tours of subject sites; bus tours and sites visits have also been undertaken with Council officers and others such as traditional owners and members of the Deliberative Democracy panel and Council's Engagement Hub has been used to make the community aware of the project at various stages.

11. CONCLUSION

The Hervey Bay Esplanade Master Planning Project has been a substantial Council project involving multiple stages, reports to Council, community engagements and design iterations.

It is timely now to finalise the master planning work and move towards implementation of priority projects which will commence in the 2025-26 financial year.

12. ATTACHMENTS

1. Hervey Bay Esplanade Preliminary Concept #5171334 [↓](#)
2. Hervey Bay Esplanade Point Vernon Preliminary Concept #5171352 [↓](#)
3. Esplanade Enhancement Design Principles & Intent #5164773 [↓](#)
4. Priority Hervey Bay Esplanade Enhancement Projects #5158498 [↓](#)



HERVEY BAY ESPLANADE PRELIMINARY CONCEPT

VERSION [G]
MARCH 2022

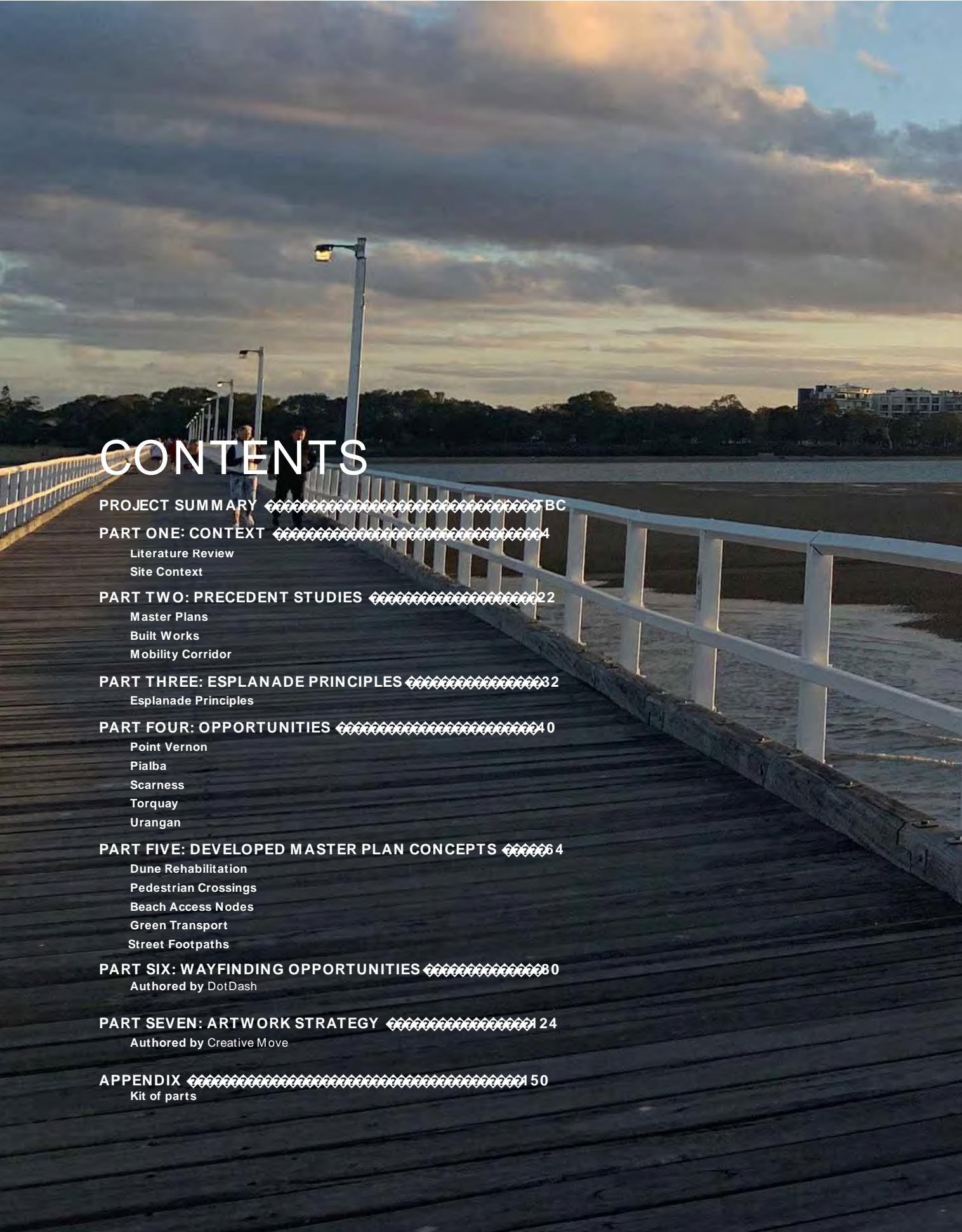


DOCUMENT REGISTER

Project	Hervey Bay Esplanade Master Plan
Report Title	Hervey Bay Esplanade Master Plan_ Preliminary Concept
Version	[G]
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Prepared for	Fraser Coast Regional Council
Author	Lat27

Version	Date	Approved by	Details
A	22/07/2021	NW	DRAFT
B	20/08/2021	NW	FUNCTIONAL BRIEF
C	27/09/2021	NW/JI	DRAFT MASTER PLAN
D	14/10/2021	NW/JI	REVISION
E	02/11/2021	NW/JI	REVISION
F	03/02/2022	NW/JI	REVISION
G	02/03/2022	JI	REVISION

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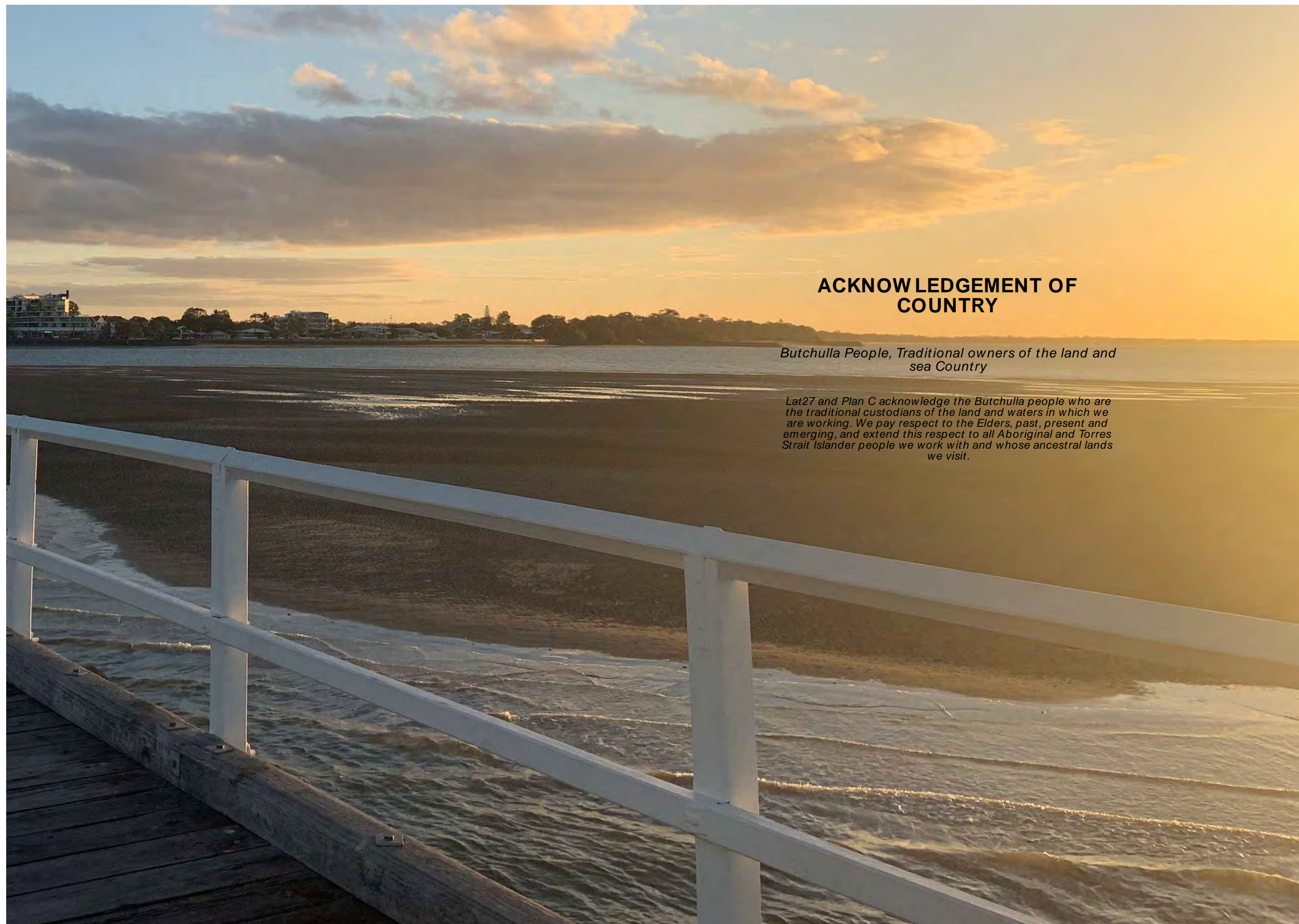
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 Authored by Creative Move

APPENDIX 150

 Kit of parts



ACKNOWLEDGEMENT OF COUNTRY

Butchulla People, Traditional owners of the land and sea Country

Lat27 and Plan C acknowledge the Butchulla people who are the traditional custodians of the land and waters in which we are working. We pay respect to the Elders, past, present and emerging, and extend this respect to all Aboriginal and Torres Strait Islander people we work with and whose ancestral lands we visit.

PART ONE

CONTEXT





LITERATURE REVIEW



DRAFT OPEN SPACE STRATEGY (2020 - present)

PURPOSE / GOALS

Aims to translate the community's value and vision for open space into a guiding document that will lead Council's planning, management, future works program and resourcing for open space to meet growth expectations.

Three key inputs will be used in the development strategy:

- Open Space planning framework
- Community needs analysis
- Open space assessment

KEY FINDINGS / SUMMARY

Community engagement for Phase 1 has now concluded. Council is currently reviewing and considering the community's feedback in preparing a draft strategy



SUSTAINABLE GROWTH STRATEGY (2011- 2031)

PURPOSE / GOALS

The Sustainable Growth Strategy was commissioned to assist and inform in the development of a new planning scheme for the entire local government area.

The strategy considers the interests of the State of Queensland as expressed in the Draft Wide Bay Burnett Regional Plan (October 2010) as well as the Consolidated Planning Report, and consultation with Councillors, the community and stakeholder groups towards creating a vision for the Fraser Coast to 2031.

KEY FINDINGS / SUMMARY

In 2031, the Fraser Coast will be a united, well-planned and resilient region of vibrant and diverse places and spaces, connected by:

- A Strong and friendly community spirit - built on shared goals and values, and a relaxed and peaceful lifestyle.
- An underlying respect for the unique natural environment, landscape and biodiversity
- Facilities and services which make the community self-sufficient; and
- A robust and diverse economy which provides prosperity for all residents



DEMOGRAPHIC + ECONOMIC TREND ANALYSIS (2020)

PURPOSE / GOALS

This analysis is the first step in shaping the revision to the Fraser Coast Planning Scheme and Local Government Infrastructure Plan (LGIP). It considers demographic, housing and industry trends using data analysis and stakeholder insights to form a baseline. Using this information, the report identifies possible future scenarios for the region to assist FCRC in the planning scheme review process.

KEY FINDINGS / SUMMARY

Throughout this report a number of consideration for the planning scheme review have been identified:

- Guiding the development of vacant land to support population growth and efficient expansion of infrastructure network
- Supporting delivery of desirable housing product
- Preserving + enhancing natural assets
- Ensuring there is 'fit for purpose' land to support the growth of industry
- Ensuring the development assessment process delivers development confidence



COASTAL FUTURES STRATEGY (2018 - present)

PURPOSE / GOALS

The Coastal Futures Strategy is a roadmap to guide our immediate, medium and long-term planning for the impacts of our changing coastline.

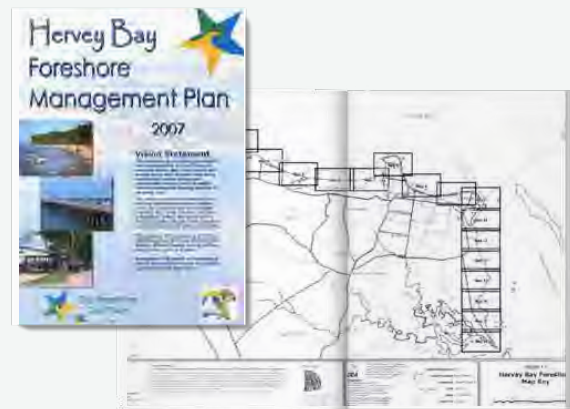
The strategy includes both regional actions that will benefit our entire coastline as well as adaptation pathways for our coastal communities, demonstrating our commitment to short term action and a flexible approach to longer term planning.

KEY FINDINGS / SUMMARY

Coastal hazard risks are primarily related to erosion and sea level rise with impacts to vegetated foreshore areas, buildings, and infrastructure.

Long term, the number of properties affected by coastal hazards will increase. Coastal erosion and sea level rise are anticipated to result in a significant number of properties being exposed to high to extreme risk by 2100.

Future erosion risks to land-based assets are reduced if a suitable and maintained seawall is included along the coastline between Scarness to Urangan.



HERVEY BAY FORESHORE MANAGEMENT PLAN (2007)

PURPOSE / GOALS

The foreshore is the prime recreational, environmental and tourism feature of mainland Hervey Bay. It is a unique and mostly intact strip of nature that binds together the various villages and communities located along its length, thereby forming the 'linking' element of the whole city.

Management will provide an increasingly diverse but sustainable range of recreation opportunities and experiences.

KEY FINDINGS / SUMMARY

Proposed actions were identified for all local areas. Management needs that extend across more than one local area are as listed:

- Traffic, parking, circulation and amenity along the Esplanade between Pialba and Urangan
- Community awareness and involvement
- Policing and enforcement of local laws
- Water theme park
- Activities in intertidal areas
- Venues for large events, and
- Regional Coastal Management plan



HERVEY BAY ESPLANADE TOURIST PRECINCT MASTER PLAN (2015)

PURPOSE / GOALS

A Master plan for the four high profile Esplanade Precincts - Pialba, Scarness, Torquay and Urangan; considers the future 'look' and 'feel' of each precinct, and achieves this through: Identifying place making and revitalisation opportunities, seeking to maximise the level of activation and excitement, celebrating the wonderful features that already exist, presenting and agreed framework to guide decisions and future investment and being visionary.

KEY FINDINGS / SUMMARY

7 key strategies with supporting approaches/objectives have informed the master planning approach for all precincts:

- Precinct identity and theming
- Physical improvements
- Accessibility and parking
- Connectivity
- Environment and setting
- Activation and events
- Vegetation management



HERVEY BAY CITY CENTRE MASTER PLAN 2021-2041 (2021-2041)

PURPOSE / GOALS

The previous Hervey Plan CBD Urban Renewal Masterplan adopted in 2014, has been superseded by the new City Centre Master Plan in 2021. The plan focuses on Pialba Esplanade and Main Street Precinct with the vision to create a regional destination for investment, business and vibrant community life. This document presents a set of strategies to guide the growth and improvement of the City Centre till 2041.

KEY FINDINGS / SUMMARY

The plan aims to deliver an attractive, accessible and inclusive City Centre through a focus on 5 strategic areas and identified priority projects:

- Growth and economic development,
- Public realm and placemaking,
- City Centre buildings,
- Access and movement,
- Arts and culture.



ACTIVE TRAVEL STRATEGY (2020)

PURPOSE / GOALS

By 2031, the Fraser Coast is expected to be home to 133,000 residents. As the population grows, there will be an increasing demand for Active Travel (AT) facilities. Opportunities were identified for Hervey Bay to improve on-road cycling facilities as well as off-road facilities.

KEY FINDINGS / SUMMARY

- Investigations to increase the appeal of AT facilities and mode choice
- Programs to increase community AT participation rates
- Promotion of events and provision of facilities to encourage AT
- Delivery of Signature Projects to complete key connections in the AT network.
- On-going delivery of network completion works
- Investigations to identify appropriate locations for AT infrastructure that supports and enhances network
- Policy improvements to facilitate the provision of AT infrastructure in the Fraser Coast Region



FCRC PARKING STRATEGY (2019 - 2038)

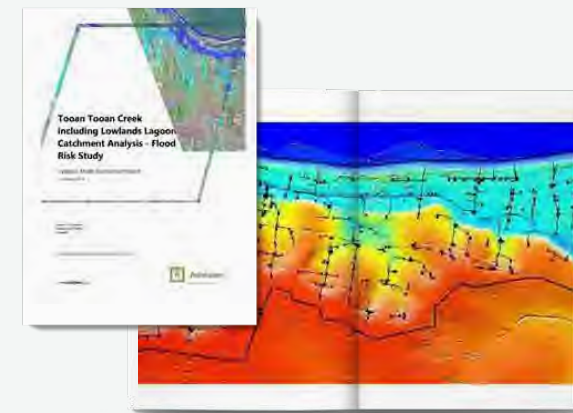
PURPOSE / GOALS

- Review the feasibility of each previously identified potential future parking site
- Finalise concept plans and cost estimates for each potential future parking site
- Document broad LGA wide strategies
- Document short, medium and long term strategies
- Present an action plan for the delivery of the strategies

KEY FINDINGS / SUMMARY

Around the foreshore areas of Scarness, Torquay and Urangan, it is recommended that Council formalises and encourages parking one street back from the Esplanade.

To maximise the utilisation in these areas, Council will need to provide additional pedestrian infrastructure, potentially install wayfinding signage, and look for opportunities to provide direct pedestrian linkages to the foreshore as sites along The Esplanade redevelop over time.



TOOAN TOOAN CREEK ANALYSIS FLOOD RISK STUDY (2018)

PURPOSE / GOALS

The overall objective for the project is to allow the identification and analysis of a variety of flood risk based components for catchment management, development planning / building, road and infrastructure design and Emergency Management purposes, including to be utilised for the purpose of determining minimum habitable floor levels and defined flood levels under the Fraser Coast Planning Scheme and relevant Building Regulation and Queensland Development codes.

KEY FINDINGS / SUMMARY

The Tooan Tooan Creek catchment is a low-lying, coastally impacted area, known to be subject to storm water flood events during high intensity or long duration rain events.

- The sub-catchments assessed were located in the upper parts of the Tooan Tooan catchment, which are generally characterised by moderate grades in the upper reaches tending to flat towards the outlet
- A storm water catchment model was developed to help guide the future development



FRASER COAST REGIONAL EVENTS STRATEGY (2014 - 2020)

PURPOSE / GOALS

Events play an important role in the cultural, social and economic development of a region. This strategy provides specific direction and guidance on how key partners will achieve this Vision and in doing so, assist to deliver key visitor economy targets for 2020. It will achieve this by planning on 'three horizons' being the short, medium and longer term.

KEY FINDINGS / SUMMARY

By 202, the Fraser Coast Region will be regarded as the events capital of regional Queensland, with a vibrant, dynamic and diverse range of year round event activities contributing to the overall resilience, well-being and sustainability of the Fraser Coast's economy, culture and community.

Strategic direction:

- Lifestyle and Experience
- Tourism and Marketing
- Economic Advantage
- Investment and Partnerships



FRASER COAST
CORPORATE PLAN

(2018 -2023)

PURPOSE / GOALS

The Corporate plan is the principle strategic planning document that sets the future direction for Council activities and guides the delivery of quality services to our community. It has been developed in consultation with Councillors, staff and the community and is comprised of the following themes:

KEY FINDINGS / SUMMARY

- Governance** - An effective organisation providing excellent service delivery through strong leadership, democratic principles and effective management of people, assets and finances
- Lifestyle** - A safe and vibrant community that promotes a preferred place to live
- Prosperity** - A strong, diversified and resilient economy that supports growth and long term employment
- Natural Environment** - Minimise our environmental impact by preserving the unique natural environment the Fraser Coast has to offer
- Built environment** - Resilient regional infrastructure that will support and cater for future growth



FRASER COAST
ECONOMIC ROAD
MAP + STAKEHOLDER
ENGAGEMENT

(Present - 2030)

PURPOSE / GOALS

The Fraser Coast Economic Roadmap is a blueprint for the region's future economy beyond 2030. Developed following extensive community consultation over five months, the Roadmap charts a course towards long-term, sustainable economic growth and future prosperity for the Fraser Coast.

KEY FINDINGS / SUMMARY

- Findings and implementation actions from the Roadmap processes are structured under four unifying pillars:
- Education and Job Readiness
 - Business Investment
 - Community Connections
 - Enabling Infrastructure



FRASER COAST
COMMUNITY PLAN

(Present - 2031)

PURPOSE / GOALS

The Community plan ties together many strategies and management plans to ensure that Council and the community are working in partnership towards long-term goals. The plan sets out:

Our governance, our Community, our economy, our environment, our movement and access, and our place and spaces.

KEY FINDINGS / SUMMARY

- Fraser Coast Community Plan 2031 is a living plan which will be at the forefront of Council's planning, policies and strategies and the community's own plans for the next 20 years. It also provides a basis for council to articulate this community's vision and priorities to levels of government as illustrated in the strategic framework:
- Fraser Coast Community Plan 2031
 - Five year Corporate Plan
 - Long term strategies + policies
 - Annual report + budget
 - Service delivery + projects



FRASER COAST ARTS &
CULTURE STRATEGY

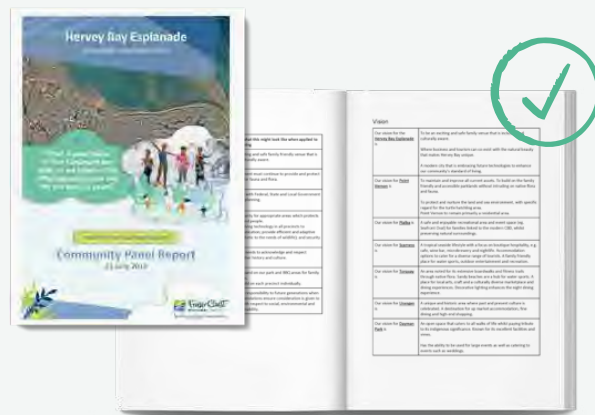
(2022-2026)

PURPOSE / GOALS

The purpose of this strategy is to provide an aspirational vision for our community and investment in arts and culture. It seeks to achieve the corporate vision of the region to 'build better communities' through providing a framework of strategic priorities, actions and projects specifically focussed on the arts, heritage and culture.

KEY FINDINGS / SUMMARY

- Six themes and strategic priority areas were developed:
- Indigenous creativity and cultures are respected and celebrated,
 - History and heritage are protected, values and enlivened,
 - Participation, learning and development in arts,
 - Arts and cultural experiences and creations activate communities,
 - Infrastructure and investment enable culture to grow,
 - Connections and partnerships promote arts.



HERVEY BAY ESPLANADE COMMUNITY CONSULTATION (2019)

COUNCIL ENDORSED RECOMMENDATIONS

* For the purposes of the Master Plan, the 'Hervey Bay Esplanade Community Panel Report Organisational Response Spreadsheet' has been summarised. Please refer original report for full response.

PURPOSE / GOALS

A diverse group of 36 people from the Fraser Coast Region have gathered information via visual inspection of the Esplanade area, listening to key speakers, community surveys, online collaboration and extensive panel discussion. Through these investigations the group have developed visions, principles and recommendations for the future of the Esplanade.

CREATIVE INFORMATIVE SIGNAGE + WALKWAYS

Panel Recommendation	Locality
Cohesive and informative walks with signage at key points relating to the following: <ul style="list-style-type: none"> Geological / flora and fauna/ historical / educational signage Points of cultural significance for the Butchulla People as to their recommendation 	Whole Esplanade
Both audio and visual signage at key points along the walking trail and including main precinct areas	Whole Esplanade

CREATING PATHWAYS AND BOARD WALKS FOR CURRENT + FUTURE GROWTH

Panel Recommendation	Locality
Allowing for the future growth to accommodate pedestrians, bicycles, mobility scooters and segways. <ul style="list-style-type: none"> Upgrade pathways to be minimum 3m wide, Compliant lighting - environmental impact taken into consideration Addition of scenic pathways in high usage areas 	Whole Esplanade
① Upgrade Damon Park shared pathway lighting. This should be integrated into the Pier Park with a raised boardwalk.	Urangan
② A raised boardwalk to connect the pathway opposite Queens Road all the way to Aquavue.	Torquay

PROTECTION, PRESERVATION + SUSTAINABLE MANAGEMENT OF THE NATURAL ENVIRONMENT

Panel Recommendation	Locality
Preserve and maintain existing native vegetation and flora and fauna.	Whole Esplanade
Stabilise sand dunes, stop erosion by natural means using development of native vegetation. Built form solutions only where appropriate.	Whole Esplanade
Council to collaborate with environmental specialists such as Council nursery, local coastal Landcare groups and Mary River Catchment Co-ordinating Committee, to determine what would be the best methods and species for dune stabilisation and vegetation rehabilitation.	Whole Esplanade

ESPLANADE FACILITIES

Panel Recommendation	Locality
Upgrade existing toilets to include changing facilities and improved disability access.	Whole Esplanade
High use areas - additional bins, BBQ's, picnic tables and shade	Whole Esplanade
③ Extend exercise equipment, linking Urangan to Pialba	Torquay + Scarness
④ Gatakers bay - Playground upgrade and increased shade	Point Vernon
⑤ <ul style="list-style-type: none"> Upgrade caravan park Youth precinct - include play area for children 0-5yrs. 	Pialba
⑥ <ul style="list-style-type: none"> Upgrade caravan park Improved disability access to beach Shade over existing playground @ Enzo's 	Scarness
⑦ <ul style="list-style-type: none"> Upgrade caravan park Improved disability access to beach Emergency vehicle access road to the top of ramp for the Surf Life Saving Club 	Torquay
⑧ <ul style="list-style-type: none"> Pier - shaded rest areas with seating, drinking fountain and bins. Extension of the end of Pier to restore to original historical length Additional amenities block to top end of Dayman Park Shade over Dayman Park Playground 	Urangan

INCREASE ESPLANADE ATTRACTIVENESS AS A TOURIST DESTINATION

Panel Recommendation	Locality
Informative technology (app) to promote and assist in wayfinding	Whole Esplanade
Council to support, facilitate and incentivise tourist activities and enterprises	Whole Esplanade

INTEGRATING SMART CITY TECHNOLOGY INCLUDING ECO- FRIENDLY LIGHTING

Panel Recommendation	Locality
Continued up to date security options (CCTV)	Whole Esplanade
<ul style="list-style-type: none"> Electric charging stations + smart phone integrated parking Smart traffic signage 	Whole Esplanade
WIFI hotspot	Whole Esplanade
Eco-friendly ambient lighting - environmental impact taken into consideration	Whole Esplanade



ENHANCE THE VISUAL APPEARANCE, CELEBRATING ART, CULTURE + HERITAGE

Panel Recommendation	Locality
Maintain and improve the existing parklands to be consistent with Hervey Bay's heritage and assets	Whole Esplanade
Ensure amenities + utilities are aesthetically pleasing and design sensitive	Whole Esplanade
Clean and appealing shop fronts + streetscapes	Whole Esplanade
Artwork opportunities to engage local artist	Whole Esplanade
Murals in lane ways / access areas back streets	Whole Esplanade
Maintenance strategy for infrastructure + natural environments	Whole Esplanade

ADDITIONAL FORESHORE ACTIVITIES

Panel Recommendation	Locality
Activities during low tide	Torquay / Scarness
⑨ New beach volleyball courts	Pialba
⑩ Restaurant precinct - alfresco dining (Located in newly design alleyway)	Scarness
⑩ Late night markets (Friday - Sunday)	Scarness
Upgrade underutilised buildings	Whole Esplanade

IMPROVE TRAFFIC FLOW + PARKING

Panel Recommendation	Locality
<ul style="list-style-type: none">Improve parking and traffic flowReview of pedestrian/shared crossingsRaised intersections to slow trafficAssess the need for drop off zones	Whole Esplanade
Remove parking from one side of street + look to formalise parking in back streets	Whole Esplanade
 Consider one way traffic (corner of pier Urangan and Elizabeth Street)	Urangan
<ul style="list-style-type: none">Reduce speed limits to 40km/hParking on open side of drain (Freshwater Street)	Scarness + Torquay
 Install pedestrian access at the end of Main Street to enable pedestrian access to waterpark/recreation area	Pialba

DEVELOPMENT + FUTURE PLANNING

Panel Recommendation	Locality
Maintain the present legislated Council building height limits	Whole Esplanade
New mid to high rise developments on or near esplanade must provide adequate parking	
Opportunities for rezoning + planning: <ul style="list-style-type: none">Future commercial developments to include shopping plazas and arcadesTourist information kiosksNo more buildings / and or expansion out on esplanade foreshoreA legislative strategy for wayfinding / signage	Whole Esplanade
 No change to the zoning of low/medium density areas to high density areas. No high-rise buildings in these areas.	Point Vernon

SUMMARY

Esplanade key aspirations:

Creative & informative wayfinding

Better pedestrian connections

Protection, preservation & sustainable management of the natural environment

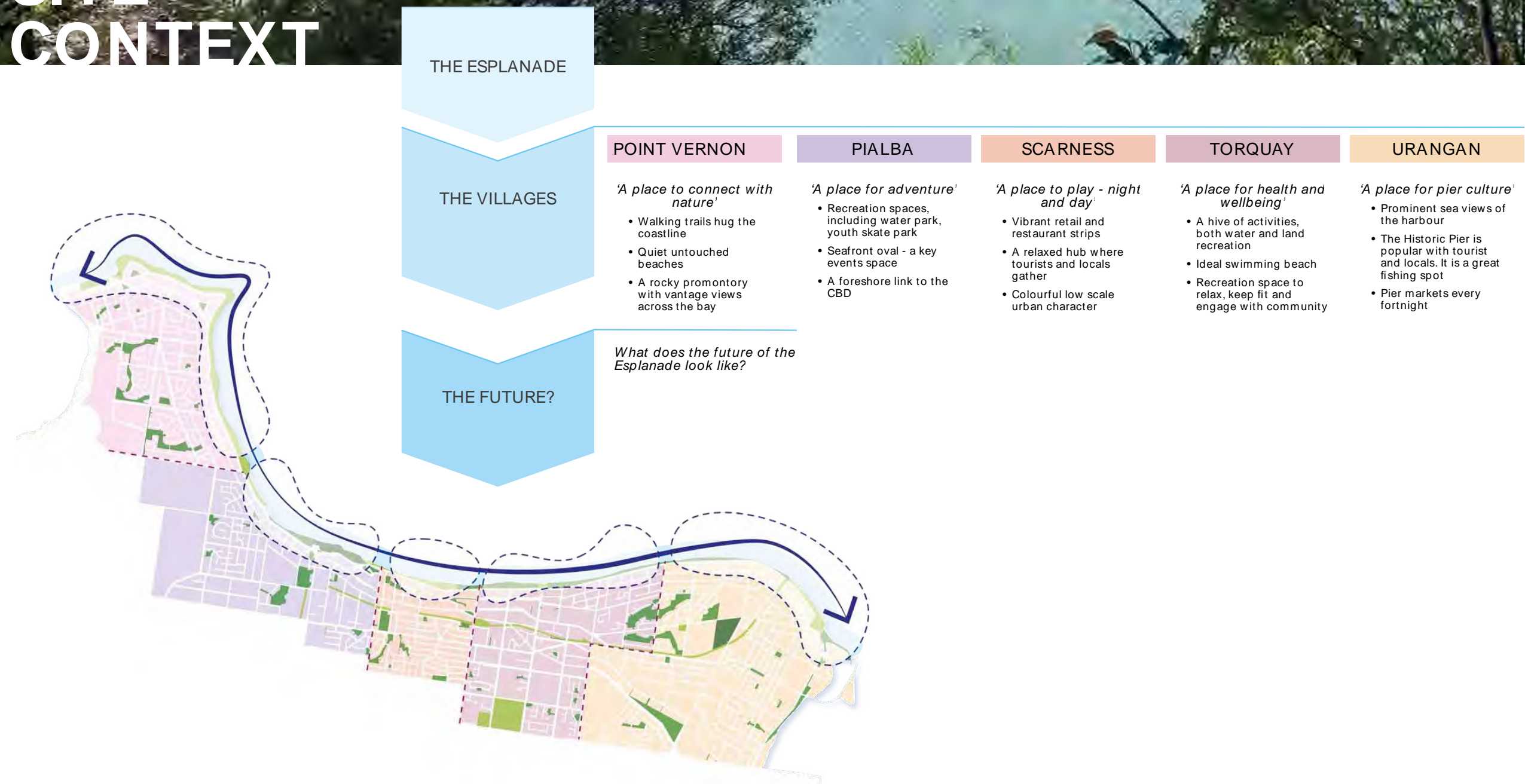
Improved amenities, facilities and foreshore activities

Enhance visual appearance, celebrating art, culture & heritage

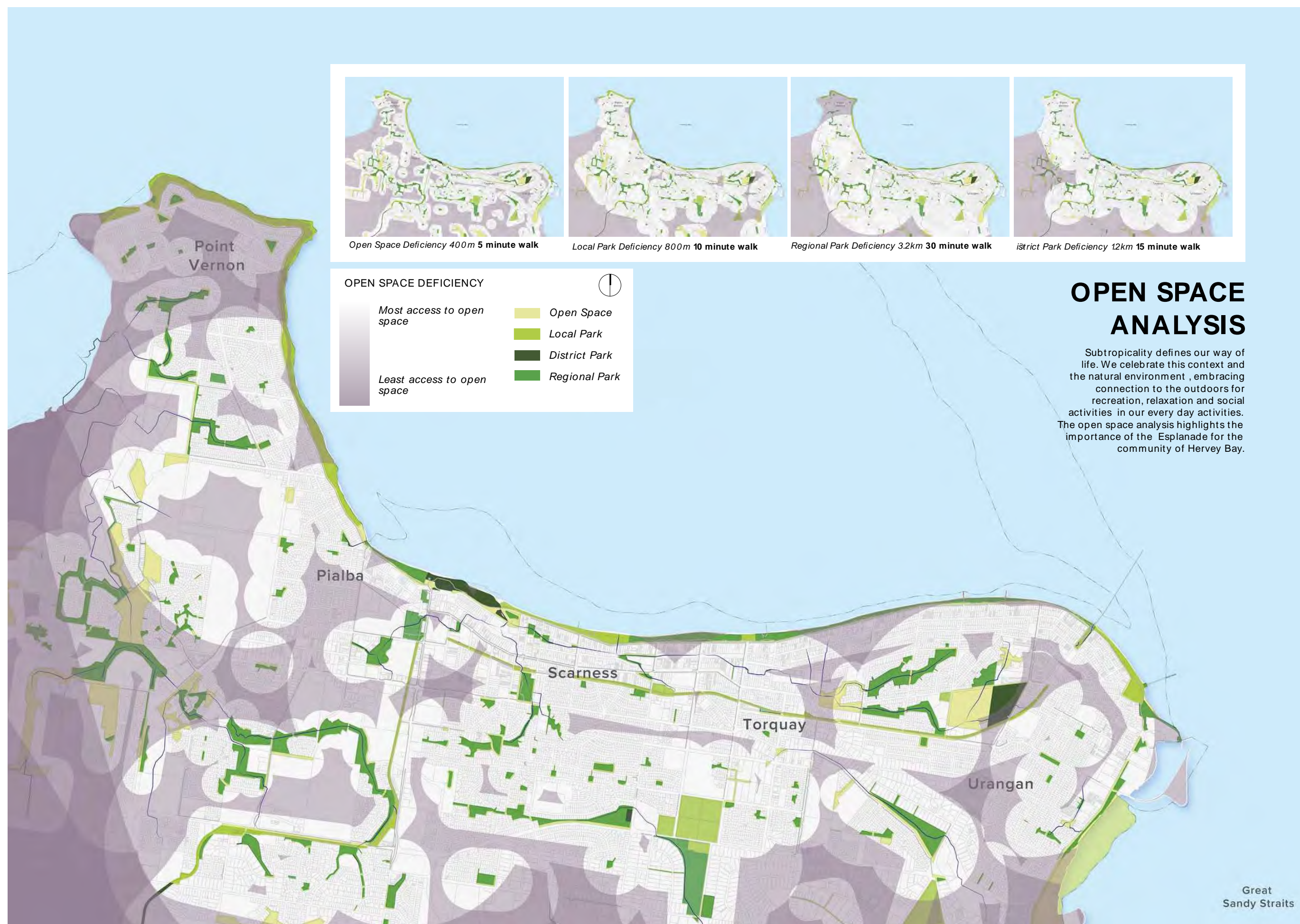
Inclusion of smart & eco-friendly technology

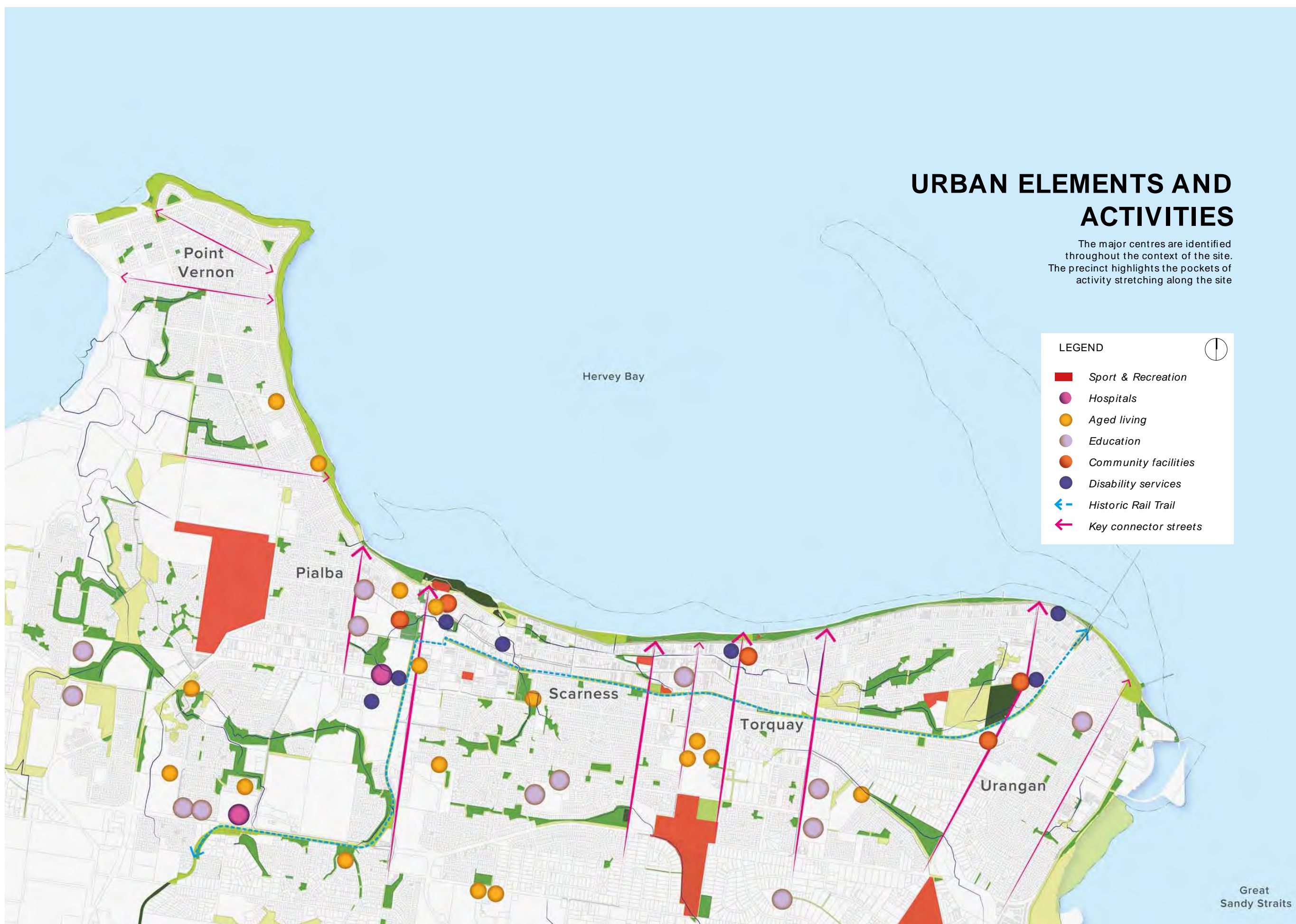
Improved traffic management & parking











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CONTEXTUAL DIAGRAM

PIALBA

'A place for adventure'

- Recreation spaces, including water park, youth skate park
- Seafront oval - a key events space
- A foreshore link to the CBD

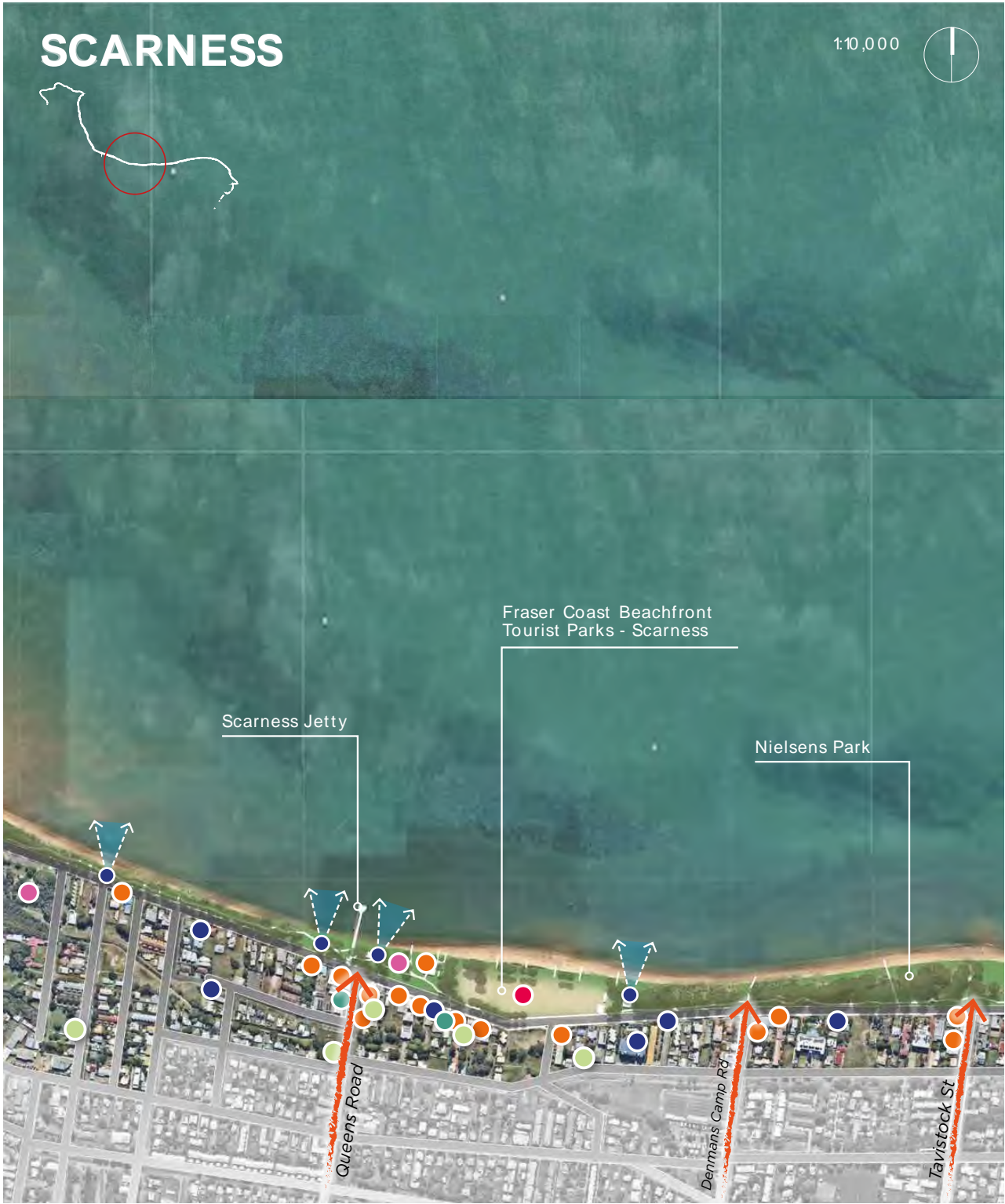
KEY EVENTS

- Whale Festival - Annual
- Seafood Festival - Annual
- Relay For Life - Annual
- Food n Groove Fridays - Summer
- Hervey Bay Triathlon - Annual
- Carols by Candlelight - Annual

LEGEND

- Food & beverage
- Retail
- Resort / tourist accommodation
- Caravan Park
- Commercial business
- Playground
- Key sea views





CONTEXTUAL
DIAGRAM

SCARNESS

'A place to play - night and day'

- Vibrant retail and restaurant strips
- A relaxed hub where tourists and locals gather
- Colourful low scale urban character

KEY EVENTS

- Paddle out for Whales - Annual
- Hervey Bay Surf lifesaving events
- Pier to Pub Ocean Swim - Annual

LEGEND

- Food & beverage
- Retail
- Resort / tourist accommodation
- Caravan Park
- Commercial business
- Playground
- Key sea views

CONTEXTUAL DIAGRAM

TORQUAY

'A place for health and wellbeing'

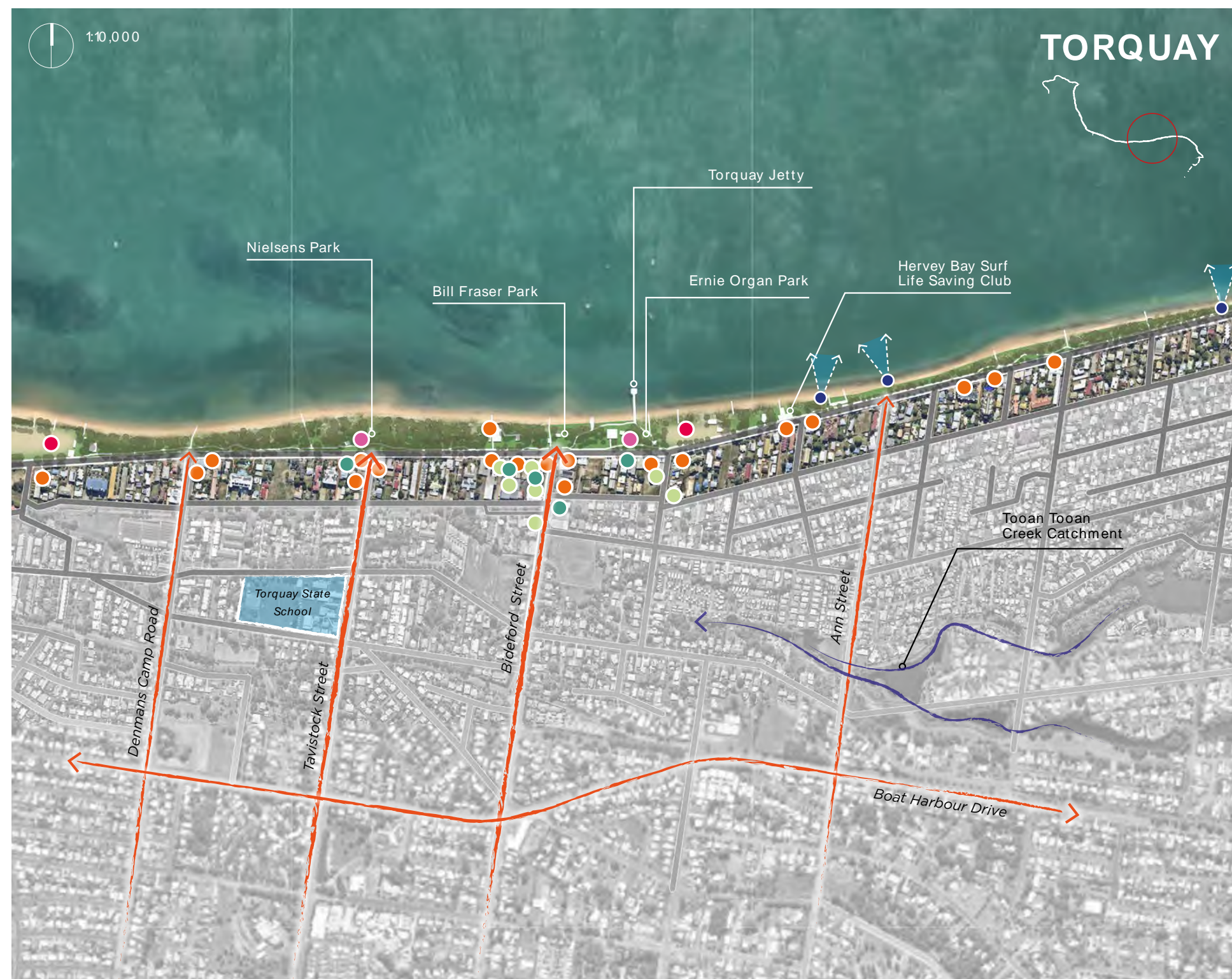
- A hive of activities, both water and land recreation
- Ideal swimming beach
- Recreation space to relax, keep fit and engage with community

KEY EVENTS

- Paddle out for Whales - Annual
- Hervey Bay Surf lifesaving events
- Pier to Pub Ocean Swim - Annual
- Park Run - every Saturday

LEGEND

- Food & beverage
- Retail
- Resort / tourist accommodation
- Caravan Park
- Commercial business
- Playground
- Key sea views





CONTEXTUAL DIAGRAM

URANGAN

'A place for pier culture'

- Prominent sea views of the harbour
- The Historic Pier is popular with tourist and locals. It is a great fishing spot
- Pier markets, twice a week

KEY EVENTS

- Urangan Pier Community Markets - every Sat & Wed
- Park Run - every Saturday
- Pier to Pub Ocean Swim - Annual
- Fraser Lions Pier Festival - Annual
- Clean Up Australia Day - Annual
- Park Run - every Saturday

LEGEND

- Food & beverage
- Retail
- Resort / tourist accommodation
- Caravan Park
- Commercial business
- Playground
- Key sea views

PART TWO

PRECEDENT
STUDIES







BYRON BAY MASTER PLAN (20 14-20 16)

LOCATION	Byron Bay, New South Wales
CLIENT	Byron Bay Shire
PROJECT LEAD	McGregor Coxall

KEY LEARNINGS:

- 1. Strong community engagement
- 2. Delivery across 5 stages
- 3. Tailored website platform for community
- 4. 6 key catalyst projects



Image credit: McGregor Coxall



Image credit: McGregor Coxall



SOUTHPORT SPIT
MASTER PLAN (2019)

LOCATION	Southport, Queensland
CLIENT	Department of State Development, Manufacturing, Infrastructure and Planning
PROJECT LEAD	Aspect Studios

KEY LEARNINGS:

- 1. Strong community engagement
- 2. Strategies focused on creating jobs and increased tourism
- 3. Protection and enhancement of public open spaces



WOOLGOOLGA BEACH RESERVE CONCEPT DESIGN (2018)

LOCATION	Woolgoolga, Coffs Harbour
CLIENT	Coffs Harbour City Council
PROJECT LEAD	Lat27

KEY LEARNINGS:

1. Strong community and business engagement
2. Increased connection with the foreshore
3. Re-thinking of the existing uses to open up the foreshore for community benefit

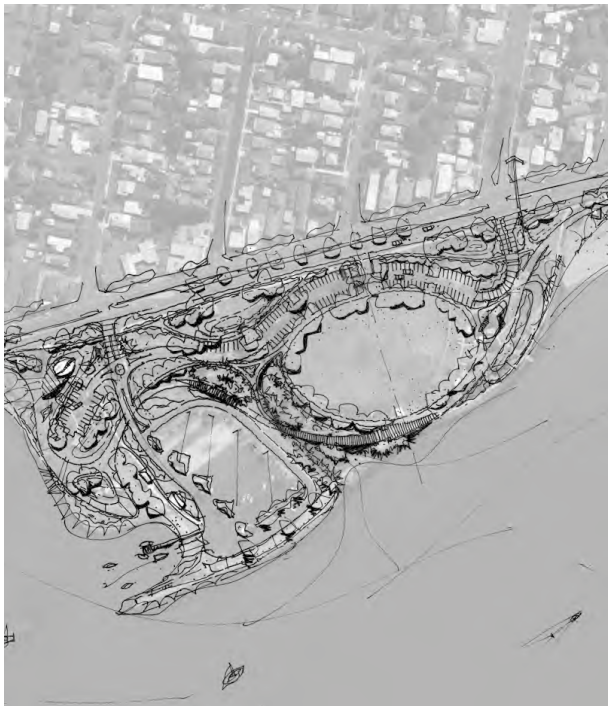


CLONTARF FORESHORE
MASTER PLAN *(2011)*

LOCATION	Clontarf, Moreton Bay
CLIENT	Moreton Bay Regional Council
PROJECT LEAD	Lat27

KEY LEARNINGS:

- 1. Catering for a diverse range of community groups
- 2. Incorporating water play, event space, playgrounds and picnic facilities
- 3. Strategic vision that can be staged over 20 years



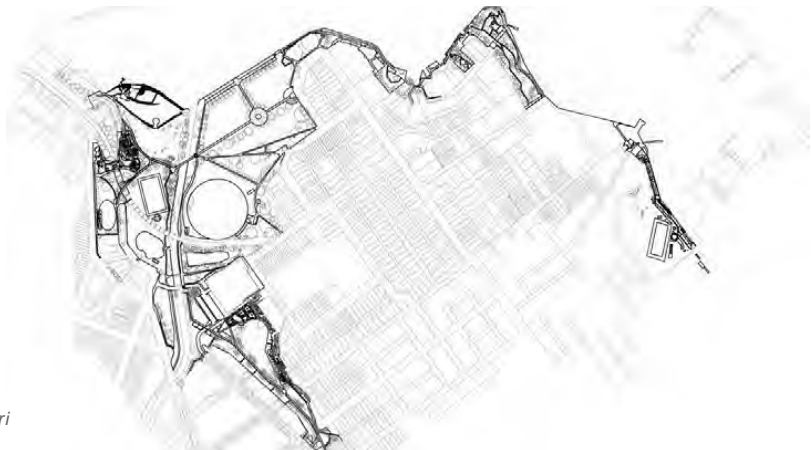


GLEBE4: THE FORESHORE WALK (2007)

LOCATION	Glebe, Sydney
CLIENT	City of Sydney
PROJECT LEAD	JMD Design

KEY LEARNINGS:

- 1. 4 interconnected project delivered over 13 yrs
- 2. Balance of recreational outcomes and heritage sensitivity
- 3. Restoration of existing parkland, mangrove and inter-tidal habitats
- 4. Clear circulation network for pedestrians and cyclists



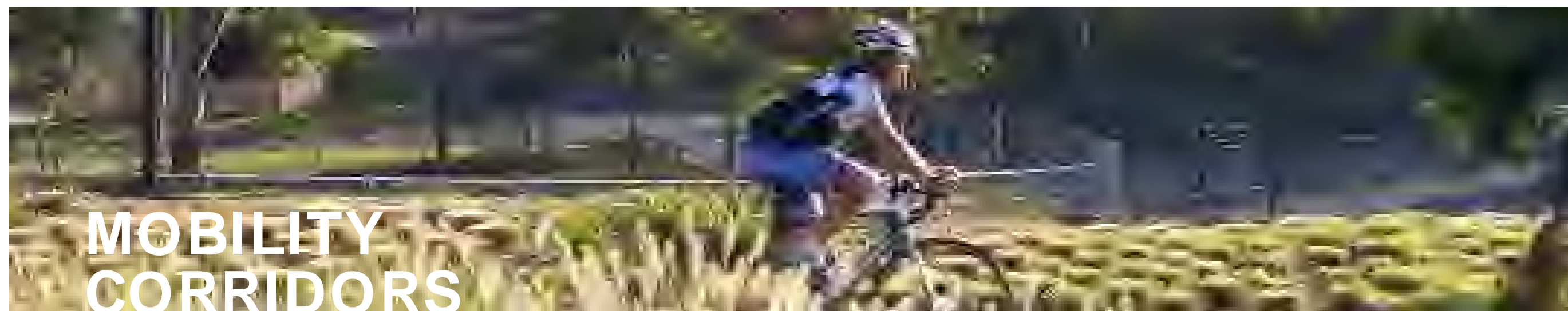
AIRLIE BEACH
FORESHORE (2019)

LOCATION	Airlie Beach, North Queensland
CLIENT	Whitsunday Regional Council
PROJECT LEAD	Urbis – landscape architecture

KEY LEARNINGS:

- 1. Economic benefit to the tourism industry
- 2. Increase the appeal of the Whitsundays as a tourism destination
- 3. New modern facilities to suit community events



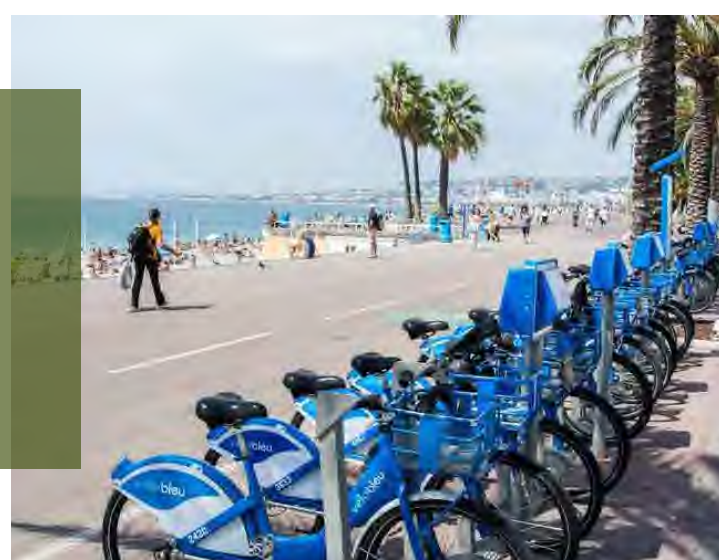


PROMENADE DES ANGLAIS, NICE, FRANCE

PURPOSE / GOALS

The seaside bike path traces the entire length of the Promenade des Anglais, continuing all the way to Cagnes-sur-mer. Not only is cycling a way of life, its a major tourist attraction.

WALKING
CREATES VIBRANT
COMMUNITIES AND
SUPPORTS LOCAL
BUSINESSES..
PEOPLE WHO WALK
AND SHOP LOCALLY
VISIT MORE OFTEN



PORT PHILLIP BAY, MELBOURNE, VICTORIA

PURPOSE / GOALS

The Bay Trail is a shared use path for cyclists and pedestrians which follows the coastline of Port Phillip Bay. Some portions of the trail have dedicated cycle corridors with slow pedestrian paths on the bay side.



PART THREE

ESPLANADE PRINCIPLES







ESPLANADE PRINCIPLES



ENVIRONMENT

Preserve and enhance the natural foreshore environment as Hervey Bay's greatest asset.



CONNECTIVITY

Create a safe and functional mobility corridor prioritising pedestrians, cyclist & mobility devices.



CONNECTING TO COUNTRY

Preserve and reclaim sacred indigenous spaces to allow traditional rituals and education to continue in their historical contexts.



PLACEMAKING

Reinforce the character of the bay as a destinational sea side town, reflecting its unique SEQ character and environment.



ACTIVATION

Enhance the vibrancy of the Esplanade as a vibrant destination for both locals and visitors, day and night.

MASTER PLAN PRINCIPLES

ENVIRONMENT



OPPORTUNITIES

VEGETATION

- Maintain the highly vegetated appearance of the esplanade in appropriate locations - Mature trees are of cultural and environmental significance
- Succession planting & planning to enhance the dune vegetation
- Achieve a balance of trees and views to water
- Connection to the broader open space network to take the pressure off the esplanade
- Relationship between the dune and tree shade
- Built vs natural environment
- Continuous green space is important
- Connection to the water is of high importance
- Turtle sensitive habitat – currently state mapped whole foreshore / minimise light disturbance

ENVIRONMENTAL HAZARDS

- The Esplanade is prone to erosion and sea level rise with impacts to vegetated foreshore areas buildings, and infrastructure (*Coastal Futures Strategy*)
- Natural regeneration - public education / signage / storytelling
- Reduce heat impact with shade trees
- Management of the trees to mitigate perceived risk of limb drop



MASTER PLAN PRINCIPLES

CONNECTIVITY



OPPORTUNITIES

PEDESTRIAN & CYCLE CONNECTIVITY

- On road mobility corridor; allowing for e-scooters, bikes and mobility scooters
- Pedestrian path upgrades to 3m where possible
- Pedestrian priority at nodes
- All abilities access to the beach & improve grades

VEHICLE MANAGEMENT

- Consider one-way street - noting business viability
- Reconsider placement of parking - strategic land acquisition is an opportunity
- Consider short term parking along esplanade to encourage high turnover in front of the shops and longer term parking in the streets behind
- Free shuttle service along the esplanade
- Reduce vehicle speed to 40km/h

WAYFINDING

- Wayfinding for everyone
- Technology - overlay stories / land management / education
- Define access points
- Environmental and historical education overlays

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- Proposed shared path
- Proposed on road mobility corridor

MASTER PLAN PRINCIPLES

CONNECTING TO COUNTRY



OPPORTUNITIES

INDIGENOUS & CULTURAL HERITAGE

- Preserve and celebrate sacred indigenous spaces
- Highlight indigenous stories and history
- Opportunities for wayfinding / indigenous art
- Reinforce the character of these spaces as distinctly unique to the area
- Cultural induction opportunities

ENVIRONMENT

- Preserve and restore the natural environments of indigenous significance
- Regeneration and revegetation - opportunities for bush tucker
- Where necessary remove inappropriate infrastructure & reinforce landscape features

EDUCATION

- Creation of places for education and storytelling
- Wayfinding and information overlays
- Skills/training opportunities along the Esplanade for Butchulla people



MASTER PLAN PRINCIPLES

PLACEMAKING



OPPORTUNITIES

CHARACTER

- Reinforce the character of the bay as a destinational sea side town, reflecting its unique SEQ character and environment.
- High level of visual amenity
- Reinforce the lifestyle of the foreshore
- Beachfront caravan parks are Hervey Bay's unique selling point

COMMUNITY

- Residents are very proud of the Esplanade
- Strong community support for the caravan parks on the beach
- Hervey Bay demographic - low socio economic - provide access to multiple free activities
- Lots of new people settling in Hervey Bay: Cater for the diversity of their needs
- Allow flexibility for events of all scales and types
- Design for both day and night



MASTER PLAN PRINCIPLES

ACTIVATION



OPPORTUNITIES

LOCAL BUSINESS

- Revitalise existing buildings & businesses
- More coastal dining opportunities
- Focus on night time dining & activities
- Pier opportunities - enhance food and beverage offerings near the pier
- Optimising land use and future growth
- Broaden the energy - connect to back streets

CATER FOR YOUTH

- Activities for teen. e.g. beach volleyball
- Encourage night life

EVENTS

- Accommodate large and small scale events
- Flexible green space for larger events e.g. bike set down for Hervey Bay Triathlon
- High pressure on green space - activate other green spaces
- Event infrastructure

RECREATION

- Family focused recreation - for many people the foreshore is their backyard
- Water transect - establish strategies around what people can do and where
- Personal water craft access e.g. off shore moorings
- Cycle tourism infrastructure
- Watersport hub
- Expand parkland in key hubs



PART FOUR

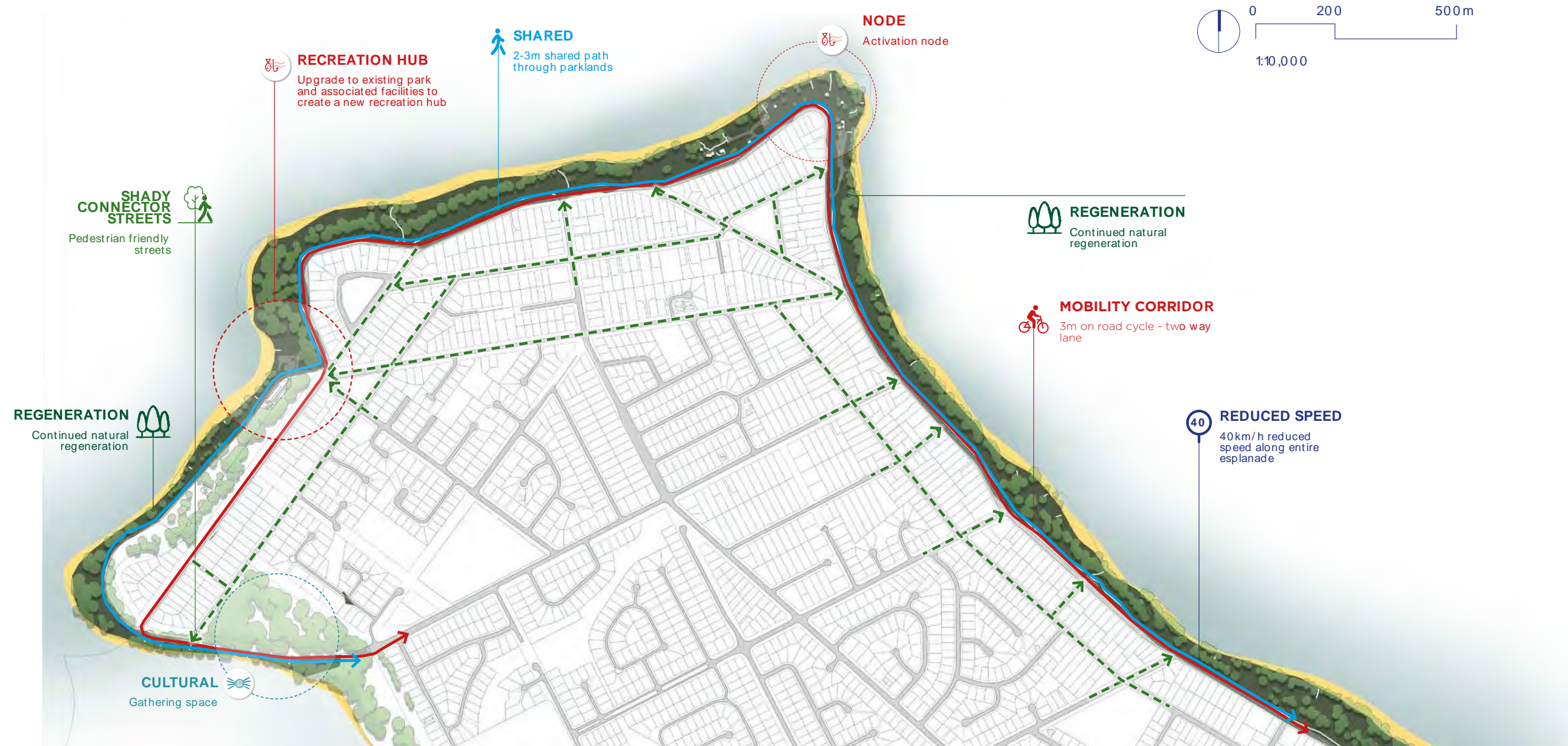
OPPORTUNITIES







POINT VERNON

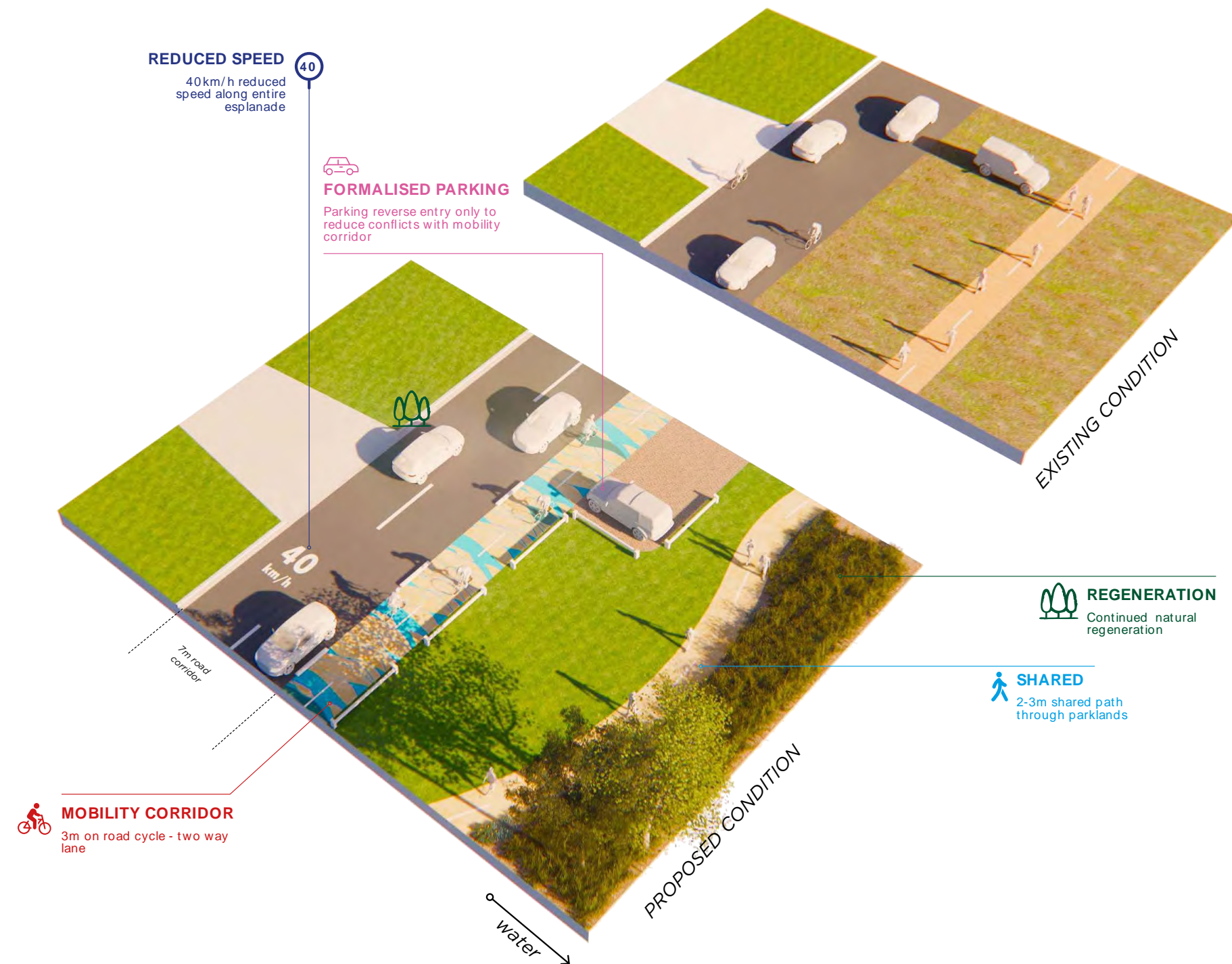


POINT VERNON

Typical section - mobility corridor testing



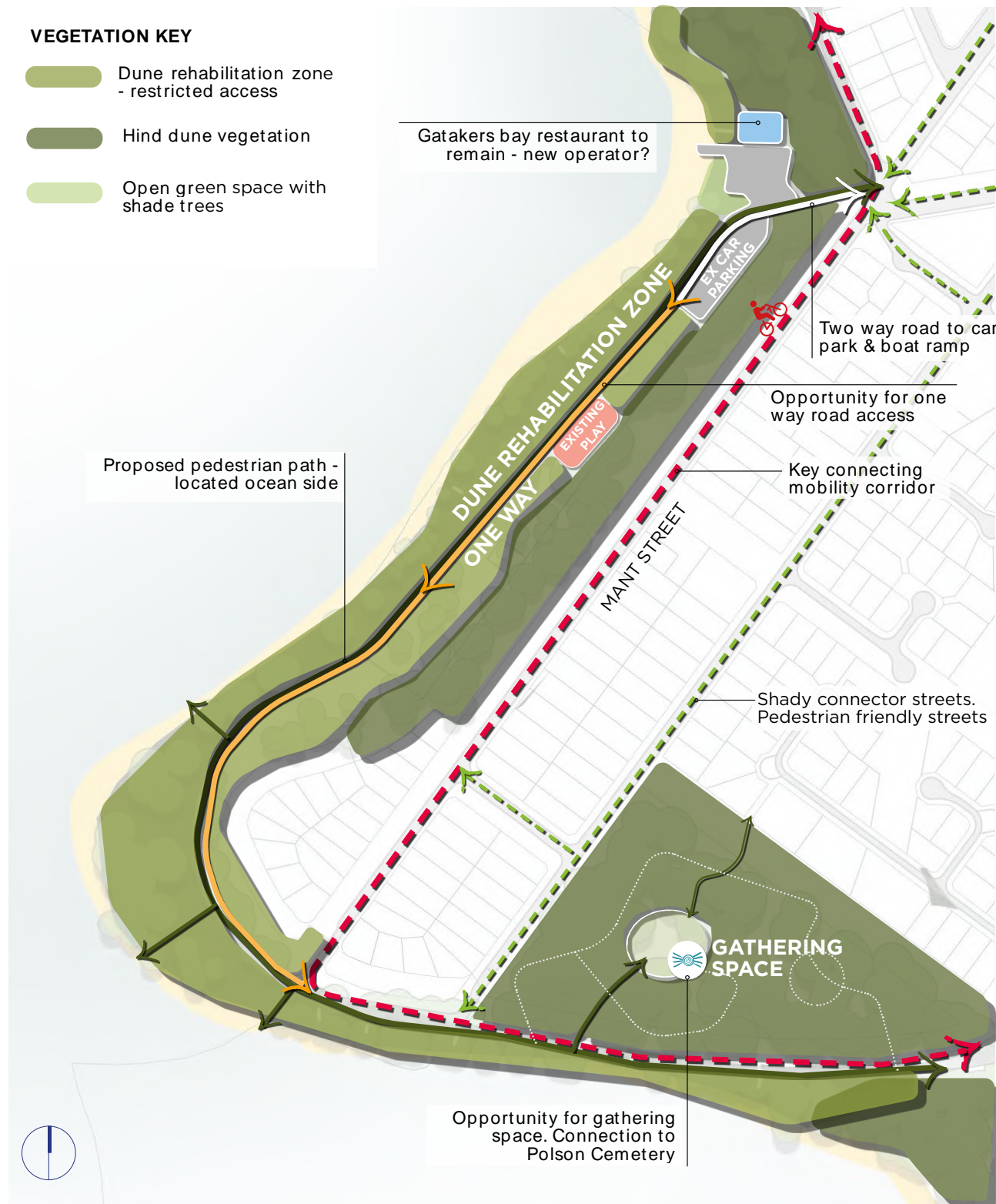
Existing condition



POINT VERNON

KEY OPPORTUNITIES

- Opportunity for pedestrian connection along lower ring road - to be located on ocean side of road
- Potentially create a one way loop to reduce the vehicle traffic and reduce road width.
- Opportunity for a gathering space in Parraweena Park - connection to waters edge
- Maintain the highly vegetated appearance of the Point Vernon - Mature trees are of cultural and environmental significance
- Dune rehabilitation - Succession planting & planning to enhance the dune vegetation



CHARACTER IMAGERY



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PIALBA



PIALBA

Typical section -
mobility corridor
testing



Existing condition



PIALDA

KEY OPPORTUNITIES

- Recognise Tooan Tooan Creek as an important sacred space - opportunity for natural rehabilitation of Apex Park - remove play. Identified as an area of cultural and environmental significance
- Opportunity for beach volley ball courts with new beach access point
- Sea front oval - mounding to road edge to gain views to water & buffer from road
- Dune rehabilitation - Succession planting & planning to enhance the dune vegetation

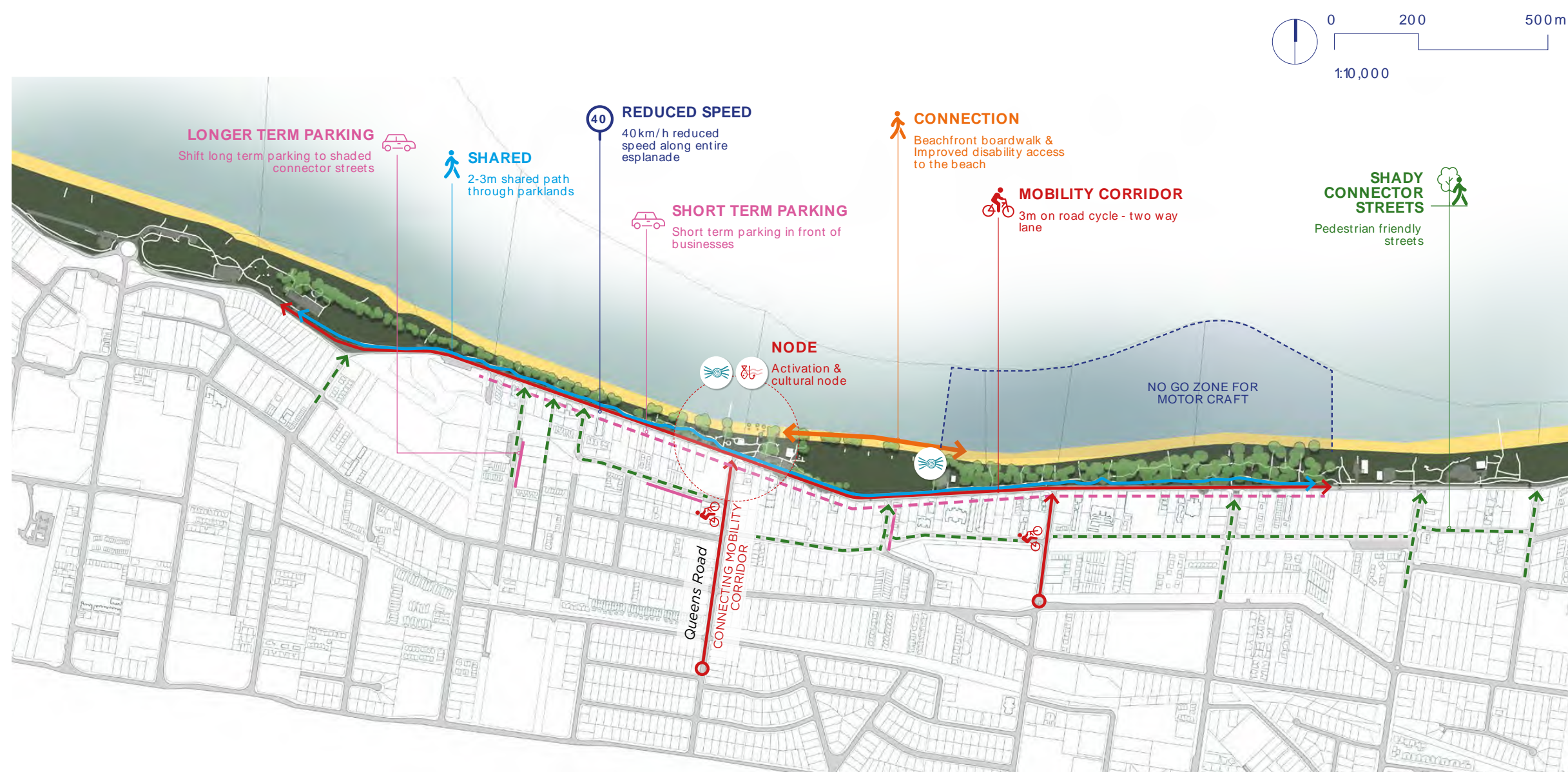
CHARACTER IMAGERY



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SCARNESS



SCARNESS

WATERSPORTS HUB

*Typical section -
mobility corridor
testing*



Existing condition

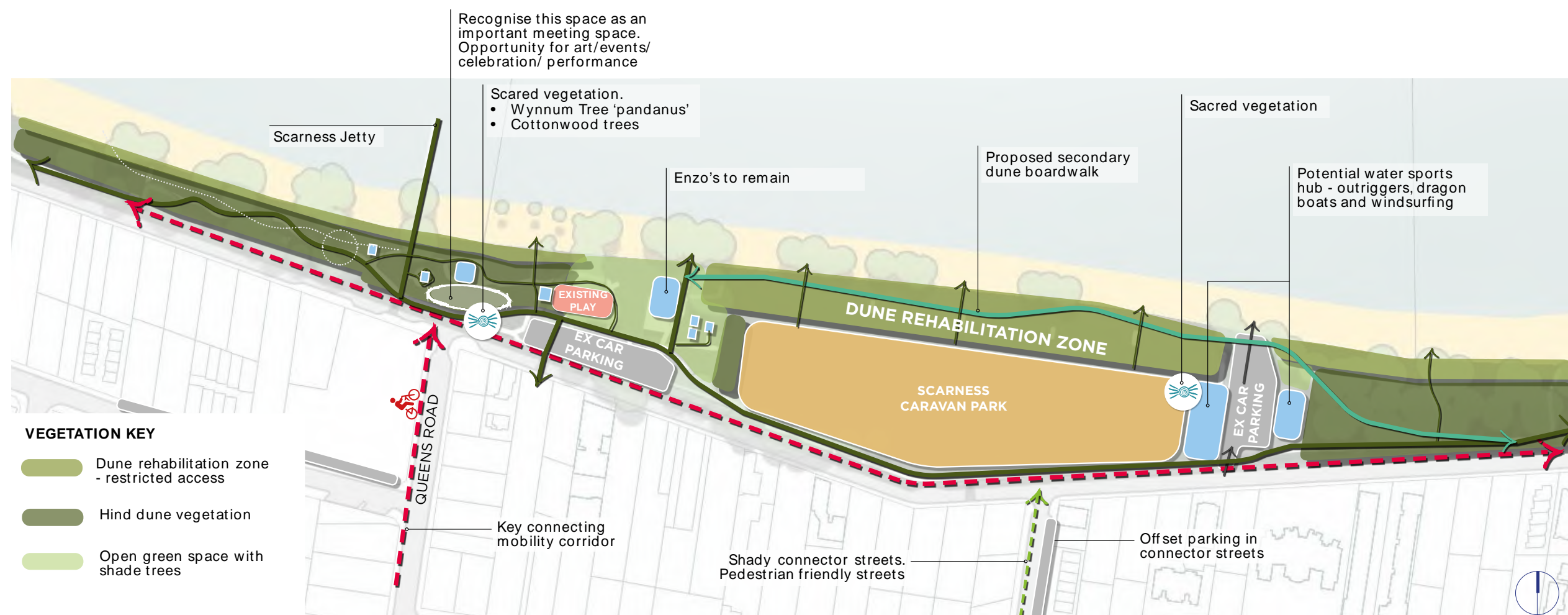


SCARNESS

KEY OPPORTUNITIES

- Opportunity to consolidate water sports- outriggers, dragon boats and windsurfing
- Proposed secondary dune boardwalk in front of caravan park
- Mobility corridor - create a safe and functional mobility corridor prioritising pedestrians, cyclist & mobility devices.
- Dune rehabilitation - Succession planting & planning to enhance the dune vegetation
- Opportunity for night markets at the end of Queens Road
- Integrated universal beach access

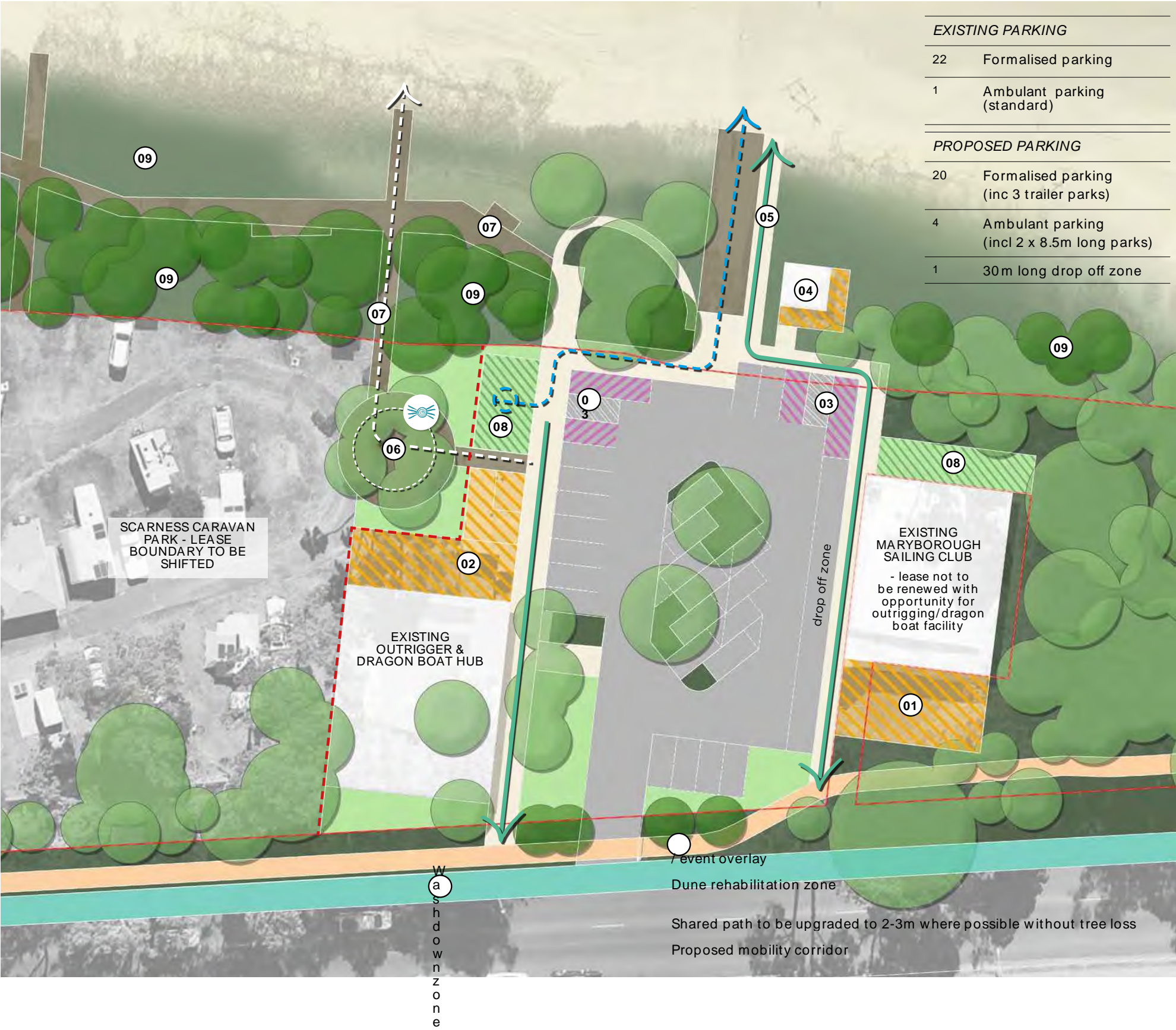
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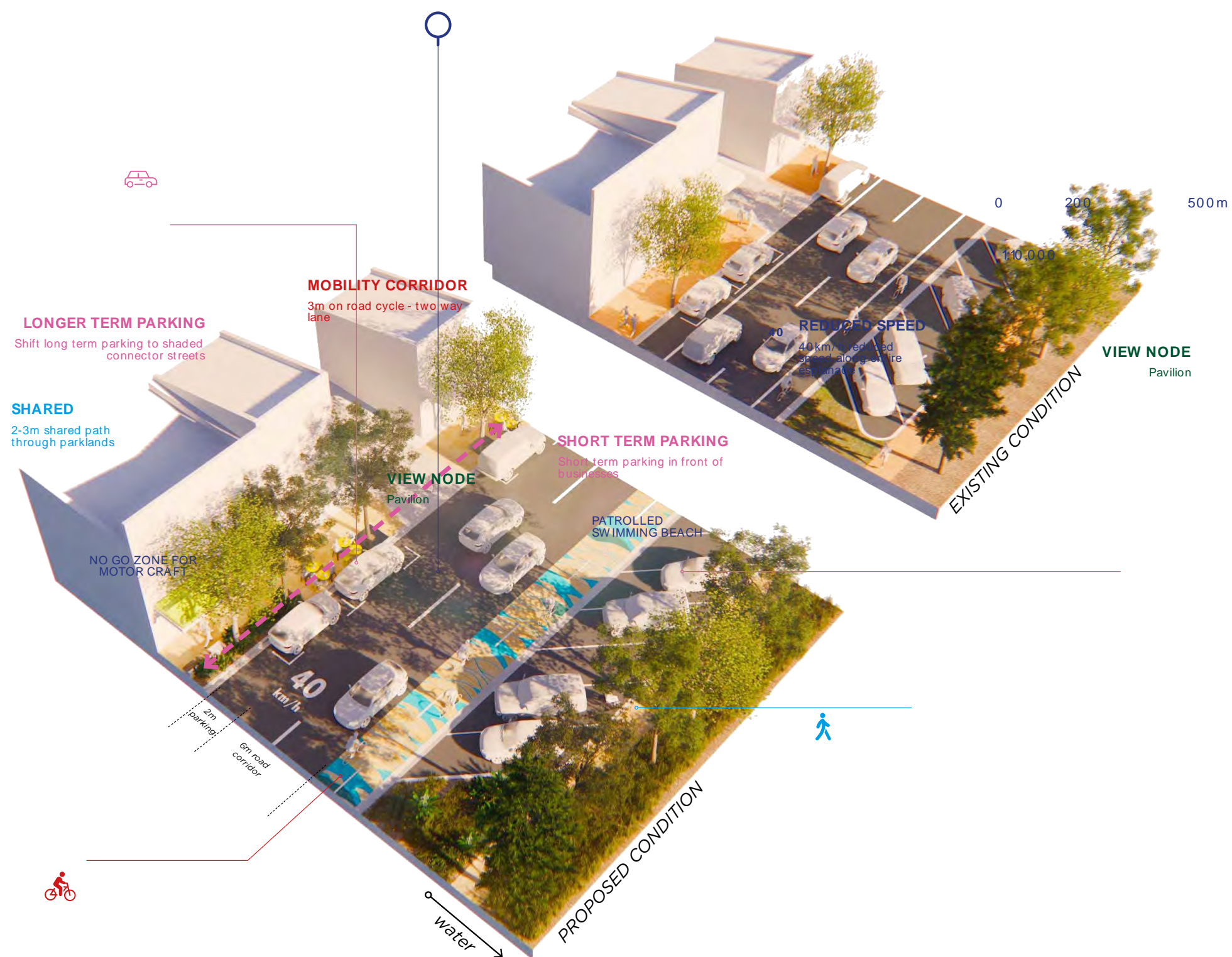
SCARNESS
WATERSPORTS HUB

LEGEND

01	Proposed building extension - Private boat storage facility
02	Proposed building extension with new changing places facility
03	Ambulant parking. (2 x long spaces)
04	Shelter upgrade to provide inclusive access
04	New all inclusive ramped access to beach
05	Indigenous gathering space beneath significant trees
06	Proposed board walk through dune rehabilitation zone
07	
08	
09	11
10	
10	







TORQUAY SAILING HUB

*Typical section -
mobility corridor
testing*

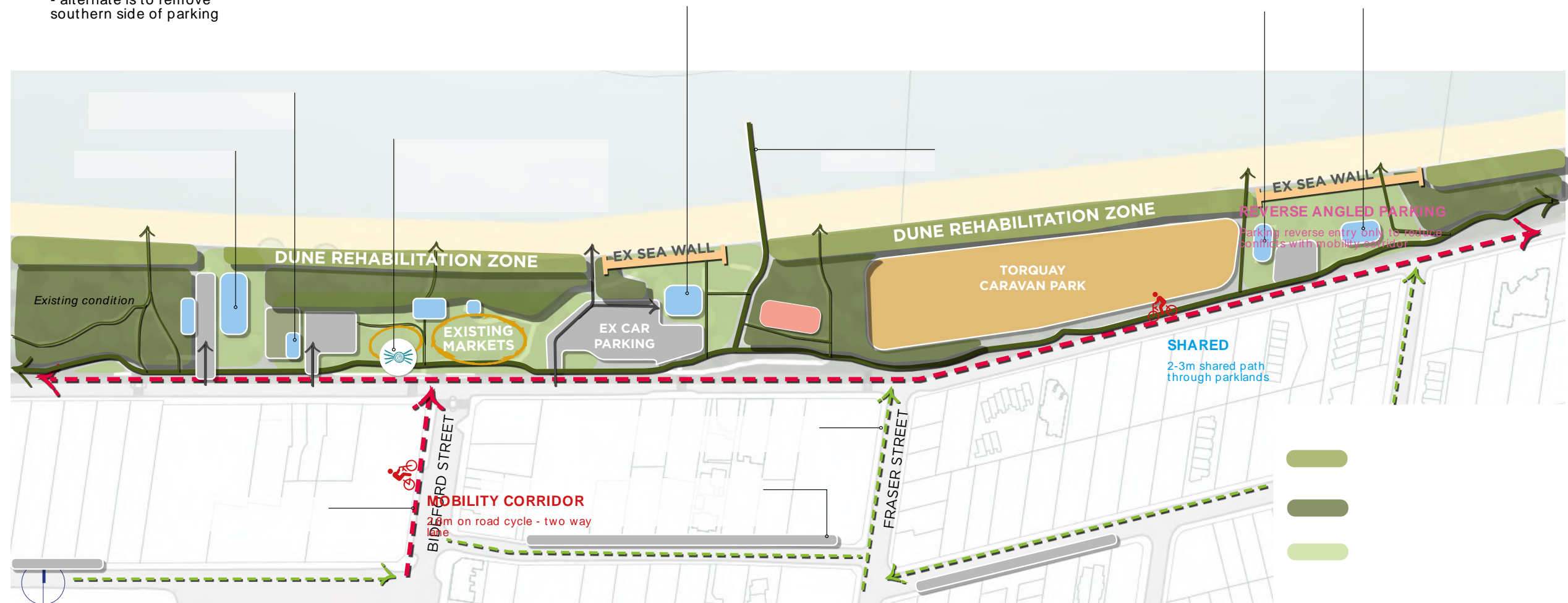
Parking and road corridor
reduced to minimum widths
- alternate is to remove
southern side of parking

SHORT TERM PARKING

Short term parking in front of
businesses

REDUCED SPEED

40 km/h reduced
along entire
esplanade



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- Opportunity to consolidate sailing clubs at Hervey Bay Sailing club site - upgrade current building
- Mobility corridor - create a safe and functional mobility corridor prioritising pedestrians, cyclist & mobility devices.
- Dune rehabilitation - Succession planting & planning to enhance the dune vegetation
- Hind dune - mature planting areas to support dune rehabilitation
- Integrated universal beach access

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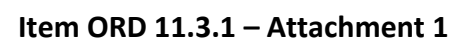
○ CHARACTER IMAGERY

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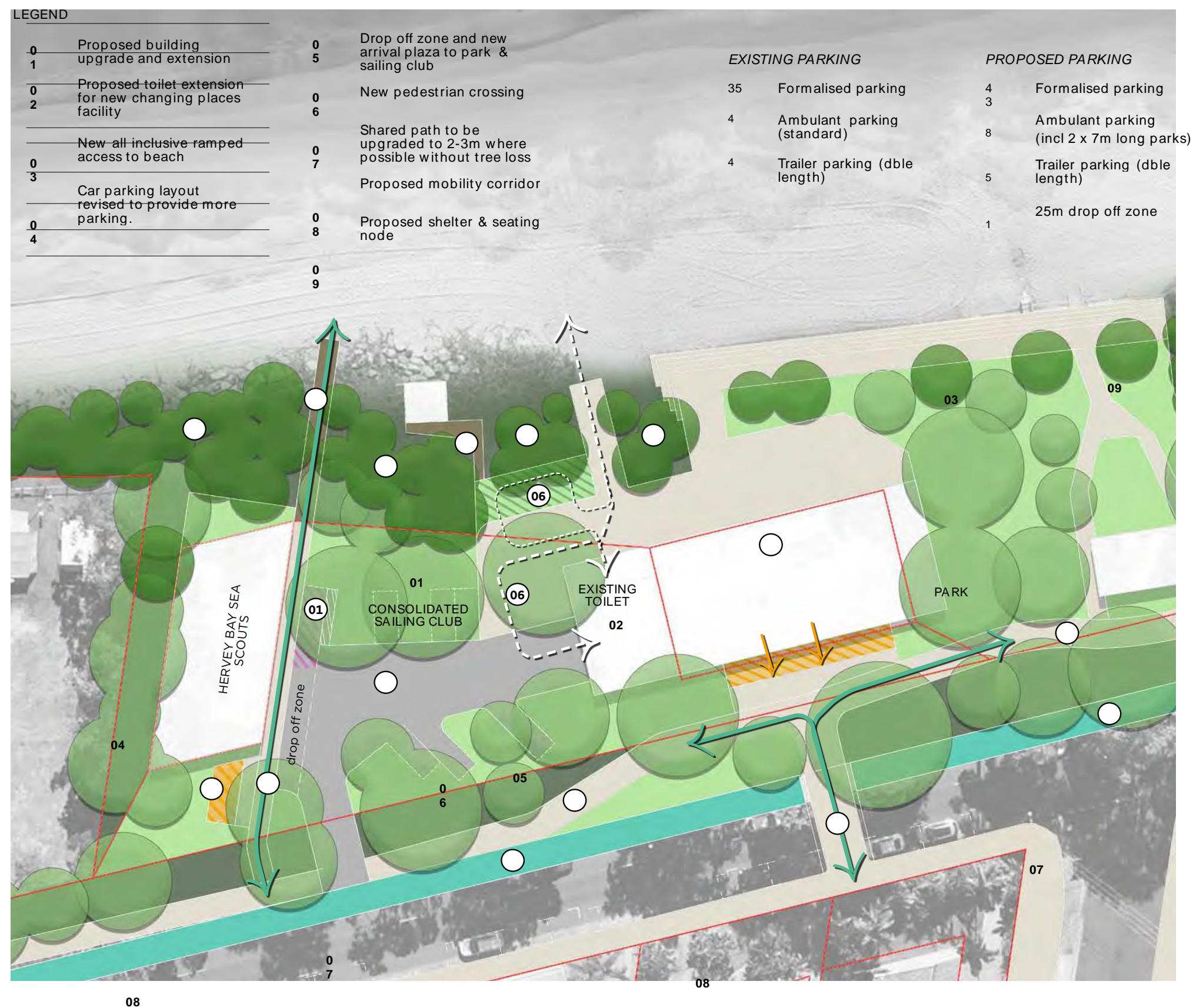
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SAILING HUB

[illegible]



TORQUAY **SURF LIFESAVING & SEA** **SCOUTS HUB**

LEGEND

- 01 New drop off zone and ambulant parking space
- 02 New changing places facility
- 03 New compliant access from street to beach
- 04 Proposed building upgrade, including new street address
- 05 Lightweight access to lifeguard tower through dune rehabilitation
- 06 Wash down zone/ event overlay
- 07 Carparking reconfigured to gain more parking
- 08 Dune rehabilitation zone
- 09 New pedestrian crossing connecting to back street parking and adjacent businesses
- 10 Shared path to be upgraded to 2-3m where possible without tree loss
- 11 Proposed mobility corridor

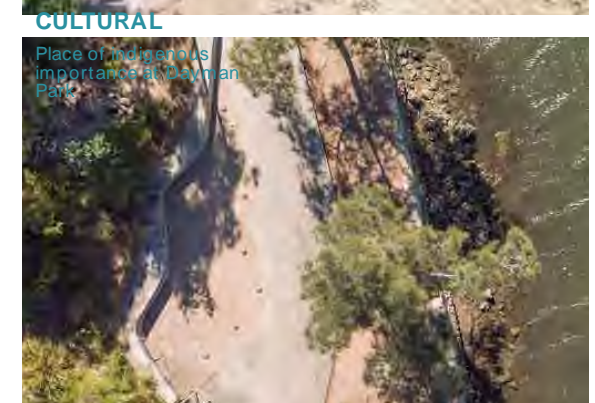
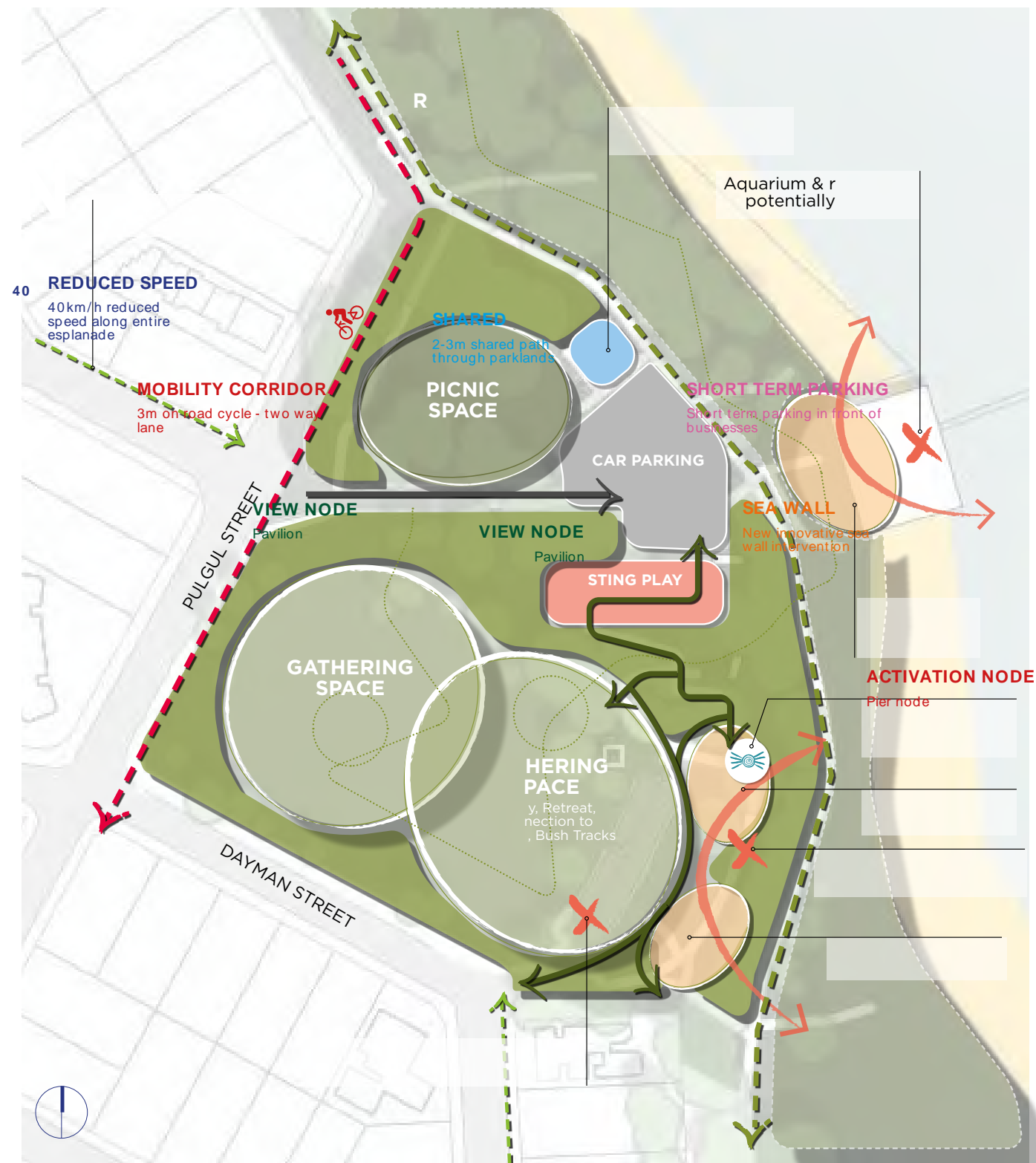
- EXISTING PARKING**
- 3 Formalised parking
 - 0 Ambulant parking (standard)
- PROPOSED PARKING**
- 6 Formalised parking
 - 1 8m long ambulant parking
 - 1 12m long drop off zone





URANGA

**SHADY
CONNECTOR
STREETS**
Pedestrian friendly
streets









URANGAN DAYMAN PARK

OPPORTUNITIES

- Recognise Dayman Park as a significant First Nations space
- Create additional gathering space on the headland with views to K'gari
- Reduce formality of hardscape and character with more natural path connection through space
- Establish a vegetated edge to enhance the corroboree space
- Connect the corroboree space to the headland by removing the car park & hard infrastructure
- Focus more active spaces within lower portion of Dayman Park
- Potentially relocate the European memorials (possibly to the RSL grounds or associated esplanade)

