



**ORDINARY MEETING NO. 3/25
WEDNESDAY, 26 MARCH 2025**

REQUESTS FOR FURTHER INFORMATION

BUSINESS

Item	Request for Further Information	Responsible Directorate	Page Number
ORD 11.3.1	<ol style="list-style-type: none">1. Councillor Lachlan Cosgrove requested further information in relation to recommendation 3 being reworded to list for consideration in future budget deliberations.2. Councillor Paul Truscott requested further information in relation to attachment 1 being re-issued to Councillors due to formatting issues.	Strategy, Community & Development	3
ORD 11.3.2	Councillor Denis Chapman requested further information in relation to Councillors being provided with the list of parks recommended for disposal.	Strategy, Community & Development	159
ORD 11.3.4	Councillor Denis Chapman requested further information in relation to advice being provided to Councillors who know someone that resides in the Nikenbah and Dundowran Urban Growth Investigation Areas and whether this would be considered a Conflict of Interest.	Strategy, Community & Development	160

Item	Request for Further Information	Responsible Directorate	Page Number
ORD 11.3.7	<ol style="list-style-type: none"> 1. Councillor Zane O’Keefe requested further information in relation to being provided with any examples of similar kind of developments where the access points to the development site are on a suburban road rather than a main road. 2. Councillor John Weiland requested further information in relation to the application form and the referral requirements to the Chief Executive of the Planning Act 2016 and whether the application would fall under the “Hazardous Chemical Facilities” definition. 3. Councillor Denis Chapman requested further information in relation to the carparking in front of the proposed service station and existing houses. 	Strategy, Community & Development	163
ORD 11.4.1	Councillor Lachlan Cosgrove requested further information in relation to the number of rateable dwellings/properties in Tinnanbar.	Infrastructure Services	165
ORD 12.2	Councillor Michelle Govers requested further information in relation to Councillors being provided with the previous Council reports on the matter.	Strategy, Community & Development	166
ORD 15.4	Councillor George Seymour requested further information in relation to why the process differed from the 2023 terms of reference and previous practice.	Strategy, Community & Development	319



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

REQUESTS FOR FURTHER INFORMATION

SUBJECT: **ORD 11.3.1 - 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**

CONFIDENTIAL: **No**

1. QUESTION

1. Councillor Lachlan Cosgrove requested further information in relation to recommendation 3 being reworded to list for consideration in future budget deliberations.
2. Councillor Paul Truscott requested further information in relation to attachment 1 being re-issued to Councillors due to formatting issues.

2. RESPONSE

1. An alternative recommendation for the ORD 11.3.1 – Finalisation of the Hervey Bay Esplanade Masterplanning process report is as follows:

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) for consideration in future Council budget deliberations to commence staged design and delivery.
2. The formatting issues for Attachment 1 – Hervey Bay Esplanade Master Plan have been resolved and document re- issued as attached.

3. ATTACHMENTS

1. Hervey Bay Esplanade Master Plan - # 4589848v2 [📄](#)



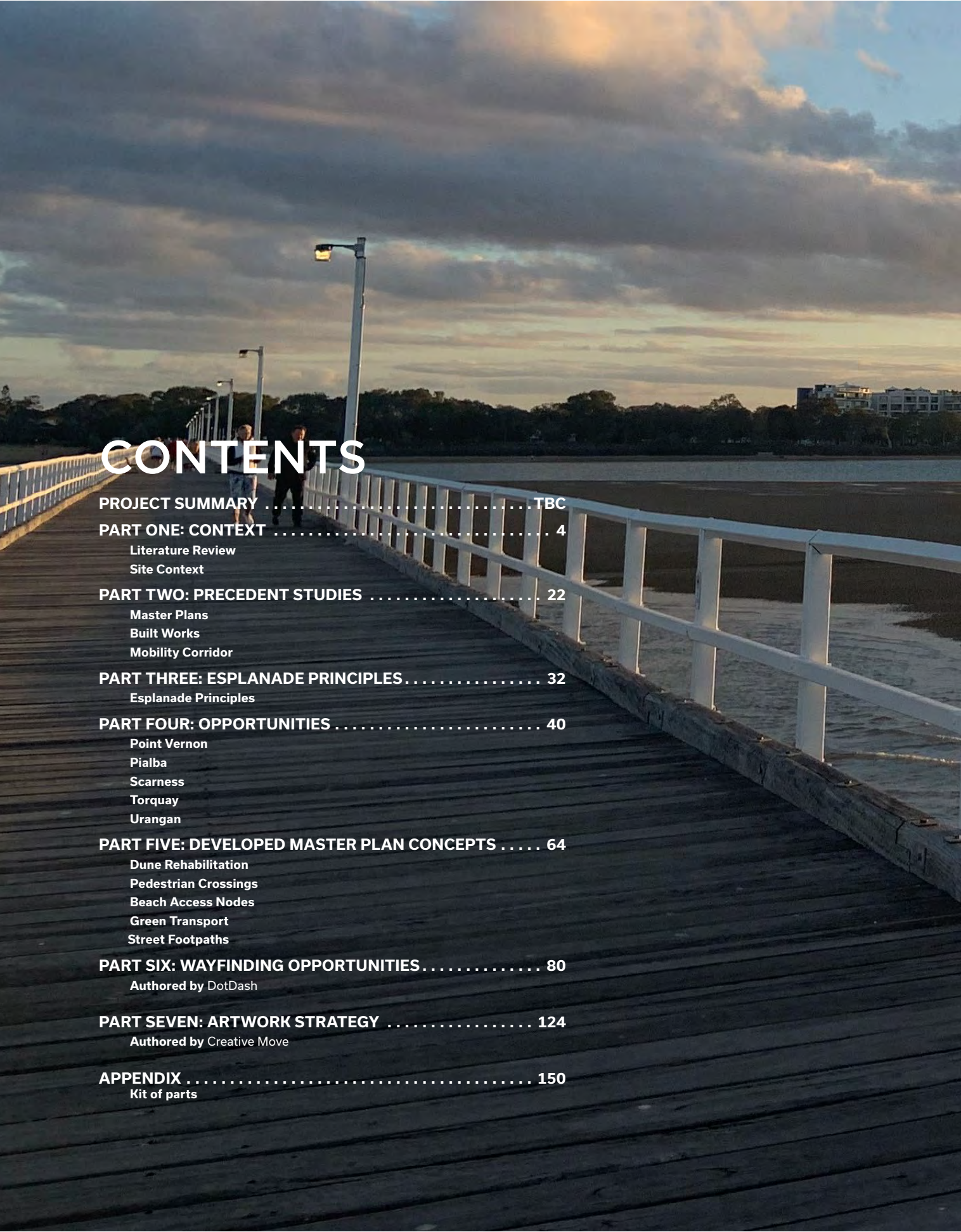


DOCUMENT REGISTER

Project	Hervey Bay Esplanade Master Plan
Report Title	Hervey Bay Esplanade Master Plan_ Preliminary Concept
Version	[G]
Project Code	21064.01
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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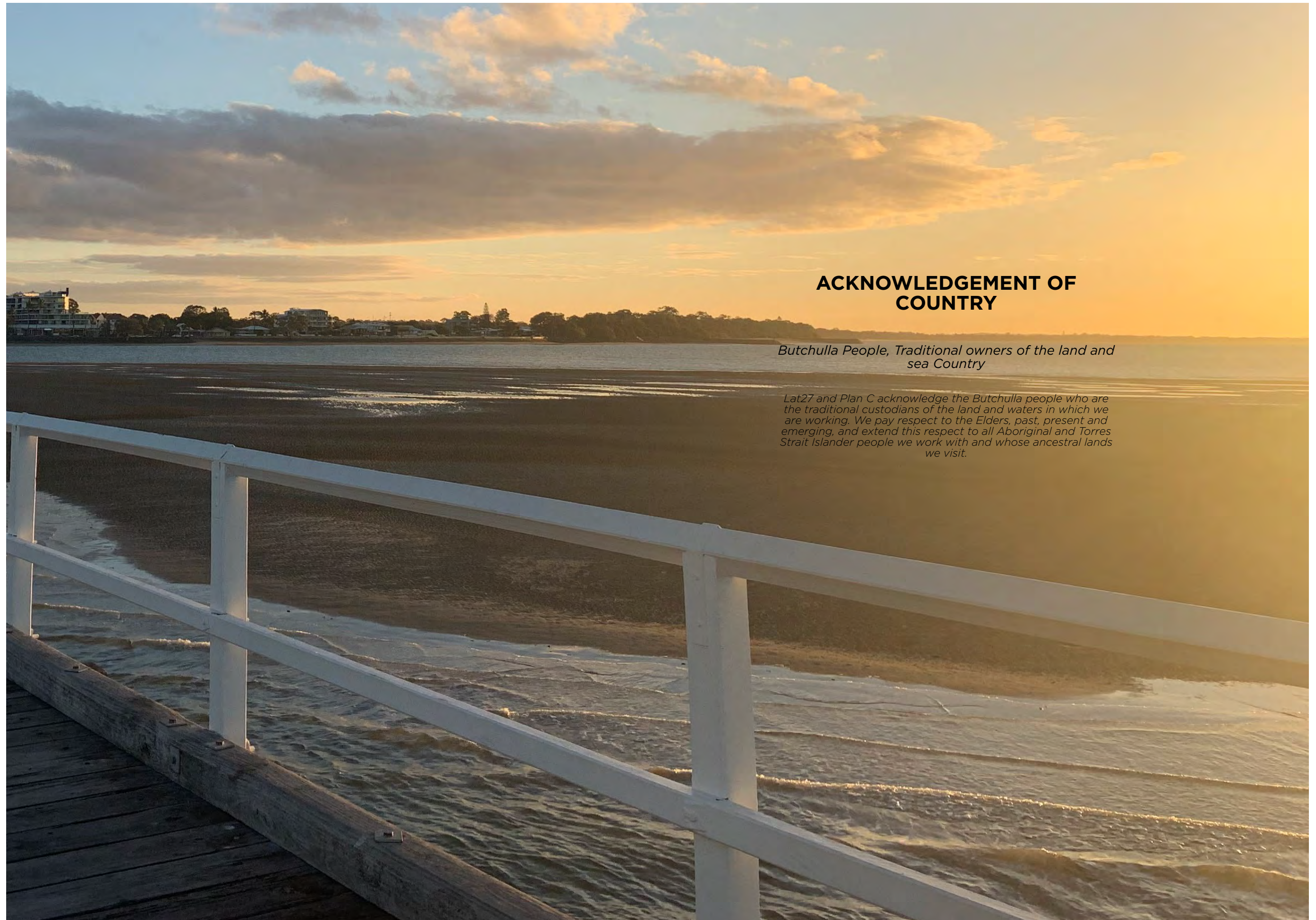
 Authored by DotDash

PART SEVEN: ARTWORK STRATEGY 124

 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.







LITERATURE REVIEW



DRAFT OPEN SPACE STRATEGY (2020 - present)

PURPOSE / GOALS

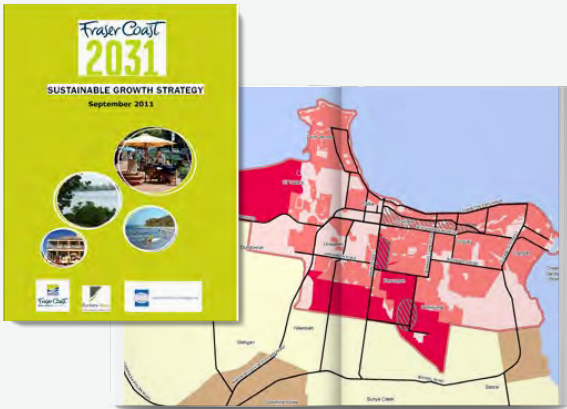
Aims to translate the community's value and vision for open space into a guiding document that will lead Council's planning, management, future works program and resourcing for open space to meet growth expectations.

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

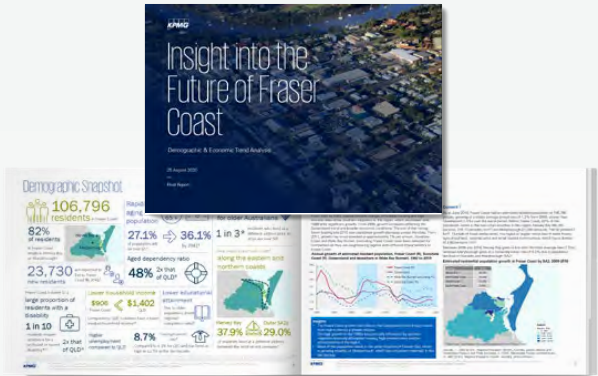
The Sustainable Growth Strategy was commissioned to assist and inform in the development of a new planning scheme for the entire local government area.

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.

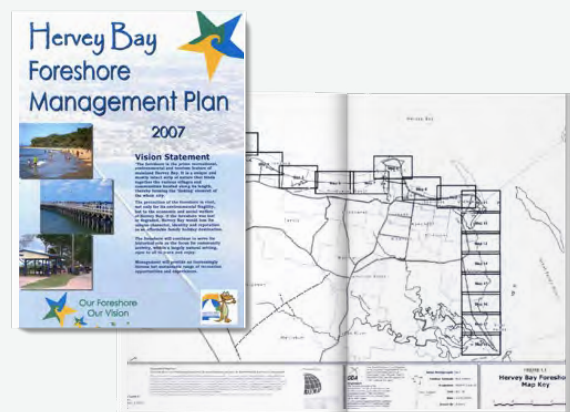
The strategy includes both regional actions that will benefit our entire coastline as well as adaptation pathways for our coastal communities, demonstrating our commitment to short term action and a flexible approach to longer term planning.

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)

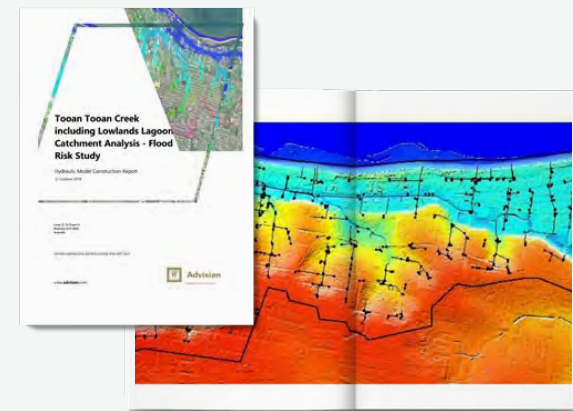
PURPOSE / GOALS

- 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)

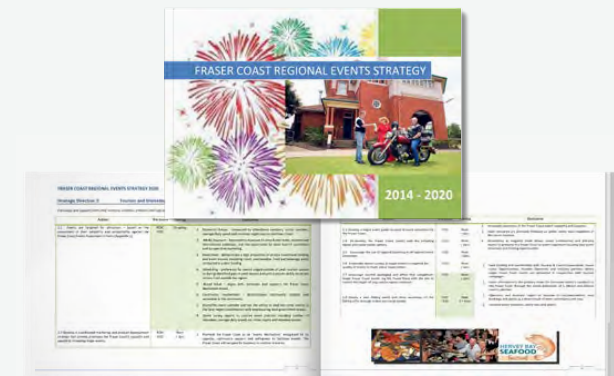
PURPOSE / GOALS

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

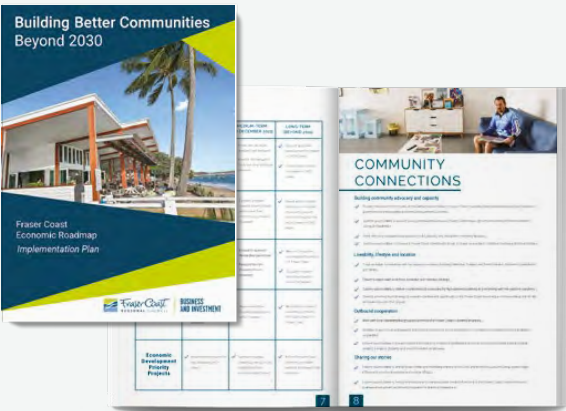
(2018 -2023)

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

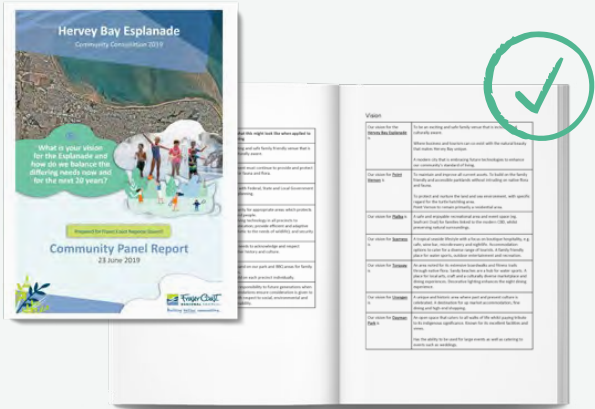
(2022-2026)

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,
 - Participatio, leaning 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 signagePoints 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 considerationAddition 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 parkYouth precinct - include play area for children 0-5yrs.	Pialba
⑥ <ul style="list-style-type: none">Upgrade caravan parkImproved disability access to beachShade over existing playground @ Enzo's	Scarness
⑦ <ul style="list-style-type: none">Upgrade caravan parkImproved disability access to beachEmergency 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 lengthAdditional amenities block to top end of Dayman ParkShade 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 parkingSmart 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 flow Review of pedestrian/shared crossings Raised intersections to slow traffic Assess the need for drop off zones 	Whole Esplanade
Remove parking from one side of street + look to formalise parking in back streets	Whole Esplanade
11 Consider one way traffic (corner of pier Urangan and Elizabeth Street)	Urangan
<ul style="list-style-type: none"> Reduce speed limits to 40km/h Parking on open side of drain (Freshwater Street) 	Scarness + Torquay
12 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 arcades Tourist information kiosks No more buildings / and or expansion out on esplanade foreshore A legislative strategy for wayfinding / signage 	Whole Esplanade
13 No change to the zoning of low/medium density areas to high density areas. No high-rise buildings in these areas.	Point Vernon

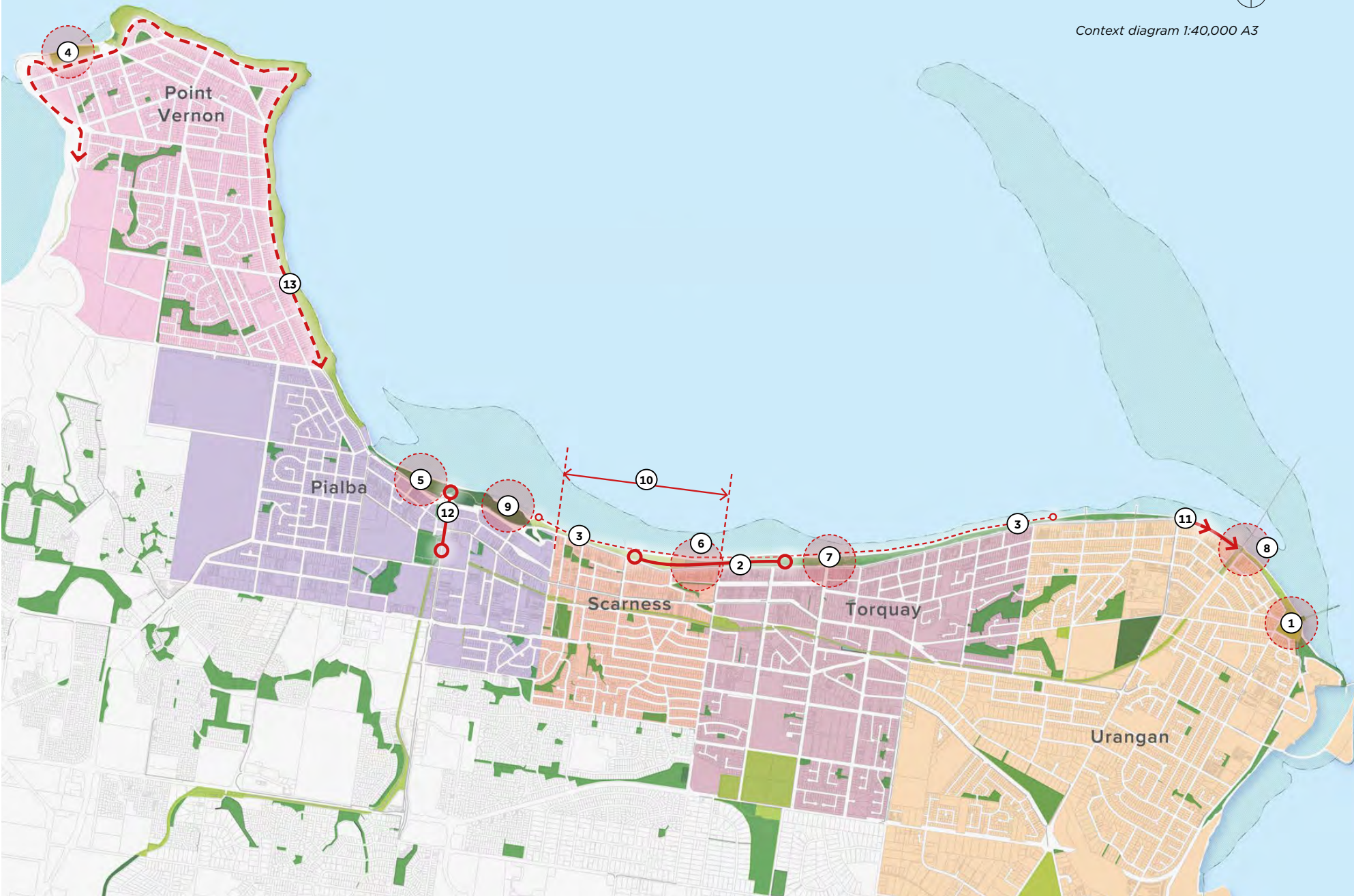
SUMMARY

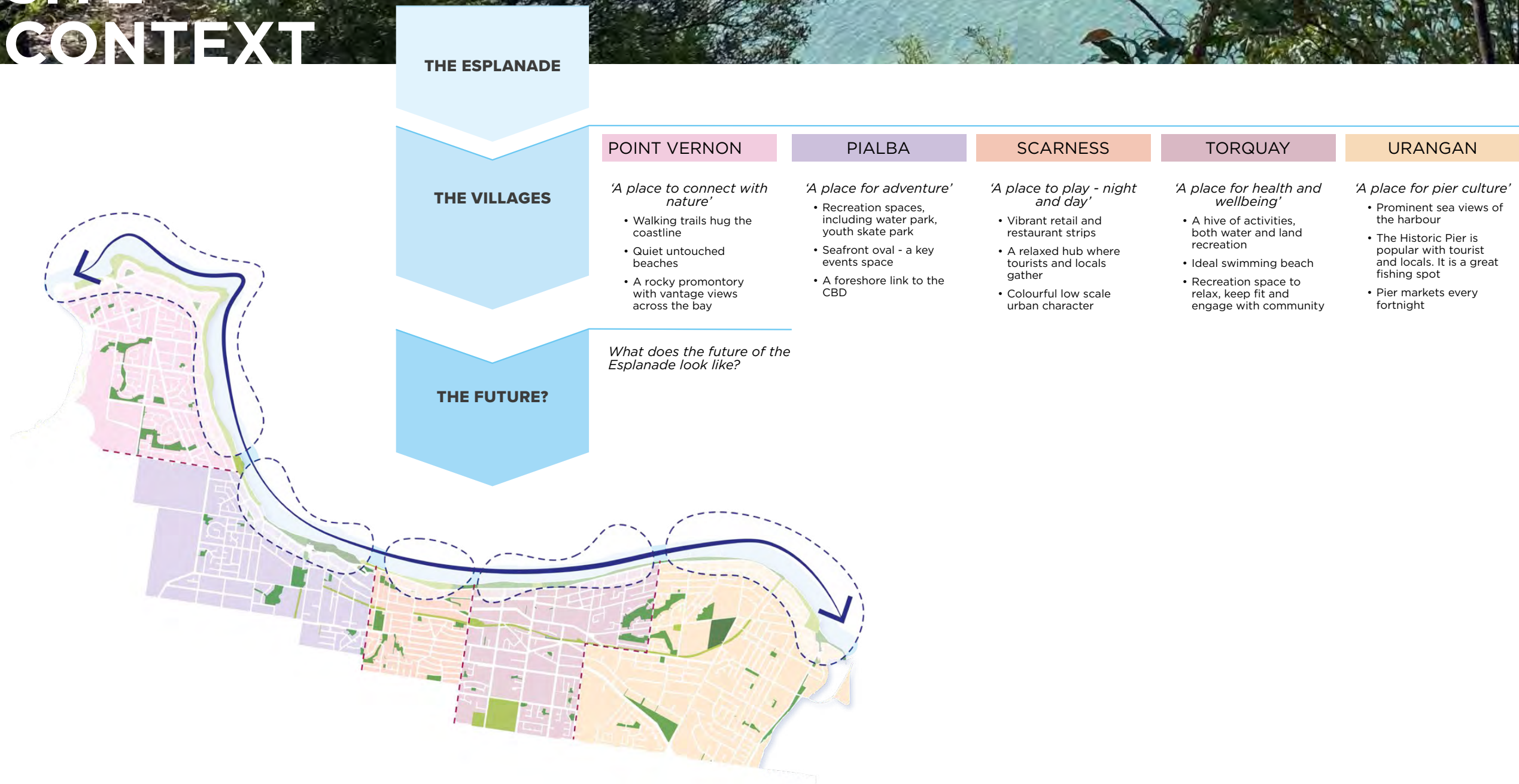
Esplanade key aspirations:

- 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

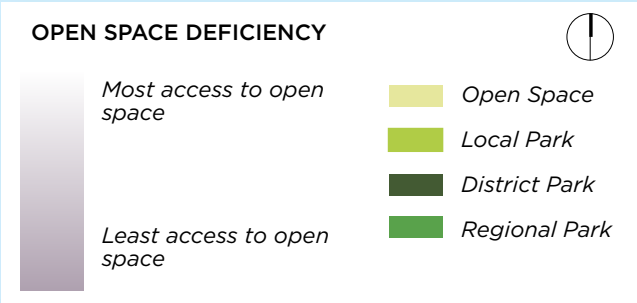
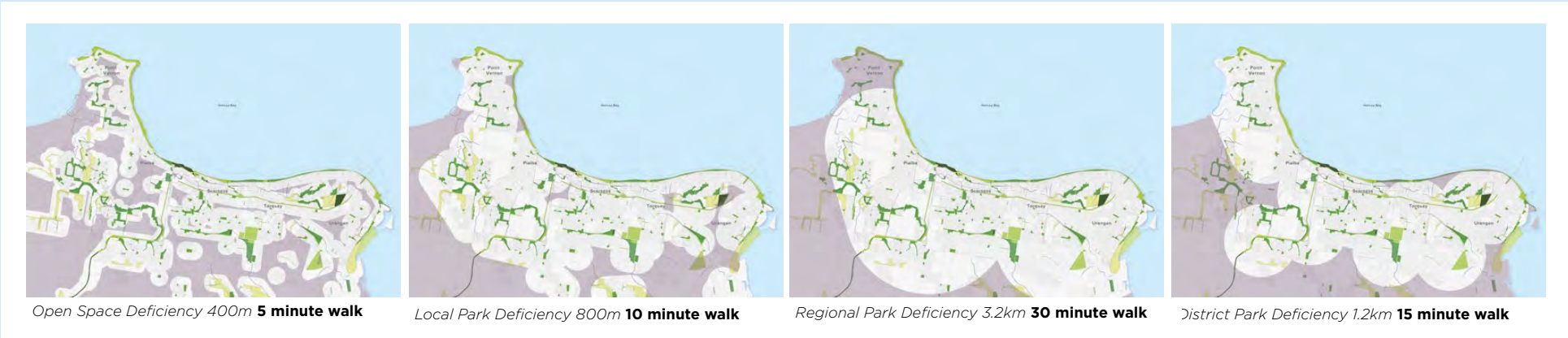
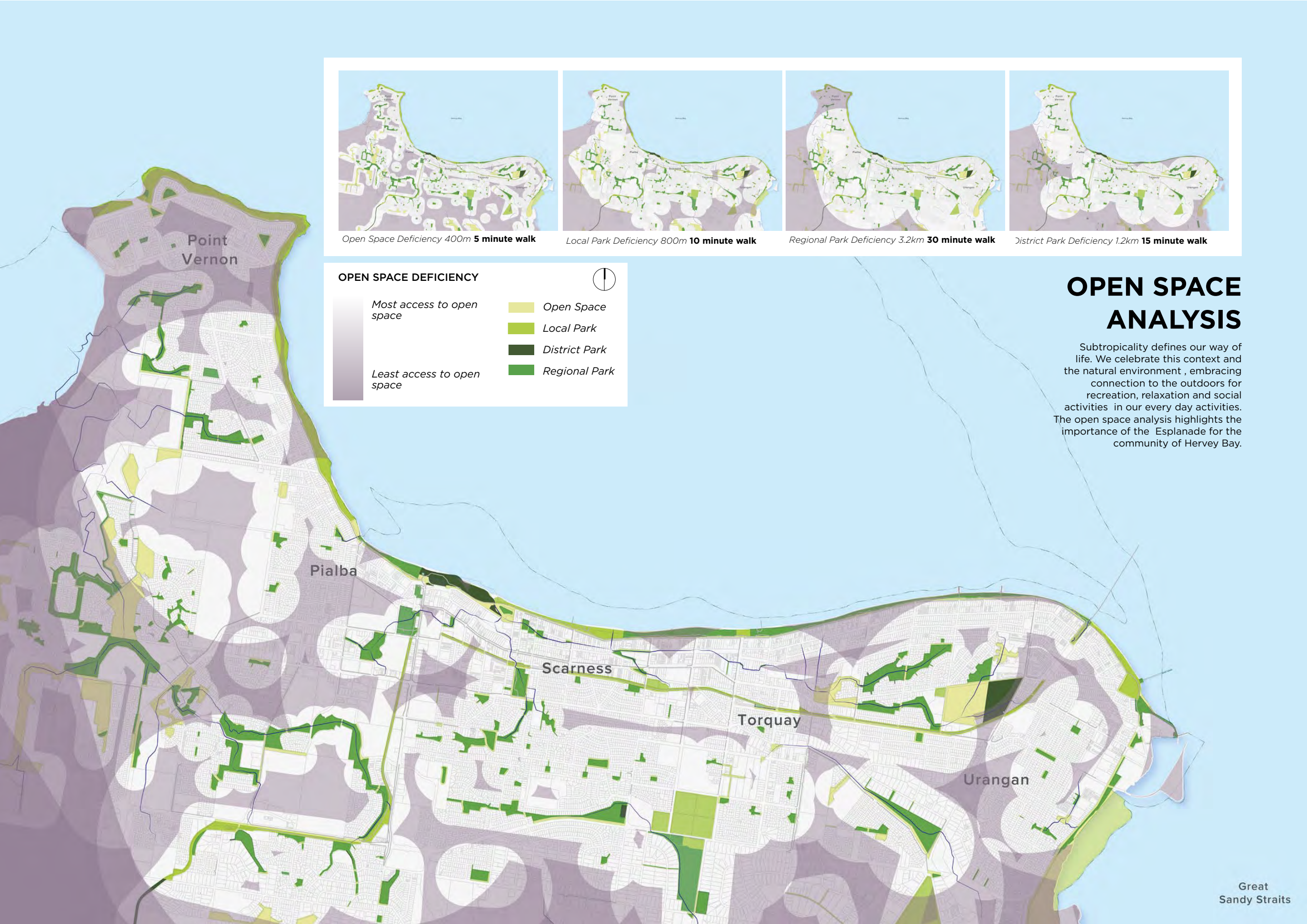


Context diagram 1:40,000 A3









OPEN SPACE ANALYSIS

Subtropicality defines our way of life. We celebrate this context and the natural environment , embracing connection to the outdoors for recreation, relaxation and social activities in our every day activities. The open space analysis highlights the importance of the Esplanade for the community of Hervey Bay.

URBAN ELEMENTS AND ACTIVITIES

The major centres are identified throughout the context of the site. The precinct highlights the pockets of activity stretching along the site

LEGEND

Sport & Recreation

Hospitals

Aged living

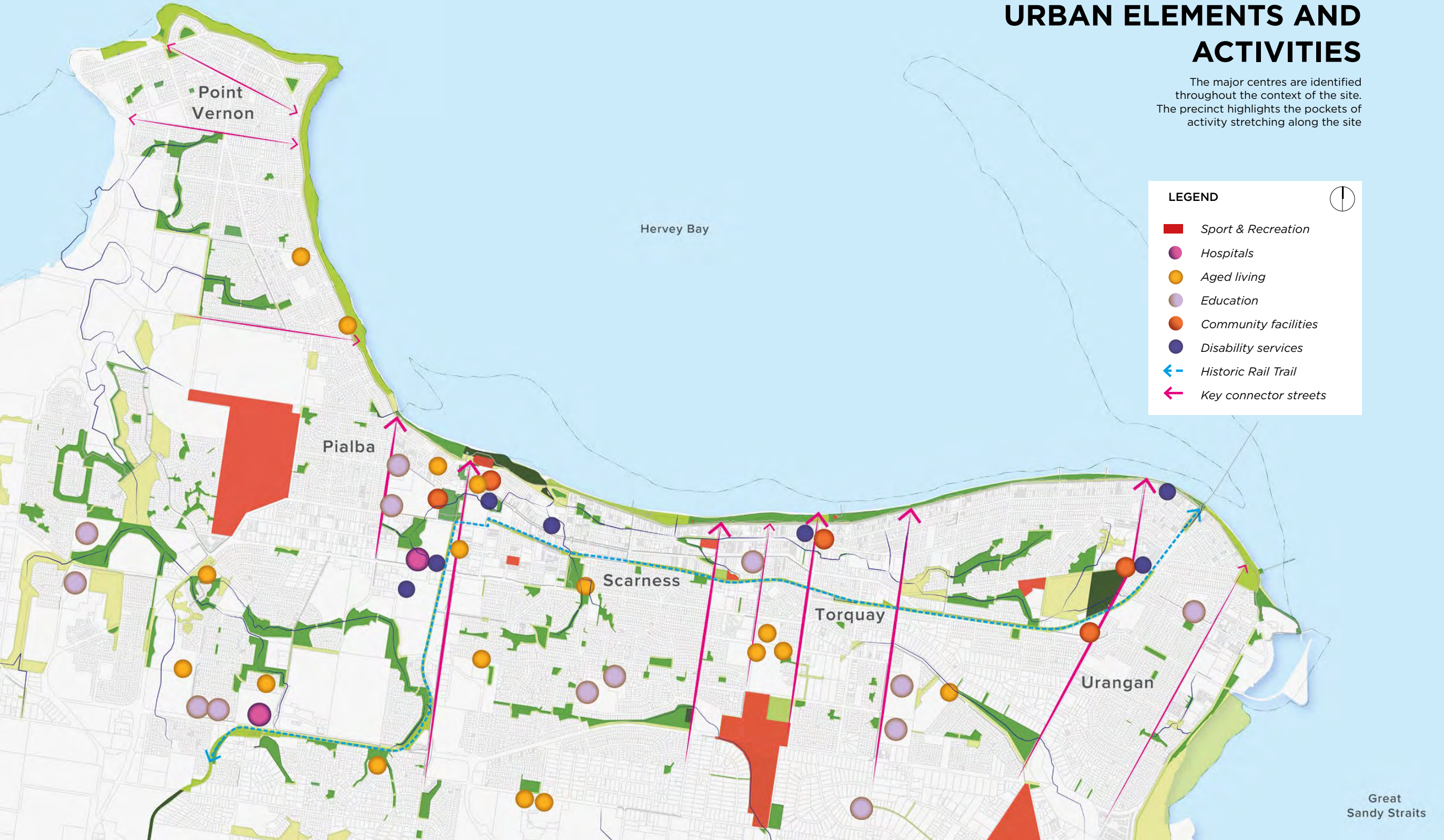
Education

Community facilities

Disability services

Historic Rail Trail

Key connector streets



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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

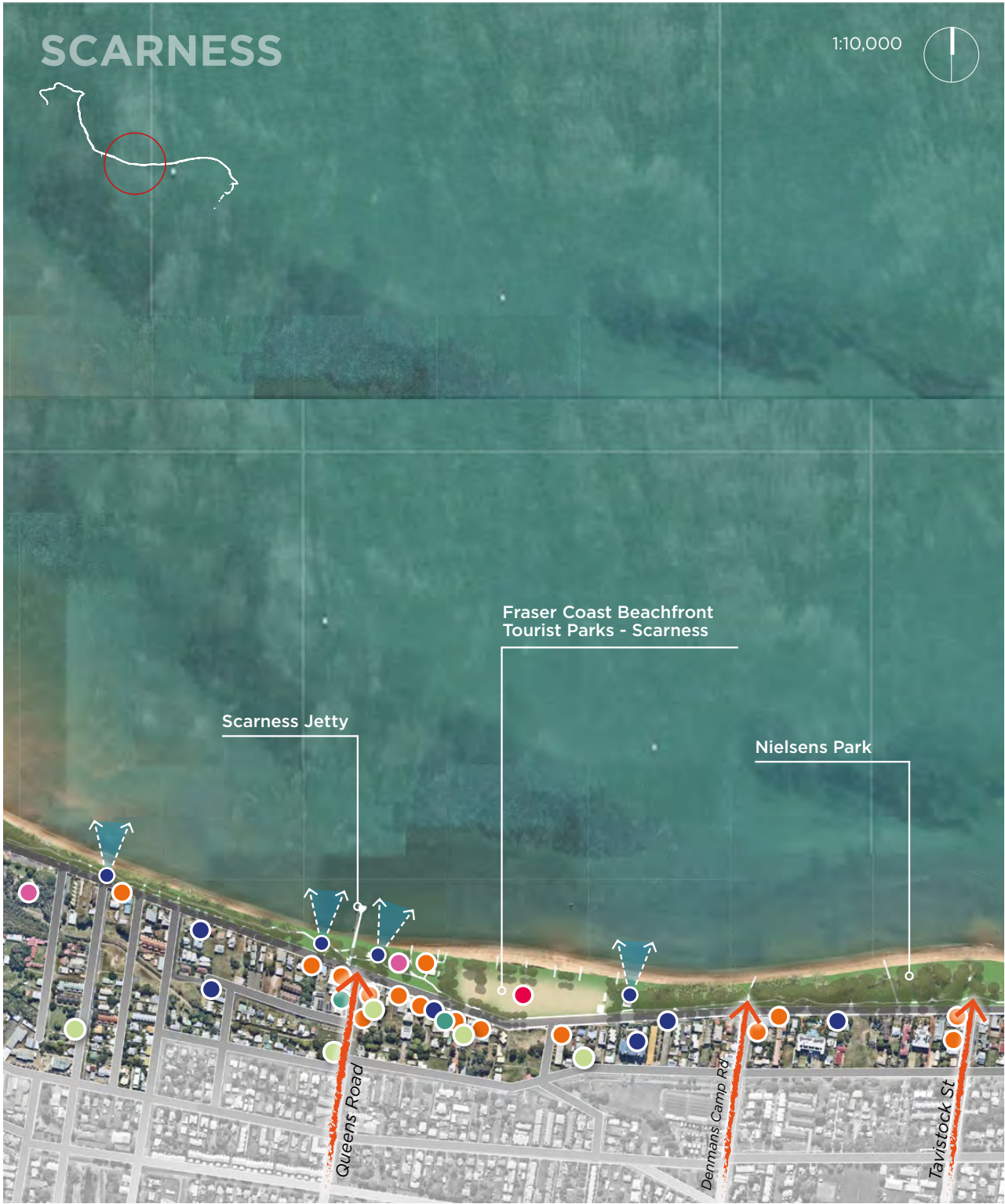
KEY EVENTS

- 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'

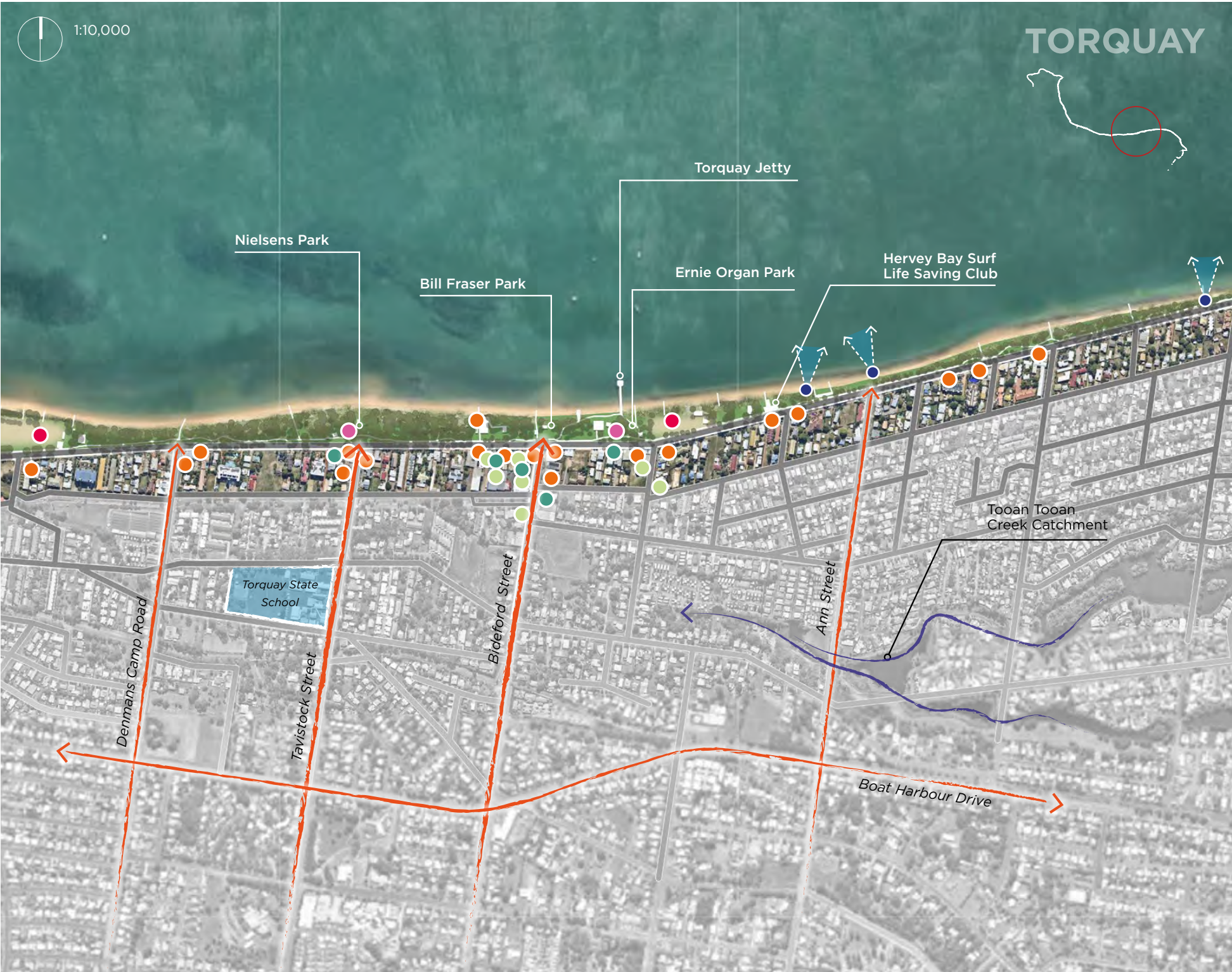
- A hive of activities, both water and land recreation
- Ideal swimming beach
- Recreation space to relax, keep fit and engage with community

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 (2014-2016)

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

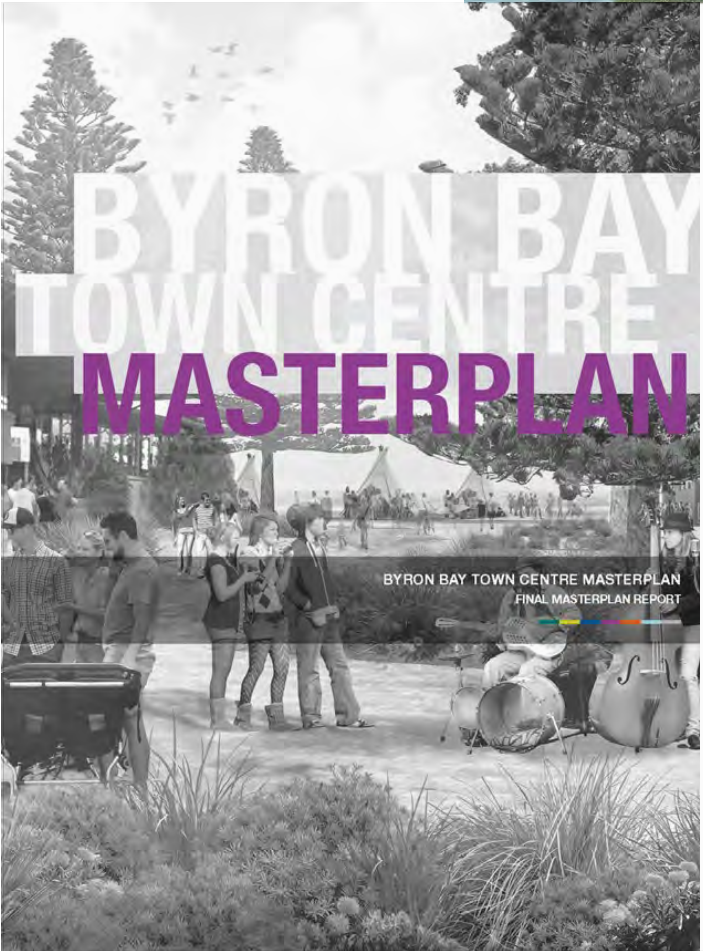


Image credit: McGregor Coxall



Image credit: McGregor Coxall

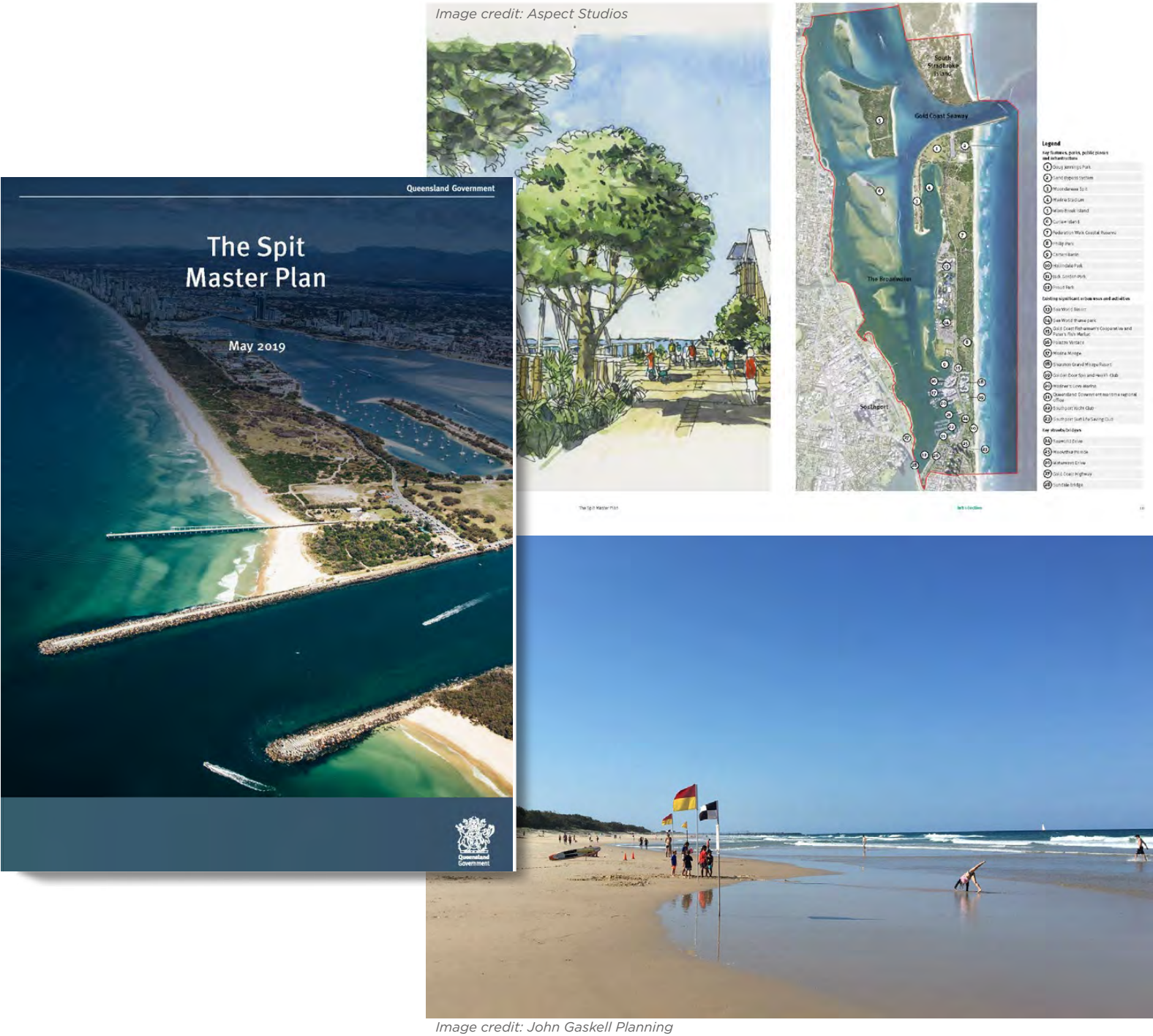


SOUTHPORT SPIT
MASTER PLAN (2019)

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

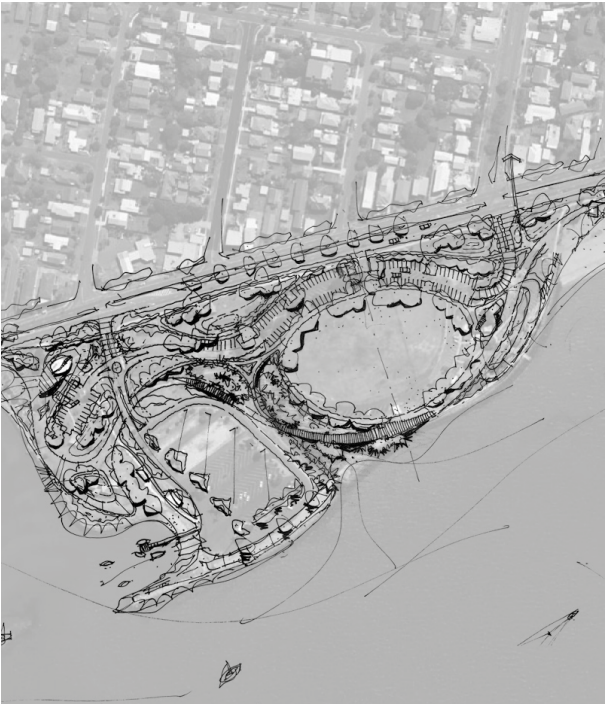


CLONTARF FORESHORE
MASTER PLAN *(2011)*

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



Territor.



Photograph credit: Linda Tegg



Photograph credit: Linda Tegg

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.

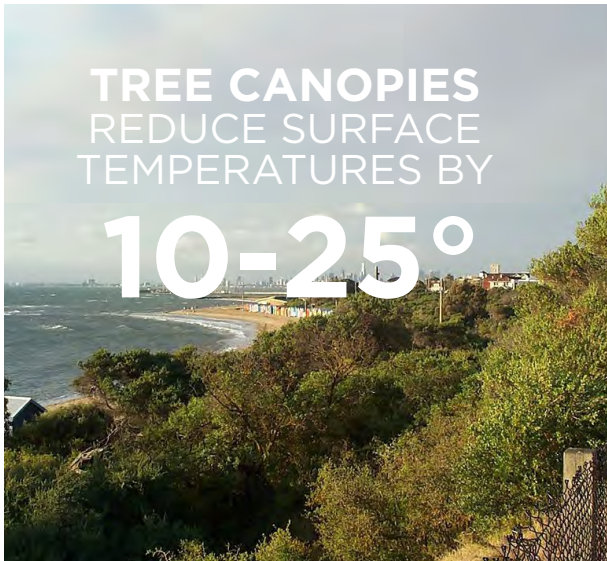


WALKING
CREATES VIBRANT
COMMUNITIES AND
SUPPORTS LOCAL
BUSINESSES..
**PEOPLE WHO WALK
AND SHOP LOCALLY
VISIT MORE OFTEN**

**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







ENVIRONMENT

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



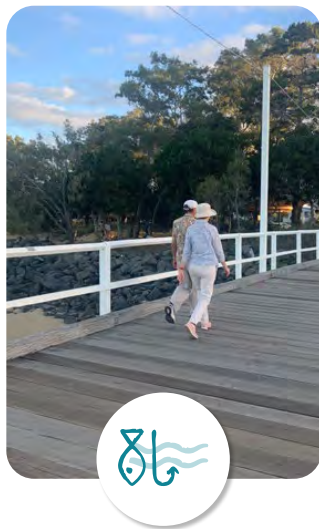
CONNECTIVITY

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



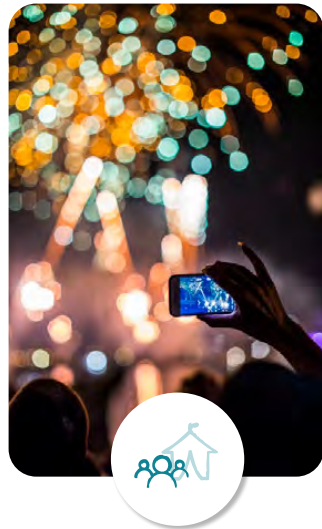
CONNECTING TO COUNTRY

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



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

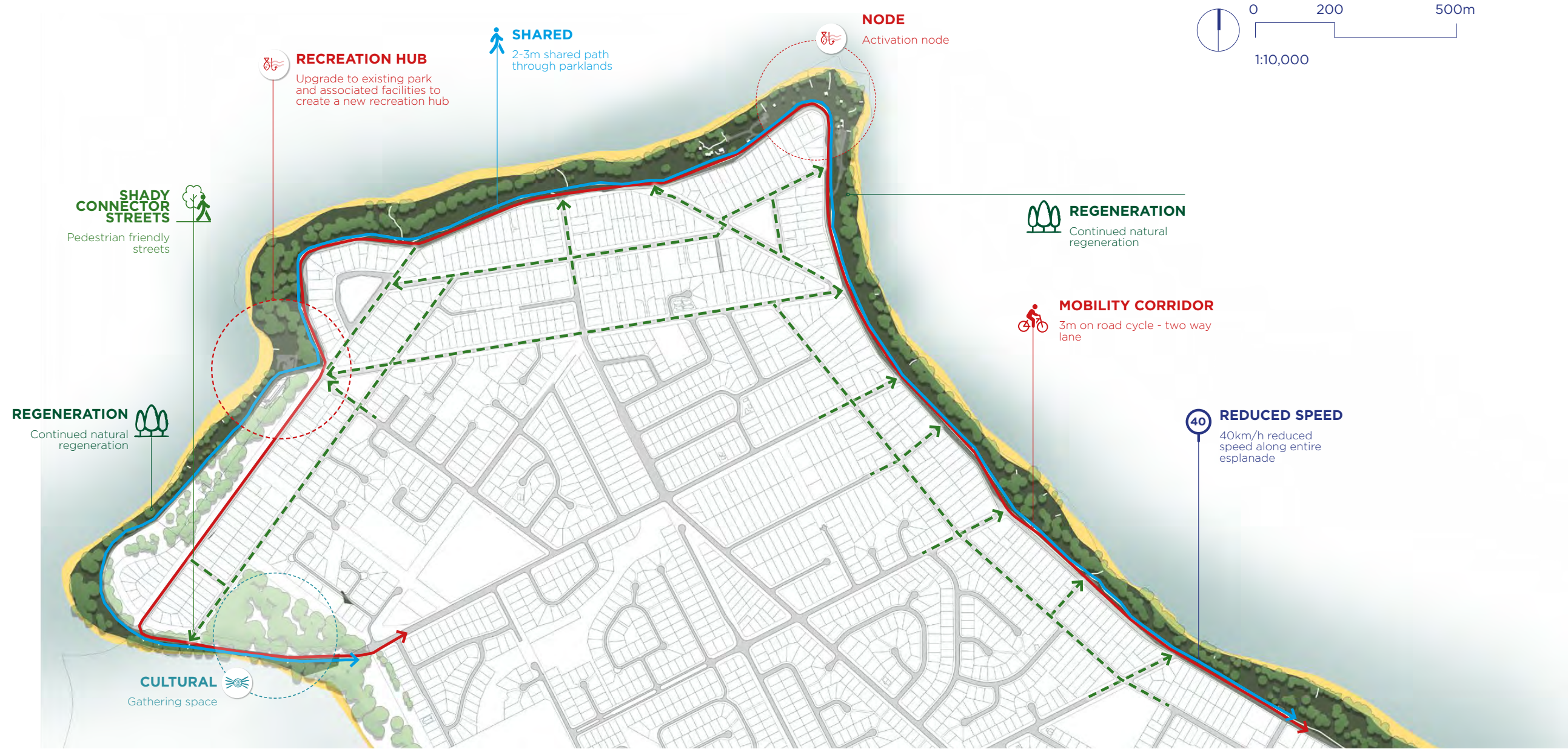
OPPORTUNITIES







POINT VERNON

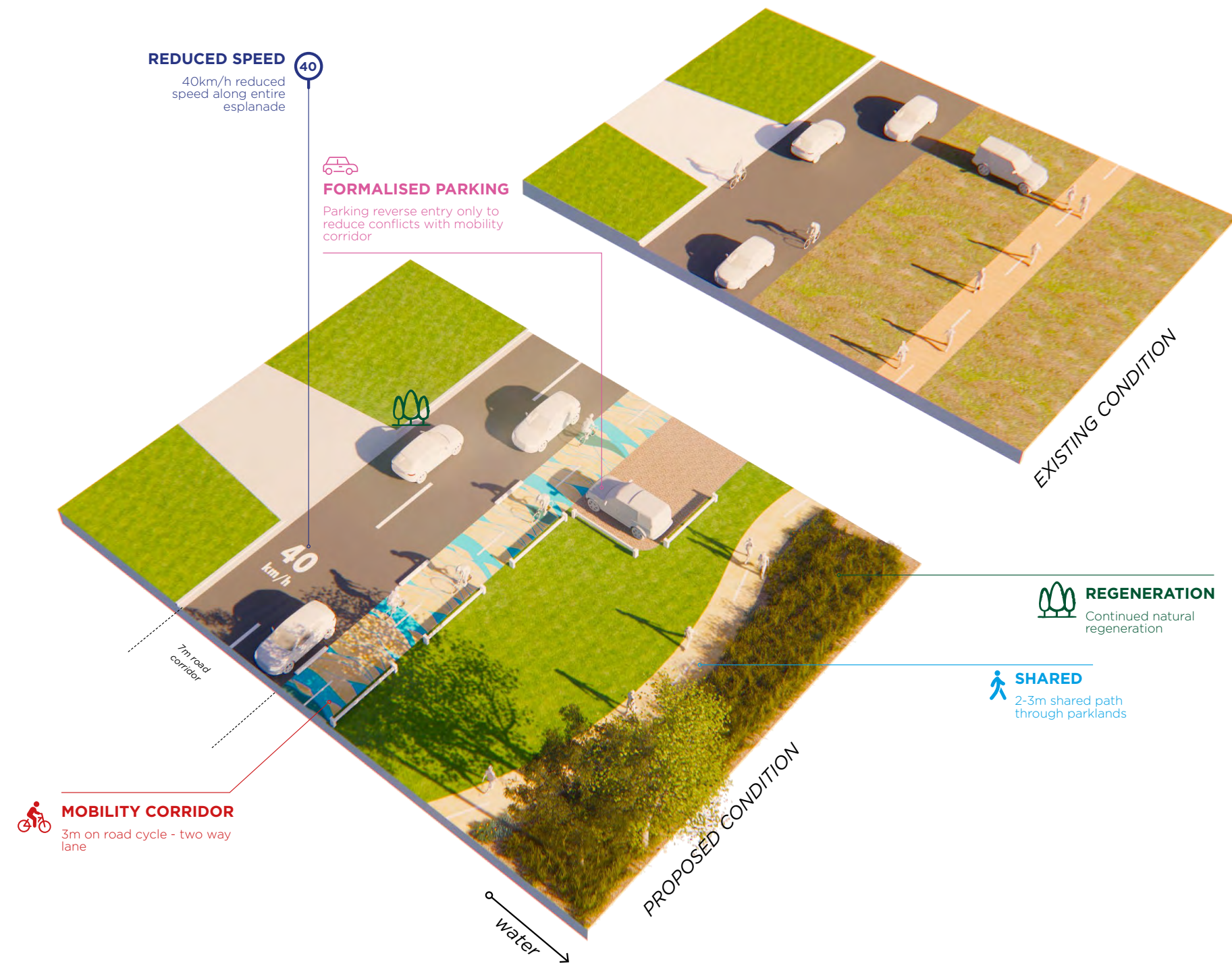


POINT VERNON

Typical section - mobility corridor testing



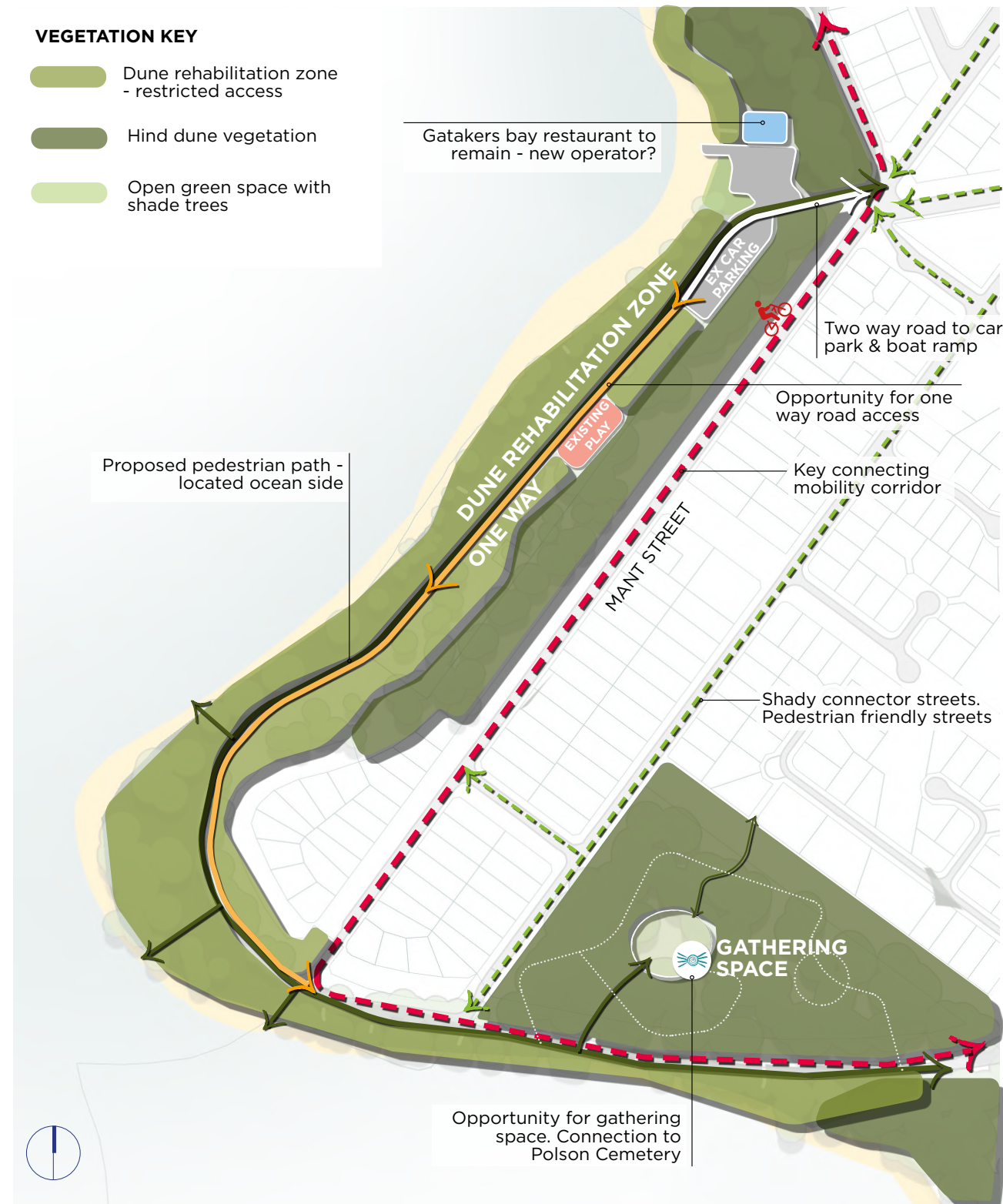
Existing condition



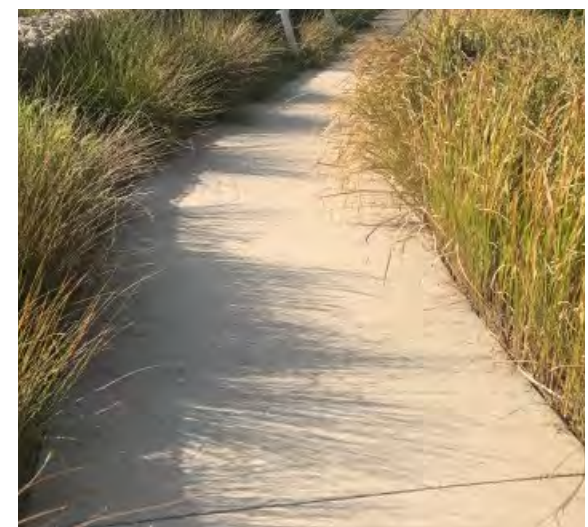
POINT VERNON

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



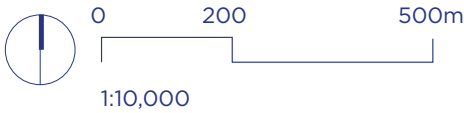
CHARACTER IMAGERY



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PIALBA



PIALBA

Typical section -
mobility corridor
testing



Existing condition



PIALBA

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

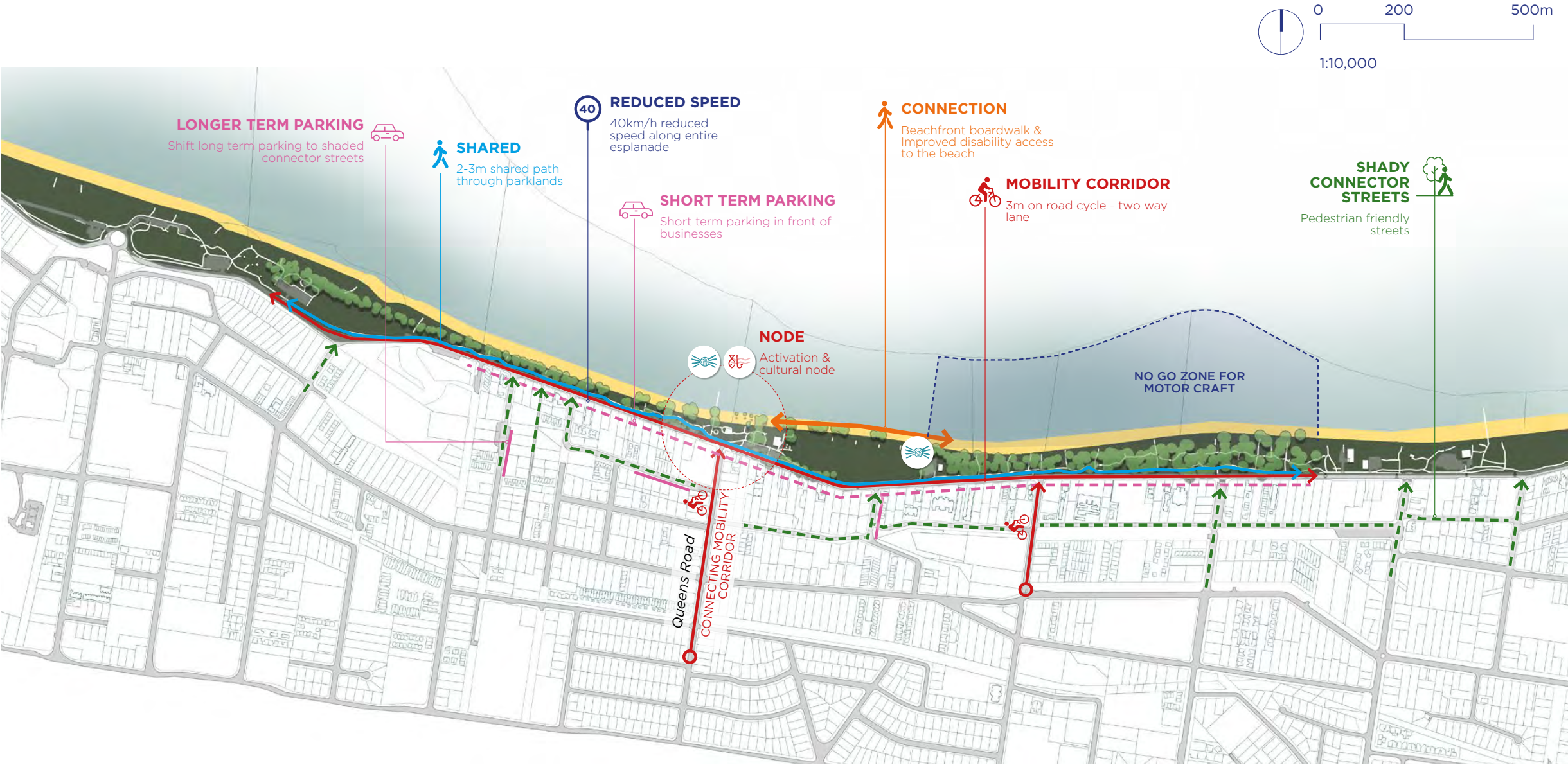
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SCARNESS

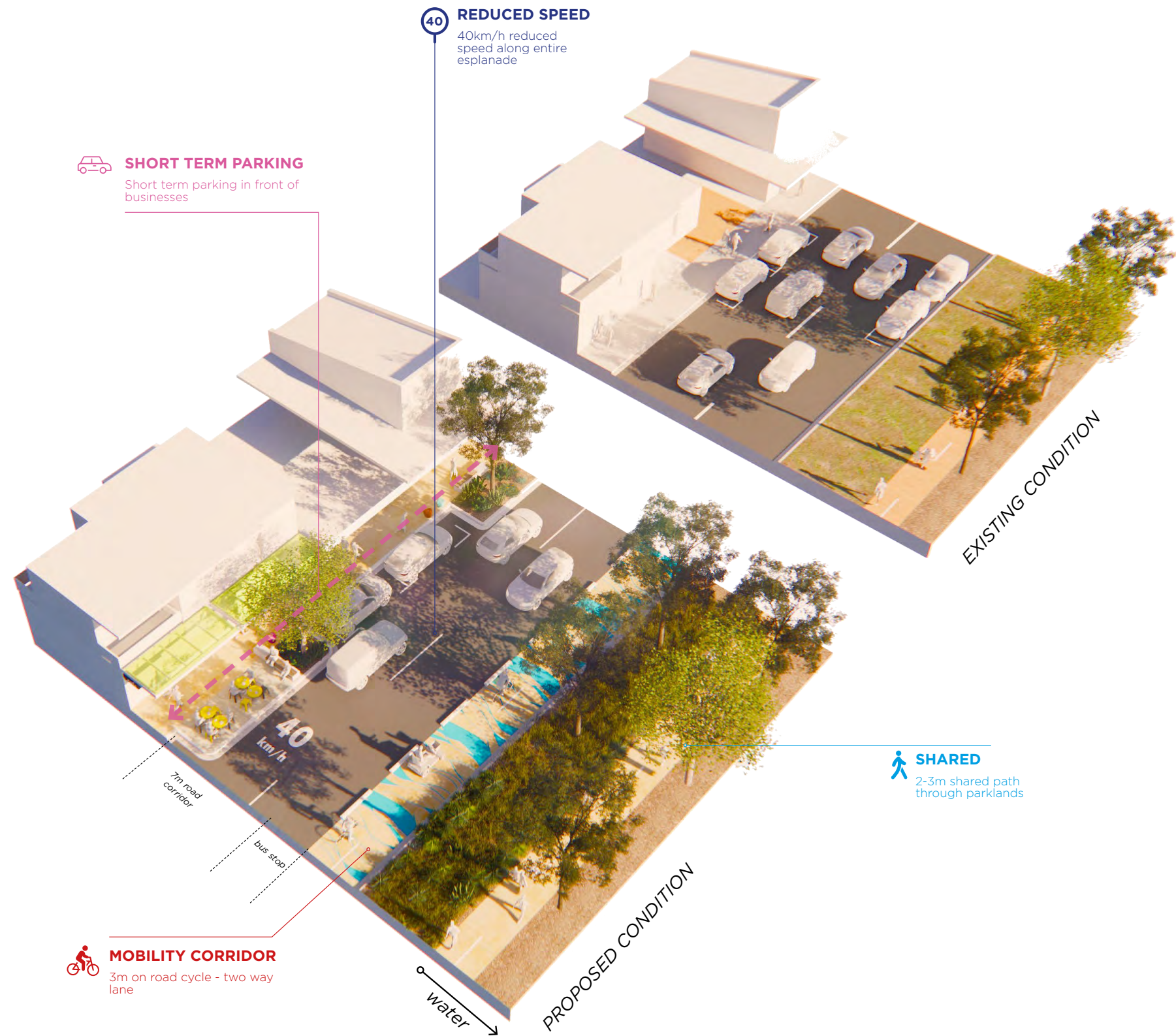


SCARNESS WATERSPORTS HUB

Typical section -
mobility corridor
testing



Existing condition

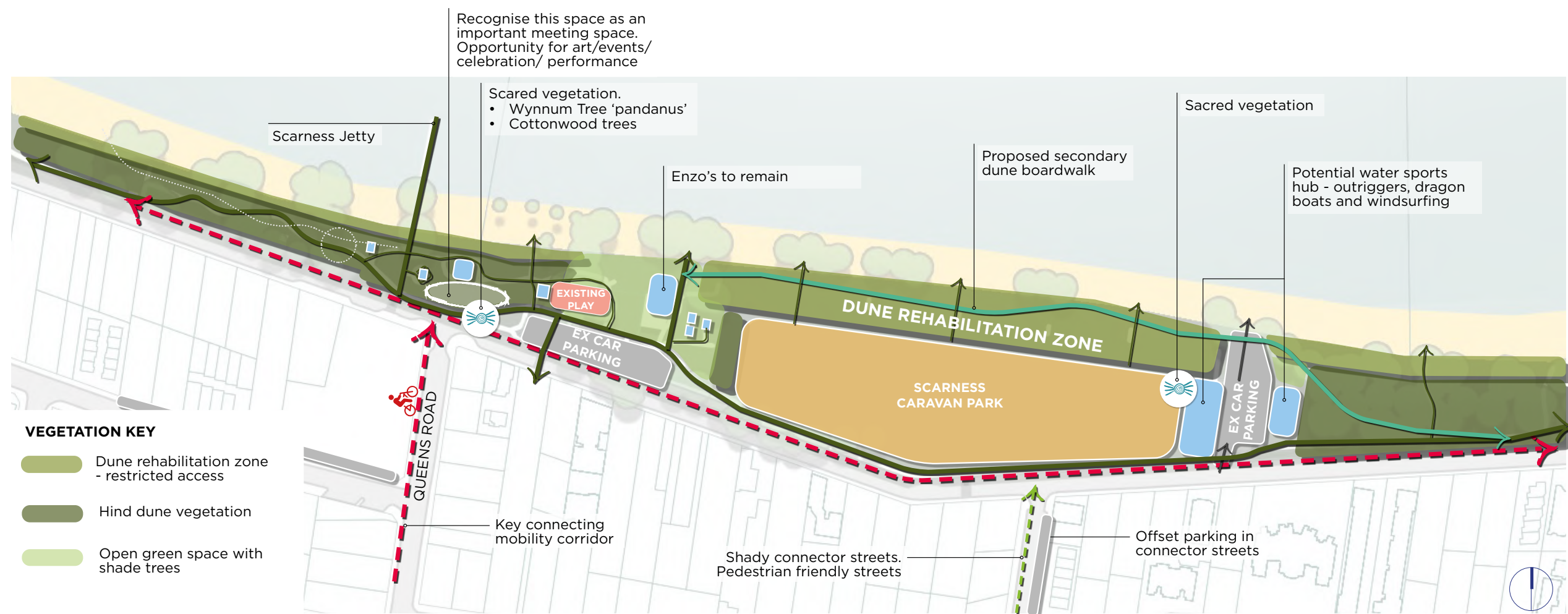


SCARNESS

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

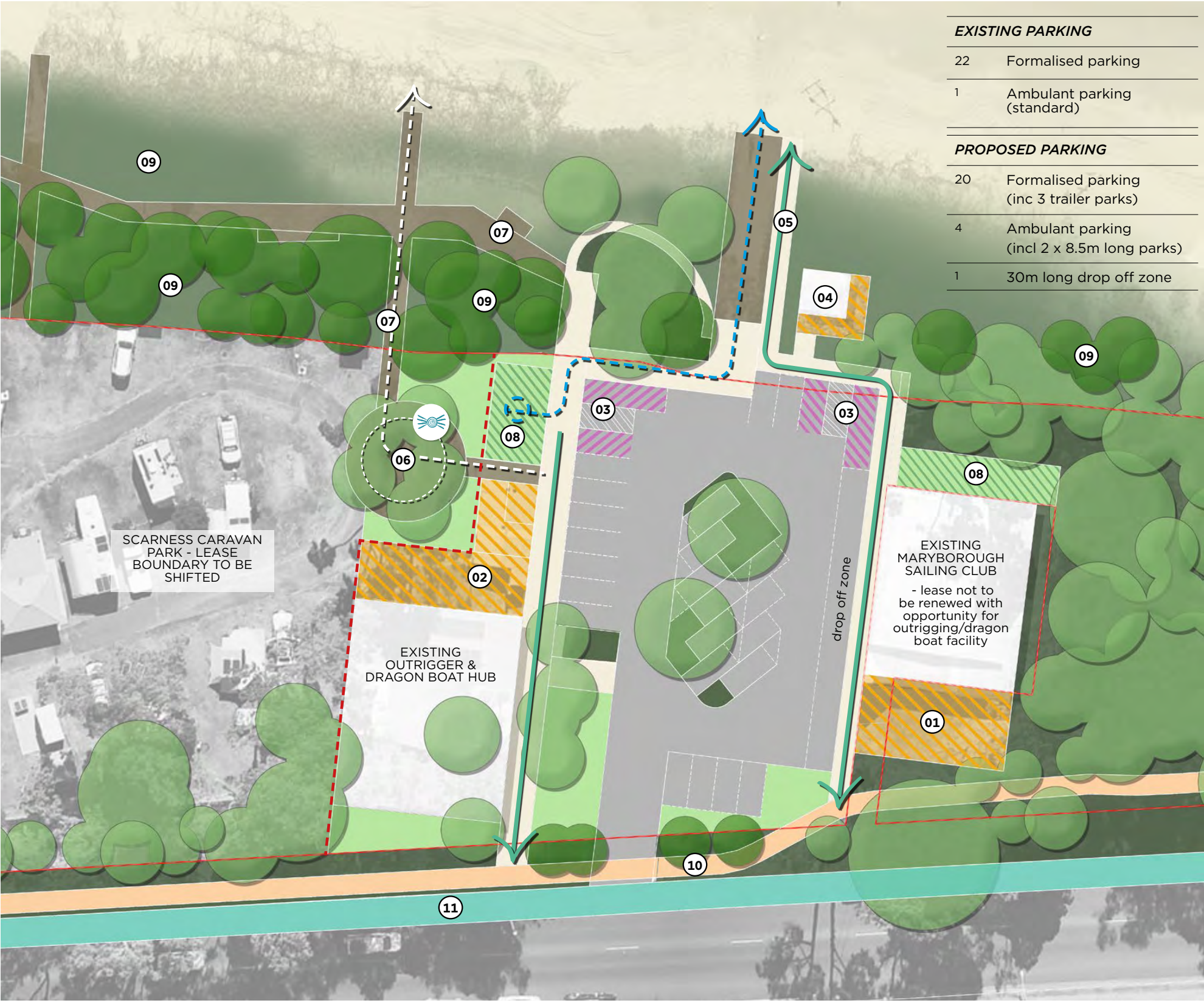
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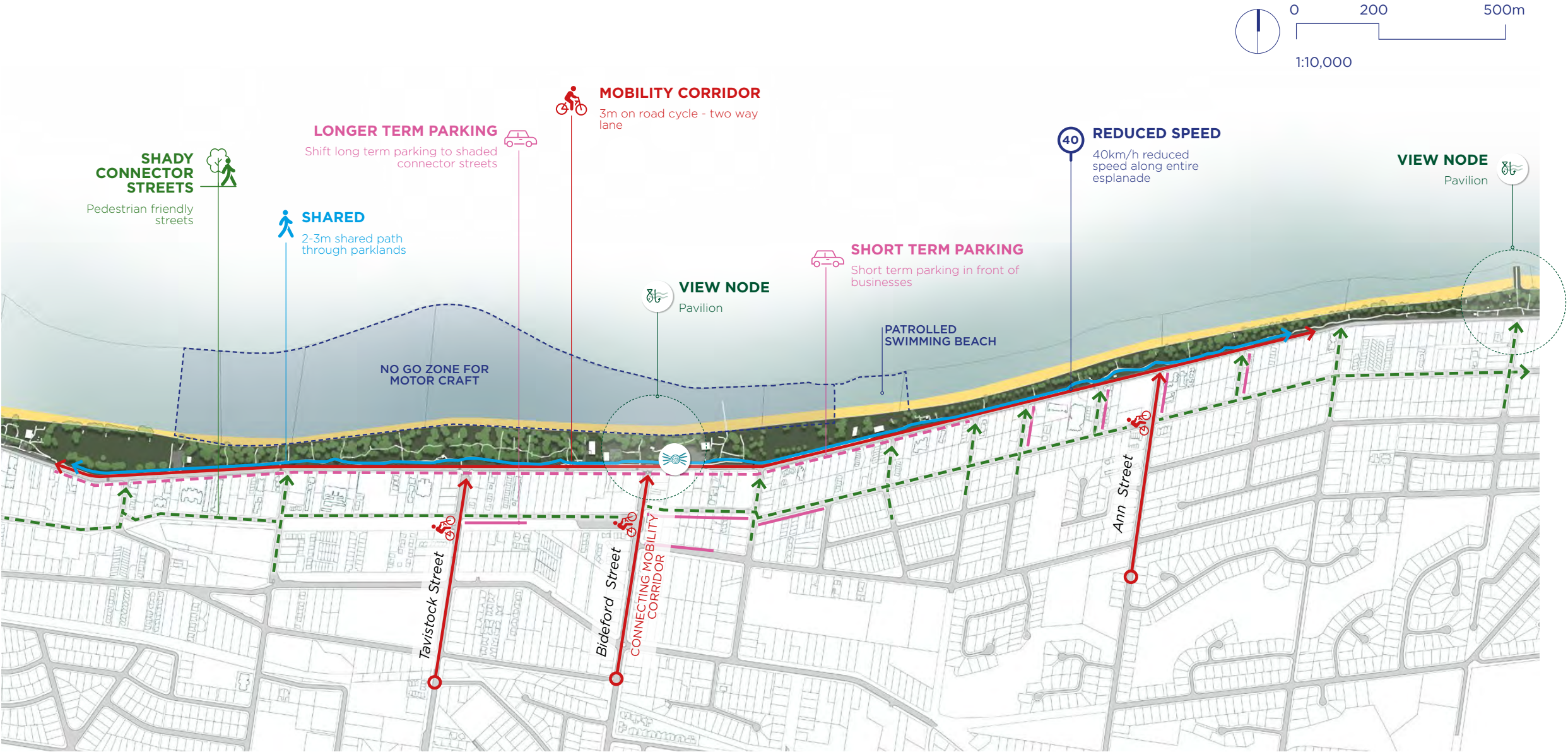


SCARNESS
WATERSPORTS HUB

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
- 05 New all inclusive ramped access to beach
- 06 Indigenous gathering space beneath significant trees
- 07 Proposed board walk through dune rehabilitation zone
- 08 Wash down zone/ event overlay
- 09 Dune rehabilitation zone
- 10 Shared path to be upgraded to 2-3m where possible without tree loss
- 11 Proposed mobility corridor





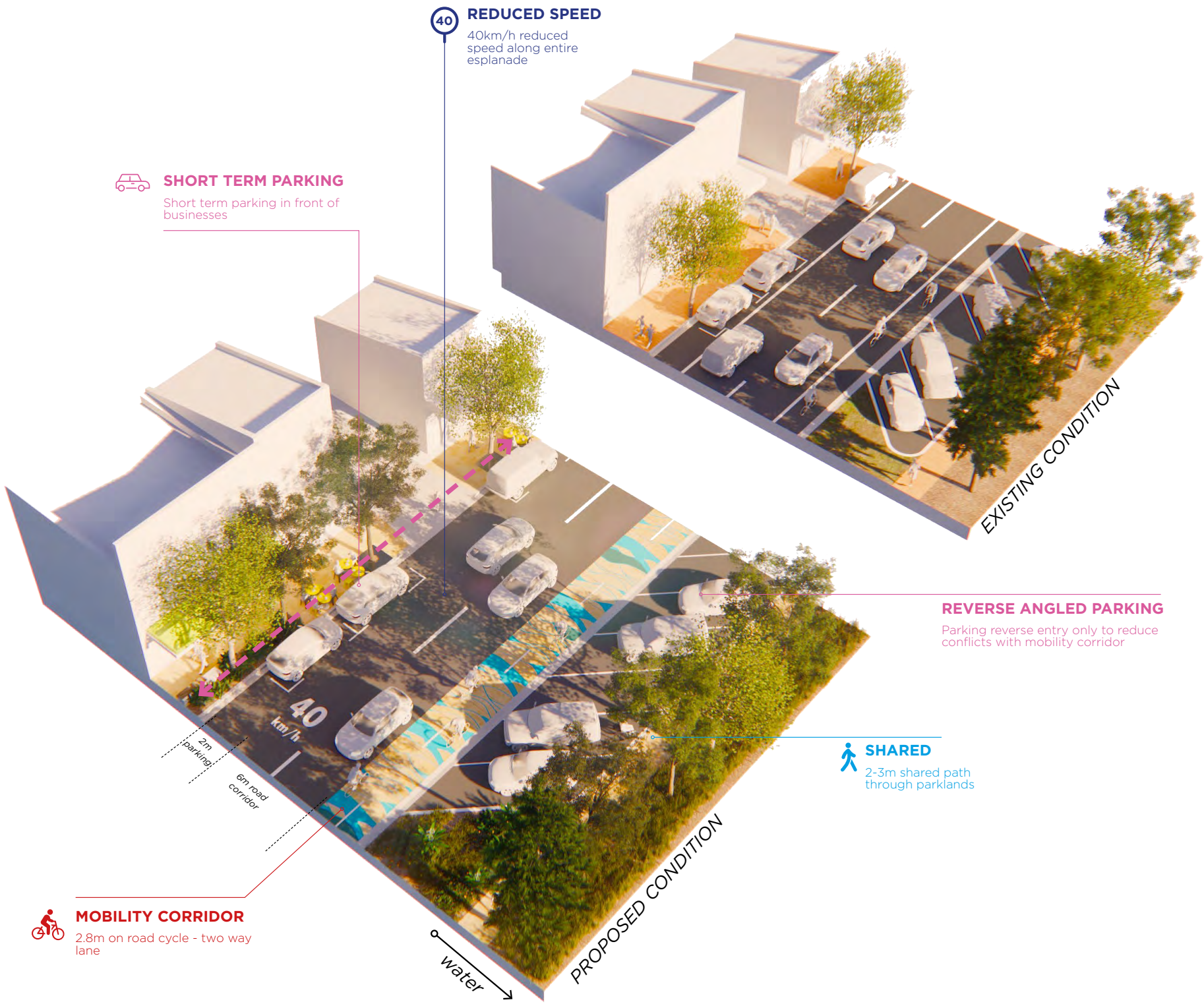
TORQUAY
SAILING HUB

*Typical section -
mobility corridor
testing*

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

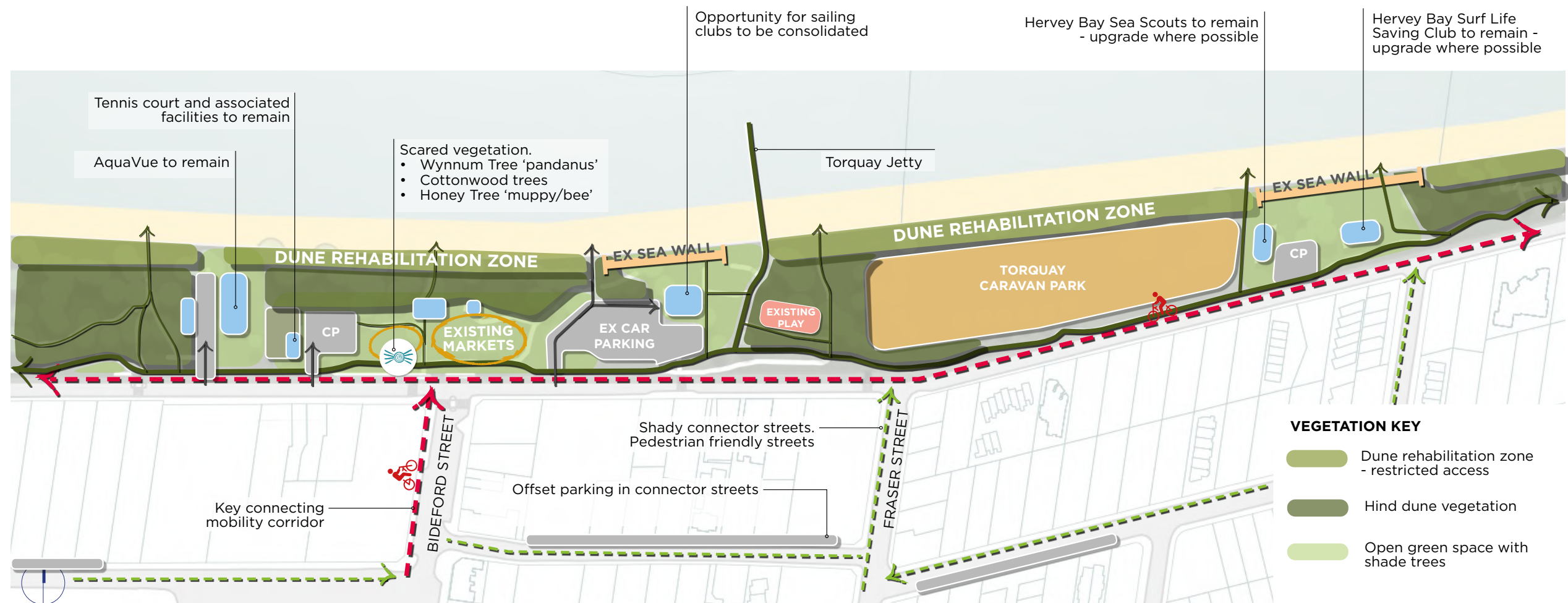


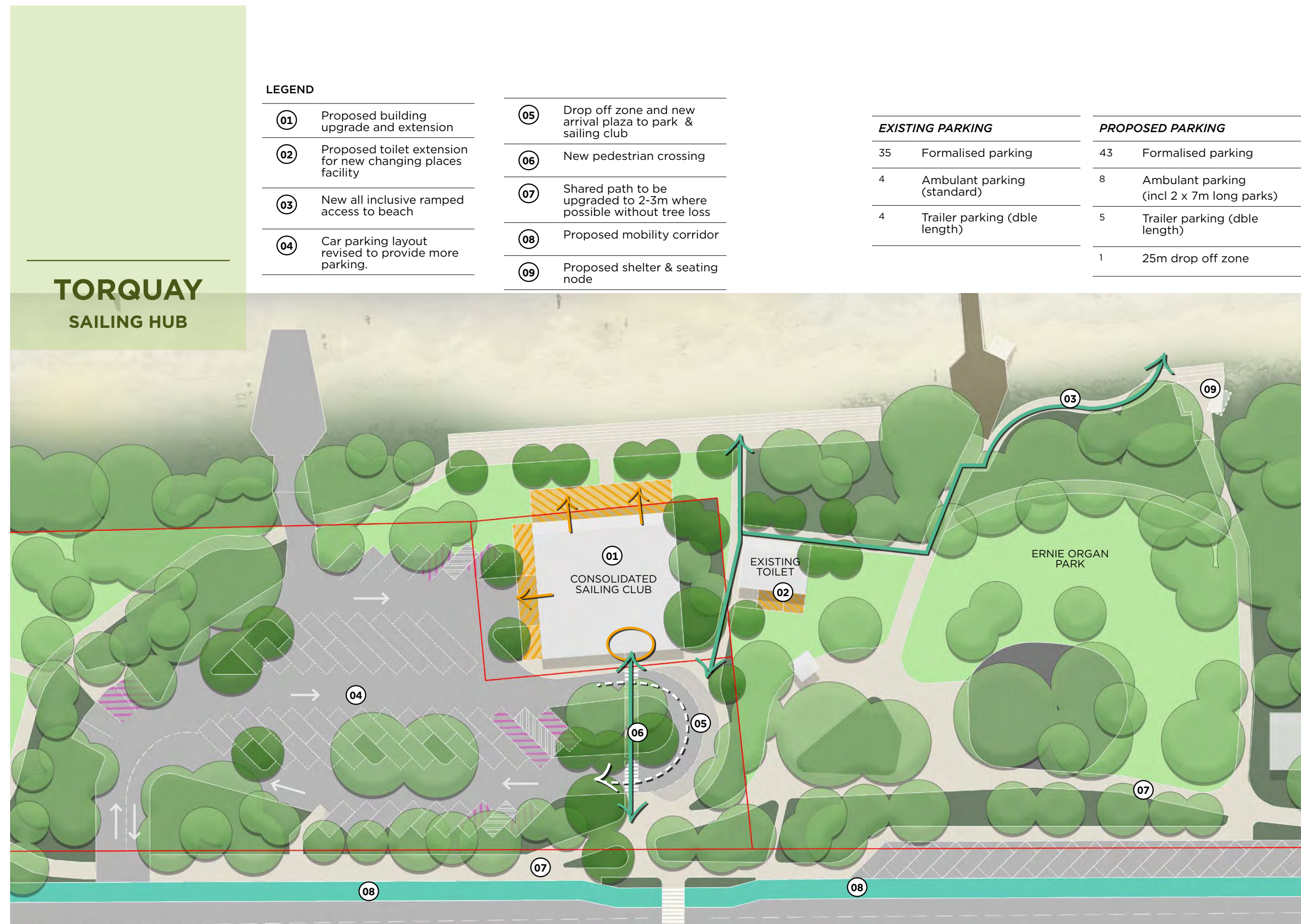
Existing condition



CHARACTER IMAGERY

- 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





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

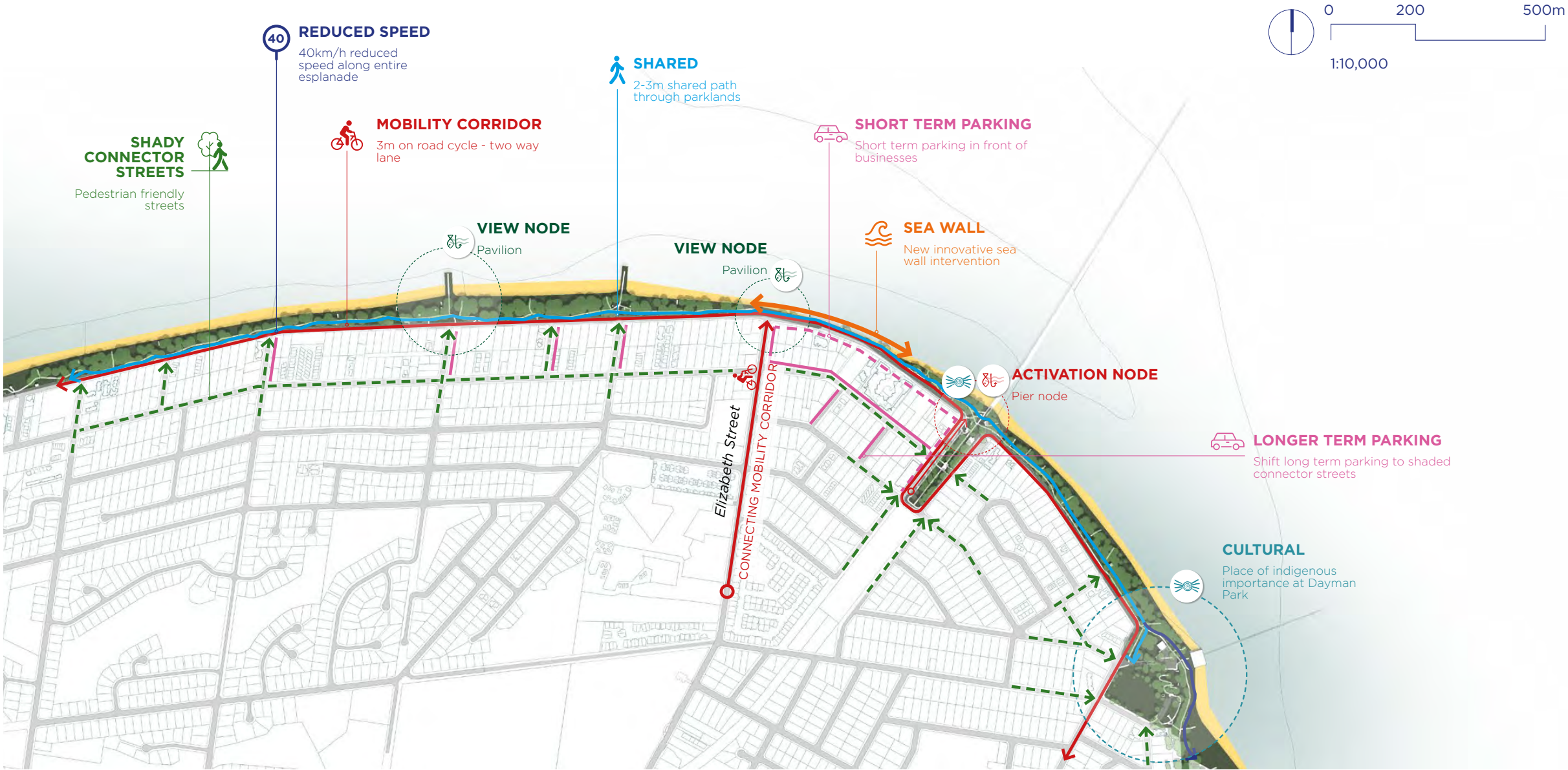
- | | |
|---|--------------------------|
| 6 | Formalised parking |
| 1 | 8m long ambulant parking |
| 1 | 12m long drop off zone |



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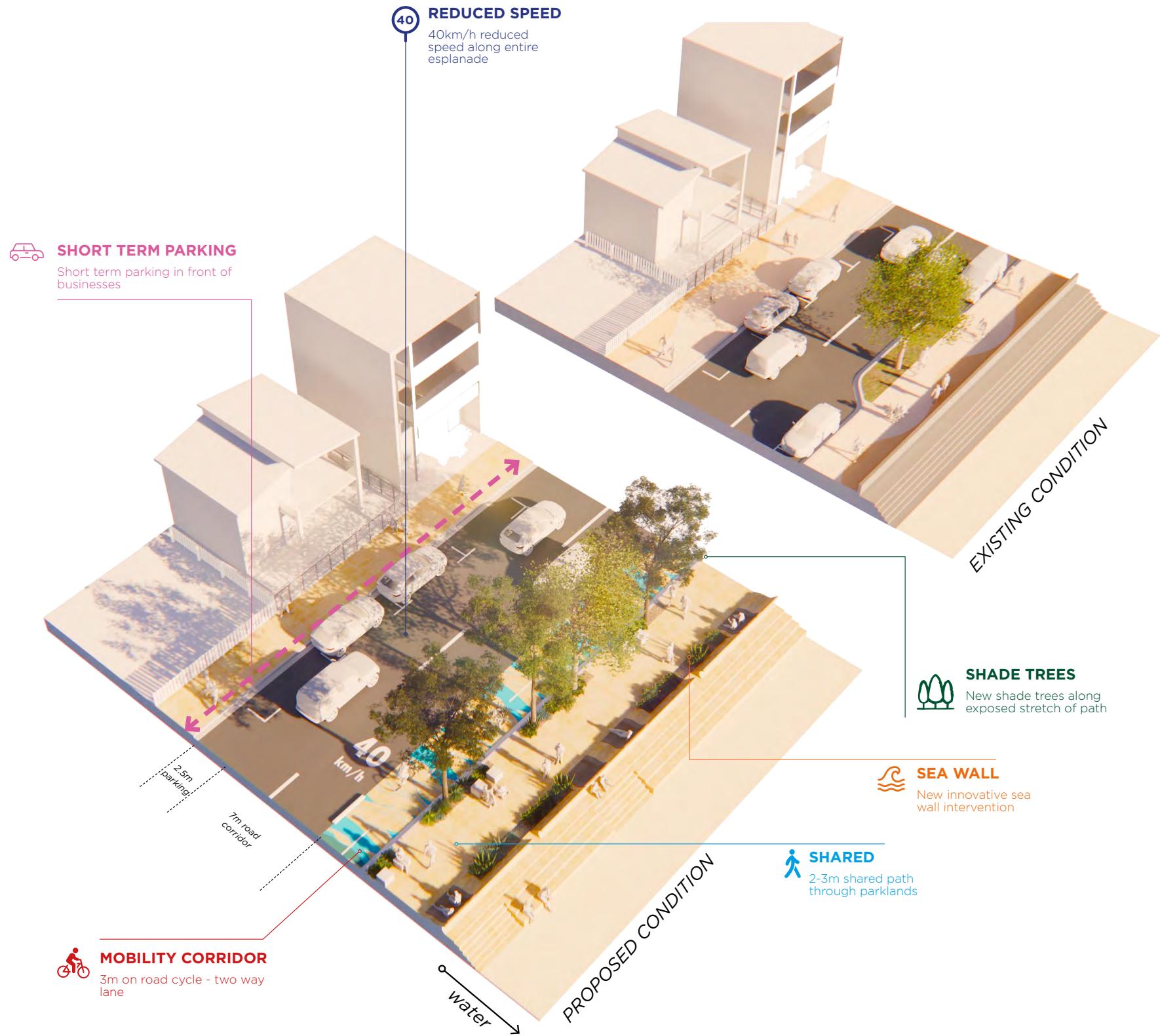
URANGAN



URANGAN



Existing condition



URANGAN PIER

OPPORTUNITIES

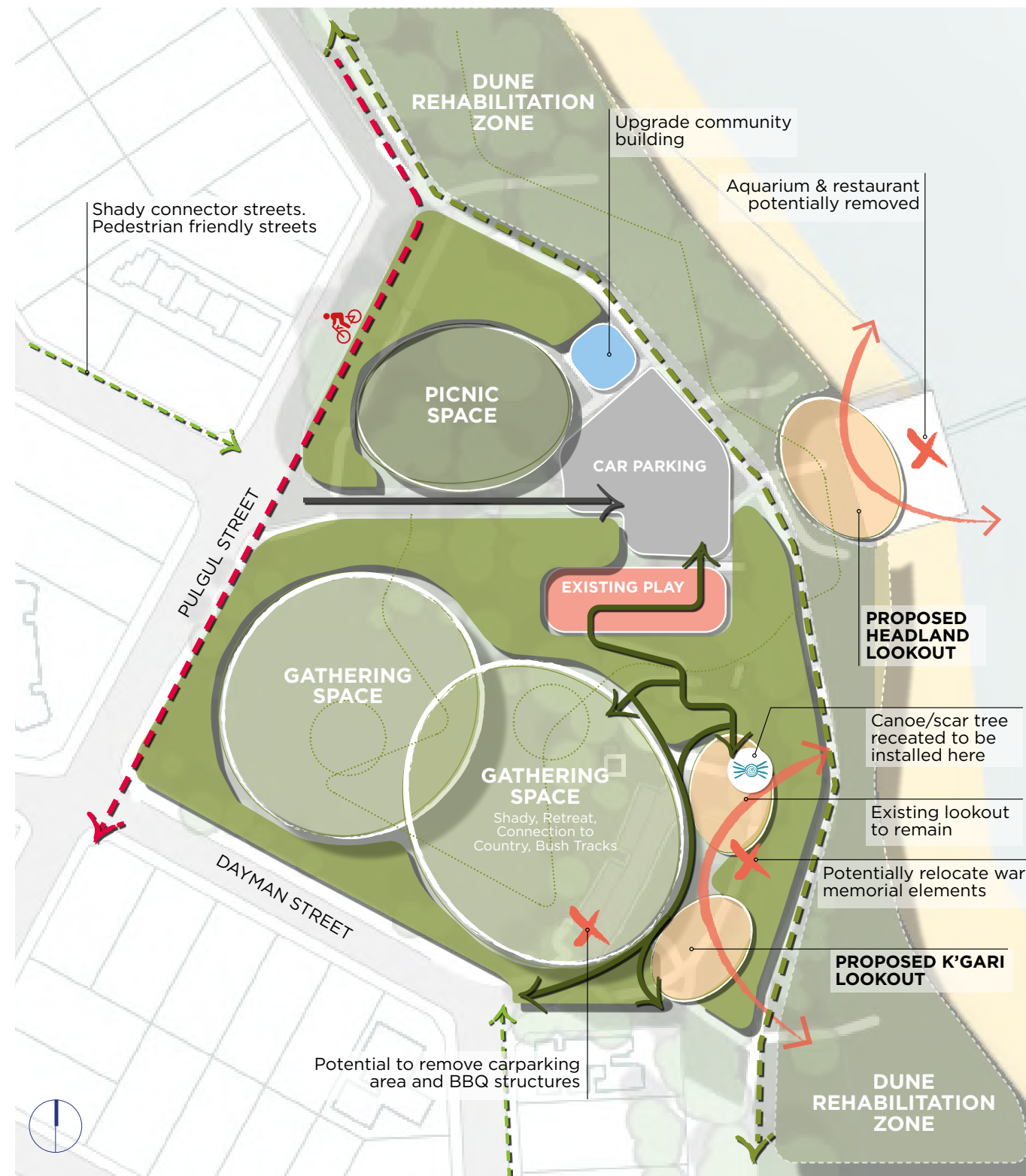
- Mobility corridor - create a safe and functional mobility corridor prioritising pedestrians, cyclist & mobility devices.
- Dune rehabilitation - Succession planting & planning to enhance the dune vegetation - in conjunction with existing rock revetment
- Hind dune - mature planting areas to support dune rehabilitation
- Integrate universal beach access
- New innovative sea wall intervention in conjunction with existing rock revetment



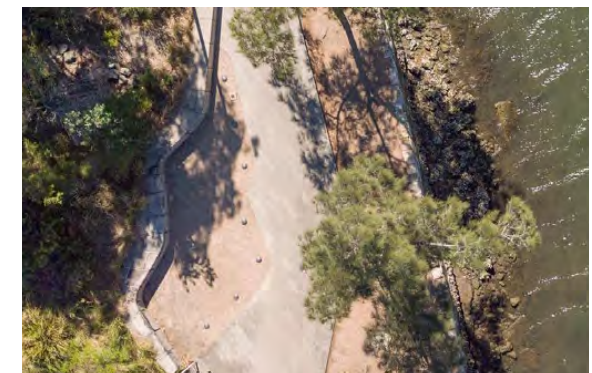
CHARACTER IMAGERY



- 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)



CHARACTER IMAGERY



PART FIVE

DEVELOPED MASTER PLAN CONCEPTS







DUNE REHABILITATION

GOALS

The Hervey Bay Esplanade Master Plan is guided by the Coastal Futures Strategy. The strategies identified in the Master Plan aim to support the intermediate, medium and long term planning put forward in the Coastal Futures Strategy.

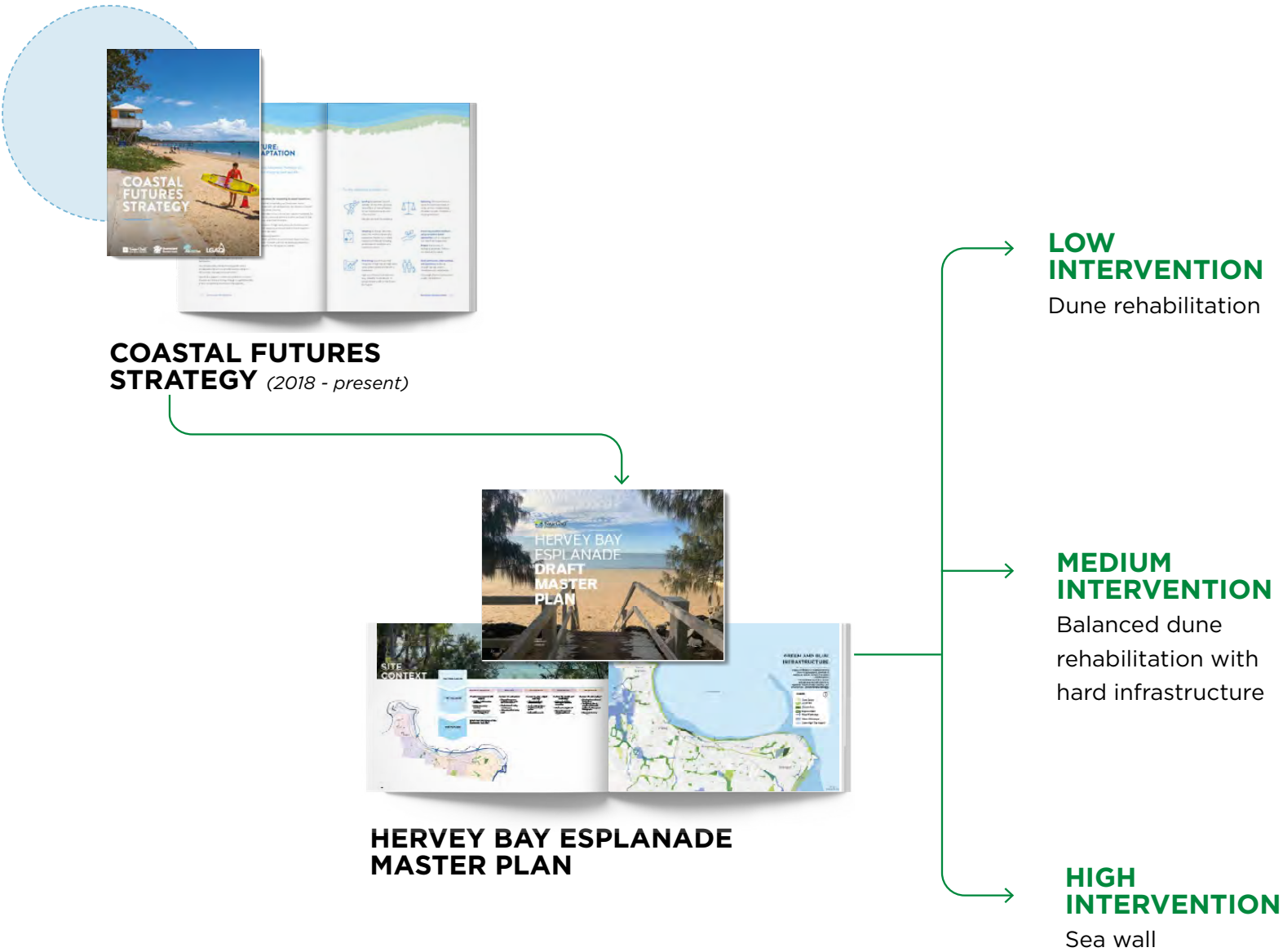
“Our coastline is very important: It is our playground and it is the source of much of our livelihoods as thousands of tourists come here every year to relax on our beaches, fish, swim or sail”

- Coastal Futures Strategy

Where possible the Master Plan adopts a strategy of coastal dune management. We know that healthy vegetated foreshores provide a natural function, which protects the coastal communities, provides a natural barrier from environmental hazards and provides a habitat for flora and fauna.

The second line of defence is a balance of natural dune management and hard infrastructure strategies identified in the Coastal Futures Strategy. Where there is no opportunity for dune rehabilitation a sea wall is the appropriate strategy to manage the environmental hazards.

As identified by the Coastal Futures Strategy, hard infrastructure that becomes vulnerable to rising sea level and coastal erosion will be removed rather than protected as part of a retreat strategy.



LOW INTERVENTION DUNE REHABILITATION

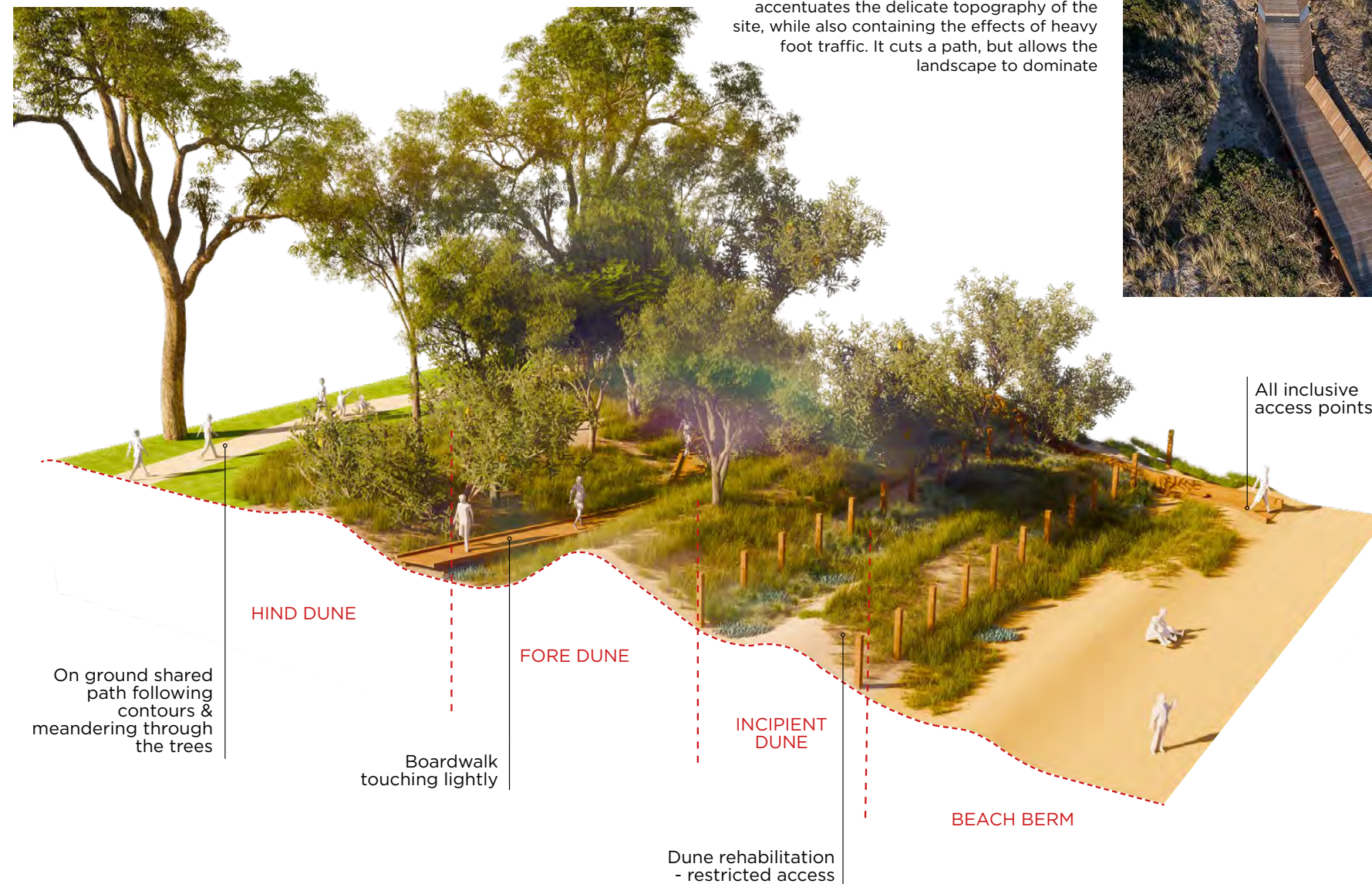
STRATEGY

During Community consultation, it was heard that protecting foreshore vegetation was of high importance.

Council has a long history of dune rehabilitation which includes formalised access ways to reduce vegetation damage, dune protection fencing and signage, weed management to promote native species growth as well as re-vegetation with particular species that have sand stabilisation function such as *Spinifex sericeus*.

To support Council's dune management the following additional strategies have been identified:

- Build a strong hind and fore dune to support the incipient dune. Planting larger native tree species and no further removal of existing trees
- 'light touch' boardwalks only through the hind & fore dune.
- Minimising human impact with 'restricted access' and formalised access routes through the incipient dune.

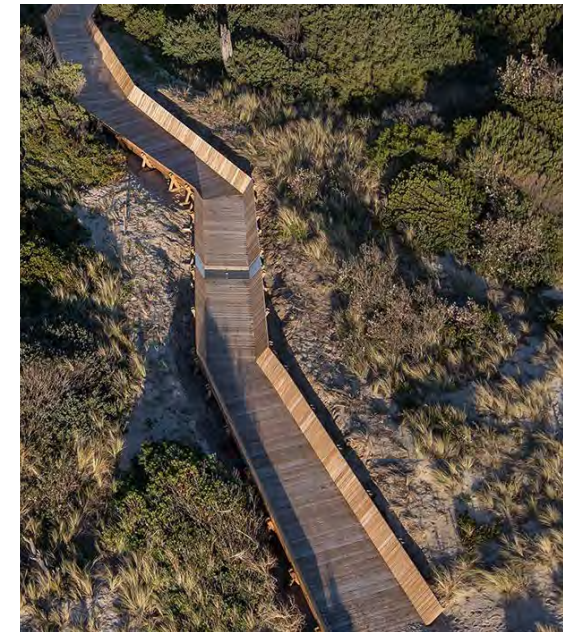


EXEMPLAR STUDY

MCCULLOCH AVENUE BOARDWALK, VICTORIA. SITE OFFICE

PURPOSE / GOALS

Created on a modest budget, the design accentuates the delicate topography of the site, while also containing the effects of heavy foot traffic. It cuts a path, but allows the landscape to dominate



MEDIUM INTERVENTION

BALANCED DUNE REHABILITATION WITH HARD INFRASTRUCTURE

STRATEGY

Scarness and Pialba are highly activated hubs that require green open space to support various functions. Green open spaces are important for community, however we know they compromise the foreshore stabilisation.

As identified in the Coastal Futures Strategy, striking a balance between the environment and supporting recreation is important. In high activity nodes, hard sea walls and a natural dune management strategy is supported

To support the concrete terraced edge employed include the following:

- Future proofing the open green lawns with clusters of tree planting. Single trees are vulnerable to winds, to counteract this it is advised to build back up specific nodes with additional tree planting.
- Where appropriate rebuild the hind dunes through earth mounding and dense dunal vegetation.
- Where applicable, integrate all abilities beach access in conjunction with hardscape foreshore interventions



EXEMPLAR STUDY



ESPERANCE WATERFRONT, WESTERN AUSTRALIA HASSELL

PURPOSE / GOALS

A project to protect and restore the community's central foreshore on a stretch of dramatic coastline

Its new seawall is designed to reflect the contours of the natural bays and headlands, which together with extensive planting of Indigenous trees and shrubs work to reduce the impact of erosion.

HIGH INTERVENTION SEA WALL

STRATEGY

The Coastal Futures Strategy has identified that the sea wall at Urangan is under threat and requires upgrade to the base.

The background research identifies an opportunity to employ new and innovative designs to help support beach nourishment, sand re-seeding as well as providing a buffer to adjacent road and businesses.

In addition, tree planting along the foreshore footpath will provide significant relief and protection from storms and harsh winds. Trees also provide a cool and comfortable environment for pedestrians and mobility corridor users.



Existing condition

EXEMPLAR STUDY



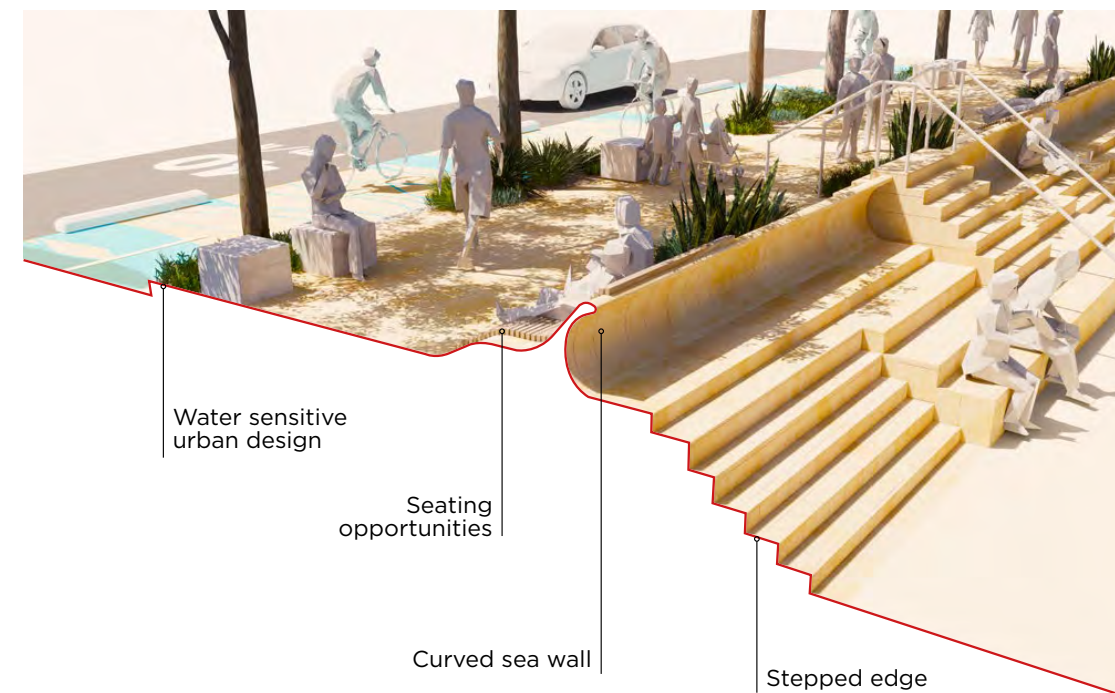
BLACKPOOL BEACH SEA DEFENCE

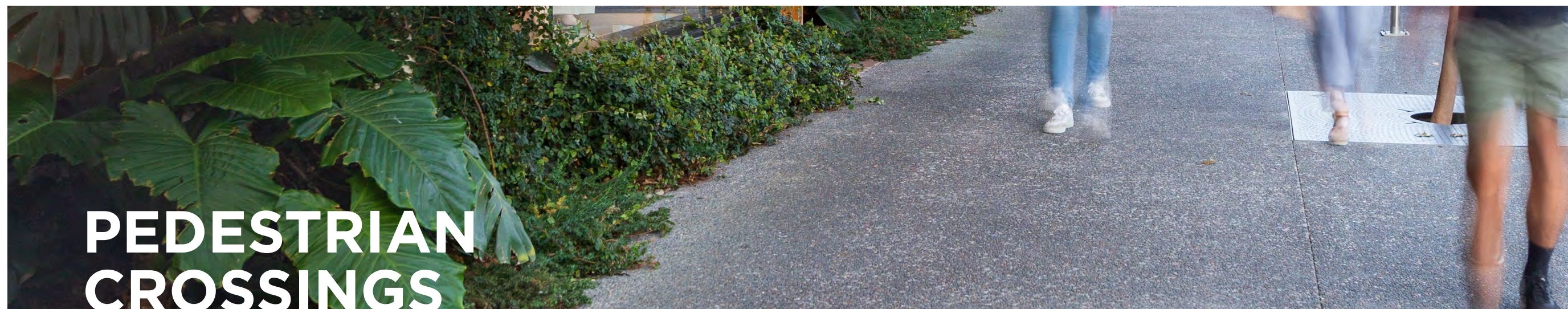
PURPOSE / GOALS

Blackpool has a marine frontage of about 11.25 kilometres, all of which is protected from erosion by the sea wall. The section of coastline takes an enormous amount of battering from the elements and is hammered by the tides.

The curved design disperses the energy of the waves as they crash against the shore, and withstands the constant battering. The wide walkway and split level upper promenade is a pleasant environment linking the coastline.

PROPOSED CONDITION





IDENTIFIED PEDESTRIAN CROSSING NODES

LOCATION	CROSS STREET	JUSTIFICATION	PRIORITY
Point Vernon	Inman Street	Raised pedestrian crossing required to support local businesses. Speed along Esplanade reduced to 40km/hr.	Medium
	Corser Street	Raised pedestrian crossing to link Point Vernon pedestrian link. Speed along Esplanade reduced to 40km/hr.	Medium
	Moreton Street	Raised pedestrian crossing to improve connections from new residential area to the esplanade. Speed along Esplanade reduced to 40km/hr.	Low
Scarness	Taylor Street	Provide formalised raised pedestrian crossing at existing crossing point.	High
	Leslie Lane	New raised pedestrian crossing	High
Torquay	Macks Road	New raised pedestrian crossing from surf club connecting to businesses across the road.	High

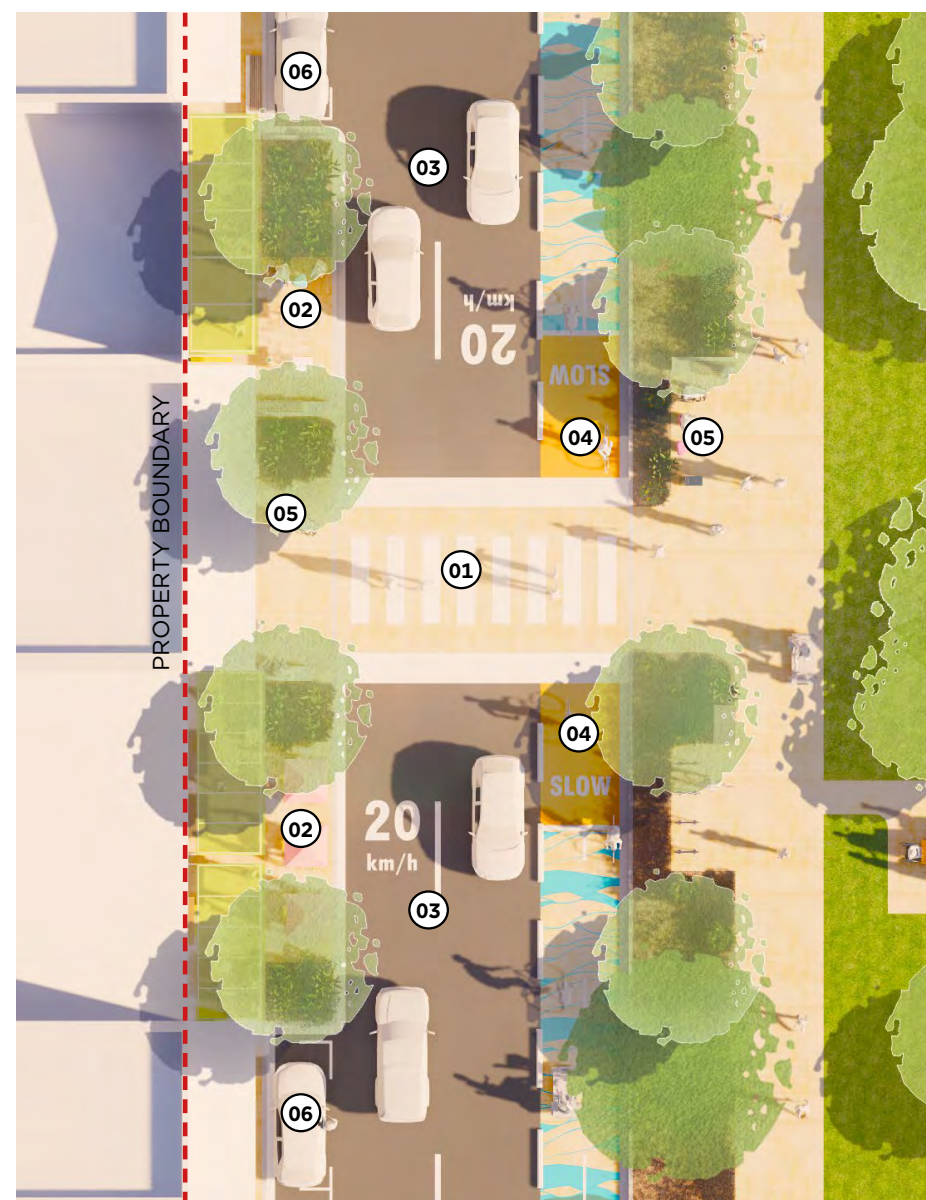
ENTRY STATEMENTS

LOCATION	JUSTIFICATION	PRIORITY
Scarness	Upgrade both entry statements to a formalised raised pedestrian crossing	High
Urangan	Upgrade 2 entry statements on Pier street to a formalised raised pedestrian crossing	High

General notes:

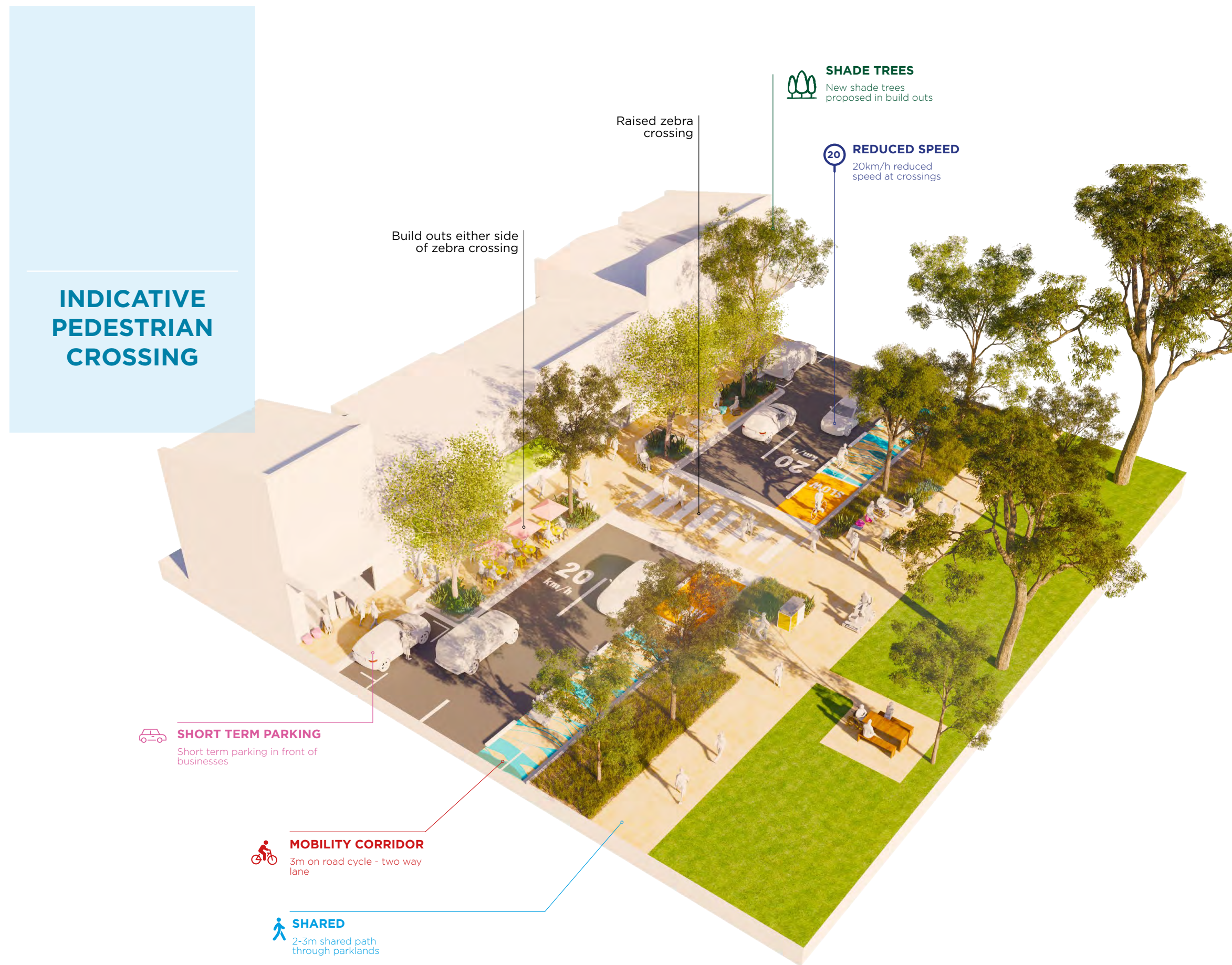
- Detailed design of new raised pedestrian crossings to be investigated in following design stage.
- All entry statements to be removed and replaced with formalised pedestrian crossings in the appropriate locations.

PLAN: EXEMPLAR PEDESTRIAN CROSSING



LEGEND

- 01** Raised pedestrian crossing with zebra linemarking
- 02** Build out 30m side of pedestrian crossing to provide on street dining and or softscaping
- 03** Reduced vehicle speed of 20km/h
- 04** 3m wide mobility corridor. 5m slow down zone before pedestrian crossing
- 05** Crossing node: Clear and legible safe waiting zone.
- 06** On Street parking - short term parking



BEACH ACCESS NODES

FRAMING THE VIEW

OPPORTUNITIES

Along the foreshore key nodes and views have been identified as of significance. At these nodes pavilions have been designed to frame the view and provide amenity. The pavilions will form a strong architectural language and identity along the foreshore.

Possible integration of fish cleaning table at fishing nodes

NOTE:

Opportunities to be explored further with Dot Dash and Creative Move



EXISTING BEACH GROUYNE

PAVILION
VARIATIONS

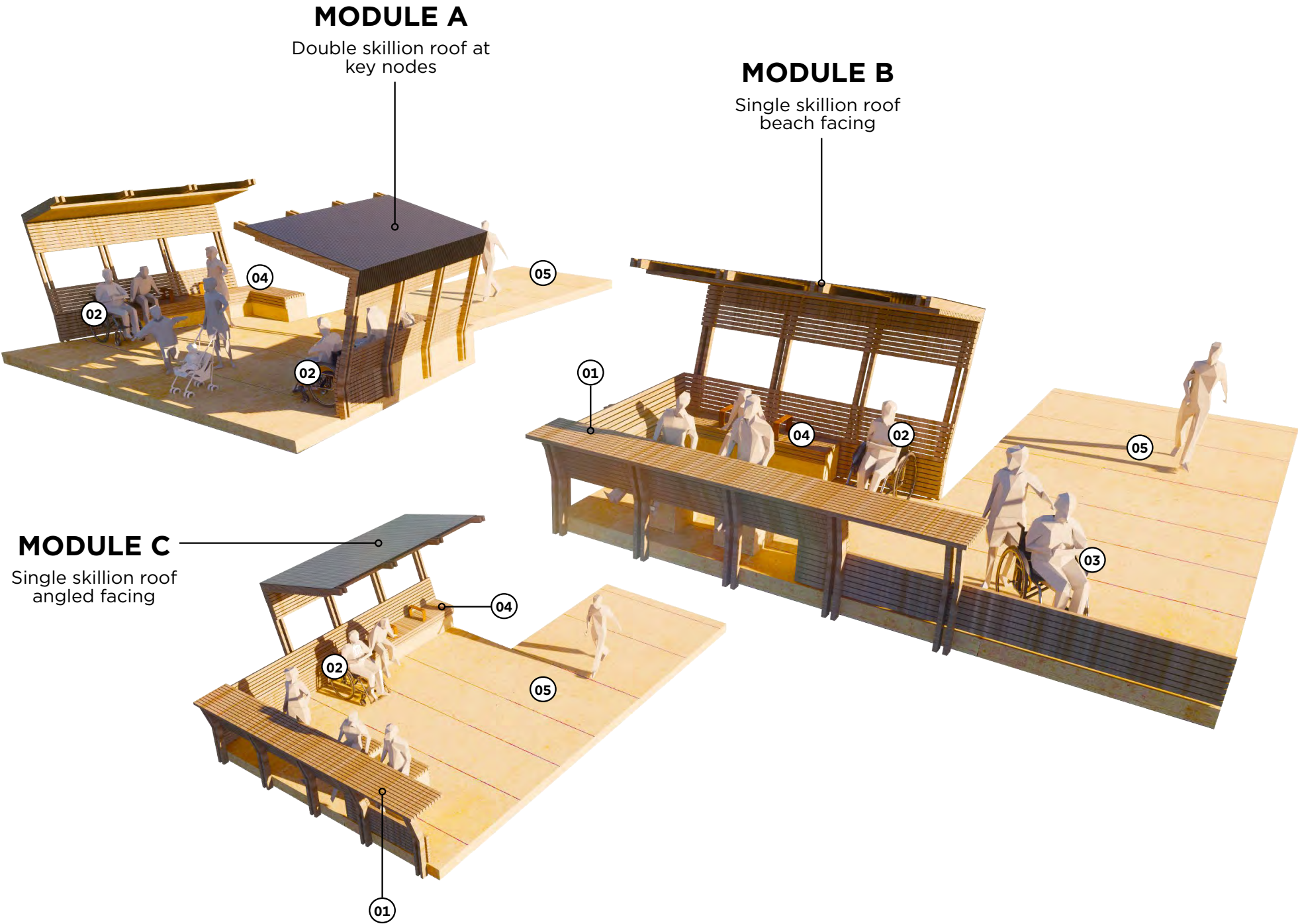
OPPORTUNITIES

Developing a strong architectural language along the foreshore will improve legibility and create an identity.

Variations of 'Module A' have been developed, providing flexibility and varied uses.

NOTE:
Opportunities to be explored further with Dot Dash and Creative Move

- 01 Bench look out with stool seating.
- 02 Equitable rest space
- 03 Space for wheelchair viewing with low height wall
- 04 Seating node
- 05 Minimum 2-3m clear path of travel



GREEN TRANSPORT

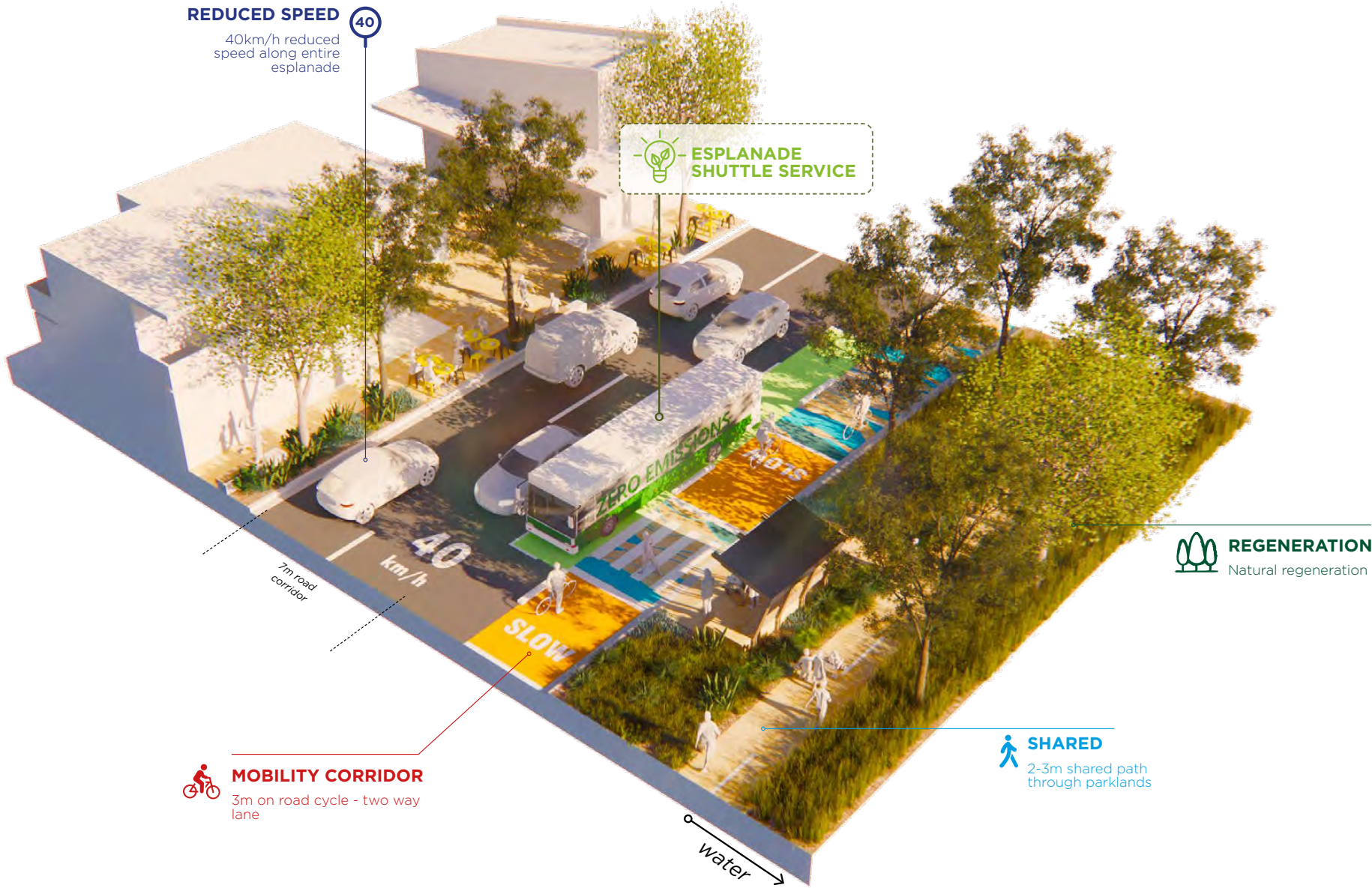
ESPLANADE SHUTTLE

GOALS

Providing a dedicated esplanade shuttle service will help people connect along the 17km foreshore, making it easier to access local businesses, events and foreshore parklands.

OPPORTUNITIES

- All-electric vehicles with zero emissions for a cleaner Hervey Bay
- Making it easier to access with turn up and go services - no timetables needed



E-MOBILITY
INFRASTRUCTURE

GOALS

Supporting E-mobility devices with appropriate infrastructure will improve safety and public confidence in E-mobility.

E-mobility options have the potential to compliment the role of public transport and provide people with the opportunity to experience the length of the esplanade. People can conveniently access local services, creating opportunities for local businesses.

PRINCIPLES

- At regular intervals bike/ e-scooter and mobility scooter charging stations should be provided.
- Ensure minimum widths for turning circles are provided.

- 01 E-scooter/E-bike charging station
- 02 Bike rack station
- 03 E-mobility scooter charging stations
- 04 Integrated bike repair station

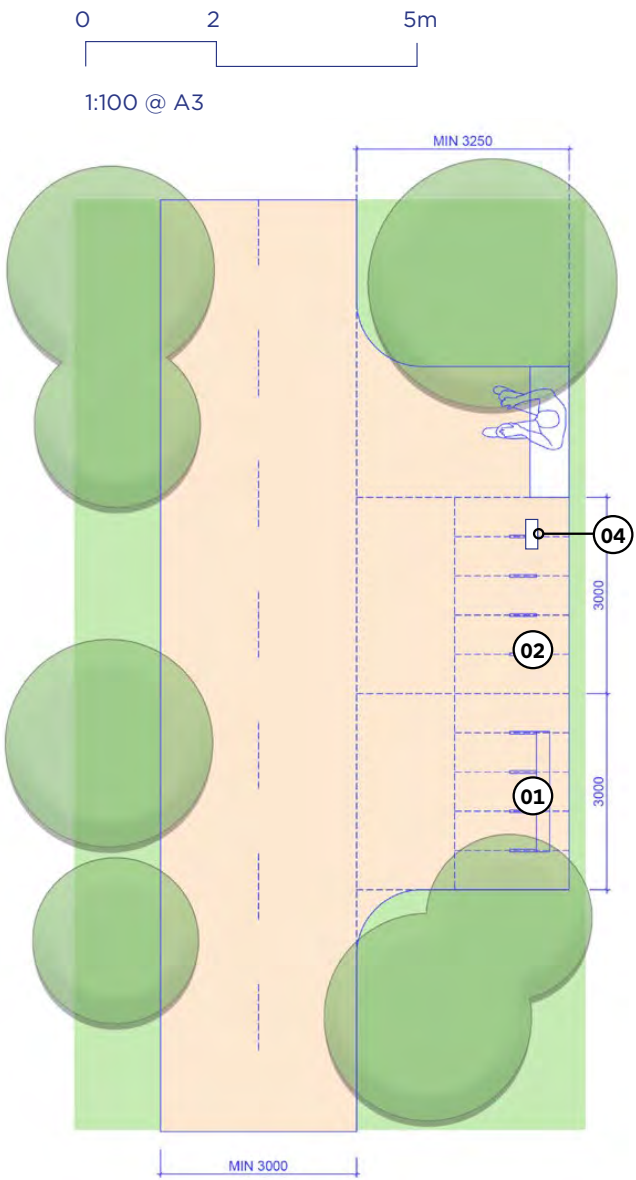


FIGURE 1
E-Scooter/ E-bike
charging station

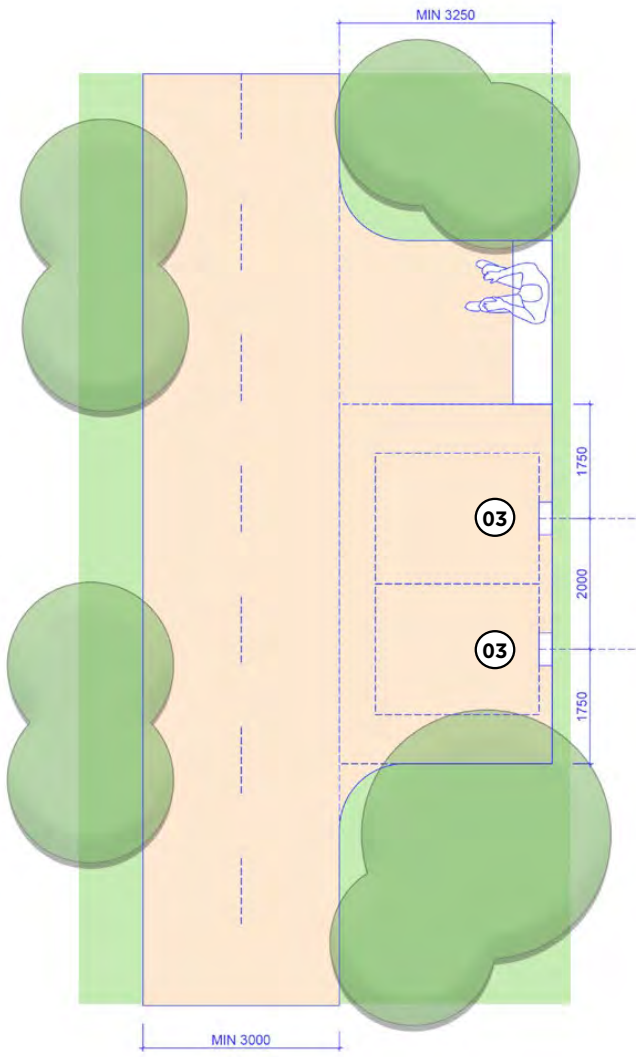
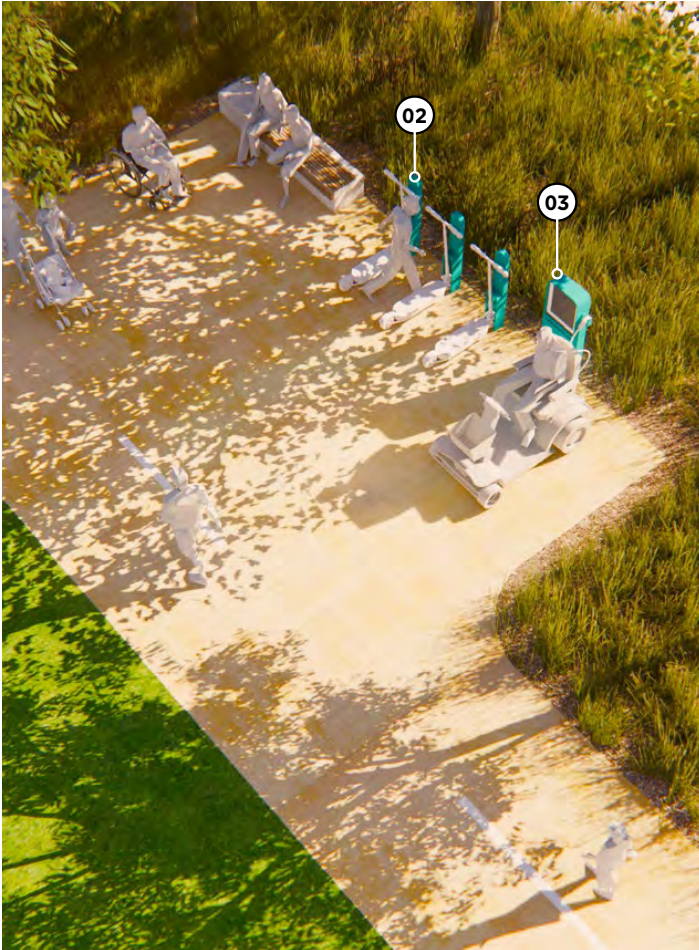


FIGURE 2
Mobility scooter
charging station



RENDER
Indicative sketch view of
integrated charging stations



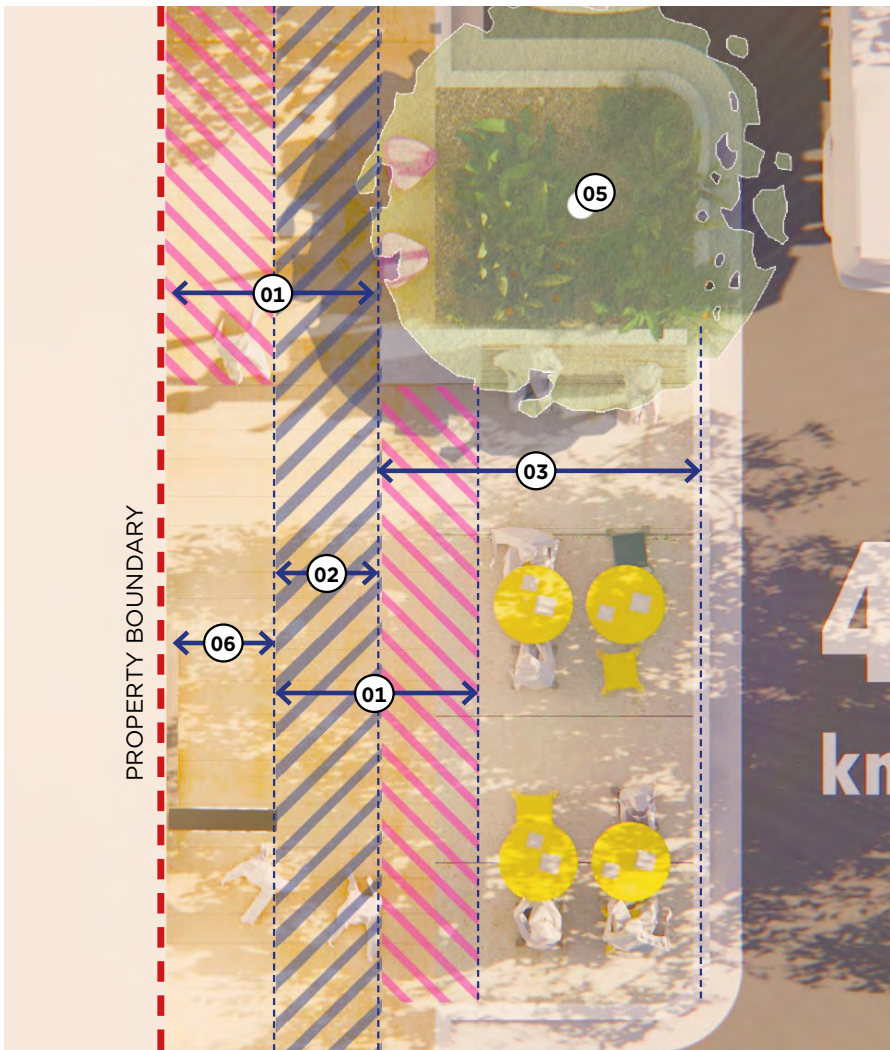
LEGEND

- 01 Minimum 2m clear circulation zone
- 02 Minimum 0.9m continuous clear path of travel. 1.1m off property boundary
- 03 Build out to provide on street dining and or softscaping
- 04 2m awning overhead. 3.5m awning clearance
- 05 Feature trees, in planting with adjacent bioretention garden
- 06 1.1m width traders may use either side of 0.9m clear path of travel
- 07 On Street parking

PLANNING GUIDELINE

MINIMUM STANDARD

- Footpaths located in activity nodes must achieve a minimum width of 2m.
- Footpaths outside of activity nodes must achieve a minimum width of 1.8m where achievable.



LEGEND

01	Minimum 2m clear circulation zone
02	Minimum 0.9m continuous clear path of travel. 1.1m off property boundary
03	Softscaping and or on street dining opportunity
04	2m awning overhead. 3.5m awning clearance
05	Pairs of feature trees, in planting with adjacent bioretention garden
06	1.1m width traders may use either side of 0.9m clear path of travel
07	On Street parking

PLANNING GUIDELINE

MINIMUM STANDARD

- Footpaths located in activity nodes must achieve a minimum width of 2m.
- Footpaths outside of activity nodes must achieve a minimum width of 1.8m where achievable.





SHADY CONNECTOR STREETS

GOALS

Support parking on back streets by providing pedestrian friendly streets.

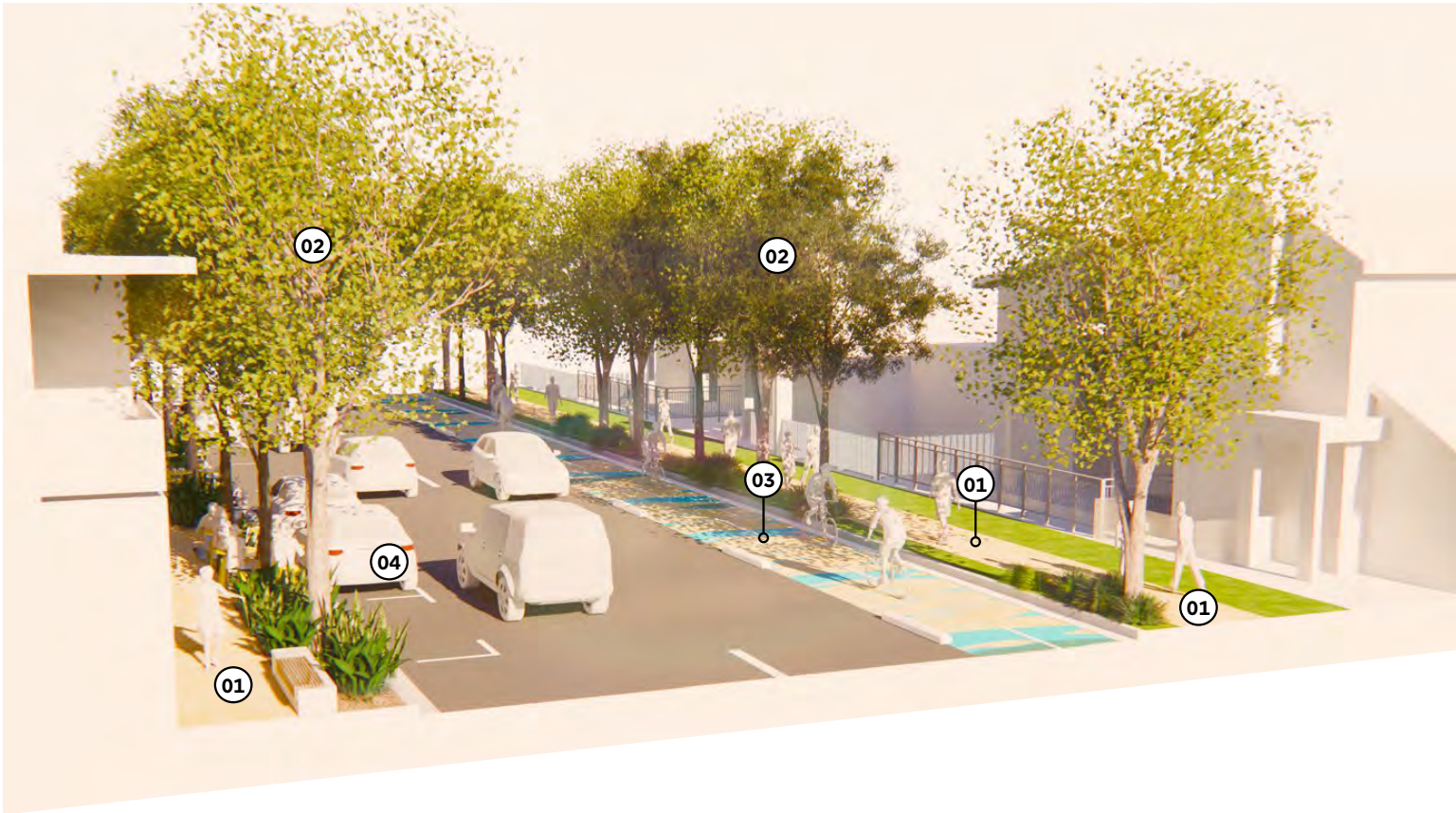
**PLANNING
GUIDELINE**

MINIMUM STANDARD

- Footpaths outside of activity nodes must achieve a minimum width of 1.8m where achievable.
- Key connector streets to provide shade trees in the verge. Trees to be planted in groups of 2-3.

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LEGEND	
01	Minimum 1.8m footpath outside of activity zones and key connector streets
02	Shade trees planted in groups of 2-3
03	Mobility corridor on key connector streets
04	On Street parking



INDICATIVE SECTION OF KEY
CONNECTOR STREET

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PART SIX

WAYFINDING OPPORTUNITIES







The Hervey Bay Esplanade Masterplan will influence important factors that create a liveable, attractive and sustainable asset for the enjoyment by the Fraser Coast community and its visitors over a 20 year delivery period.

The Wayfinding and Interpretive Signage Strategy is based on site investigations, reading and integrating strategies prepared by community groups and other key consultants and through communication with council.

The strategy is intended to demonstrate our understanding of the project needs and opportunities and propose strategic wayfinding and interpretation recommendations for the Hervey Bay Esplanade.

WAYFINDING OBJECTIVES

The key objectives for the wayfinding strategy and ultimate sign system are as follows —

UNIFYING

Consistent expression of the identity and communication to connect destinations within the city and encourages further exploration.

INCLUSIVE

A human centred design approach that addresses the needs of locals and visitors with differing abilities and backgrounds.

AUTHENTIC

Responds to Council's brand values and the different Hervey Bay environments.

SUSTAINABLE

Uses processes and methods that are environmentally sustainable.

RESILIENT

Designed to withstand coastal environments.

COST EFFECTIVE

Signage manufacture uses well known methodologies that are cost effective to build and update.

COMMERCIAL

Contributes to greater activity in the city that increases commercial interactions for businesses.



REGIONAL CONTEXT

Hervey Bay is situated on the Fraser Coast between Brisbane and Bundaberg. It is situated in the center of the UNESCO-recognized Great Sandy Biosphere Reserve, and is the gateway to the the world heritage listed Fraser Island.

Hervey Bay is accessible by motor vehicles – cars, recreational vehicles, trucks, motor cycles, plane and by boat from the Coral Sea. There is a linked rail bus service from Maryborough rail station and a domestic airport located in Urangan.

Understanding the context of Hervey Bay within the region allows insight into where people are coming from and the major destinations they travel to.

From Brisbane, travellers are directed to by-pass the Maryborough town centre, travel north along the Maryborough Hervey Bay Road and then enter Hervey Bay via Booral Rd to the Urangan Boat Harbour.



Maryborough



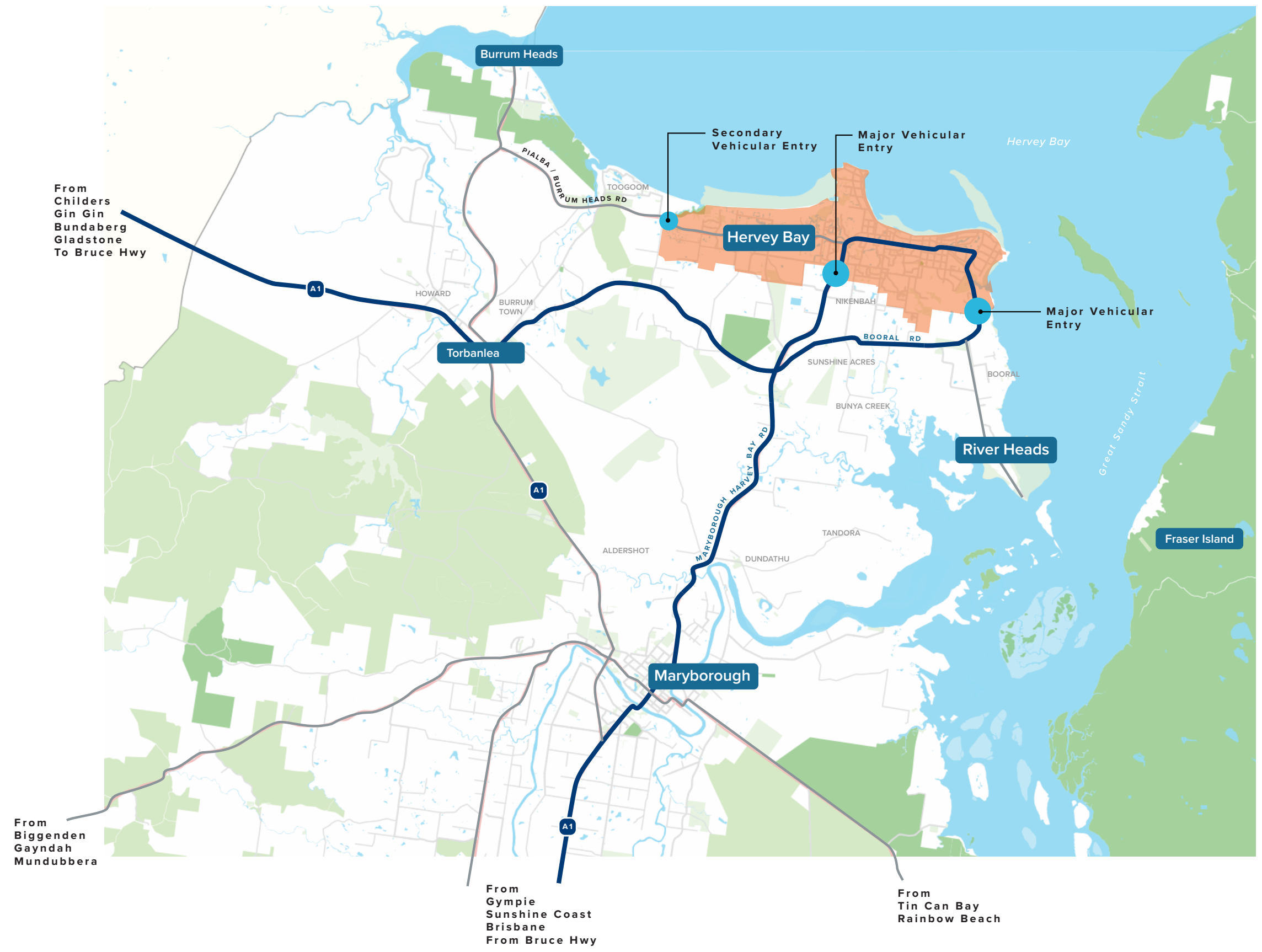
Hervey Bay



Fraser Island



River Heads





WHO LIVES HERE?

THE LOCALS

Once a sleepy fishing village, People are now choosing to live in Hervey Bay for its care-free, relaxed community led lifestyle.

According to a number of Hervey Bay strategy documents the population of Hervey Bay is rapidly expanding. The area's population growth is a sign that people are choosing to settle down in Hervey Bay rather than just come for a holiday or a short visit.

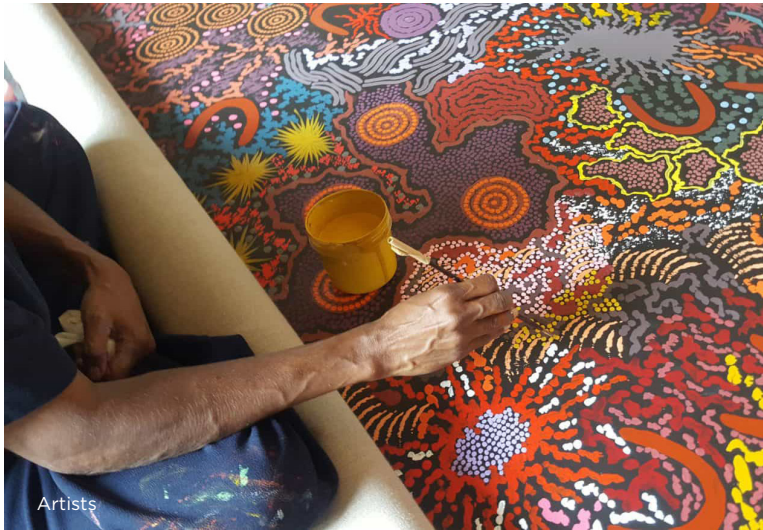
A snapshot of the population includes –

- Butchulla community
- Young families
- Seniors
- Retirees
- People living with a disability
- Carers
- Boaties
- Fishers
- School children
- Parents with young children
- Working professionals
- Artists
- Students
- International students





Fishing on The Urangan Pier



Artists



Boaties



WHO VISITS HERE?

TOURISTS

Hervey Bay has long been renowned as the Whale Watching capital of the world and equally famous for the nearby Heritage World Listed Fraser Island.

Once tourists arrive however, Hervey Bays appeal is expanded to include a plethora of water and land based activities for young and old including –

- fishing
- boating – launching and mooring
- swimming
- sailing
- snorkelling and diving,
- kayaking
- walking and riding trails

In recent years there has also been an increased role in facilitating arts, historical and cultural activities in the Fraser Coast region. Lively festivals, new and improved arts infrastructure and and cultural events are becoming a major tourist attractor.



Fishing on one of the many Esplanade jettys



Camp ground facilities



Hervey Bay water activities





THE FRASER COAST
STYLE GUIDES & BRANDING

Style guides and branding are established to ensure the identity of Hervey Bay is consistently communicated through all platforms – print, digital and environmental.

In recent years Council have commissioned several style and branding guidelines to support consistency accross the various Council departments –

- FCRC Corporate Style Guide
- FC Regional Identity Guidelines
- FCRC Parks Style Guide
- FC Economic Roadmap Guideline
- FCRC Natural Environment Styleguide
- FC Arts and Culture Strategy

Wayfinding and signage takes its cues from these preceeding documents.

Reviews are undertaken to evaluate the appropriate elements required for the specific needs of wayfinding and signage ie. legibility, day / night, weather, sight lines, speed of travel, mode of travel.



COMMUNITY CONSIDERATIONS

COMMUNITY PRIORITIES FOR WAYFINDING

Existing reports / strategies highlight a number of key wayfinding considerations and priorities that the Hervey Bay community are keen to implement.

Hervey Bay Esplanade - Community Consultation 2019

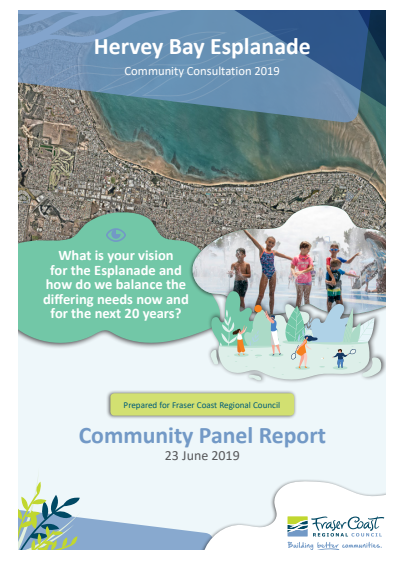
A diverse group of 36 people from the Fraser Coast Region have gathered information via visual inspection of the Esplanade area, listening to key speakers, community surveys, online collaboration and extensive panel discussion. Through these investigations the group have developed visions, principles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

FCRC - Active Travel Strategy 2020

The Strategy delivers actions that focus on policy, initiatives and infrastructure to deliver key outcomes of improving active travel participation rates and network connectivity.

FC Arts & Culture Strategy 2022 - 2026

This strategy draws upon the findings and outcomes from a sector-led and community focussed stakeholder engagement program. The process has included input from 800 people via survey, consultation meetings with various departments within Council and other stakeholders, and from 27 Arts & Culture Ambassadors and their extended community conversations.



KEY PRIORITIES FOR WAYFINDING

- Uniform signage along the whole esplanade
- Both audio and visual signage at key points along the walking trail including main precinct areas
- Informative signage at historical/cultural points of interest
- Colour coded signage to differentiate between cultural or historical.
- Pathway upgrades, boardwalks and recreation pathway lighting
- Increase the attractiveness of the Esplanade, and enhance Hervey Bay, as a tourist destination using digital devices
- Use artwork and designs to represent the heritage and essence of Hervey Bay and of each village.



KEY PRIORITIES FOR WAYFINDING

- Key routes shall be connected to ensure that links within the active travel network connect via other links.
- Isolated active travel connections will be avoided where possible.
- The active travel network shall be both intuitive and direct, with links that are easy to navigate.
- Highlight a clear active travel network hierarchy



KEY PRIORITIES FOR WAYFINDING

- Community identity through arts, community access and involvement, connecting to community
- Diversity - of what is available and of the ways arts/culture promote inclusion and diversity
- Visibility of Butchulla and Indigenous culture and spaces/places to experience Indigenous arts and culture
- Use of outdoor spaces for events - public arts, murals, tours, amenity