

place
design
group.

Master Plan Engagement Report

OCTOBER 2021

CITY CENTRE

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We respectfully acknowledge the Traditional Country across our Region. We also acknowledge and pay our respects to the Butchulla and Kabi Kabi Traditional Custodians, and their elders past, present and emerging.












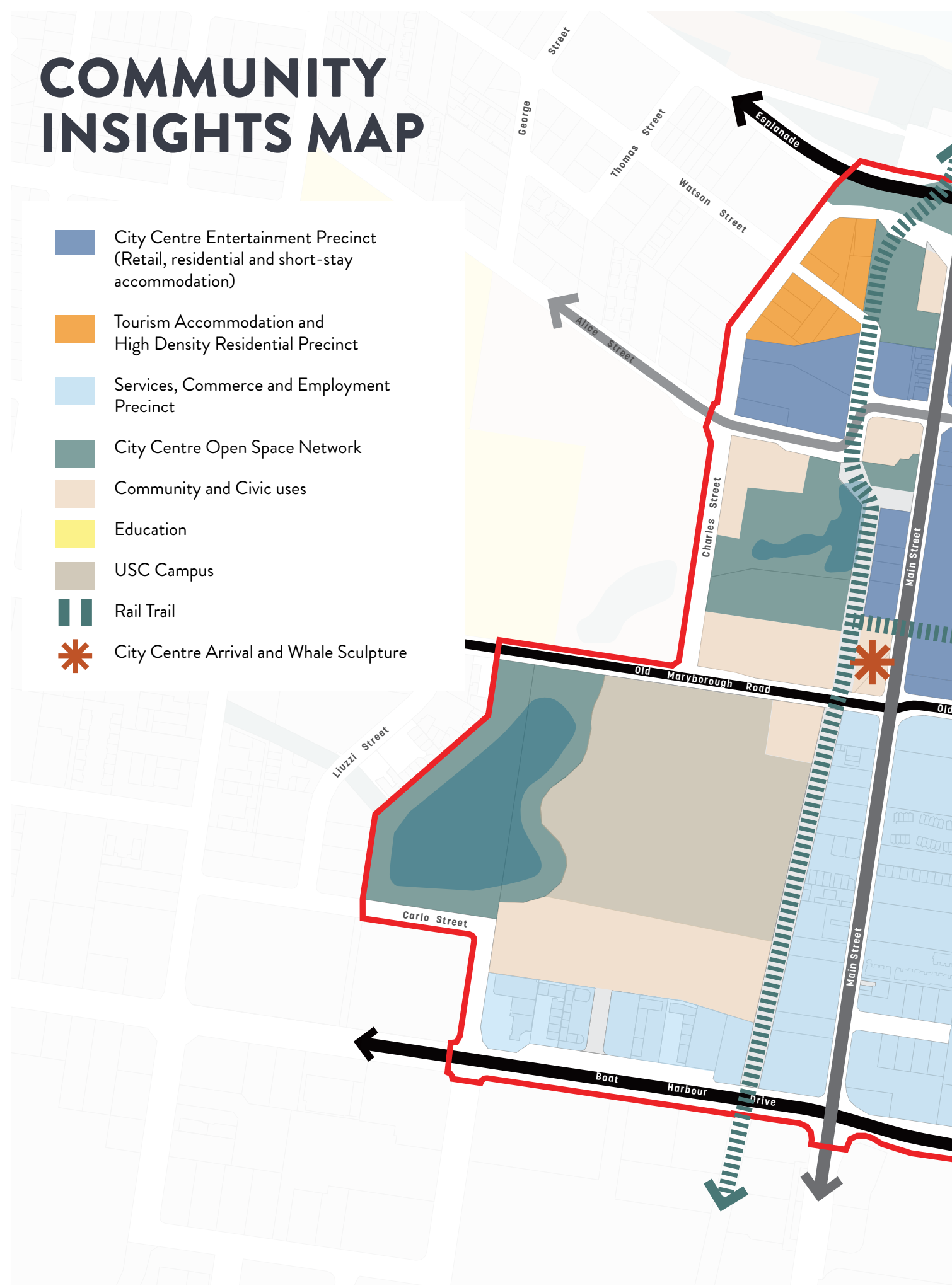
**“We want it to be a welcoming and accessible community heart full of life. A premier parkland - and one of the few regional facilities that has a leading greenspace at the centre of it’s CBD”
– Anon.**

The design of great places is never just about the bricks and mortar. It is about how the design responds to community need. For critical community precincts, such as the City Centre, the future design response must first start with a deep understanding of exactly what these needs are.

This engagement report seeks to capture the voices and needs of the community and provide meaningful insights into how the revitalisation of Hervey Bay’s community heart could brighten local futures and create new opportunities for generations to come.

COMMUNITY INSIGHTS MAP

-  City Centre Entertainment Precinct (Retail, residential and short-stay accommodation)
-  Tourism Accommodation and High Density Residential Precinct
-  Services, Commerce and Employment Precinct
-  City Centre Open Space Network
-  Community and Civic uses
-  Education
-  USC Campus
-  Rail Trail
-  City Centre Arrival and Whale Sculpture





What community wants for the future City Centre

Accessibility with all amenity/spaces being universally inclusive

Green heart and connected spine (show green blob over City Park and Freedom Park)

Connectivity from Boat Harbour Rd all the way through to the Esplanade –

Traffic flow through main street – slow and divert

Business incentivisation

Safety Design Approach – passive surveillance, lighting, and activation (mark along main street, in the parks and near the hall)

Open up and provide greater visual access

Drop off zones needed – particularly at the Pialba Hall

Improved pedestrian offering – connected and wider footpaths

Mid-rise business – have a focal point for the region as the business hub

Carparking in the right locations

Develop a day and night economy

Remove the roundabout to open up and provide great safety and access

Activate ‘the wall’ (Pialba Place)

Open up Freedom Park to reconnect to main st and provide greater usability

Cultural and Business Activity focus

Improve shade and rest zones

More trees

Super green, light and breezy streetscapes

Utilization of mobility corridor for greater connectivity for non-car transport alternatives

Identity for the region

Alfresco dining

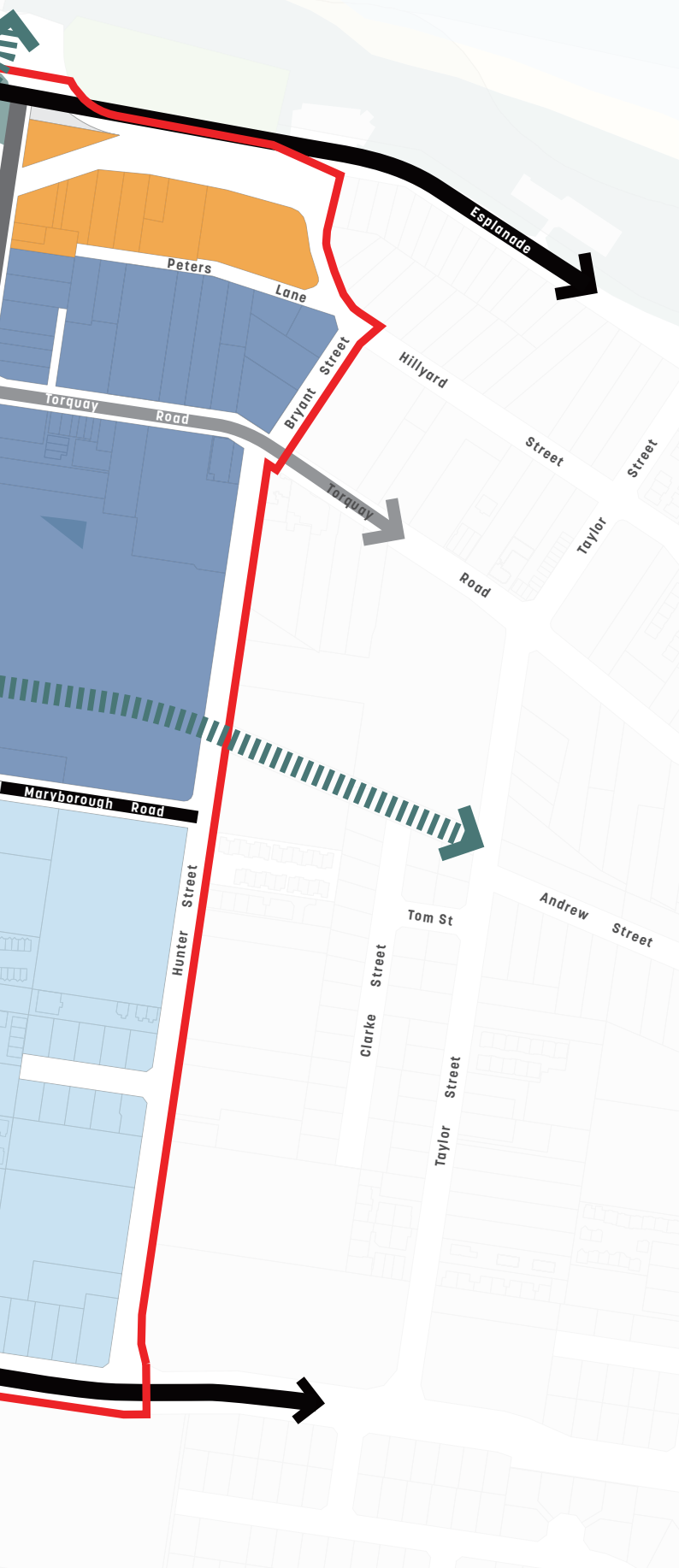
Greenspace features – community or Epicurious style garden

Scooter and electric / ebike facilities

End of facility amenities

Accommodation to support service provision

STRONG connection to the waterfront



TIMELINE



**ENGAGEMENT
STAGE 1
CONCLUDES**

- » Development Engagement Report
- » Councillor Presentation + Review
- » Council and Project Team Review

MAY 2021

**ENGAGEMENT
STAGE 2 UNDERTAKEN**

- » Stakeholder Workshops
- » Community Survey

DEC 2021

APR 2021

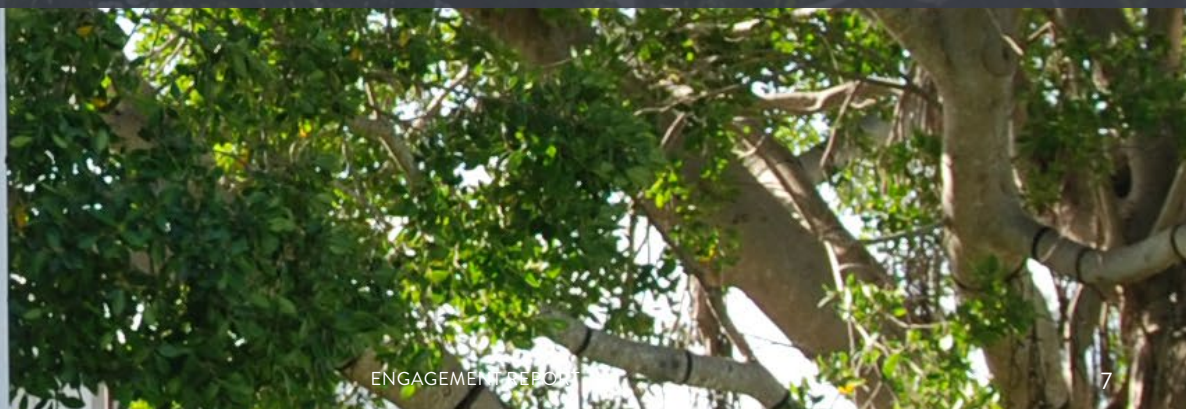
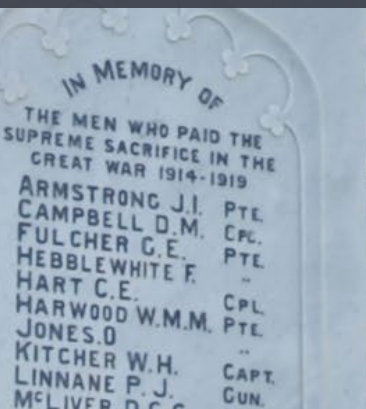
OCT 2021

**ON-GROUND AND
ONLINE ENGAGEMENT
COMMENCES**

- » Individual stakeholder interviews
- » Stakeholder Workshops
- » Site tours and region reconnaissance
- » Councillor Workshop
- » Media bursts issued by Council to promote and drive engagement participation

**PREPARATION OF
DRAFT CITY CENTRE
MASTER PLAN**

**FINALISATION
OF CITY CENTRE
MASTER PLAN**



PART 1

ENGAGEMENT STAGE 1





HOW WE ENGAGED

Working in close collaboration with Council and the project team, Place Design Group delivered a robust, highly interactive and far-reaching approach to engagement.

Strategic, targeted consultation with stakeholders was conducted in an integrated fashion, with an online survey acting as the broader sweeping, generator of overall community insights.

The findings within this report were then developed by washing all conversation generated insights against those uncovered by the survey to test, refine and develop an early picture of community insights for incorporation into the City Centre Master Plan.

The engagement strategy's approach worked to successfully achieve the following engagement objectives:

- » To support the consolidation of the highest order of City Centre uses
- » Generate a current and clear understanding of internal stakeholders, and broader community needs and wants in relation to the future City Centre, what and where new elements should go, the big moves needed, and eventual role and function for the region, etc
- » To inform a master plan that is complimentary – not competing with existing business
- » To excite and empower community and stakeholders to become part of the journey and engender ownership of the project
- » To inform the master plan via robust, meaningful and place specific insights for optimum master plan outcomes
- » To bring internal thinking to the fore, align and build consensus
- » To provide Council with a quantified and qualified understanding of all stakeholder values, needs, ideas, opportunities and the gaps
- » To identify the inherent truths and natural characteristics of the current versus future City Centre which the master plan should seek to identify, celebrate, preserve and promote for all future design and planning works
- » To provide future proofed insights within the master plan, that give the City Centre the ability to best meet the needs of the growing and changing nature of the Hervey Bay community and visiting communities, in a relevant, strategic and meaningful manner
- » Achieve a genuine willingness to collaborate with, and genuinely listen to all stakeholders
- » To understand the community's view and position on what constitutes a welcoming, activated, inclusive, engaging, and connected City Centre
- » To support the evolution of a future proofed, vibrant, much loved place of enjoyment and opportunity to thrive and grow in the region

METHODS SNAPSHOT

The engagement strategy's approach worked to successfully achieve the following engagement objectives:



A suite of internal workshops with key stakeholders



A youth design competition to hear from our future users



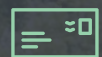
A series of targeted, deep-diving stakeholder interviews



A council Engagement Hub digital engagement platform



A region wide online survey



Promotional postcard to promote and encourage Community to have their say via the Council Engagement Hub, survey and youth competition'



Working with Council to support a comprehensive communications campaign, with media and social media, council website and physical collateral at various sites across the region



Meetings and briefings with Council, state and government departments

STAGE 1 FAST FACTS



987

**SURVEYS
PARTICIPANTS**



24

**STAKEHOLDER
INTERVIEWS**



5

**STAKEHOLDER
WORKSHOPS**



3

**INTERNAL
TECHNICAL SESSIONS**



4

**WEEKS OF
ENGAGEMENT**



3

**COUNCILLOR
WORKSHOPS /
PRESENTATIONS**



1

**BROADSWEEPING
COMMUNITY SURVEY**



1

**YOUTH DESIGN
COMPETITION**

87% of participants are Hervey Bay locals

78% were of pre-retiree ages (12 to 65)

Only **22%** of participants were 65+, compared to a stronger youth participation rate of **38%** aged 12- 45 years old

47% of people visit the City Centre
**A COUPLE OF TIMES
A WEEK**

BUT people's second most popular relationship with the City Centre (by a long shot) is to
DRIVE THROUGH IT

Most popular visiting time 8-11am

WEEKDAYS

More people travel from

WITHIN THE REGION (10-30km's)
than they do locally (1-2km) to access the City Centre.

PRIVATE VEHICLE

is overwhelmingly the access mode of choice

More people think **CAR PARKING
IS WORKING WELL**

(303), than those who say it is not (243)

People most love the City Centre's

CONNECTION to the waterfront

The most popular things people do in the City Centre's parks and open spaces is

1) PASS THROUGH,

2) Walk and 3) Access the Library.

The most popular description for what the City Centre needs to be is

**"A PLACE THAT LOCALS
LOVE AND PEOPLE
WANT TO VISIT"**

THE COMMUNITIES ULTIMATE WISH LIST:

Given the critical need to align all master plan outcomes with requirements of the Hinkler Deal, the engagement process worked to ensure a line of sight was kept throughout all parts of the engagement process, being to support :



1. Economic Development

- a. Invest in job creation
- b. Promote business growth
- c. Develop a skilled workforce



2. Resilience

- a. Enhance the resilience of the community and the environment



3. Liveability and Community

- a. Build strong and cohesive local communities
- b. Ensure the area is a destination of choice for generations to come

The team developed ‘An Ultimate Community Wishlist’, and categorised it based on each of the Hinkler Regional Deal objectives to match and test community thinking against those objectives, and ensure that the Master Plan not only picks up on all the things that matter most to community, but also meets funding requirements via a clear line of sight throughout the course of the project.

Economic Development Wishlist:

- » Creation of a new economic hub that represents the maturity of the region
- » A clear identity and identifiable City Centre – something to be known for other than Whales!
- » Low to mid rise building heights ok – but don’t make it another Gold Coast!
- » To create a regional ‘City Centre’
- » New night time activity – with more things to see and do
- » More cafes/dining and entertainment options
- » Public WiFi
- » A CBD that doesn’t take business away from surrounding places (ie. The Esplanade villages, etc) – complimentary in nature that grows with existing businesses in the region
- » More car parks
- » ‘Education to Employment’ – creating new opportunities for jobs and youth retention, starting with new educational partnerships and places in the CBD for opportunities to grow
- » Improved variety and quality of business/services – that are complimentary to what is already there
- » Foot traffic for existing local businesses

Resilience Wishlist:

- » A green heart – greening the centre is a strong value
- » Improved Traffic flow – slower, safer and shared spaces for many modes
- » Solar / Renewable energy solutions on large council structures
- » More water bodies or lakes
- » Places to park nearby
- » Drop off zones
- » Wider footpaths
- » Improved connection for walking/cycling
- » Prioritisation of Pedestrian safety
- » Improved, broader connectivity – from village to village and township to township (ie. Rail Trail)
- » No loss of green space
- » Greater, more consistent, quality lighting
- » Passive surveillance – open it up and put more eyes on place
- » Anything that turns it back onto key spaces – look at opening up or removing
- » Access from all points – a porous place proposition
- » A regional heart that represents the evolution of the old community ‘village’ mentality – a place for all

Livability and Community Wishlist:

- » A green heart – greening the centre is a strong value
- » More cohesion – on all fronts, from public art through to building design
- » Universal accessibility – from streets to change rooms – everywhere
- » Wayfinding
- » Improved connection of community with each other, and with Hervey Bay as place through great design outcomes
- » Improved connection to the waterfront
- » More parking and more open/green space – but with the right balance of each
- » More programming and events
- » More energy and Vibrancy
- » Don't touch the Pialba Hall - but if you do, make it super close by and to a place that has more parking and improved access
- » Protect and preserve Freedom Park – open it up and make room for more
- » Greater place connection and celebration of culture and history/heritage
- » A welcoming place that locals love and people want to visit
- » More for youth to see and do
- » More places to recreate/relax and take people to when in town
- » More trees/leafy shade
- » Create greater visibility of key public art pieces

WHAT WE HEARD

Survey Results



987
SURVEYS
COMPLETED

An interactive, online survey was developed in close collaboration with Council and the design team, to dig deep for quantitative and qualitative insights from the general community.

Using the FrankChat's online survey platform (Qualtrix), whole of Region insights were sought around community values, behaviours, ideas, interests, needs issues and gaps.

The City Centre Master Plan survey was in market for a timeframe of three (3) weeks.

The survey received a total of 987 responses, not just from people within the Region but who also consider themselves City Centre users.

Participation rates were generated by a robust and highly visible, Council-led distribution strategy promoting the survey, and other ways to become involved including:

- » Council eNews bursts (eComms)
- » A dedicated project page on Council's Engagement Hub
- » Media advertising and promotion (online)
- » Promotion via Council networks including internal campaign targeting staff and promotion in the Library
- » Cross promotion through all other engagement methods and touchpoints
- » Invited community advocacy and self-promotion through Council's own community relationships with groups and professional networks
- » Social Media promotion via Council channels

Here is a quantified summary of what the broader community told us via the online survey.

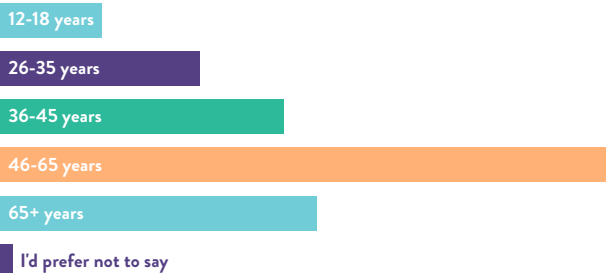
1

Where do you come from?



2

What is your age?



3

How would you describe your relationship with the City Centre?



4

How often do you visit the City Centre?



5

What time/s are you there most often?



6

In a sentence, can you describe what you love most about the City Centre?

Currently there isn't a lot to "love" about the "City Centre"

Nothing I really love. Does a job

Food and shopping

At the moment there is not much to love with many businesses that were there relocating out of the centre so I support anything which will incentivise businesses to come back

Proximity to most things



Everything is within close proximity
 Its history and growing up reminds me of my late Grandfather
 Half empty
 Its an area that has great potential to be an iconic spot full of activity
 Condy Park Kindy, The Art Gallery, the library, the uni and City Park
 Not a lot to be honest it's too disjointed
 I am able to shop and it's less crowded than Stocklands
 It's always looked a little sad, it needs a makeover
 Ease of parking
 If only i could find it!
 It's very plain and uninviting
 Easy to get around
 Not much really..... seems to be aimed at stay at home parents and unemployed
 It is close to where I live
 Independent retailers not part of a chain
 The open spaces
 It's convenient
 It's a dull City Centre
 Relaxed atmosphere
 I don't love the City Centre. I work there and although there are nice areas, theres a lot more that needs to be done
 The convenient location
 It's the historic heart of Hervey Bay
 It's the heart of the town
 It's proximity to the beach. Easy parking.
 Open parklands, and the space available for community activities
 It's old charm and convenience
 Nothing, the place is a traffic nightmare
 Proximity to the Esplanade and centrally located to shops and retail
 Walkable distance between a diversity of shops, businesses, library art gallery and community centre
 It's a mish mash so wouldn't say I love it!
 Currently it is soulless
 Easy to drive through
 Should be central hub of entertaining and dining



At the moment, the RSL is the only thing vibrant about the centre
 Location, Location, Location
 Doesn't have a big city feel
 The artwork and parkland and easy parking and bikeways
 Love that surrounded by town there is greenery, lakes and trees
 I wish there was one!

7

Please tell us what you think is missing from the City Centre.



A variety of good restaurants and cafes
 Modern buildings, Green Spaces
 Maybe a free shuttle service for people less able to walk distances between businesses they need to visit
 An 'eat street' area
 Parking, children's spaces, more life
 Pedestrian mall and food court
 Nice pathways along the area that feel safe and clean
 Life. It doesn't have enough aspects for people to want to spend their time
 Easier traffic flow
 Lots of stuff, it pretty bland
 People
 A Centre! No real central identifiable hub
 Low rise local government building
 Modernisation. Restaurants/Bars. An inviting place to sit or eat by yourself or with friends
 Adequate and suitable vehicle parking
 Appeal landscaping of the area
 Gardens and park path network
 Beautification of the area, more green spaces especially trees
 A connection to the beach
 Less traffic
 Easy flowing roads
 Night life, restaurants, more cafes etc. More retail shops are needed



Transportation hub, better traffic mitigation, more green scape, a town square

More shelter, with seating

Sustainable and sensitive development that represents true progress

More established walkways

Central transport hub and a licenced hotel. A centralised specialist medical centre

Large open park, town hall for events

A sense of cohesion - feels run down and just slapped together

Offices to increase the number of people in the area

Better wheelchair access in surrounding suburbs

A facelift alot of the shop fronts are dated

There is no identified City Centre at the moment, so identification and purpose is what's missing

An entertainment hall for live shows

Cost effective work destinations for sole traders, a higher standard of dining venues, a rock climbing centre

Music, entertainment, eateries, toileting facilities

Traffic free zone/zones

Modern buildings facing the streets

A big park to chat and interact

Focus and a clear identity

Cafes, art, culture, vibrancy

Pedestrian only spaces for shopping/ business

Quality car parks and family shops

Less car centric. Greener

A consolidated "city" or middle of town

Nightlife, more things for young people

There needs to be a centre point

Modernise the buildings and control congestion

Indoor playground

Parklands, areas for families. It should have a theatre (not a school based one) and arts precincts

Better Traffic management

Bike paths

Shopping for teenagers, and entertainment for 10-18 year old children

Shaded Areas

Safe area to walk and cycle and get across the Esplanade



Connectiveness

More diverse shopping and dining experiences

Post office

Parking, Dining, Lots of wasted land

A nice shady park

City Centre vibe (cafes, shopping, restaurants, pubs, more foot traffic)

Icon infrastructure; a city heart

Traffic lights instead of roundabouts

Alfresco dining hub a vibrant real central City Centre

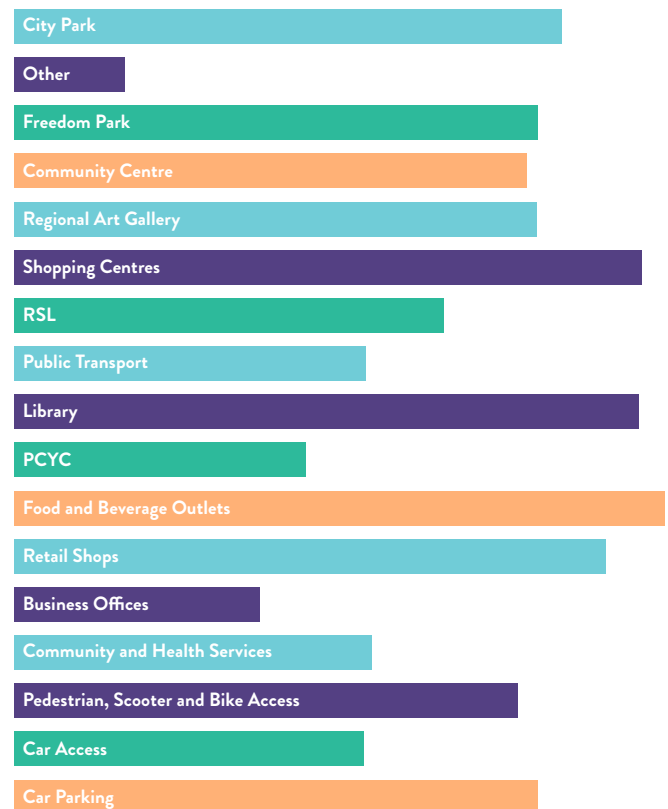
Feel safe at night

Child friendly places, better pedestrian connection between CBD & Seafront Oval, more shade trees, car-free walking

I think it needs a "Noosa like" make over

8

Which of the following places and activities do you think work well in the City Centre?



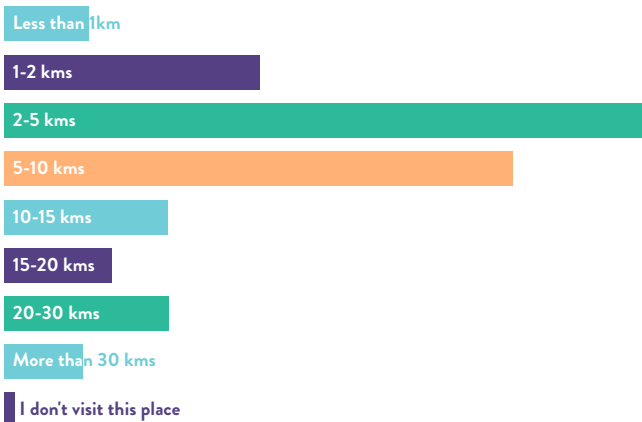
9

Which of the following places and activities within the City Centre do you think are NOT working well?



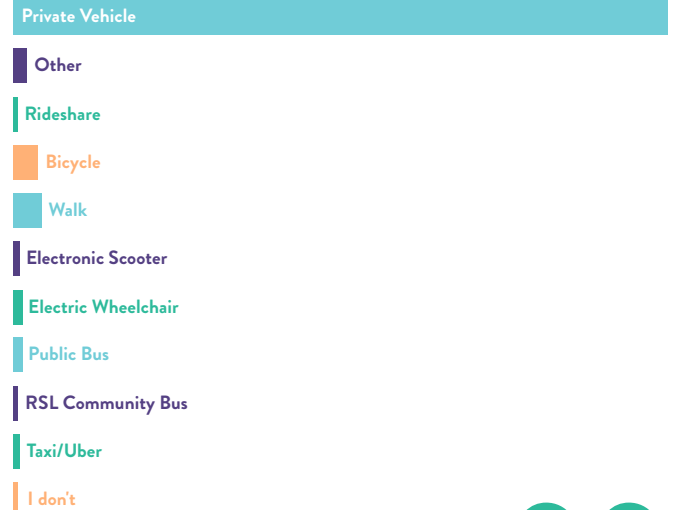
10

How far do you travel (approximately) to access the City Centre?



11

How do you usually get to the City Centre?



Other...

I would like to walk or ride but it's not safe.

There isn't a City Centre at the moment.

My car or an Uber. If you're going to spend this kind of cash on something new put Tesla charging bays in make sure disabled & parent parking is available. Make a drop off zone for ubers.

Car Rental.

And sometimes walk to hairdressers, doctors, coffee shop and newsagents.

Walk but also drive, ride, and e-scooter at times.

& bike.

Public Transport.

12

What do you like most about the City Centre?



13

What don't you like about it?

It is unfocused and has no heart.
It looks old.
All it is car yards.
Lacks atmosphere. Very disjointed area. Miss mash of shops.
The congestion of vehicle traffic on the streets and at the intersections.
In the evening it's dead.
It's very disjointed. There's no connection with the shops especially at Pialba Place.
Hard to access, traffic.
It is dead most of the time, nothing exciting ever happens.
Empty shops.



Busy, hard to get around
No street appeal. Not enough greenery, shrubs etc. Lacks any visual aesthetics.
Two widely spread out.
There isn't any soul, it's very concrete and not green enough.
Too many undesirable individuals and not enough visible policing.
Everything..... Need bulldozing and starting again.
As an entity there is no centre, no theme, no identity.
It currently lacks a sense of focus and identity as the centre of Hervey Bay. CBD by name not by nature.
Lack of cohesion, many run down places with difficulty finding the updated ones.
Traffic.
Old and uninviting.
Bit of a hodge podge of building styles, sizes and locations.
It is a bit disjointed and is looking tired and not dynamic like many other city hearts.
Not enough parking.
Too many scooters in tight fit places, hard to find parking sometimes.
No identity.
Lacks vibrancy, arts, culture and events.
The lack of planning.
Too many vacant shops and everything needs a facelift.
No common hub or gathering area. The town center seems dispersed.
Design is mish mash.
Getting quite congested with the growth of Hervey Bay.
Could have better lighting. Walking/running at dusk/night feels unsafe.
Roundabouts.
No covered walkways if it rain you get wet.
It just looks tired..... not cohesive.
Doesn't have a big range of shops.
Most of it. I have no reason to go there.
It's just boring. especially for teenagers there isn't a lot to do other than maybe go to the beach but even that gets boring after a while.
Its old, cluttered, boring and traffic is bad.
Its not clearly signed.



It's not centralised. You still have to go all around town to get what you need.

No central avenue or mainstreet You have to get in your car to move around it.

Little bike access. Bike paths would be an asset to Hervey Bay.

It does not need large buildings.

Currently has no life! Needs uplift more vibrant.

Traffic congestion, lack of public toilets.

Not enough retail/ dining options. No atmosphere.

Empty Shops, No Mall, Bad Parking.

No atmosphere or delineation of area.

Old, dingy business. Shopfronts are ugly. No parking. No shade.

Lack of youth interests.

Nothing makes sense about the layout or placement of services.

Lack of quality shops.

It's quite decentralised, there is no 'hub' or identity.

Looks unloved particularly main st, needs trees and plants.

It's too hot.

Homelessness.

Not enough cafes or restaurants. Busy roads.

Unplanned sprawling lack of flow between spaces.

Not inviting.

Access to facilities on the Esplanade, Freedom Park and Gallery is awkward.

It feels disconnected.

No connection.

Can't feel safe walking at night as a female.

No public transport.

No character - vibe... it's adhoc.

Disability access.

It has no heart. It's run down, it's not appealing.

It's a bit of a mish mash.

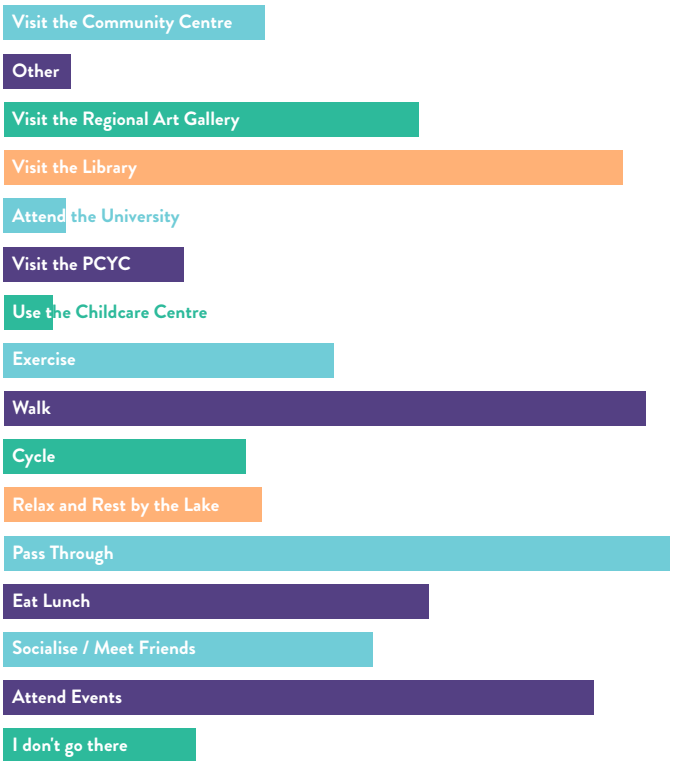
14

Do you use the open space areas and parks throughout the City Centre?



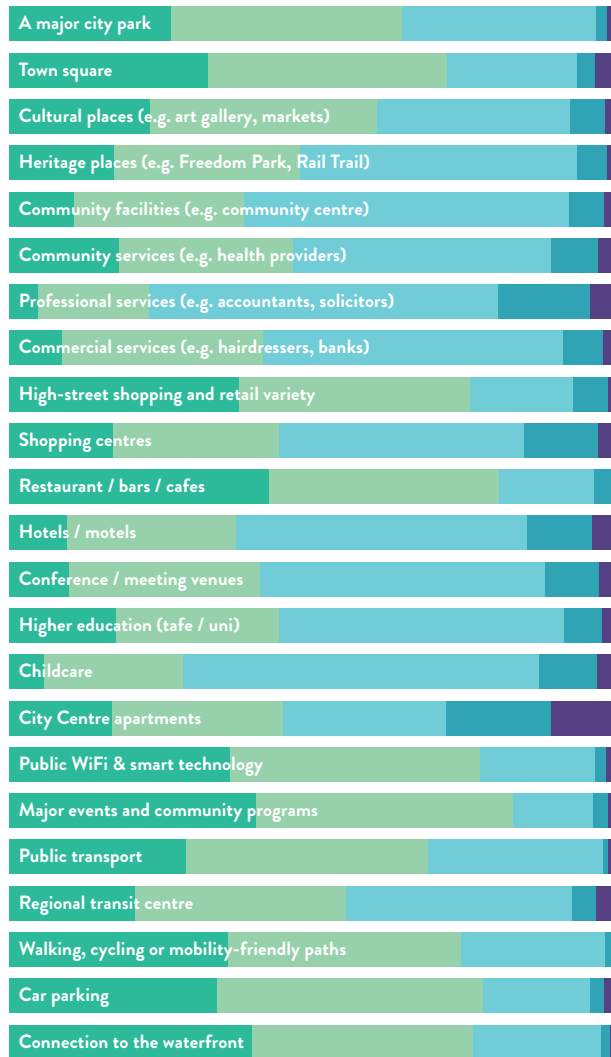
15

What do you do at the parks and in the open space areas throughout the City Centre?



16

We would like you to imagine the future City Centre. - What would you like to see more of there?



● Working well ● Need some more ● Keep as is
 ● Need less of ● Remove

17

Please tell us how you feel in response to the following statements by ranking your level of agreement.



● Agree ● Unsure/No position ● Disagree

18

What do you think the City Centre needs to be?



19

Do you think the local community consider the suburb of Pialba as being Hervey Bay's City Centre?



20

What things make Hervey Bay unique and a great place to live?

Weather.

Relaxed atmosphere.

The beautiful beaches, the quieter pace, the parks and libraries, the flat terrain that should allow for more active travel.

The coastal environment, the climate, a good balance of single and low-rise buildings, a good selection of retail, commercial, government, and health services.



Welcoming, natural beauty.

Relaxed but with all amenities of bigger town.

The welcoming people and the green space and the ocean and clean beaches.

Lifestyle.

Climate, beach, community and friendly.

Relaxed atmosphere, great weather, friendly people.

Unpretentious, friendly, space, low rise environment.

Lack of high rise buildings.

A friendly place to live.

Beautiful parks, well kept green spaces, easy access to shopping, eateries, medical facilities.

The great beach access and relaxed feeling.

Housing affordability.

Our natural environment, the Butchulla people.

Access to lots of Sporting and Entertainment activities without traffic Congestion.

Relaxed lifestyle.

Safe place for families, great recreational facilities, good climate.

Coastal casual lifestyle.

Climate and closeness of Fraser Island.

Relaxed, welcoming atmosphere. Not overrun with highrises.

It's beautiful waterfront and easy lifestyle.

Relaxed bayside lifestyle, amazing weather, less traffic/ population than cities.

Fraser Island, the beach, bike/walking tracks.

Outdoor living, beaches, whales.

Friendly people, community spirit and beachside living.

Laid back and low rise buildings.

Beach, climate, Esplanade, harbour, parks.

Our beautiful foreshore. Ease of getting everywhere.

Opportunity for a young family, opportunity for growth.

The weather, living costs, people, laid back lifestyle, environment.

The natural beauty.

Affordability, accessibility, the beach front.

The people.

Foreshore. Weather. Facilities. Services. Population.

The City Centre right by the amazing beach, the beautiful beach walk and parks.





The esplanade area - foreshore parklands, playgrounds, beach, bikeway.

How close everything is to the waterfront.

The community feel we have compared to the cities.

Lifestyle, environment, affordability.

Beach access. Natural environment. Casual lifestyle.

Our waterfront, open space (its not built up), natural beauty.

Family friendly, history and character places, bike paths.

Family friendly, whale season, climate, relaxed.

The esplanade and the bay make Hervey Bay unique.

22

In just three words, please tell us your what your vision for the future City Centre would be?

NUMBER 1 RESPONSE =

NUMBER 2 RESPONSE =

NUMBER 3 RESPONSE =

21

What would make Hervey Bay a better place to live?



One way traveling along some sections of the esplanade.

More modern facilities and infrastructure within City Centre.

Foot path /mobility corridor from River Heads to Urangan.

Better accessibility that does not rely on private vehicles to get around safely.

More restaurants and bars.

Jobs health facilities sporting facilities.

Better shopping choices.

More culture along the water front.

Bike paths!!!

A central city hub.

Greater opportunities for employment.

Give the community things to do. The youth are bored (would help reduce crime greatly).

Continued improvement to bikeways.

Less sprawl. Cleaner public toilets.

Removal of dangerous roundabouts.

High rise living in the CBD. Look at Southbank for inspiration.



YOUTH COMPETITION

Perhaps the most creative, and heartening method from Stage 1 engagement, was an incentivised Youth Competition where participants were asked to design their future City Centre.

An activity sheet prompting feedback from participants was available in the Library, on Council's Engagement Hub and distributed in person to community groups at the workshops. Children engaged in blue sky thinking exercises, to draw the core elements and ideas they had for a City Centre that they would love to see made available to them. The winner was chosen by a judging team made up of Councillors and the City Centre Master Planning Project Lead. Competition was tough, with many bright ideas presented. And whilst all entries were of excellent design thinking, a stand out entry from Robbie W, aged 9, won the overall prize.

Prevailing themes from the community's youth contingency were as creative as they were practical, and provided great inspiration for design thinking. The big ideas pitched by the youth of Hervey Bay included:

- » A Rollercoaster
- » Benches
- » Lemonade Stand
- » Tall Buildings
- » Trees
- » Community Notice Board
- » Hopscotch
- » Fountains
- » Glasshouse
- » Lake
- » People
- » Markets
- » Wide Footpaths
- » Pedestrian Crossings
- » Bike Tracks
- » Places to Sit
- » Playground
- » Pathways
- » Parks

Age of Entrants (years)

- 7 – 23%
- 8 – 23%
- 9 – 23%
- 10 – 8%
- 11 – 15%
- 12 – 8%



3 WORDS that describe the City Centre **NOW**

BUSY **BORING**
SMALL

3 WORDS that describe the **FUTURE** City Centre

HAPPY **FUN**
NATURE

Youth Competition

Draw a picture of what your future town centre might look like!

Imagine if you were standing in the town centre in 20 years and you could do and see wonderful things there. Draw a picture to show us what this might look like!

Please list 3 words that describe the town centre NOW

Small Boring Busy

Please list 3 words that describe what you want the FUTURE town centre to be

Happy Fun Nature

Tell us one important thing people might not know about the town centre, something only locals know!

There is a big lake in the middle of the town

Fraser Coast Regional Council



Youth Competition

Draw a picture of what your future town centre might look like!

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Please list 3 words that describe what you want the FUTURE town centre to be

Happy Fun Nature

Tell us one important thing people might not know about the town centre, something only locals know!

There is a big lake in the middle of the town

Fraser Coast Regional Council

WHAT IS ONE THING ONLY A LOCAL MAY KNOW?

A train used to come to Pialba. ”

SOCIAL MEDIA SWEEP

To support early engagement discussions and provide further insights for the City Centre Master Plan, we have conducted a top level social media sweep across Facebook, Instagram and Twitter to see what hashtags are being used to identify the City Centre, what inspirational hashtags are currently being shared, and what people are visually posting.



HASHTAG TITLES


#HERVEYBAY
#FRASERCOAST
#HERVEYBAYGRAM
#QUEENSLAND
#VISITFRASERCOAST
#HERVEYBAYBUSINESS
#HERVEYBAYBUSINESSES
#HERVEYBAYSMALLBUSINESS
#PIALBA


Utilising these hashtag titles we conducted a sweep across Instagram and Facebook to review imagery community were posting to celebrate the City Centre. A snapshot of what was found is included in the accompanying page.


INSPIRATION HASHTAGS


#FUN
#LOVEWHEREYOULIVE
#ACTIVITY
#LIFE
#ADVENTURE
#COMMUNITY
#NATURE
#HOPE
#NIGHTLIFE
#HAPPYPLACE
#BAYLIFE


COMMENTS ON FRASER COAST COUNCIL FACEBOOK City Centre MASTER PLAN POSTS


Fill in the survey. Pialba used to be when all the banks were there and before bay central now Stocklands fractured the community centre 


I would like specialist doctors encouraged to have rooms here, do don't have to go elsewhere to see them. 


This city is built on fishing, retirement, education and tourism. 


At least include a multi-level car park for future growth 


Before we can consider growing we need to fix the problems that will only be exacerbated by growth 


The train from Brisbane to Rockhampton should have a station at Hervey Bay. Ridiculous that train goes to Maryborough West and then a bus to Hervey Bay 


What City Centre...it is an urban sprawl 

We need more businesses here so people are working, not all retiring. 

Infrastructure is not copying with such increases in the amounts of people in cars in Hervey Bay, it was not like this 10 years ago 

Leave more green areas 

Free flowing entrances and exits from all streets and shopping centres where eight speed humps aren't needed 

A tram system will be a great asset for tourism 

Not happy about a 16 story building in town. 

Most people come to live in Hervey Bay for the laid back lifestyle, they come for a visit to get away from the hustle and bustle 

STAKEHOLDER INTERVIEWS

24 INTERVIEWS – Community Groups, Business, Education, Government, Sports & Rec

“Make Hervey Bay a place where people want to be”

Local Business Stakeholder

“Everything used to be central for business, now it isn’t”

Community Group Stakeholder

“We need to have easy, low cost, and regular public transport activities, likes bikes and scooters.”

Tertiary Education Stakeholder

“We need a name that instantly everyone knows what this means”

Industry Group Stakeholder

“The whole area has to be centralised and accessible, for all abilities”

Heritage Stakeholder

“We are not in horse and cart days now, we have to be practical and not expect to park out the front”

Community Group Stakeholder

“Maryborough and Hervey Bay compete across everything but would be great to see how they can work together and complement”

State Government Stakeholder

“It’s not just about activating the current buildings and spaces, its about creating a legacy for generations to come”

Council Stakeholder

“You have to go through Bunnings because of the round about”

Community Group Stakeholder

“I want it to be a facility that the community adores”

Council Stakeholder

“There are too many ‘hidden areas’ which encourage bad behaviours (in the City Centre)”

Community Group Stakeholder

“Please no more whales”

State Government Stakeholder

“It’s hard to find somewhere to stay if you are a student or tradie – they can’t come to work if they don’t have accommodation. We have less than 1% rental vacancy and long wait lists, we need to provide housing if we want to encourage growth”

State Government Stakeholder

“We are still going to be here in 20 years time when we have the outcome which is why we are so passionate about it”

Industry Group Stakeholder

“We really want to work with council for this. We don’t want to be a blank wall for you guys. We have to think outside of the box to make it work”

Local Business Stakeholder

“We have long battled the opportunities for young people – the exodus is real”

Tertiary Education Stakeholder

“Incentives is key to make this work”

Industry Group Stakeholder

“We want to be a part of the community that is bringing opportunity to the region”

Tertiary Education Stakeholder

“Visitors explore by bike, not by car”

Community Group Stakeholder

*For full stakeholder interview - refer to appendices.

WORKSHOP SESSIONS

5 WORKSHOPS, 31 ATTENDEES

3 WORDS WE NEED TO CHANGE ABOUT THE City Centre

1. Safety
2. Inclusivity
3. Open

ALSO...

| | |
|------------|--------------|
| Access | Green Space |
| Security | Variety |
| Innovation | Connectivity |
| Quality | |

“The roundabout end of Main Street needs to be resolved if we want a pedestrian environment”

Council Stakeholder

“We need to represent the whole, not bits. This is the Hervey Bay City Centre”

Land Owner Stakeholder

“We have the most beautiful place here but it is dead as a City Centre”

Land Owner Stakeholder

“The old retail slogan ‘location, location, location’ combined with another driver of ‘things that drive sustainable profits’ are the two factors that will give the master plan traction”

Local Business Stakeholder

“We need the establishment of a precinct and identity”

Community Group Stakeholder

“Parking for cars doesn’t have to be in the centre with Stop Drop and Roll locations”

Inclusive Access Committee

“Part of that revitalisation has to include incentivisation for business in the master plan – we have to do our bit but how do we get others to do it as well?”

Council Stakeholder

“We need a people mover (light rail) between the City Centre and the big tourist hub”

Community Group Stakeholder

“It would be great to see more kids on bikes and less parents in cars”

Local Business Stakeholder

“We have another 12 hours of opportunity for trade if it was well lit”

Inclusive Access Committee Stakeholder

“The lines around this master plan should be thought about - how this project actually engages with the foreshore, and the surrounding areas is so important”

CCG Stakeholder

“Council moving into the City Centre will be a game changer”

Land Owner Stakeholder

“Walking distances are larger due to block sizes, we need to look at how to change this”

Council Stakeholder

“If you made it a Pialba town center the rest of the community will not own it”

Community Group Stakeholder

“We need to consider a street hierarchy and look at movement and access”

CCG Stakeholder

“Culture can’t just be a decoration – it has to be how this is integrated in the everything”

CCG Stakeholder

“The university has 78% female students, of which many are mature age - we need to ensure a safe and connected City Centre for everyone”

Tertiary Education Stakeholder

'GREAT PLACE' BENCHMARKS

AS RECOMMENDED BY COMMUNITY

When you talk about what a great future place could be, you can't help but draw on lived examples and experiences and liken these to what could be. For this project, early ideas and suggestions for benchmark examples of other great places and spaces were discussed with community. The following suggestions were provided by participants for Council and project teams to reference when making future decisions around the future City Centre:

WHAT IT COULD BE:

- » Shellharbour
- » Brisbane Botanic Gardens
- » Southbank Parkland
- » Central Park NYC (concept on a regional scale - a green heart within the CBD)
- » Epicurious Garden Southbank
- » Mackay Waterfront
- » Townsville
- » Sunshine Coast – Integrated Transport Strategy
- » Maryborough Mary Poppins Museum
- » Green Square, NSW
- » Noosa (a sports destination)
- » Airlie beach



Green Square, NSW

WHAT IT SHOULDN'T BE:

- » Maryborough Botanic Gardens (to differentiate)
- » Gold Coast Surfers Paradise
- » Brisbane Queens Street Mall



Sunshine Coast Integrated Transport Strategy



Central Park, NYC



Epicurious Garden, Southbank



Mackay Waterfront



Noosa



Shell Harbour



Southbank Parklands

INDIGENOUS CONSULTATION

There is much importance, opportunity and value in the stories and history of the region's traditional landowners - the Butchulla and Kabi Kabi people.

The City Centre Master Plan is seen as a fantastic vehicle that could drive greater connection to country and provide real solutions that could better meet the needs of our valued indigenous community.

But what are they? With the appointment of a new cultural liaison officer in recent years, and an effort to better understand and engage with all parts of community, Council has been working with the design team to best understand who, how and what to engage with elders and other people who can speak for country in this early engagement phase of the master planning process.

As such, the team has been fortunate to speak with a range of stakeholders including council engagement and cultural representatives, liaison officers, community groups, Elders and indigenous community members.

What is understood, is that there is an emerging need for a bigger, higher order conversation that extends past this project's CBD boundary, to a broader suite of regional places and areas of significance for the Butchulla and Kabi Kabi people.

And whilst it is clear that the conversation will continue, for the purposes of this report, below are a few very early emerging themes and critical considerations that have presented in conversation around the City Centre master plan.

THE THREE LORES:

In conversation with Butchulla Elders three guiding lores were shared that sit at the heart of local Butchulla communities. These lores are important to note and could carry some meaningful relevance to a more culturally conscious land use planning approach, not before seen in Hervey Bay.

These laws are:

1. What is good for the land comes first
2. Do not take or touch anything that does not belong to you
3. If you have plenty, you must share

As critical community values, these three lores could also serve as possible design principals, where possible and relevant. Whilst the master plan is dealing with an already built form environment, there is real opportunity in looking to use some of these traditional owner values to ensure a higher and more meaningful level of cultural celebration and recognition occurs in the future.

EARLY THEMES:

Whilst there is so much more conversation and engagement to be had with Elders and those who can speak for country, early prevailing themes have emerged around cultural qualities and outcomes for Council to build upon at a higher level (for all master planning and community impact projects) including:

- » **Acknowledgment** – start every meeting around this project with an Acknowledgement of country or invite an Elder to conduct a Welcome to country EVERYTIME. Cultural values should be employed through all parts of the project – not just in the master plan itself.
- » **Early Engagement** – don't leave conversation to the end of the process and present as tokenistic, if council is to engage meaningfully.
- » **Critical, Cultural relevance** – Don't deliver a westernised interpretation of 'cultural relevance' through the master plan – and the process used to deliver it.

Consulting with Butchulla and Kabi Kabi people on their terms, to properly understand what ‘celebration of culture’ means – and what it looks like is important as part of this process. Photos of aboriginal people and statues do not constitute culturally relevant public realm outcomes ... but if you build a yarning circle for conversation to commence about what could be, then perhaps this could be a start.

- » **Record it... before it disappears**
 - information gaps present with little documentation and knowledge banks on record regarding the Butchulla and Kabi Kabi stories
 - and their connection to places/ country within the Hervey Bay area. More should be done to capture this whilst council still has a number of fantastic, knowledgeable Elders willing and available to inform and connect the broader community with where it actually all began. Because without this, it is hard to properly celebrate, acknowledge and educate the broader community on the full and right history of the Region.
- » **Education** – opportunities present via this master plan to inform the general community to a higher level and increase awareness about the story of the Region’s traditional owners in a manner that has not ever presented until now. Time should be spent looking into this at a broader place level – irrespective of CBD boundaries, but for all sites of significance across Hervey Bay.
- » **Recognition of ownership and place** – using markers, signage or indicators that outright say “this building sits on Butchulla Country/ Land”. Making a statement via signage, wayfinding, building signage, etc is small but a start, and these things could be considered in future detailed design stages.

WHAT’S IN A NAME? (SO MUCH!)

Pialba, Urangan and Kawungan are all names set down by the traditional owners of the Fraser Coast Region and all have meanings and a purpose – many not known by the general community.

The engagement team was encouraged to research this further, and connect with a local indigenous linguist, as part of the master planning process. This was a great idea, given many place names within the region have a story behind them. It is important to know what these names mean and how they should and should not be used as part of the master planning and place identity process.

This could add further value to the future place proposition, not only from a cultural viewpoint, but also from tourism, planning and destination/place identity perspectives.

GREAT IDEA #1: A CITY HEART YARNING CIRCLE

*“A **yarning circle** is a harmonious, creative and collaborative way of communicating to: - Encourage responsible, respectful and honest interactions between participants, building trusting relationships. Foster accountability and provide a safe place to be heard and to respond.”*

A number of community members (indigenous and non-indigenous alike!) spoke of the possible addition of a yarning circle within the new City Centre, or somewhere significant nearby. This was just one of the more meaningful ideas that came through that held more cultural relevance and acted as a point of difference for the City Centre.

In many ways, ideas such as this mirrors the very essence of what a true community heart should be, that is inclusive, welcoming and open for EVERYONE to enjoy. And can be used by council and community groups for engaging with the local traditional owners on their terms, which always makes for more respectful and successful connections within community.

And whilst this is just one idea at the very start of a longer conversation, it’s a heartening example of what the community values both from a cultural and broader community perspective.

ENGAGEMENT STAGE PREVAILING KEY THEMES

- » **Green, leafy town heart** – Trees trees trees! And a more open centre with more places to recreate in the heart of town.
- » **A relaxed City Centre, full of life** – A complimentary mix of shopping, dining and entertainment experiences
- » **Celebrate what's unique** – exiting characteristics and truths such as the Rail trail, indigenous history, iconic nature spine/mobility corridor and beating green heart within the City Centre (so rarely seen in the heart of regional towns) are special to Hervey Bay. They should all be revitalised and celebrated to the best of their ability. General rule – if it's special, let it sing!
- » **No loss of parking spaces** – I think we already knew that though...! Moving parks might be ok for some, but replacement elsewhere with shuttle or other people moving services (frequent and affordable) are key to the success of this.
- » **A future focused solution for traffic flow through the centre** – with properly tested and planned solutions for traffic congestion. Alternatives to the roundabouts. And a more people centric experience for all.
- » **A Business/industry focus within the City Centre** – a pumping heart of professional services mixed with dining and entertainment experiences that compliment each other. And a City Centre that grows with surrounding city businesses, NOT against them. And a region serving centre.
- » **A Community Crown Jewel** – create a new, exciting, locally loved drawcard and a clear point of difference of place that Hervey Bay can be proud of, that appeals to people at local village, regional and other regional City Centre levels. Make it a place to want to visit, that locals proudly take their friends and family when in town.
- » **Find ... and AGREE ... to a new balance** – by working together with community to find a happy medium between the balance of greenspace and parking space. Both are equally valued by community but compromise must occur for real change to occur. Do so in close consultation with community and keep taking them along on the education and decision making journey.
- » **Meaningful cultural recognition** – of first nations people and place, via a bigger, ongoing conversation is needed. Ongoing engagement with a higher regional focus on local stories and places of significance will feed greater cultural outcomes for community and for major council projects occurring across the city. And that is an exciting prospect and another unique and proud element to the
- » **“Don't make it a camel”** – summed up by one stakeholder. Do what's needed. Don't touch what works, unless its improving things further. And don't overdesign what should otherwise be a great place that meets needs, exceed expectations, and is genuinely reflective of Hervey Bay, and the community who lives, works and plays there.
- » **Do not move the hall** (...but if you did, don't move it away from the heart, and please provide more allocated parking spaces and a drop off zone). Although its position is acknowledged as not ideal, it's a much loved, place-based community place of historical value where community connects in ways that other councils wish to create.
- » **Open your heart and start to revitalise** – starting with the green space within. Whilst change and progress is strongly welcomed, commit to letting the green space rule the future City Centre and never allow concrete domination of place to occur. Community says use what you've got first - clean it up and make it all work harder before building the 'new'. And in some cases where building walls or backs close the site off currently, look to remove, rehome or reactivate for a more open, attractive and porous City Centre that can be accessed from any point.
- » **UNIVERSAL ACCESSIBILITY** – a leading community value and current unmet need – for all, people of all ages and abilities, in every way possible. Starting with changerooms, drop off zones through to new design or adaptive reuse of buildings, places and spaces with 'accessibility' always as a lead design principal.

THE 1 THEMES

- » **SUPER connected community** – in more ways than one. With a seamless link to the waterfront critical. Linking the foreshore, esplanade, University Precinct, mobility corridor and main street would create a truly unique proposition for place and improve walkability threefold. Not only within the City Centre but to key points outside – to link up and out into surrounding areas of the region.
- » **Sustainable and Smart streetscapes** - breezy, light filled and leafy streets. Wider footpaths for maximum shared use, and improved pedestrian safety. We need to give pedestrians greater priority, make streets safer and make room for more modes in order to future proof our streets. Make more room for all. And install smart lighting, good free WiFi, live information updates, parking sensors, and ride/charging facilities for electric bikes/scooters and gophers etc.
- » **Go steady, partner up and commit already** - to long game outcomes through great design and planning with surrounding stakeholders. You've got some great ones and partnership opportunities are on your doorstep with Pialba Place, the University, and other stakeholders keen to collaborate for greater growth outcomes. The sooner you start, the better because the community is ready. And if kept in close quarters via meaningful place collaboration, together, you could help achieve more for community in the long run.

- » **Evening Energy** – a place with a new, welcoming night time economy. Safe place – especially for women- that are well lit, and welcoming after-light places to extend afternoon activities well into the evening. And a new mix of good quality dining and entertainment options, recreational options, and business activity that affords an extended lifestyle quality for locals to enjoy and visitors to stay (and spend) a little while longer.
- » **More for youth and families to see and do** – mostly via programming of spaces. Increased active recreation opportunities and spaces for whole families to gather and celebrate. A place where memories are made and formative moments had in safe, natural surrounds.
- » **Footfall is king** – for local businesses to gain the exposure and the associated benefits of being in a City Centre. An offer of multiple experiences for longer street stays and spending.
- » **Protect and preserve** – anything to do with those who served. The War memorial, Freedom park and all it encompasses should continue to be well loved and maintained and not moved from place.
- » **Education through to Employment** – coordinated focus to develop a regional economic hub of activity to feed employment opportunities, connect education, and re-engage our youth.

- » **A stronger connection to country** - and place acknowledgement of traditional owner history and the land on which council building sit.
- » **Coordinated Change** – no more 'scrapbook' development and 'hodgepodge' design outcomes. A strong plan for implementation with short medium and long game milestones and deliverables made clear to community must be adopted and committed to by council -and quickly acted on if council is to maintain the level of support and excitement for change within the City Centre.
- » **A leg up** – offering traders, land owners and developers incentives that support them delivering higher quality City Centre outcomes

HINKLER DEAL ALIGNMENT

-  Economic Development
-  Resilience
-  Liveability and Community

COMMUNITY VISIONING

We asked everyone we spoke with to tell us three describing words that paint the picture of the future City Centre. Below is the most popular answers from each method that rose to the surface. People told us that the future City Centre should be:

OVERALL

Vibrant
Accessible
Green

STAKEHOLDER INTERVIEWS

Accessible
Green
Welcoming

WORKSHOPS

Accessible
Connected
Safe

YOUTH COMPETITION

Fun
Happy
Nature

COMMUNITY SURVEY

Vibrant
Accessible
Green

OTHER WORDS USED

Inclusive
Memorable
Community
Natural
Pedestrian
Thriving
Active
Destination
High
Cultural
Clean
Inclusive
Trees
Open
Modern
Busy
Vibrant
Green
Welcoming

HERVEY BAY OR PIALBA?

In every conversation at every touch point, the name of the City Centre was discussed.

Overwhelmingly, the community see the City Centre as the 'Hervey Bay City Centre'.

100% of stakeholders across workshops and interviews, and overall 60% of all stakeholders engaged, agreed.

- » It's a place for locals – all Hervey Bay locals and has a bigger role to play than that of just a centre for the suburb of Pialba.
- » It' will need to serve a regional function. Noting, survey statistics tell us that more people access the centre from outside the immediate suburb's boundary, then they do from within suggesting the centre already serves a strong regional catchment.
- » Calling it Hervey Bay will be easily recognisable, for those visiting, and those from within the region
- » Some people have never heard of Pialba, but there is higher recall for Hervey Bay – people know more about where that is.
- » That the name is directly related to local economic success. And an identity is needed to help support local business growth and attraction.
- » Wayfinding directs you to Hervey Bay... until you turn off the highway, which is a concern from a destination viewpoint, and this could be looked at.
- » People from across Hervey Bay and the region have a greater chance of buy in – localism at suburb, township, and regional levels resonates higher with the name Hervey Bay.
- » It will help to clarify the evolving identity past the old competitive, 'Village mentality'
- » Almost everyone agrees that the community has become more integrated, and the village mentality doesn't exist in the same ways it used to. And that council needs to encourage a shared place mentality, in order to grow and evolve to where we want to be as a community.
- » Right now – it has no name. No Brand. No Clear defining identity or unique factor that everyone is looking for in their future community heart.
- » Also noting, the community also overwhelmingly sees this as more of a 'Town Centre' than a 'City Centre'.

“The key will be connectivity and access to make this the heart of Hervey Bay once again for our community and visitors alike”

– Workshop participant.

PART 2

ENGAGEMENT STAGE 2

Stage 2 Engagement took place in October 2021 to loop back with community and stakeholders on the draft City Centre Master Plan.



HOW WE ENGAGED

Stage 2 engagement activities were undertaken to support the release of the draft Master Plan for public comment.

This round of consultation was focused on gathering feedback on the draft Master Plan, as well as implementation considerations for the priorities within the plan.

A series of workshops for invited guests were held over 5 and 6 October 2021, across community services, local business, youth and tourism and industry. Additionally, two open house sessions were held over this period for interested community members to chat with the project team and discuss the draft master plan in more detail.

For wider consultation, the draft master plan was made available via Council's Engagement Hub for a 4 week period between 20 September and 15 October 2021. This was promoted through Council's social media, a digital billboard on the Esplanade, through posters positioned at key points around Hervey Bay, and promotional postcards hand delivered to businesses in the City Centre. It was also promoted through the Chamber of Commerce and other supporting organisations.

A stand with hard copies of the master plan was set up at the Community Centre for a two-week period and was periodically staffed by a Council employee to answer questions about the plan. Hard copies of the survey were available for completion for those not comfortable with online submission.

Additionally, a Council employee attended the Over 55s Expo to provide information on the draft master plan and opportunity for feedback for those not captured through other approaches.

The project team were invited to present to Year 7 Geography students at Hervey Bay State High School, with a real world example of master planning expected to inspire and inform their upcoming assessment related to urban design.



STAGE 2 FAST FACTS



424
SURVEYS
PARTICIPANTS



6
STAKEHOLDER
WORKSHOPS



4
WEEKS OF
ENGAGEMENT



1
COMMUNITY
SURVEY



1
STAND AT THE
OVER 50S
LIFESTYLE EXPO



2
WEEKS AT THE
COMMUNITY
CENTRE



1
PRESENTATION TO
YEAR 7 AT HERVEY
BAY STATE HIGH
SCHOOL

85% of participants are
HERVEY BAY LOCALS
(postcode 4655)

78% were under 65 years old

Nearly 25% consider the City Centre 'my home',
20% shop and 16% 'drive through it'

Only 3% use the City Centre for
**DINING AND
ENTERTAINMENT**

MORE THAN 80% of respondents
are supportive/somewhat supportive of the draft Master Plan

**OPEN SPACE
AND GREENERY**

are what people like best about the future City Centre

Nearly half of respondents were
**WILLING TO EXCHANGE A
SMALL AMOUNT
OF PARKING**

for improved amenity in the City Centre.

Just over 22% are not.

Enhancements to the street environments of
MAIN ST AND TORQUAY RD

were seen as the priority actions (just over 38%).

Strategies to
**IMPROVE THE STREETScape
AND OPEN SPACE**

are considered priority actions.

The vision for the City Centre should be
**"VIBRANT, GREEN
AND INCLUSIVE"**

according to nearly 86% of respondents.

WHAT WE HEARD

Survey Results



424
SURVEYS
COMPLETED

The Stage 2 consultation program was designed to move from generating ideas to refinement and implementation of the draft master plan.

A community survey was administered through Council's Engagement Hub to gather responses to the strategies and priority projects identified in the draft master plan. This survey was in market for 4 weeks, and received a total of 424 responses.

The survey was promoted through a variety of channels to ensure awareness amongst different demographics. These included:

- » A stand at the Over 50s Lifestyle Expo
- » Council's social media channels
- » Postcards – dropped into every business in main street in Pialba and distributed by the Chamber of Commerce
- » Posters
- » A media release
- » Digital billboard
- » A kiosk at the Community Centre

A breakdown of the survey responses follows.



Survey Themes

Consistent themes emerged from the survey responses, although often there were conflicting views within the themes.

A desire to **KEEP THE CITY CENTRE TRUE TO HERVEY BAY**, and not try to make it a new Gold Coast.

CAR PARKING is a major theme, but attitudes are mixed - some believe that there is not enough and should be more, while others believe there is too much and it should be reduced.

The impact more, or less, car parking will have on local businesses is also a point of contention. Some believe having less parking will mean people will be less likely to come to the City Centre, while others assert they have no issue walking from a car parks a bit further away, or using other ways to access the area.

Improvements to the **PUBLIC TRANSPORT SYSTEM** will be necessary if that is to be a viable alternative to parking in or near the city - the timetables need to be more regular and the area covered more extensive if it is to become an option for many people.

Some recognise the need for change for Hervey Bay to thrive. Others believe people choose to live here for a reason and we shouldn't try to change anything.

For some, Pialba is the obvious City Centre. Others query **WHY THERE NEEDS TO BE A CITY CENTRE AT ALL.**

If car parking is to be reduced in the City Centre, alternative and supplementary options need to be provided to ensure the area remains accessible. This may be through a variety of means including more extensive and frequent bus services throughout the suburbs, shuttle buses/trams/light rail through the City Centre and active travel options such as e-scooters and bikes, and improved walkways.

Hervey Bay has some **FUNDAMENTAL INFRASTRUCTURE ISSUES** that need addressing, including roads and water supply. There is concern that the focus should be on addressing these issues before anything else.

Any kind of reference group will need representation from a wide variety of stakeholders, not just traders or businesses.

ENHANCEMENTS TO THE STREETSCAPE should be the priority action from the draft Master Plan.

This is an opportunity to **EMBRACE INNOVATION** and plan for the future of Hervey Bay, not just the present.

Council need to take ownership and make this happen - otherwise we'll be going through the process again in 5 years.

Council need to lead the initiative to reduce traffic in the city by promoting active travel for staff and limiting staff parking.

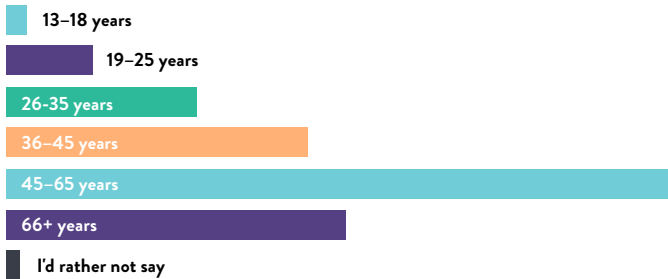
Hervey Bay is known for its **OPEN AND GREEN SPACES**, and this needs to be reflected in the City Centre.

There are many other areas of Hervey Bay that need attention before the City Centre.

Survey Responses

1

What is your age?



3

What is your main relationship with the City Centre?



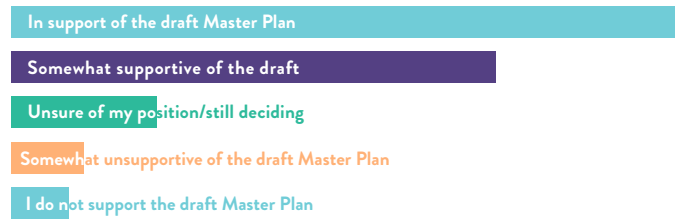
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Please tell us your postcode.



6

Are you generally:



7

What do you like most about what is proposed for the future City Centre? (choose as many as you wish)





The comments are a summarised sample of those received through the survey. Please note that Question 2: Please upload your parental approval image and Question 5: Have you read the draft Master Plan and are you familiar with its five key strategies and actions? have been removed as the responses were not relevant to the draft Master Plan.

A tropical vibe with palm trees and high end boutique stores

Close to the main shopping centre and business district on the other side of Boat Harbour Drive

Connections between services

Environment and open space

For the people of Hervey Bay to relax and enjoy the lifestyle of a city heart that is green space that connects to our beach

I love the idea of having a proper CBD

Including recreation space to the east of PCYC is excellent. The more open space the better

It is very much needed

It links key community and cultural assets

Medical facilities

Promoting active living

Recreational opportunities close to the water

The concept of shared driving/walking corridors

The focus on making a Centre for Hervey Bay to gain focus, identity etc

The multi-function outdoor space is a good idea. Would like to have seen Main Street become a mall however with limited traffic movement

The opportunity for entertainment to be developed in the precinct

The rare opportunity to provide community access facilities for the long term which help shape the nature of Hervey Bay

Will help progress Hervey Bay and surrounds into the future

Time it will take to get to City Centre due to increased traffic

The timeframe it will take to complete/ disruptions to town

Turning a basically dead area into a basically dead area. It will NEVER be the town centre

Will block access to wetside

High rise buildings. Anything in excess of three storeys

There aren't enough taller buildings

Too much business

The land behind PCYC should be left open for recreational activities it would be ideal for pickle ball courts

Hervey Bay doesn't really have a City Centre and trying to create one now is doomed to failure. The best thing council could do is to reduce traffic in the proposed area

Concerns about possible over development. Concerns about the overall cost and possible impact on rates

Not sure about the parking plan

The old dated buildings remain

We are becoming more and more like other places and more modern. We want to say nice and original and not ruin our home

Need to continually look at infrastructure, especially water

Traffic problems getting in or out. The buildings don't look very inviting

Buildings too tall for current fire services. I fear the cost will cause my rates to increase

Retaining the businesses along Main Street that back onto the mobility corridor. These need to go to invite the park to Main Street

The proposed transit centre

It may be daunting to access for the older community

The distance between services and buildings

"Unrestricted vehicle access"

The attempt to balance a high volume of cars and car parking with streets designed for people

Congestion around the rest of the joining roads

8

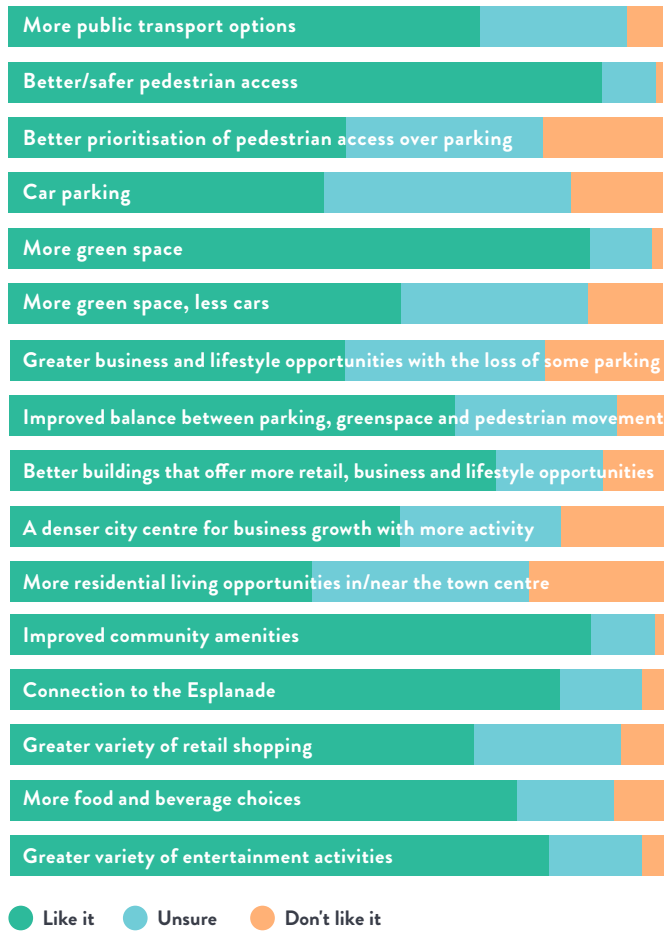
What don't you like about what is proposed for the future City Centre?

Traffic flow, reduced car parking availability and the impact on existing business

Reduction in parking will drive people away

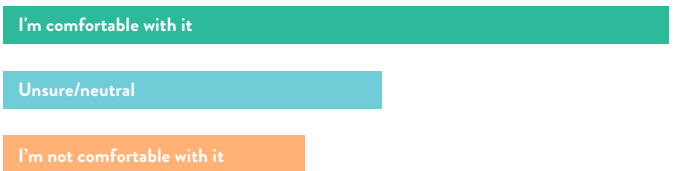
9

Please tell us how you feel in response to the following statements by ranking your level of agreement with the draft Master Plan proposals to deal with the city's needs as we grow.



10

How comfortable with the draft Master Plan's proposal to exchange a small percentage of parking to gain improved opportunities to live, work and play in the City Centre, and why? (Choose one).



A city centre should be primarily for people
 Always like more green space and room for people to move around
 As long as public transport is more available
 As long as there is parking available in some form within walking distance
 Businesses will not survive if cars are unable to park close
 Car parking can be found in other places, and if needed a multilevel carpark should be built
 Cars shouldn't be the priority given the type of business we are looking to activate in that area. ie tourism
 Central City life is accessible by other modes of transport - bikes, e-scooters and minimal walking etc. Cars should be limited - they will be in the future anyway
 City centres are far more vibrant when people are out of cars and present in the space - reduced car parking and vehicle access is very positive
 Concerned about the daily impact it will have on people who are employed in the proposed area
 Current parking is underutilised. Sacrificing parking for improved amenities will not have a significant impact on centre accessibility
 Don't believe enough car parking has been allowed for
 Don't want to give up convenience for more green space
 Great cities have effective public transport
 Green space and pedestrian access are more of a priority to car parking
 Happy to walk a bit if it improve opportunities and revitalises the town centre
 Hervey Bay is not a big city and residents don't expect to walk a long way

High risk of killing the town centre if you can't drive into it and park. Consider the heat, humidity of the region age and likelihood of the community to walk extended distances

I think that it will be accessible as the area is fairly flat and walking and bike tracks are connected to the area

Improved public transport means less cars

Improvement is very important to the growth of Hervey Bay

It encourages people to use public transport or exercise whilst walking or riding a bike

It's already hard to find parking when there is events on if you take away more it will be ridiculous

It's the only way the city centre vision will be realised! If parking isn't removed and driving made less convenient (especially through the city centre) the vision will fail

Less car parking will discourage community to visit the city

Love to walk but we need shade, too hot in summer to be walking a long way from a car park to where you want/ need to go

Might encourage more people to walk / ride/ take the bus. Potential to provide satellite parking opportunities with connected walking paths?

More parking avoids congestion

Most of us like to have our own car & are not used to using public transport

Need more car parking not less

Need more green space, but we must solve the parking issue

Parking can be a nightmare as it is!

Parking is always something that is needed, but so are living spaces and work

Parking is at a premium now and will get harder, but do like the idea of more green space

Parking is essential. Current parking spaces can be removed ONLY if undercover parking is greatly increased

People with mobility issues or prams still need to park

People won't come to a business if they can't access convenient and close parking

Personal vehicles will soon be less attractive, particularly in 'downtown' settings

Public transport is not efficient enough to use to get to this space

Reduced vehicle activity results in a safer environment

The best towns anywhere have roads closed to cars, giving freedom to pedestrians to roam well designed

small retail buildings with landscaped areas

The improved transport and better pedestrian access means we don't need to drive to the city centre, so parking won't be a big issue

The increase of retirees requires vehicle access. Long distance walks are not high on the list

There is not enough parking for general access without taking into consideration additional seasonal parking. We need more parking not less!

This would be beneficial if more public transport from outlying suburbs was available

Too many cars in the centre are counter productive

Traffic congestion is a problem and parking is becoming harder, but this is a price that must be paid to achieve the desired improved opportunities

Traffic flow needs to be limited at the centre. This will allow for safer pedestrian engagement and movement

Walking into the area forms part of the experience. Highly traffic driven environment will not encourage interaction and vibrancy

We are working towards a more greener and healthier world for everyone. Less cars more plants!

We don't have enough as it is

We need more underground or multi level car parking

We need to get vehicular traffic reduced in the proposed City Centre

We need to improve public transport access so should discourage private cars

With an increase in population comes an increase in cars and an increase in car parking opportunities

With limited opportunities it is still difficult to get a parking spot so I imagine this will be more difficult if some of the parking is traded off. The space is adequate but it needs to be better managed ie multistorey parking to double the opportunities

What public transport improvements do you think are needed to support access to a more vibrant, green and inclusive city heart?

A free bus, tram, or trolley car that loops around the city much like the free trams in Melbourne

A hop on hop off shuttle bus that runs along the Esplanade from Pier to Pialba s to reduce cars in the area

A light rail or moving pathway to connect the villages with the Town Centre and discourage private cars

A people mover along the mobility corridor. Either on wheels or light rail

A proper transport hub, many more bus services, maybe a light rail. What we have now is nowhere near enough

A transit centre in the City Centre, more regular buses and ride share / taxi drop off or pick up zones

A wider range of bus services into the City Centre on a more frequent time table

Better bikeways, bicycle lanes and footpaths linking car parks and precinct areas

Better placed bus stops

Bike rental, electric scooter rental

Bus lanes

Disability access is a must. A tram system would help a lot

Drop off pick up spaces for Uber

e-Scooters, shaded bus stops, affordable tourist bike hire

Foot paths!!!! Current footpaths are disjointed, dead ends, go nowhere. Well planned walking paths and separate bike roads are a MUST

Free shuttle buses from carparks to City Centre for residents. Visitors can buy a pass of sorts

Free shuttle or a small fee to ride all day from all parts of the Bay to help with the parking issues. Free, driver provided, golf carts to move the elderly or those with disabilities within the precinct

Green taxis (bicycles)

Hervey Bay is a community motivated by private transport. I don't believe public transport is and will ever be utilised enough to justify it

I would not use public transportation and would not feel comfortable putting my teens on due to increase in crimes recently

Less confusion. Catching a bus is daunting. More advertising on how to use the bus service would be great. Some kind of weekly/yearly bus pass would be enticing

Mini buses, run more often

Mobility corridor linkages need to be better

More bus routes and more often, especially during holiday periods and during events

More bus stops and more affordable ticket pricing or free fare for students

More drop off points required for people that can not walk far

More easily accessible bus service

More regular bus services, from more areas of the city, running later at night

More routes, with bus stops recessed so that there is no impact on traffic flows

On demand transport drop off zones (taxi / Uber ranks)

Path access for mobility scooters etc

Pedestrian bridge to foreshore from a mall at the foreshore end of Main St

People who own a car will not want to pay to access public transport

Regular bus routes designated for the City Centre, proper bike lanes so that pedestrians don't have to share with bikes

Rickshaws

Secure electric charging stations for scooters

Shorter bus routes with smaller buses travelling more frequently throughout the town centre

Shuttle between community centres

"Shuttle buses or similar from carparks to seafront"

Small commuter electric bus going around the CBD

The aging population will need quality and nimble transport options - mobility scooters can leverage active transport corridors

The transport hub is needed, but the location in this plan is not safe

Transit centre should have comfortable access to City Centre

Transport that elderly slightly immobile people can use

Travelator or auto walkway

Unsure that this will make much difference at this point in time

Vastly improved bus service to more areas and much greater frequency of services so that workers and City Centre visitors do not have to drive into the City Centre

Walk more!

Walkways, bus stops

Wheelchair access and shade need to be considered more

You need public transport and green space - BUT you also need adequate car parking as well

12

The community can also be part of bringing the Master Plan to life with new opportunities present for many locals and businesses under the proposed draft Master Plan. What are some of the things that you would be interested in participating in to help bring this future City Centre vision to life? (Please choose as many as you want).

Community and Council partnerships

Celebration and recognition of indigenous history

Pop up stalls

Temporary/ trial experiences/events

Temporary/trial activation of existing spaces

The formation of a City Centre reference group

A new City Centre Traders Group

Other (please specify)

A central education and information centre possibly linking with the proposed marine research institute

A community meeting of arts workers to discuss suitable infrastructure to create public events

Artist panels available for kids to experiment with painting. "Art in the Park" day once in a while to encourage non-artists to have a go

Business & Council partnerships - "community" seems to be "social". The city should be business hub, parks gardens etc are all around anyway, why infuse them into the city centre? You can have greenery without parks

Celebrating arts and cultural diversity activities and events

City Centre reference group should not have a majority of traders or developers

Don't alienate businesses outside the "city centre" by developing city centre trader groups and reference groups

Don't leave the villages behind

Don't succumb to just business development at the cost of public space/facilities. Business will follow people. Public access is the driver

Encouragement to all companies currently not operating the Bay

I am 77, involved with the Garden Club but too old to take on new responsibilities

I'm too old for any of these

Just to be informed of its progress. I think it's exciting what Council is proposing and it is well overdue

"Leave it basically the way it is"

Library programs and activation of area around library facility

Market Days in the city centre

More programs, activities and opportunities for the youth

None at all

Opportunities for elderly to 'just turn up' for a cup of tea or the like - often too shy to book or make appointments

Opportunities for street performers

Pickleball court hub on old netball courts would be a HUGE attraction for this fast-developing sport! Build it and they will come. It is catching on fast and we already have clubs wanting to come here to play, but we don't have real courts to play on yet

Rail trail ... more importantly getting it locked in and running to Maryborough... anything that helps that I'd be interested in doing

Representation is necessary from all stakeholders for implementation

Rotary, Lions, Aged Care, Religious, Scouts, Coastal theme groups

Video recording the life stories of seniors, could become scheduled entertainment for those wanting their life story recorded

Would love to see the area used for a major arts / community festival

13

When change does commence, and the Hervey Bay City Centre starts to evolve, what is the most important thing Council should consider so that as little disruption occurs for local life (please choose one)

Limited delays to traffic and flow

Limited noise disruption

Limited impact on foot traffic through the City Centre

Limited road closures

Limited loss of trade for existing business

Appropriate communication about changes – before and during City Centre changes

Effective community engagement

Other (please specify)

Active travel and public transport to and through the centre, especially for the elderly who rely on bus services and school students accessing local schools

All of the above. While that is certainly a hard task, communicating, coordinating and limiting the extent of disruptions will create less upset for residents and visitors to the city centre

All of these are important. Potentially you have the ability to close businesses down if delays are ongoing

Alternative water source so we can sustain a growing population

Change needs to happen in stages

Consultation with businesses affected by the relocation of services and compensation for loss of earnings and livelihood

Do not commence-simple

Do not proceed with this

Fast, effective and brave transition

Just do it

Just get it done

Please FCRC, a mall!!! A nice green, leafy mall with lots of dining, entertainment and no traffic!

Progress includes the above. I have no objections

The protection of Flying Fox camps

Value for money

We need a LOT more pedestrian crossings on Main Street and especially along the waterfront!!

14

What is the most important action proposed in the draft Master Plan to deliver first? (Please choose one)

Enhancements to the street environments of Main Street and Torquay Road

Improving walking, cycling and mobility vehicle (eg. Electric scooters) access

Improving safety

Enhancements to City Park

Enhancements to City Park

Other (please specify)

Don't put trees in the parking spaces as they damage the road

Get the plan right before you do anything!!

Consultation with proposed dining and retail business occupants/tenants

Traffic management, one way street, then the Council Chambers

Fix the roads first eg Torquay Rd Mall!

Better traffic flow

Build the Council admin centre

Ensure no negative effect on existing shops

"Limit the growth of Hervey Bay until we have the infrastructure to support it. We are on water restrictions already and have to wait up to three weeks for a doctors appointment.

Until we fix these problems a city centre should be put on the back burner"

Landscaping due to lead time to get well established trees etc. particularly given how important shade will be and developing an execution strategy that truly reflects the great work done within the planning

Retention of as much green space and tree growth as possible

Demarcate boundaries of the each project by installing signboards and commence planting of trees in identified areas for greeneries (if those locations are free already)

Location of transport hub and building it PRIOR to anything else

More parking, more public transport

Transport hub, without this the city centre plan will not work

The investment of Council in the heart of this location

Performance spaces, our visual arts are heavily over represented and do not provide the same economic impact on a community as live productions

CCTV monitoring of access routes would support safety and usage to measure performance of projects

Main Street and Hunter Street to become one way streets

More night time activities

Getting building works underway

15

Which of the following proposed strategies will unlock the most amount of positive change for the community, and why? (Please choose one)

City Centre image and identity strategy

Open space and streetscape improvement strategy

Car parking strategy

Traffic strategy

Active travel strategy

Arts and culture strategy

Other

More car parking and improved traffic flow

A better place for conferences and stage plays

A CBD identity will finally see Hervey Bay grow up :)

A city centre is the heart of the city and sets the tone for the rest of a place

A City Centre should concentrate on cultural and recreation facilities, leave shopping to the existing shopping centres

A combination of city centre image and open space requirements

A more attractive and green city centre is important to encourage residents to use and appreciate the space

A new, beautiful place to relax so near to the beach. What a lifestyle!

Activities for the public to engage in

Aesthetics drives interest

Affordability, supporting businesses in the city centre so they survive, not at the expense of rate payers

Arts and culture is how we celebrate/commemorate our history and traditions, engage as a community and express ourselves

Attractive open space and streetscape are the people magnet

Because arts and culture bring vibrancy to a city

Bring the Hervey Bay city centre back to life

Creates a focus for this part of town that allows it to compete with other parts of the town

First impression really do matter - both to residents and visitors

Get people used to the idea that driving through to go somewhere else is not a good idea

Get the green spaces right and the rest will be a piece of cake

Hervey Bay has so much potential. Time to bring it out of the eighties and make it a vibrant, niche tourist destination

I like open spaces

I like to keep it open and not cramped in

If the community is engaged and like the image then everything else should fall into place

If cars and traffic are a mess, people will be unwilling to accept change

Important there is a set business district to secure future growth and development

Improving streets and parks is a relatively affordable strategy to deliver

It is not rocket science sort the parking and traffic flow and the rest will follow

Make it more accessible for ageing population

More car parking, more public transport

More community based events and atmosphere

More open spaces and improved streetscapes will see people spend more time in the city centre

Needs an atmosphere and vibe

None-Stockland/Bunnings are the town centre. Fix the road problems there first

Open parks and mature trees allow for many other activities while improving our natural environment

Open space and streetscape will really enhance the feel of the main streets and set the tone for what's to come

Personal safety needs to be addressed, especially after dark

Provide a space of diversity, visibility and joy through access to culture and the arts and your community will never forget

Provide different travel options

The all over City image has a great impact its local community and influx of tourism

The area has looked very tired for over 20 years it does need to have an update, but not at the expense of rate payers

The area needs to modernise and from this other business will evolve

The City needs a heart with firm commitment

The City needs an identifiable centre. Moving the admin centre will bolster the precinct's commerce

The increase in people moving here means that this needs to be well thought out

The vision needs to be regularly communicated and maintained so the community has it in the forefront of their mind

There are too many concrete buildings going up at the expense of green space

There is a demonstrated lack of parking for public events now

There is no obvious main area for locals or tourists

Tourism is a major strength in this community and this will enhance the beauty of the city and be more attractive for tourism

Traffic flow is critical

Traffic in this area can be bad now. Can only get worse

While I am concerned about parking - the area has to be attractive so that people want to use it

Will allow the community to have a focused identity and vision for the whole of the Hervey Bay city

Will be a positive change for everyone

With growth roads become busy but need to be accessible for residents not just tourists

What is the most urgent part of the City Centre that should be fixed or changed? (Please choose one)

Shopping choice

Variety of restaurants and bars

Streetscaping and landscaping

Pop Up activities and events

Events and opportunities for community gatherings

More car parking

Reduction in motor vehicle dominance

Other

"Better looking buildings"

Combination of streetscaping/landscaping and improved activities/events

Enter parking for medical facilities on Main Street

Existing empty retail shops utilised effectively

Fix the roads

Give people an authentic reason to be there apart from buying retail. Food, connection, tourist information, entertainment. Not big box retail or chains

HOUSING!!

I have more than one option most people would, shopping restaurants bars etc

Improved public transport

In my opinion - none of the above require 'urgent' fixing or changing

In the location planned, bulldoze the lot and start again. You won't ever fix the results of a century of higgledy piggledy growth

Less emphasis on the Bay over Maryborough. Especially the hospitals

Mall!

More car spaces for businesses and clients

Night time dining and entertainment for all ages other than the clubs or pubs

One way streets for Main and Hunter

Safety in the area including better lighting of a night time. Currently quite dark once the sun goes down

Safety systems. For pedestrians, road users and the vulnerable

Seafront oval is too small for the community and we need an area for functions to be able to happen

The City centre idea needs to be scrapped, as it only included 3 streets in Pialba

The most important thing would be to shelve the project as a waste of money

The new sporting precinct needs fixing first

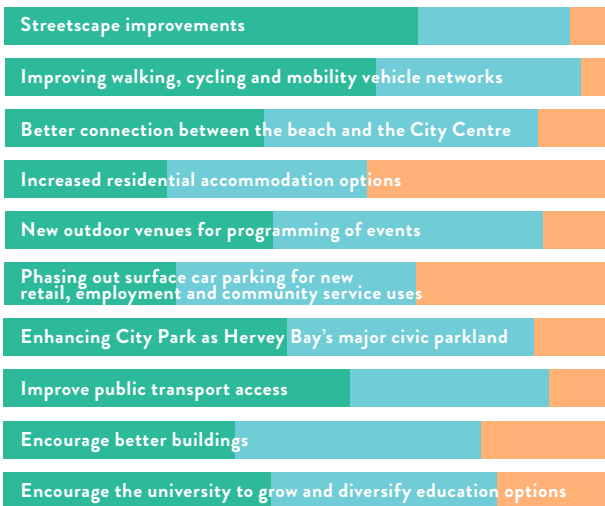
The tired and dated buildings

Transport hub with more buses (can be smaller buses, more often)

We have the Esplanade with our restaurants why not support current businesses

17

Please rank the following Master plan actions to indicate priority timeframes for delivery.



18

The draft Master Plan offers a vision for the future City Centre that is more “Vibrant, green and inclusive”. Overall, how much do you agree with the future vision for the Hervey Bay City Centre? (Please choose one)



19

Is there anything we have missed? Please note down anything else we need to know as part of the Draft Master Plan’s refinement before final Council adoption.

- Deprioritise cars on Main street between Torquay Rd and the Esplanade*
- A boardwalk into the tree tops on the slope between the Esplanade and the hall carpark, connecting to the Hillyard precinct*
- A focus on entertainment experiences for the region is complimentary to both the draft planning and to this city as a tourist destination*
- A formal theatre space, perhaps outdoor*
- A linear green connection between Old Maryborough Road and Esplanade*
- A medical precinct with adequate close parking*
- A range of community structures that can be flexible and agile*
- Ability to close off a street for Food n Groove*
- Active transport will gather momentum when connectivity is there*
- "An 'eat street' along Main St"*
- An open mall connecting the green spaces, shops and cafes at the foreshore end of Main St*

Beautify streetscape corridor along Main Street to improve pedestrian link from Stockland proposed "city centre"

Consider the natural environment when doing development

Consideration of those with a disability -looking forward to a bigger and brighter future. Bring on growth!

Disruption to vehicles will be the biggest hurdle because of how congested and busy it is

Don't build it for the current population and demographic build it for the future Hervey Bay

Electric vehicle charging stations

Funding implementation of the plan is the key, otherwise it won't be realised

Future proofing - transport without car parks, social areas for public gatherings

Green needs to be balanced with need

Happy with the master plans

Hillyard St is perfect for gallery, theatre use etc.

I think most areas are covered and I hope there will be continued community consultations

Integrate the library into the other things the CBD is attempting to offer

It's a good plan

Lots more car parking, lighting and CCTV, shaded and weather-proof walkways

More consultation with business

More night time activities

More specialised retail

Need shops and better lighting

Need to see something happening, rather than a long, drawn out promise

Night life friendly precinct

Nightlife clubs, bars for younger people. Outdoor dining with views or vibe. High rise buildings with rooftop bars

No high rise buildings Hervey Bay has a beautiful character that should be maintained

No one way streets

No paid parking

Parking needs will be different in the future - self driving cars will use allocated drop off spaces then will park elsewhere

Pedestrianise Hillyard Street to promote activation of the crest of the hill

Prompt refurbishment of the Gallery

Public transport needs to be resolved before the master plan design can be finalised

Recognising women in public art in the City Centre

Relocating power poles underground

Safety and policing should be a priority

Safety considerations - Police pop up locations and foot patrols

Start landscaping asap to allow large strategic trees to get going

The effects on outer suburbs and their residents while the focus is in the centre of Hervey Bay

The greener the better. More places to walk without traffic

The majority of residents do not support this plan being prioritised

The master plan was refreshing to see and hoping for a more improved centre

The new CBD should have a character, not just a 'shopping' place

Town residents will not want this should it raise the rates significantly as they are already very high

Vision is great, just remember vital infrastructures

We are a coastal town, keep it with a 'small coastal town' vibe

"We need a city centre but when the plan and cost is so large it can hinder the project. Plan for the future but start with small changes to get the community to embrace the changes then move forward"

"Young adults need entertainment"

WORKSHOP SESSIONS AND OPEN HOUSES

5 WORKSHOPS, 20 ATTENDEES

Workshops were held across two days for key stakeholder groups to talk through the draft Master Plan and discuss areas of interest or concern, and priorities for Fraser Coast Council to focus on.

KEY AREAS OF DISCUSSION CENTRED AROUND:

- » Car parking (too much, or not enough)
- » Reducing and slowing or removing cars from key streets, or making some streets one way
- » Making the streets more attractive
- » Having a focus on active transport as well as leisure cycling
- » Connecting mobility paths through Pialba Place carpark
- » Incentivising developers to build attractive, innovative and place appropriate buildings
- » The value of something like Pialba Parklands
- » The need for Council to provide an integrated approach to development approvals to achieve the vision for the City Centre
- » The Library and Admin Centre as a catalyst for change in the City Centre, but the reality that one building cannot save the City Centre
- » Making Main St less desirable as a thoroughfare
- » Having a consistent vision for the City Centre that informs the decision making of Council
- » Growing population, exacerbated by COVID19 movements
- » This being a transformational opportunity for Hervey Bay
- » Will need to be a mix of private and public investment
- » Taking action now to make this happen – a need for action
- » Creating a vibrant City Centre attracts international students, visitors and provides amenity to locals

DIRECT COMMENTS

A NUMBER OF COMMUNITY RESIDENTS SUBMITTED COMMENTS DIRECTLY TO ENGAGEMENT HUB:

- » Seeking clarification on terms used in the draft Master Plan, and issues outside the scope of the draft Master Plan
- » Offering technical services to assist with the master planning process
- » Requesting specific information on plans for existing memorials and historical buildings
- » Offering ideas and suggestions for the draft Master Plan
- » Querying water security and infrastructure plans

FORMAL SUBMISSIONS

Five organisations submitted formal submissions in response to the draft Master Plan.

These were:

FRASER COAST PROPERTY INDUSTRY ASSOCIATION (FCPIA)

URBAN DEVELOPMENT INSTITUTE OF AUSTRALIA (UDIA)

UNIVERSITY OF SUNSHINE COAST (USC)

HERVEY BAY STATE HIGH SCHOOL

FRASER COAST MICRO BATS INC

FCPIA

- » Streetscapes and public space – crucial to the CBD, with efficient traffic flow a foundational element
- » Car parking – one-way streets and a central car parking station could see great benefits
- » Built form – design in the new City Centre should be ‘fit for purpose’ and not bound solely by height restrictions.
- » Shopping centre – strategically managing traffic flow, parking and streetscaping around Pialba Place will mitigate some existing issues and improve the shopping centre entry and surrounds.
- » Demographic snapshot – Hervey Bay is well placed to attract affluent senior citizens with high disposable income with the introduction of diverse living options close to amenities.
- » Economic development – now is the time to take action and harness the opportunity of the current economic boom.
- » Resilience – planning for the future in terms of provision for connection capability (such as NBN throughout the CBD), future modes of transport such as electrical vehicles (including bikes and scooters), and the changing work environment.

UDIA

- » Community Engagement – there is a need to educate the community on how the planning framework and its mechanisms work. Suggest a succinct and visual version of the master plan that can be better digested by the community
- » Connectivity and Built Form – the urban design and streetscape of the precinct should be reflective of the community and environment in its surrounds. Suggestions include diversifying transport options in and throughout the centre, improving public transport connectivity, active transport prioritization, and the importance of project delivery
- » Incentivise Activation and Investment – such as development incentives, grants and discounts

USC

- » Welcomes the Plan’s aims of delivering a sustainable future resilient to the challenges of changing climate
- » Encourages a genuine commitment to sustainable infrastructure
- » Supports well lit, green connected pedestrian zones and minimised traffic congestions

Hervey Bay State High School

- » The effect the future development may have on access and education opportunities for students, families and staff
- » Concerns include:
 - » Limited parking around the school
 - » Impacts on student safety – there is a requirement for crossing upgrades to improve safety
 - » Additional traffic – cars, pedestrians and bikes
 - » Access to schools for emergency vehicles – these streets are often in gridlock
- » Impact of potential Transit Centre on the corner of Old Maryborough Rd and Charles Street.

Fraser Coast Micro Bats Inc.

- » The Master Plan presents an opportunity to install micro bat boxes on building roof tops to encourage breeding and fulfilling their tasks as pollinators

These can be seen in Appendix Engagement Stage 2.

STAGE 2 SUMMARY

MORE THAN 80% of respondents are supportive/somewhat supportive of the draft Master Plan

STREETSCAPES, OPEN SPACE AND GREENERY

are considered priorities for the City Centre

Feedback themes were consistent, but the views were mixed, especially related to issues like

CAR PARKING AND TRAFFIC FLOW

Hervey Bay **DOESN'T WANT TO BE ANOTHER BUILT UP AREA** like the Gold Coast or Sunshine Coast

Hervey Bay has some fundamental **INFRASTRUCTURE QUESTIONS** that residents would like addressed

PLANNING, APPROVALS AND PROJECTS in the City Centre need to be coordinated within Council.

There is a need for action
LET'S GET STARTED

NEXT STEPS

Council will consider the comments, feedback and submissions provided in response to the Draft Master Plan.

The final Master Plan will be released by Council once it has been approved internally.



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