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Council seeks proposals to develop prime land in City Centre

A new hotel or apartments could be built on vacant land across from Seafront Oval in Hervey Bay, with Fraser Coast Regional Council seeking expressions of interest to buy and develop the prime site.

Cr Darren Everard said Council was looking to sell the land it owned at 7 – 19 Hillyard Street in Pialba with proposals sought that would contribute to the revitalisation of the Hervey Bay City Centre and deliver an iconic development that met community aspirations.

“Council is partnering with the Australian Government to build a better lifestyle for the Fraser Coast by creating a world-class city centre and civic hub in Hervey Bay,” he said.

“Council bought land in Hillyard Street in Pialba in 2019 as a potential site for a new administration centre but subsequently decided to co-locate the new administration centre with a new library on the corner of Main Street and Torquay Road.

“As we no longer need the Hillyard Street site, Council will invite expressions of interest to buy and develop the land to provide maximum social and economic benefits for the Fraser Coast.

“It provides an opportunity to develop a greenfield, mixed-use commercial building providing high-density permanent residential living or tourist accommodation in the form of short-stay apartments or a hotel.

“One scenario is for an integrated hotel and conference/meeting/event facility, while there is also an opportunity to establish a public pedestrian overpass or walkway to Seafront Oval.

“This type of development would not only boost the city centre’s tourism and event venue offerings but also provide a valuable asset for a growing business community through high-quality accommodation and business facilities for intercity and interstate business travellers.”

Cr Everard said proposals would be assessed on their ability to ensure the urban renewal of this site supported an attractive and functional Hervey Bay City Centre.

“To realise the full potential of this site, Council will engage the services of a commercial real estate firm to market the site on our behalf,” he said.

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