

place  
design  
group.

# HERVEY BAY

## Public Realm + Placemaking Engagement Report

FOR INTERNAL USE ONLY  
APRIL 2023

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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.*



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**“Incredible things...this will be amazing for Hervey Bay. I’ve lived here my whole life and I am excited to see new things happening. More places to eat, more places to sit in nature, more activity”  
– Community member**

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The Fraser Coast community has been deeply engaged in what they want the future of the Hervey Bay City Centre to be. A vibrant, accessible and green heart that celebrates the best of the region. Understanding this clear vision set by community from the first project born from the Hinkler Deal – the Hervey Bay City Centre Masterplan – has formed the foundations of the public realm and placemaking vision.

This engagement report seeks to continue to capture the voices and needs of the community and provide meaningful insights to continue to shape the vision and ensure this is truly reflected in the Public Realm and Placemaking Strategy.



# CONTEXT AND INSIGHTS

A key project within the implementation of the Hervey Bay City Centre Masterplan, the Public Realm and Placemaking Strategy builds on the earlier master planning work. As such the context utilised for engagement centred around conceptual designs of the city centre and identified street sections. Community and stakeholders were asked to provide feedback and insights on key elements driving the vision and where these should be considered contextually.

Variety of dining and entertainment experiences

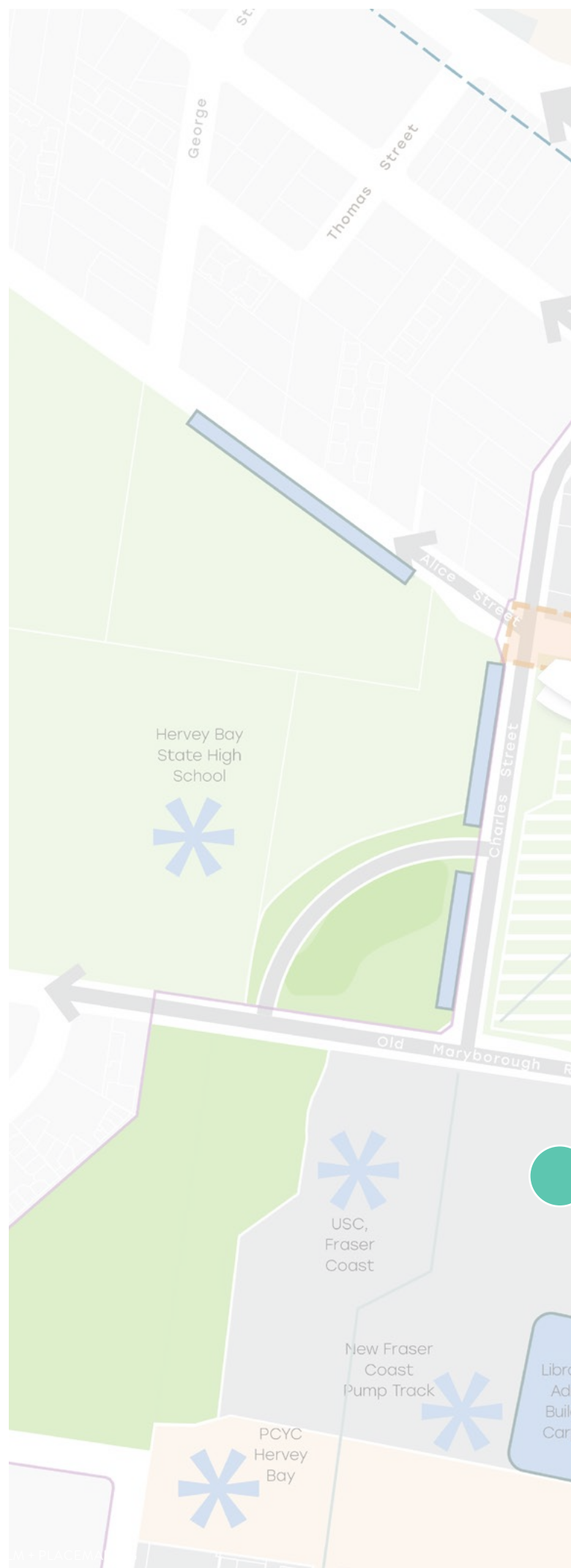
Prioritise pedestrian movement

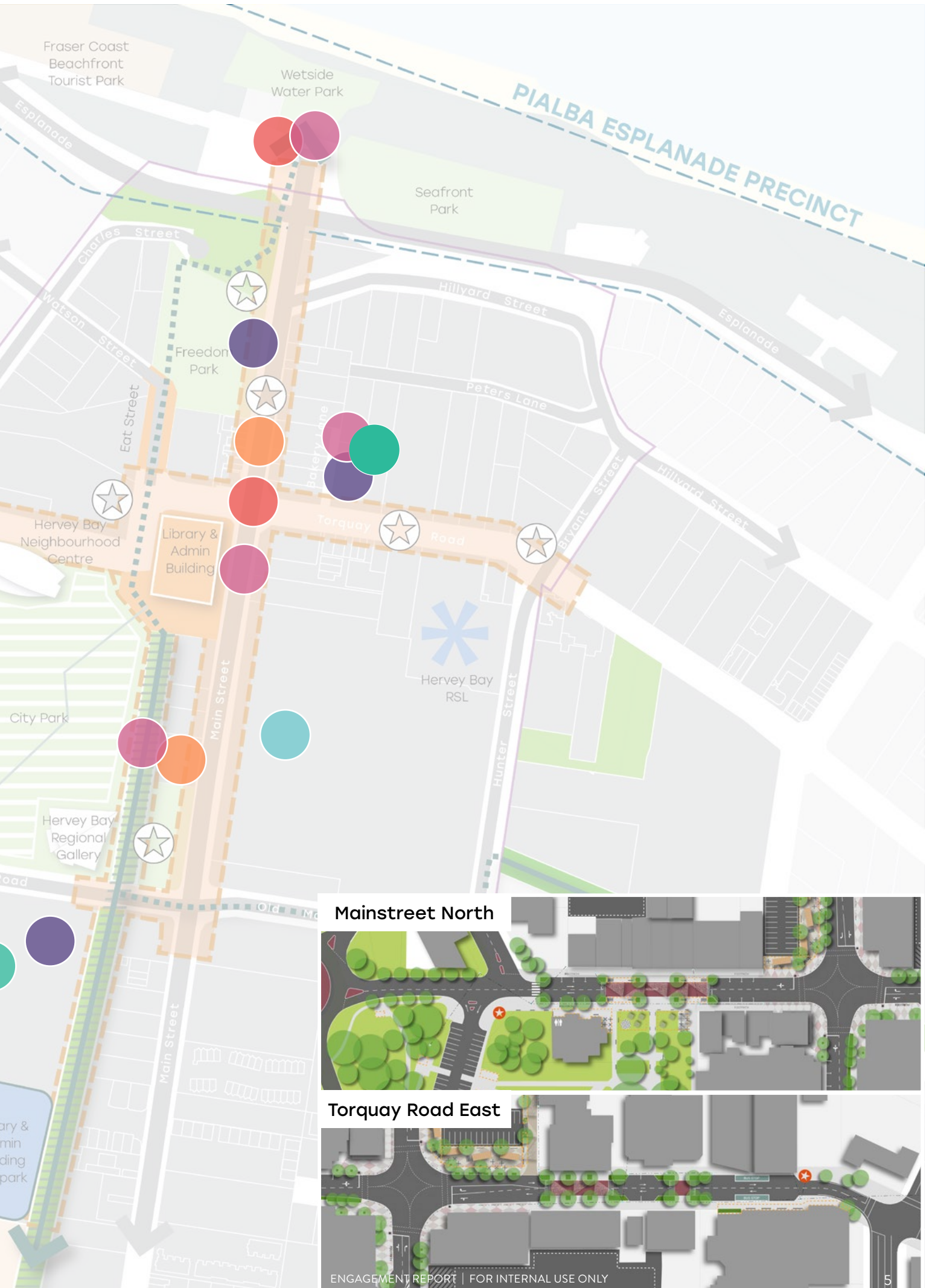
Pop up events

Beautification with decorative painting or murals

More shade trees

More lighting





**Mainstreet North**



**Torquay Road East**

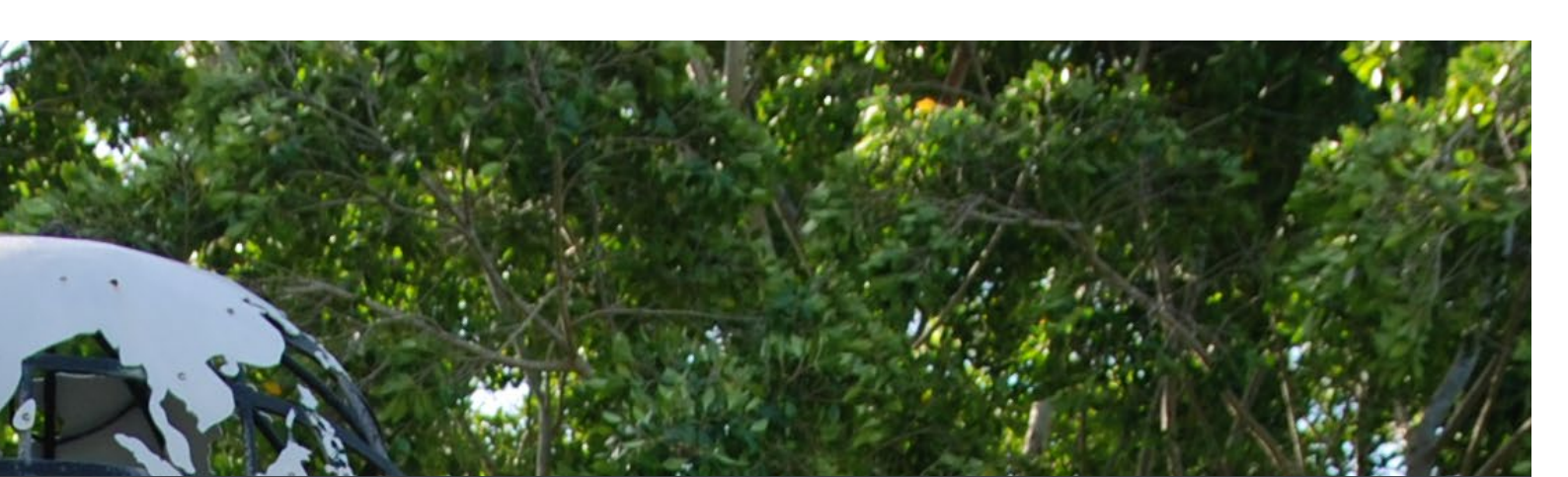




# TIMELINE







ONLINE SURVEY  
& COUNCIL  
COMMUNICATIONS  
CAMPAIGN  
LAUNCHES

MAR 2023

COMMENCEMENT  
DRAFT PUBLIC REALM  
AND PLACEMAKING  
STRATEGY

APR 2023

FINALISATION  
DRAFT PUBLIC  
REALM AND  
PLACEMAKING  
STRATEGY

MAR 2023

MAR 2023

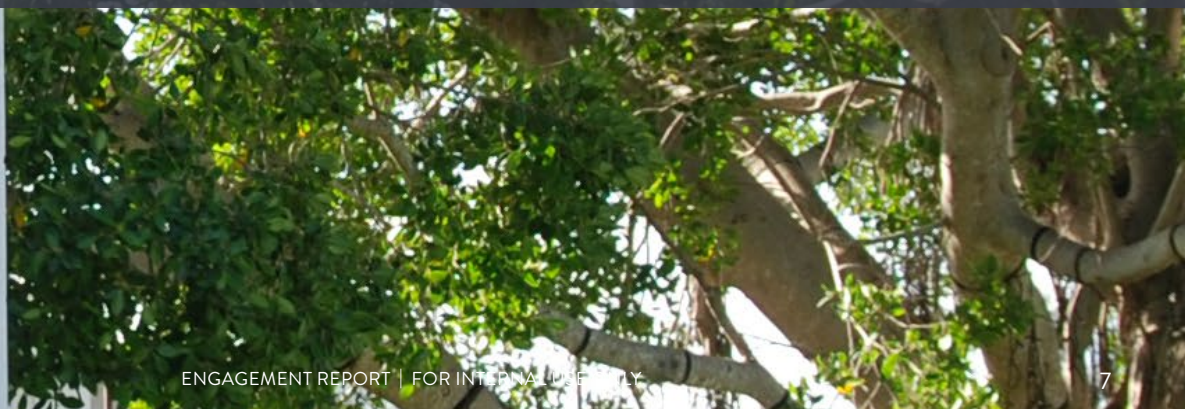
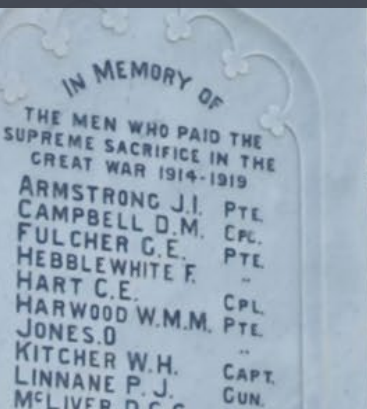
MAY 2023

**ON-GROUND  
ENGAGEMENT  
COMMENCES**

- » Stakeholder workshops
- » Walkshops

**ENGAGEMENT  
CONCLUDES**

- » Development Engagement Report
- » Finalisation of Public Realm and Placemaking Vision
- » Council and Project Team Review





# EARLY COMMUNITY INSIGHTS

In 2021 we engaged with community on the vision of the future city centre as we undertook the development of the Hervey Bay City Centre Masterplan. We asked everyone we spoke with to tell us three describing words that paint the picture of the future City Centre. Below is the outcome of this.



## VIBRANT

- A clearly defined city centre
- Big impact in target areas
- Distinctive local identity
- Reinvigorating public life



## INCLUSIVE

- Indigenous heritage and culture
- Multigenerational places
- Slower and safer for everyone
- Better access and wayfinding



## GREEN

- Make walking the natural choice
- Greener streets
- Smarter parking







As part of this early engagement, community identified that the following items were missing from the public realm:

## **A CLEAR 'CENTRE'**

or focus point for the Community

## **A COHESIVE OFFERING**

including connectivity and ways to transit through the area, service and retail options

## **ATMOSPHERE**

the buildings are old, and shopfronts are empty, it is based around cars and it is spread out so difficult to walk or transit in different ways

## **PUBLIC LIFE**

places to walk and play safely, places to stop and have a chat without car exhaust fumes, places for teenagers to be with their friends

## Better **TRAFFIC FLOW**

## Better pathways and **CONNECTIVITY FOR NON-CAR TRANSPORT**

## **GREENERY/ BEAUTIFICATION**

maintaining, improving and increasing the open and green spaces in the city centre to create a green heart

## **SHADE**

shaded walkways and rest stops to encourage walking and non-car movement

## **DIVERSITY**

in shopping and dining experiences

## **PARKING**

balancing adequate and well placed car parking with other access, traffic and use considerations

# HOW WE ENGAGED

***Working in close collaboration with Council, Place Design Group delivered a robust and interactive approach to engagement for the Public Realm and Placemaking Strategy.***

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Strategic, targeted consultation with key stakeholders was conducted, 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 a clear picture of community insights for incorporation into the Public Realm and Placemaking Strategy.

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

- » To inform key project outputs
  - » To consider existing community information and sentiment about the city centre and surrounding areas and use it to inform the public realm and placemaking design for the city centre
  - » To articulate and define the spaces and places needed to activate the city centre
  - » To understand community aspirations and ideas for city centre activations, (temporary and permanent) improving pedestrian and active mobility connections.
  - » To consolidate and clarify the built form and public realm requirements to deliver the aspirations identified through previous engagement programs
  - » To excite and empower community and key stakeholders to continue to be part of the journey and engender ownership of the project
  - » Achieve a genuine willingness to collaborate with, and listen to all stakeholders
-





## METHODS SNAPSHOT

The engagement strategy's approach utilised the following methods:



Internal workshops  
with key stakeholders



Promotional  
postcards to promote  
and encourage  
Community to have  
their say



A council  
Engagement Hub  
digital engagement  
platform



City Centre walkshop



A region wide  
online survey



Meetings and  
briefings with Council  
and project partners



# FAST FACTS



**152**

SURVEYS  
PARTICIPANTS



**195**

ENGAGEMENT  
CONNECTIONS



**4055**

ONLINE POST  
ENGAGEMENT



**2**

STAKEHOLDER  
WORKSHOPS



**1**

WALKSHOP



**3**

WEEKS OF  
ENGAGEMENT



**1**

COUNCILLOR  
WORKSHOP



**1**

FORMAL  
SUBMISSION







**94%** of those engaged are Fraser Coast locals

**84%** were under 70 years of age (15-70 years)

Only **14%** of participants were 70+ compared to a stronger youth participation rate of **22%** aged 15-40 years of age

**78%** of those engaged were in general support of the Vision Doc

**72%** were in general agreement that we should have a defined city centre

**78%** were in general agreement we should have a cohesive and connected offering

**84%** were in general agreement we should have a more vibrant atmosphere and public life

**83%** were in general agreement we should have better traffic flow

**86%** were in general agreement we should green and beautify our centre

**80%** were in general agreement we should have greater variety of dining and entertainment experiences

**64%** were in general agreement we should have better prioritisation of pedestrian access over cars (additional 11% were neutral)



# WHAT WE HEARD

## Survey Results



**152**  
**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 Council's Engagement Hub platform, whole of Region insights were sought around community values, behaviours, ideas, interests, needs issues and gaps. The Public Realm and Placemaking survey was in market for a timeframe of three (3) weeks.

The survey received a total of 152 responses, not just from people within the Region but who also consider themselves City Centre users. This response size provided a 95% confidence level for the region's population within an 8% margin of error.

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

- » Social Media promotion via Council channels
- » A dedicated project page on Council's Engagement Hub
- » Promotion via Council networks
- » Promotional postcard
- » Cross promotion through all other engagement methods and touchpoints

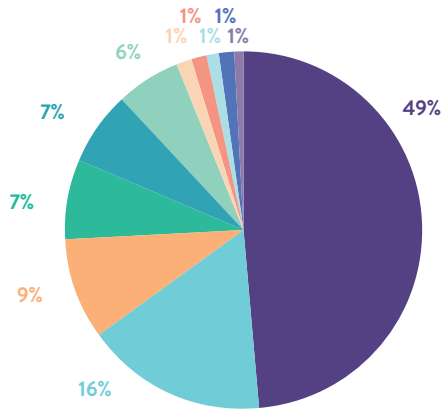
Here is a quantified summary of what the broader community told us via the online survey.

Consistent themes emerged from the survey responses in the open comment boxes across the following areas: **Activation** of the city centre to attract people, **Parking** changes and consideration for public transport and drop off areas, **Speed** and impact on wider network, **Greening** the city centre, concern for **Safety** and how to address this, and the need for more **Active Transport**.



# 1

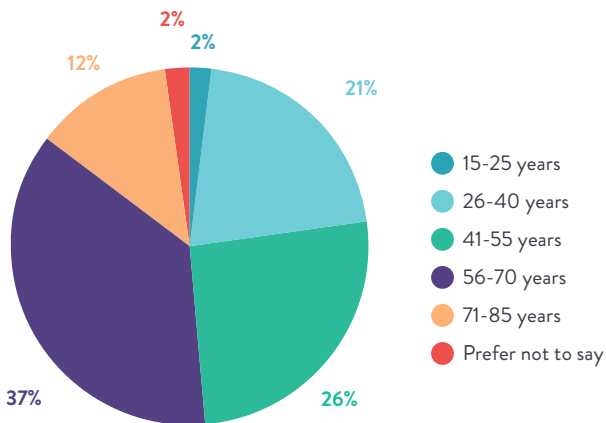
## Which location are you in?



- Hervey Esplanade (Point Vernon to Urangan), Kawungan
- Booral, River Heads, Bunya Creek (and surrounds)
- Greater Maryborough, including Granville, Dundathu and St Helens
- Other
- Craigish, Dundowran, Dundowran Beach, Eli Waters (and surrounds)
- Boonooro, Maaroom, Tuan, Poona (and surrounds)
- Nikenbah, Wondunna (and surrounds)
- Beelbi Creek Toogoom, Takura (and surrounds)
- Howard, Torbanlea, Pacific Haven, Burgowan (and surrounds)
- Tinana, Teddington, Bidwill, Glenorchy (and surrounds)
- Burrum Heads (and surrounds)

# 2

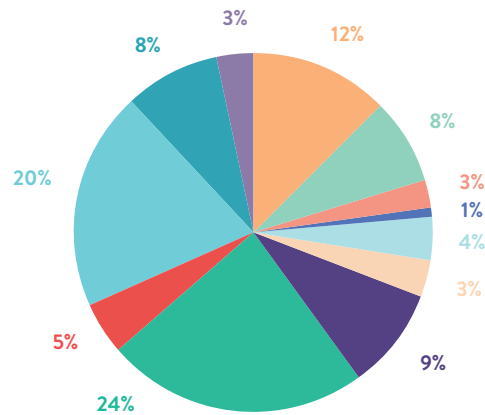
## What is your age?



- 15-25 years
- 26-40 years
- 41-55 years
- 56-70 years
- 71-85 years
- Prefer not to say

# 3

## How would you describe your relationship with the City Centre?

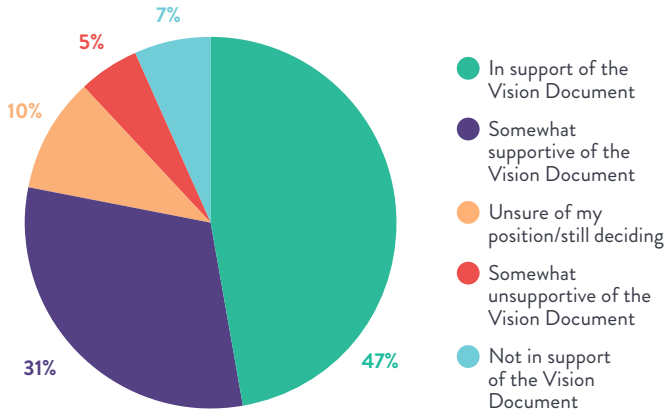


- I live here
- I'm employed there
- I own a business there
- It's where my kids go to school/child care
- I'm part of a community organisation based there
- It's where I exercise
- I walk/cycle through it
- I drive through it
- It's where I seek help/medical services
- It's where I shop
- I go there for dining/entertainment
- I don't have one/other



4

### Are you generally:



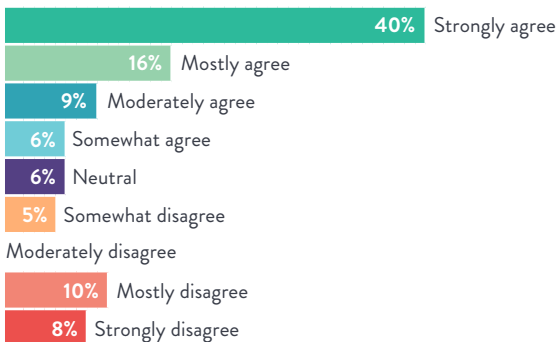
7

### I agree, we should have a more vibrant and public life



5

### I agree, we should have a clearly defined city centre



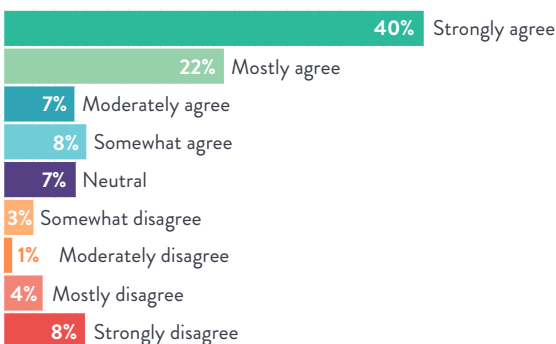
8

### I agree, we should have better traffic flow



6

### I agree, we should have a cohesive and connected offering



9

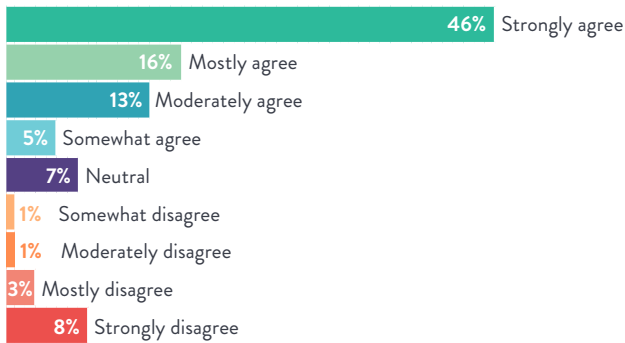
### I agree, we should "green" and beautify our centre





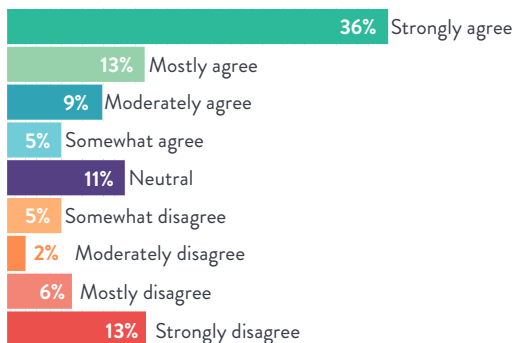
10

### I agree, we should have greater variety of dining and entertainment experiences



11

### I agree, we should have better prioritisation of pedestrian access over cars



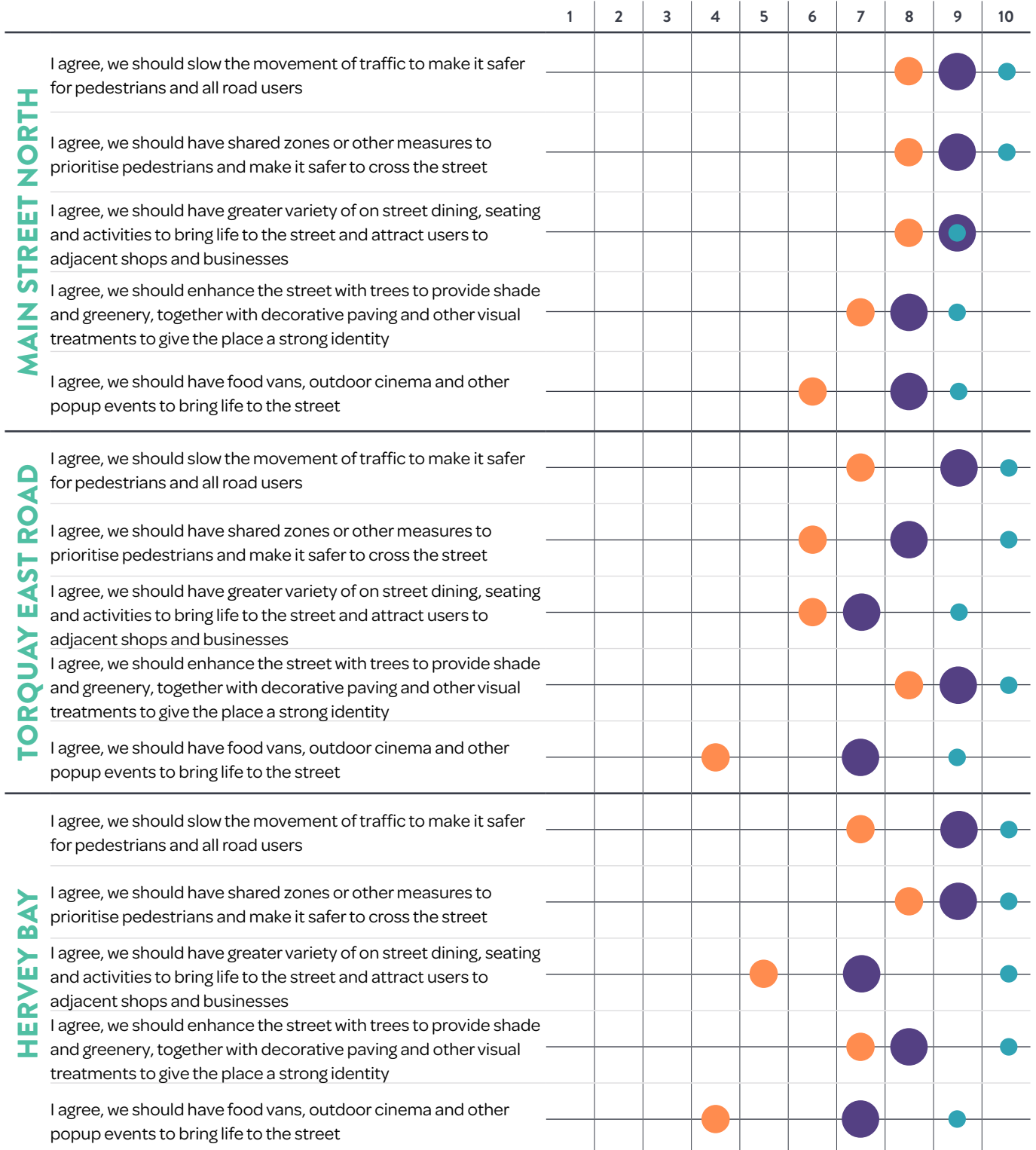
## GENERAL COMMENTS SUMMARY

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

- » This "vision" is a wonderful opportunity to promote and support active transport and greater wellbeing of community members.
- » More colourful wall art/artistic graffiti especially local indigenous representing our area and their culture.
- » A covered graded access ramp to the esplanade would be more cost effective to install and maintain than an elevator. Disability access into individual businesses also needs to be considered.
- » More toilets close by
- » It will be great to see more life in this area of the Hervey Bay CBD area.
- » Drinking fountains (with dog bowls) placements need to be considered - encouraging people to refill their water bottles.
- » Looks all very green and people focused. Hope you get the feel right! And please get rid of that Shell Petrol Station, that doesn't fit at all!
- » Love the considerations about the connections between the existing wonderful bike paths and how they just stop.
- » Give HIGH priority to pedestrians and cyclist. Any modern city/town are removing roads for cars and adding bike lanes
- » Pedestrian access and more green spaces should be our priority

# WORKSHOP SESSIONS

Average rating out of 10 across engagement



● WORKSHOP 1 ● WORKSHOP 2 ● TOTAL AVERAGE RATING



**“Street activation is a great idea – just need to be cognisant of existing retailers and the impact of revenue on short term events with competing offerings”**

**“There is nowhere I would go to as destination dining. By bringing in more offerings it may bring in other hospitality entrepreneurs”**

**“We have found that the Council restrictions currently limit how we can activate our footpaths – this would need to change”**

**“Adding popups we need to understand how they add value to the existing businesses and don’t detract”**

**“Transport needs to improve to support parking change”**

**“To slow things down at Torquay Rd will be a challenge given the commercial retail offering there”**

**“Consideration for disability parking and access for those who cannot walk from carparks”**

**“Due to age demographic needs to be plenty of fixed seating - possible funding via sponsorship or memorial seats”**

**“There are going to be so many people coming out of the new Administration building, we need to look at how to signalise the intersection so all the traffic is stopped for safe access”**

**“Before we look at trees we need to look at lighting”**

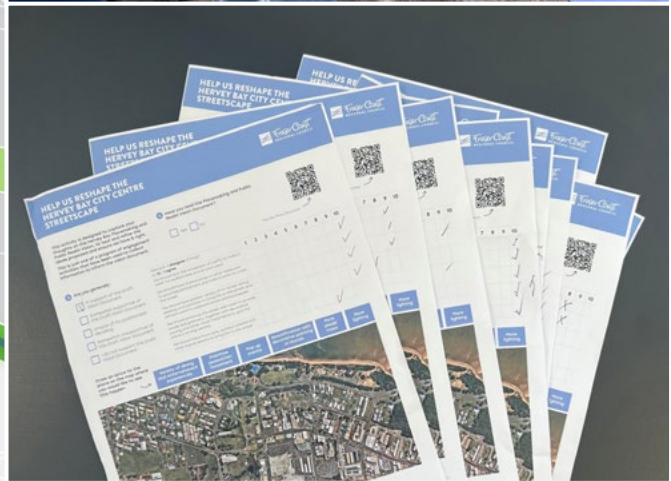
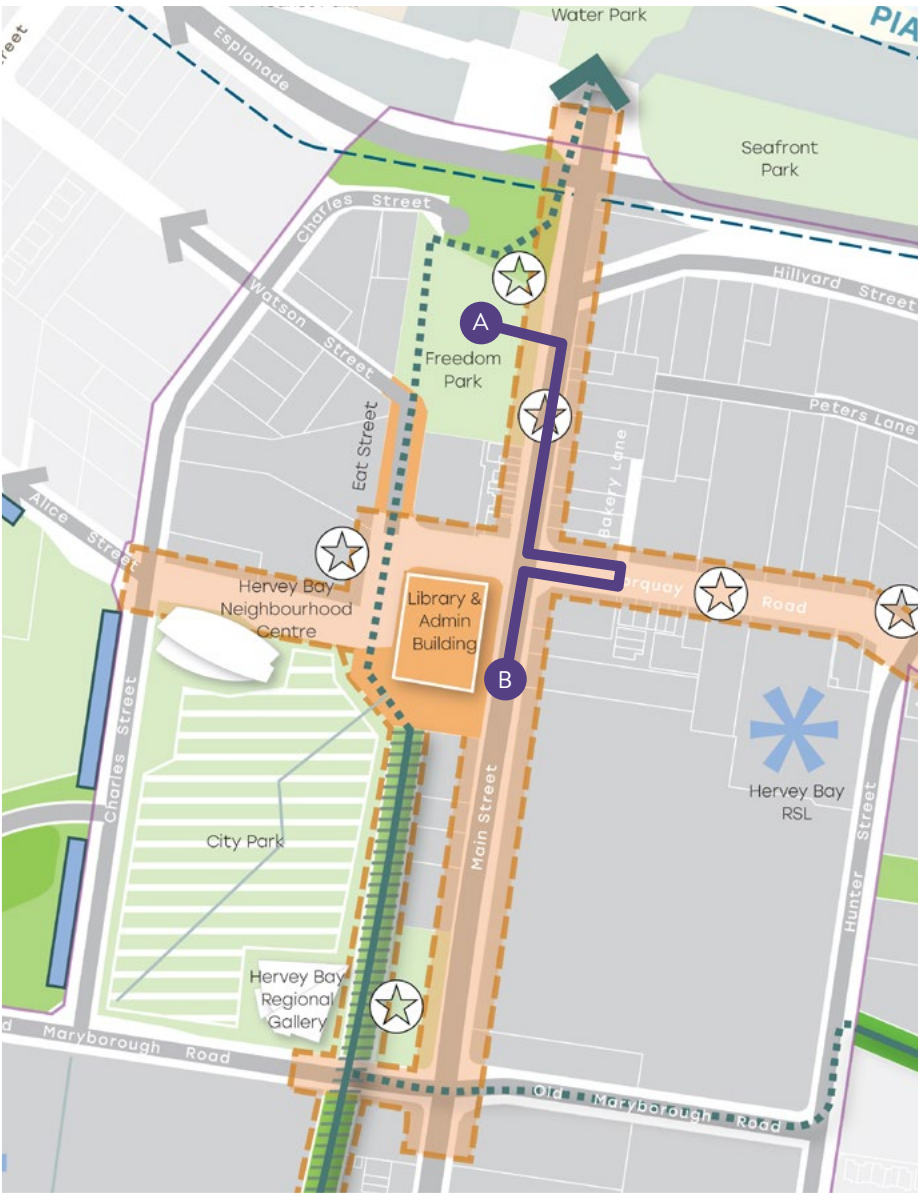
**“There are some major social issues in our city centre, we need a plan to address some of these in the next 20 years to ensure this placemaking vision is achieved”**

**“I am concerned about after hours safety – we need to think more about how open this is and ensure that with greater activation we consider evening lighting and security”**

**“We want to make sure the atmosphere is aligned to culture in the city centre – we have a diversity of demographics and needs”**

# WALKSHOP

A "walkshop" activity was conducted as part of the engagement, which allowed key stakeholders to participate in a guided walking tour of the site. Activity sheets were completed to provide insight and ideas as the vision was discussed in context to key areas visited.



Average rating out of 10 across engagement

	1	2	3	4	5	6	7	8	9	10
I agree, we should slow the movement of traffic to make it safer for pedestrians and all road users									●	
I agree, we should have shared zones or other measures to prioritise pedestrians and make it safer to cross the street									●	
I agree, we should have greater variety of on street dining, seating and activities to bring life to the street and attract users to adjacent shops and businesses									●	
I agree, we should enhance the street with trees to provide shade and greenery, together with decorative paving and other visual treatments to give the place a strong identity									●	
I agree, we should have food vans, outdoor cinema and other popup events to bring life to the street						●				

HERVEY BAY



## FORMAL SUBMISSIONS AND COMMUNICATIONS

The submission focused on the design of the road network, intersections and crossings. Alternative solutions were put forward for Council's consideration. These included wombat crossing options, consistent transport planning treatments, PWD requirements, signage, and signalling. Concerns were raised that the vision did not extend to the Main Street/ Esplanade roundabout, and that the future vision and strategy should allow for the safe travel of on-road bikes and e-scooters.

 **1**  
FORMAL SUBMISSION

 **4**  
FORMAL COMMUNICATIONS



Throughout the course of the engagement period a number of Facebook posts promoting the engagement opportunities were published.

### SELECTION OF COMMENTS

*We need more footpaths exclusive for walking. Bike lanes exclusive for scooters, bikes, etc. And the road for cars. Better infrastructures for public transport. All of that is something everyone enjoys (olders, adults and kids) and solve issues with traffic.*

*Keep the trees there please. The more trees the better*

*Build it and they will come.*

*The sooner it gets done the better*

*There is nothing wrong with the way it is now.. yes upgrade the disabled access to esplanade.... That's all.*

*Older people won't come if all the easily car parking is taken away.*

*Love it*

*Leave Hervey Bay's character, why the need to urbanise everything and make everything bright and shiny*

*Bring it on!!*

*Main St Pialba could do with a face lift.*

*Any improvement will be good. A new rejuvenated area is progress.*

*Will be a very nice area for many, but not happy about losing the parking area there in Torquay Road.*

*Please get rid of the Boat Harbour Drive- Main street roundabout and maybe I'll go downtown again.*

**4055** engagement hits

**15849** posts reach

**159** comments

# ENGAGEMENT SUMMARY

*78% of those engaged are in support/somewhat support of the Hervey Bay City Centre Public Realm and Placemaking Vision.*

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*There is overwhelming agreement that the vision should encompass a cohesive and connected offering, more vibrant atmosphere, a green and beautified centre, better traffic flow, and a greater variety of dining and entertainment experiences.*

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*There is also a strong desire to prioritise pedestrian access.*

Feedback themes were consistent, especially relating to

- Safety
- Activation
- Parking
- Green Streets
- Active Transport





**Community want  
to see progress...  
Lets get moving!**

## **NEXT STEPS**

Council will consider the comments, feedback and submissions provided in response to the Hervey Bay Public Realm and Placemaking Vision. This will be utilised to refine the Hervey Bay Public Realm and Placemaking Strategy, which will be released by Council once it has been approved internally.



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