

HERVEY BAY

# PUBLIC REALM & PLACEMAKING

STRATEGY DOCUMENT

FINAL - PREPARED FOR FRASER  
COAST REGIONAL COUNCIL

27/03/2024

place  
design  
group



Fraser Coast  
REGIONAL COUNCIL



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# EXECUTIVE SUMMARY

## GREAT PLACES FOR THE CITY CENTRE

Our aspiration is to create a series of beautiful, green, lively streets and places which reflect the city's distinct identity and enable all users to feel welcome and comfortable in Hervey Bay's new city centre.

Significant growth is anticipated in Hervey Bay over the next few decades as people are attracted by lower housing costs, improved information technology and the lifestyle benefits of living and working on the Fraser Coast. The expected influx of young workers, students and families will have an impact on the local demography, employment, education and social services and the provision of new housing.

The design of the city centre will need to change to leverage this growth by providing a high-quality public realm and a variety of placemaking opportunities and activities which meet the expectations of an evolving community whilst embracing the Fraser Coast lifestyle.

This Strategy articulates the vision for the identified places and proposes a series of public realm, placemaking and transport planning improvements to be implemented over the next 20 years as the city grows and develops.

Design concepts include a variety of interventions to prioritise walkability, slow vehicular speeds to create a safer more pedestrian friendly environment, revitalise street life and support access to shops and businesses. Illustrative plans and character imagery throughout the document show the design intent and paving finishes, furniture, trees and artwork integrated into the public realm, inspired by the various cultural overlays that define the essence of Hervey Bay.

Technical studies appended to this Strategy have been undertaken to understand the key transport planning and traffic management issues that will need to be addressed, and ascertain the civil engineering and services considerations associated with the proposed street upgrades. In Summary the Strategy clearly outlines the design intent for the public realm, puts forward a program of projects to be implemented to enable outcomes to be realised over the short to long term.





OIL CENTR

GIVONI

CITY CENTRE  
LEASING  
GALLERY





# 01



# INTRODUCTION



# HERVEY BAY CITY CENTRE

The Public Realm & Placemaking Strategy is one of five overarching strategies identified in the Hervey Bay City Centre Master Plan 2021-2041 adopted by Council in March 2022.

The Hervey Bay City Centre Redevelopment is a cluster of projects, under the Hinkler Regional Deal, focused on the revitalisation of Hervey Bay, which includes the Hervey Bay City Centre Master Plan, associated traffic management and public realm upgrades, and construction of the new Library and Administration Centre (incorporating Disaster Resilience Centre).

To date the development of this Strategy has delivered the following key Council endorsed items:

- Placemaking & Public Realm Vision Document (Hinkler Regional Deal Deliverable)
- Program of Stakeholder Engagement Plan and Report
- Placemaking & Public Realm Implementation Plan (Hinkler Regional Deal Deliverable)

This Strategy builds on the ideas generated in the Vision Document and develops these into concept plans and imagery that convey the 'look and feel' of proposed public realm upgrades and how identified places can be re-imagined to meet the needs of a changing community and a revitalised city centre.







The Strategy provides:

- ✓ Consolidated project vision based on the Vision Document
- ✓ Key public realm and placemaking interventions
- ✓ Engagement insights following the stakeholder engagement undertaken in early 2023
- ✓ Design language and materials
- ✓ Concept plans, typical cross sections for each identified street / place – Main St. (North & South), Torquay Road (East & West), Main St./ Old Maryborough Road intersection and the Prioritised Mary to Bay Rail Trail
- ✓ Key sub strategies - Planting, Furniture, Art
- ✓ Activation toolkit



VIBRANT



### **A clearly defined city centre**

Bold public realm improvement projects in key streets provide a new focus point for the community, leveraging the influx of workers and customers to the Library and Administration Centre

### **Big impact in target areas**

Transformative placemaking interventions are focused in the 200m Main Street / Torquay Road quadrant to create a lively inner-city hub, rather than being spread too thinly over a larger area

### **Distinctive local identity**

Making attractive places through good design and a distinctive palette of paving, furniture and planting which reflect Hervey Bay's community, landscape character and lifestyle aspiration

### **Reinvigorating public life**

Alive with people walking around, browsing the shops, stopping for a chat or something to eat or drink, the city centre offers a thriving café culture, a legacy of post-colonial buildings and iconic spaces, such as Freedom Park and City Park, places to sit and dwell, regular events and activated public spaces

# Vision



## Make walking the natural choice

Efficient active travel network that connects people to key destinations, provides paths which are safe, well-lit, safe and comfortable to use and offers a healthy, green alternative to driving

## Greener streets

Street trees and other planting are strategically placed to provide deep shade, cool the environment and reduce carbon emissions

## Smarter parking

A citywide approach to parking provision that prioritises Person With Disability (PWD) parking, public / commercial loading in central areas, whilst increasing opportunities to increase activation and attract users in kerbside areas



**GREEN**

**INCLUSIVE**



## Indigenous heritage and culture

Engage and work with the Butchulla people to increase understanding of their aspirations, concerns, history and culture and discover if there are meaningful ways to tell their stories in the public realm

## Multi-generational places

Variety of public spaces and ideas to attract different user types (including young people), increase opportunities for human interaction and reinvigorate passing trade

## Slower and safer for everyone

Strategic transport infrastructure which prioritises safe pedestrian movement, encourages the use of bicycles, e-scooters and mobility devices and is conducive to a slow speed city centre environment

## Better access and wayfinding

Improved access and wayfinding to make it easier for locals and visitors to orientate themselves in the city centre, navigate the streets, locate parking and find their destinations



# KEY INTERVENTIONS

## TORQUAY ROAD CAR PARK & POP-UP SPACE

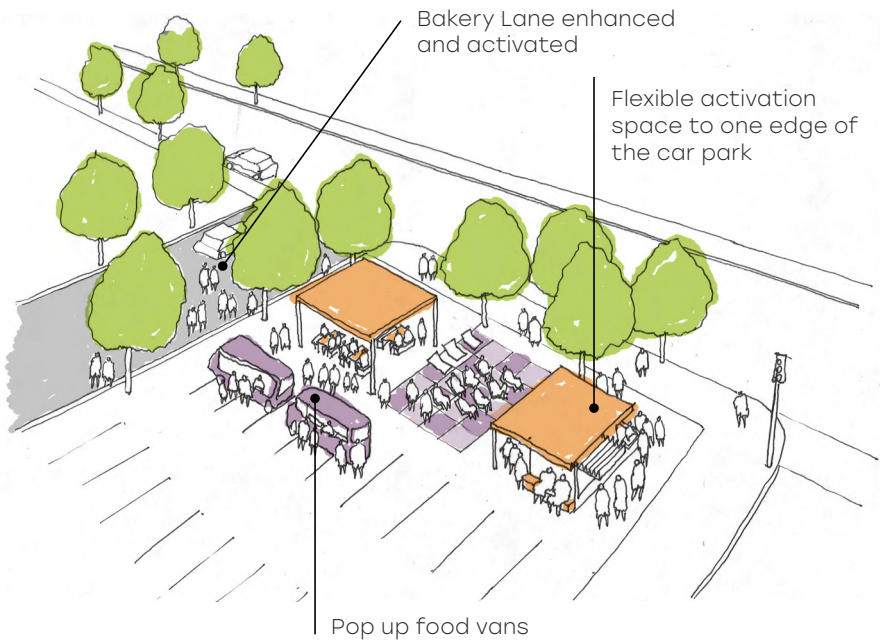
Pop-up activation to test alternative uses and beautify this centrally located car park

Flexible activation space set up in one area as an interim solution

Majority of the parking retained during working hours

Bakery Lane enhanced activated

Potential for pop-up events occupying the entire car park and laneway e.g. food vans



## PRIORITY MARY TO BAY RAIL TRAIL

Dedicated active travel corridor linking the Library and Administration Centre with the commuter car park

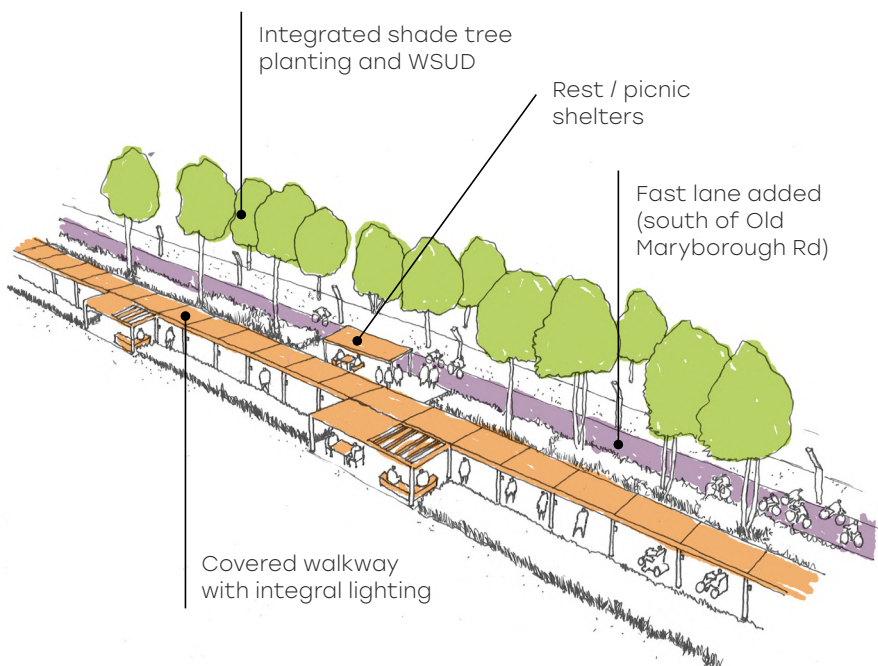
Covered path providing safe, well-lit, all-weather access for users

Multi-modal connector – pedestrians, mobility devices, bicycles, scooters

Second lane added (south of Old Maryborough Road) for fast movers

Integrated shade tree planting and water sensitive urban design (WSUD) solutions

Variety of rest / picnic places included along the corridor





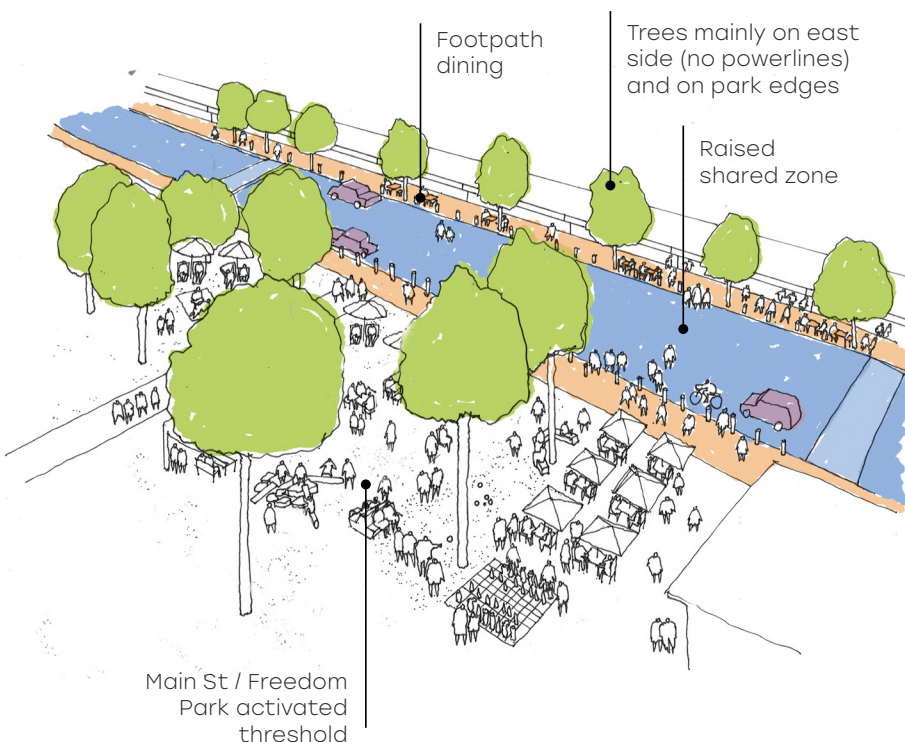
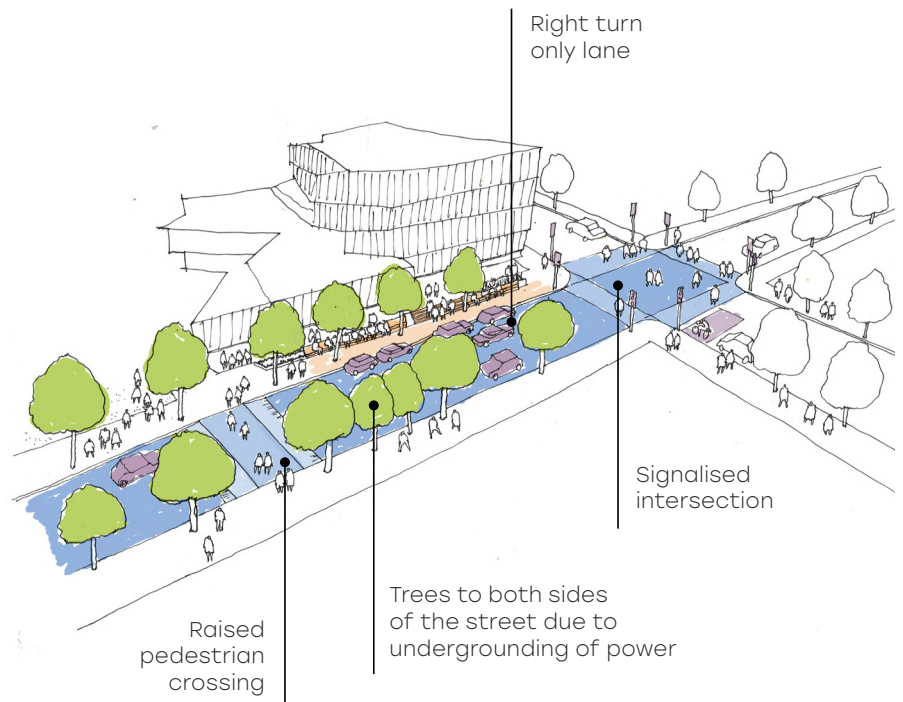
## LIBRARY AND ADMINISTRATION CENTRE INTERFACE

New focus point in the city centre with a community plaza

Main Street / Torquay Road intersection signalised with scramble crossing

Humanise the edge of the Library and Administration Centre with seating and tree planting to activate street

Low speed environment achieved through urban design and transport concepts



## SHARED ZONE IN MAIN STREET (NORTH)

Second focus point in the city centre annexed to Freedom Park

Generous, raised shared zone to prioritise pedestrian movement across the street

Outdoor dining / trading zones on footpaths to support local business

Low speed environment achieved through urban design and transport concepts

Freedom Park / Main Street threshold with pop-up activations



# ENGAGEMENT INSIGHTS

**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

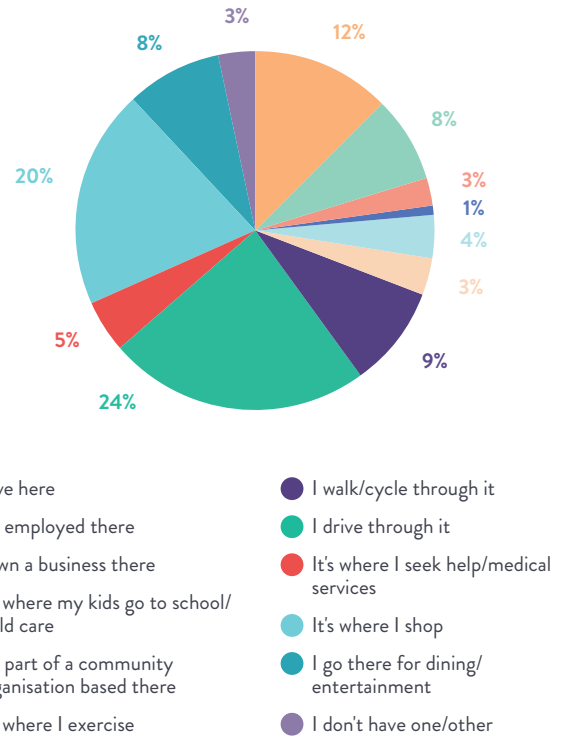
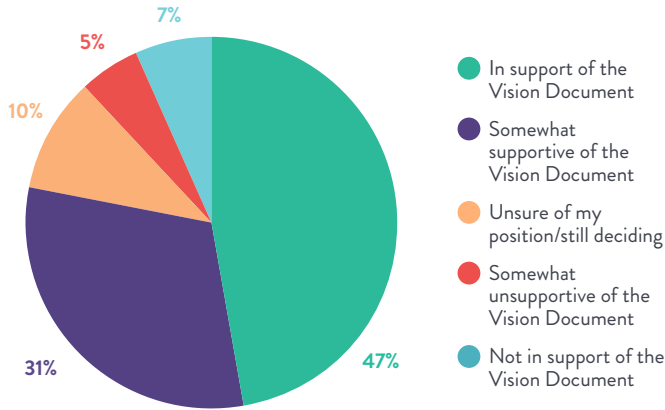
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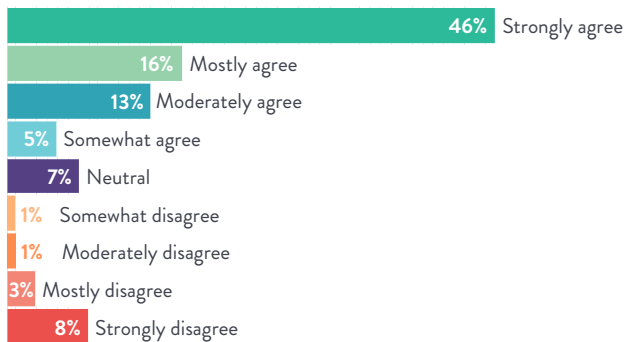
# A SNAPSHOT OF WHAT WE HEARD

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

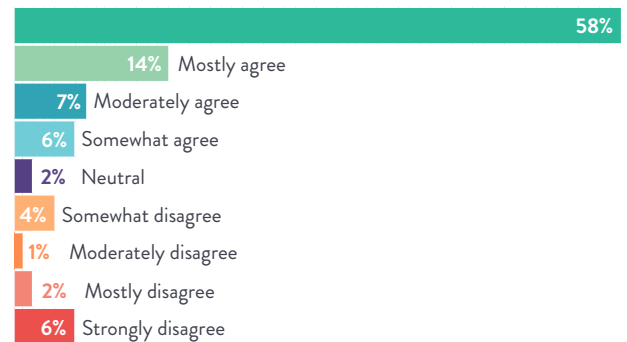
### Are you generally:



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



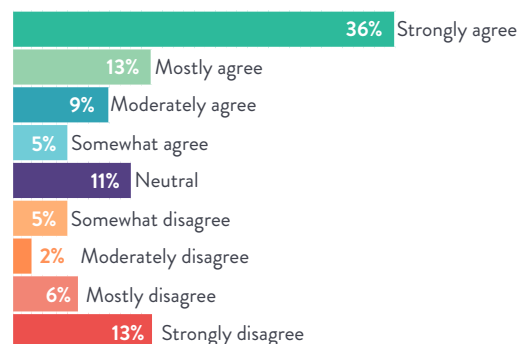
### I agree, we should "green" and beautify our centre



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










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





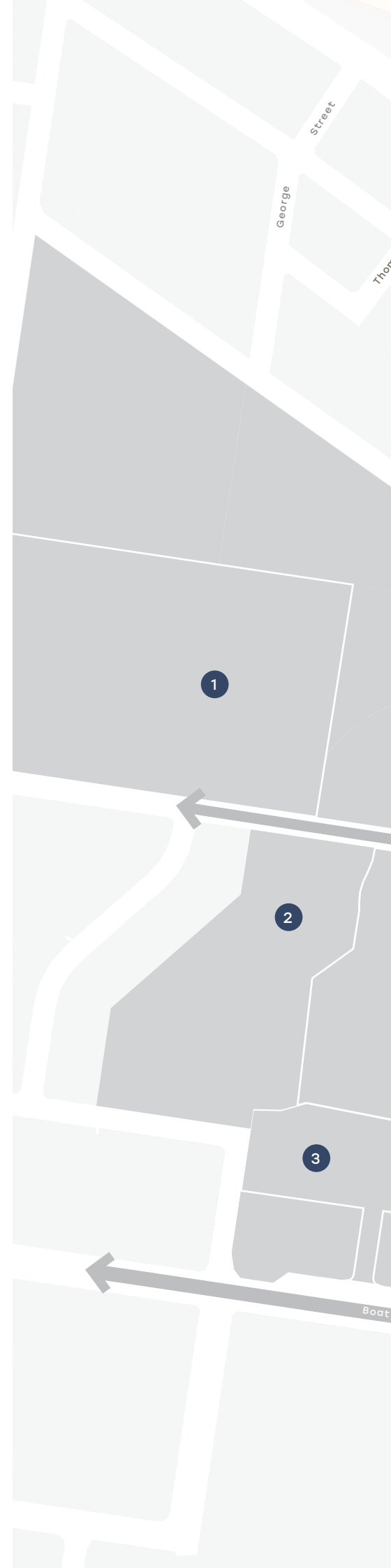
# OVERALL SITE PLAN

## Key Project Areas

-  Esplanade Connection
-  Main Street North
-  Main Street South
-  Torquay Rd East
-  Torquay Rd West
-  City Park (subject to future master plan)
-  Mary to Bay Rail Trail

## Legend

-   Main St / Torquay Rd improved intersection
-   2. Main St / Old Maryborough Rd dual signalised intersection
-  E scooter-free zone
-  Crossings
-  Road corridors
-  Improved Mary to Bay Rail Trail
-  Proposed Mary to Bay Rail Trail connection
-  Existing Mary to Bay Rail Trail



*These drawings / images are for illustrative purposes only.*



# PIALBA ESPLANADE PRECINCT

## Key Places

- 1 Hervey Bay State High School
- 2 USC Fraser Coast
- 3 PCYC Hervey Bay
- 4 New Fraser Coast Pump Track
- 5 Library and Admin Building Carpark
- 6 Hervey Bay Regional Gallery
- 7 Hervey Bay Neighbourhood Centre
- 8 Library and Admin Building
- 9 Freedom Park
- 10 Hervey Bay RSL





# 02





# DESIGN LANGUAGE & MATERIALS



# CONNECTING LAND TO SEA

Pialba has a rich background with many historical layers. The Butchulla people, original custodians of the land we now call Hervey Bay, have traditions deeply intertwined with the natural coastal environment where fauna and flora thrives.

Down the line, early European settlers established railways from inland to the coastlines of Hervey Bay, with trains transporting goods such as timber, coal and sugarcane, as well as passengers. Pialba, with its train station, becomes the intersection between land and sea.

The streetscape design for Hervey Bay's public realm and placemaking aims to reconnect with the historical layers of the city through the design and selection of surface materials, furniture and structures that reflect the local character.

RAILWAY HISTORY



INDIGENOUS



# COASTAL ENVIRONMENT

IDENTITY





# INSPIRATION IMAGERY

The theme “Connecting Land to Sea” is inspired by local cultural and historical themes. These have informed the design language, selection of finishes, materials and colours proposed for the public realm.

## FURNISHINGS

### KEY THEME

#### Coastal environment

- Geology
- Flora
- Materiality

#### Railway

- Materiality
- Structures





# SURFACE FINISHES

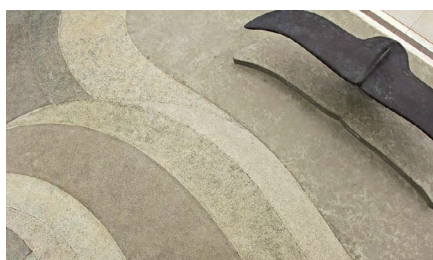
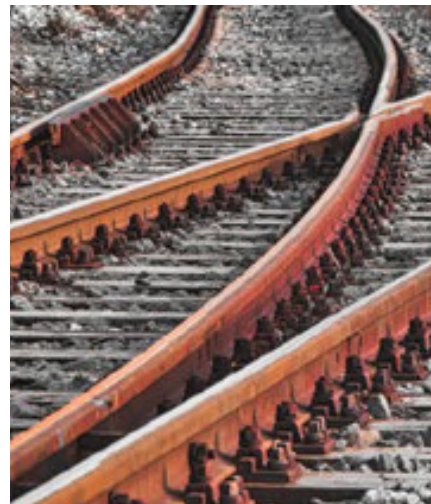
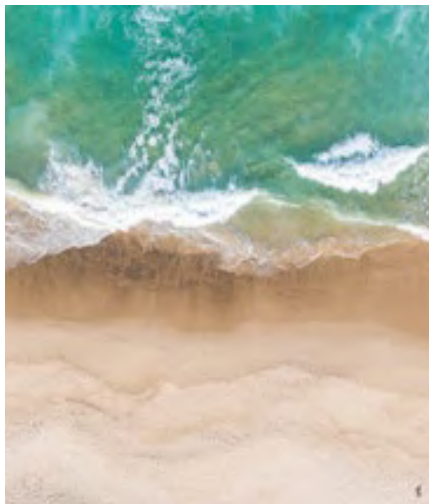
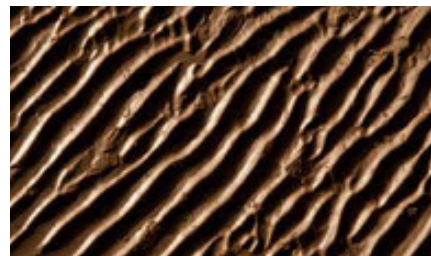
## KEY THEME

### Coastal environment

- Geology
- Sand pattern
- Water movement

### Railway

- Tracks



# STRUCTURES

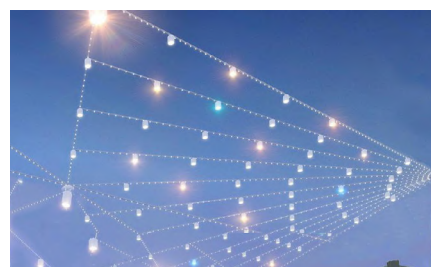
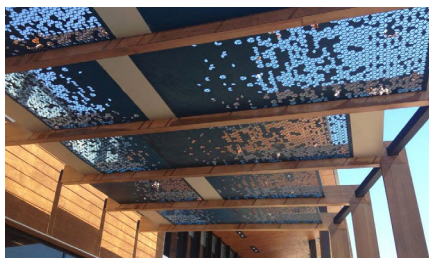
## KEY THEME

### Coastal environment

- Geology
- Flora and fauna
- Materiality

### Railway

- Materiality
- Structures
- Historical association





# 03





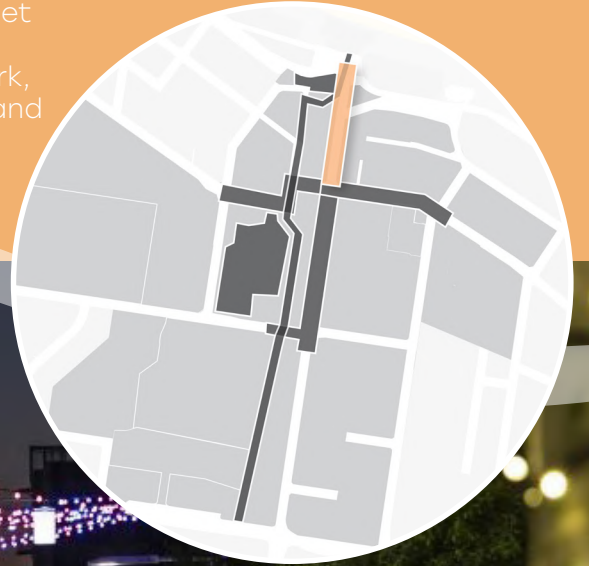
# CONCEPTS



NORTH

# MAIN STREET

Defining the northern entry to the city centre, Main Street (north) will provide an injection of street life offering generous shared space at the threshold of Freedom Park, new paving and landscape treatments, alfresco dining and highly activated edges to catalyse adjacent shopfronts and businesses



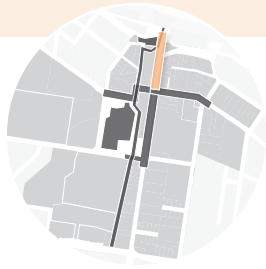




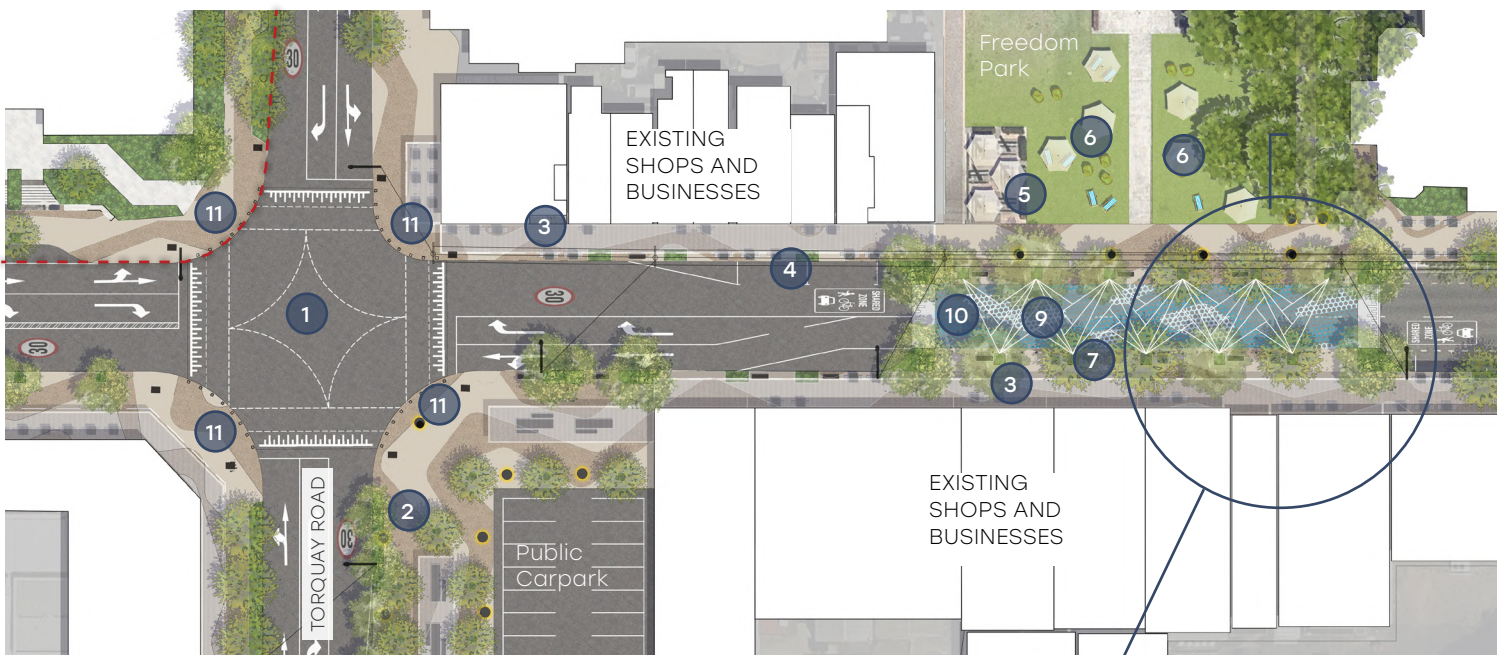
## CHARACTER IMAGERY







# NORTH MAIN STREET



Feature pattern on footpath

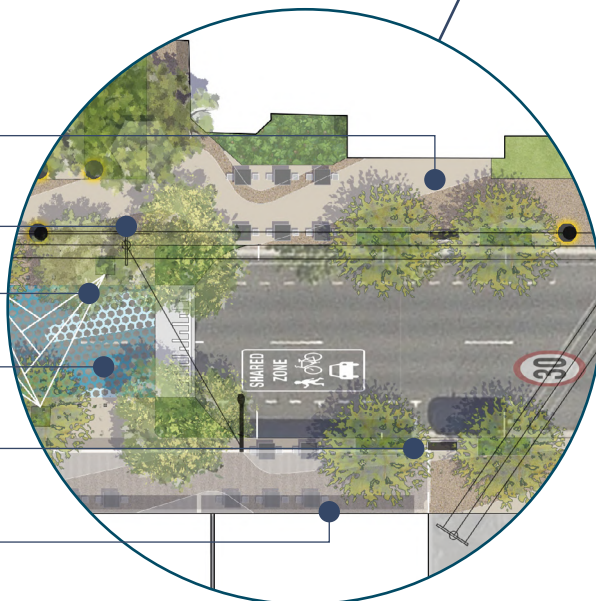
Street lighting to road and pedestrian level lighting

Catenary lighting/art installation

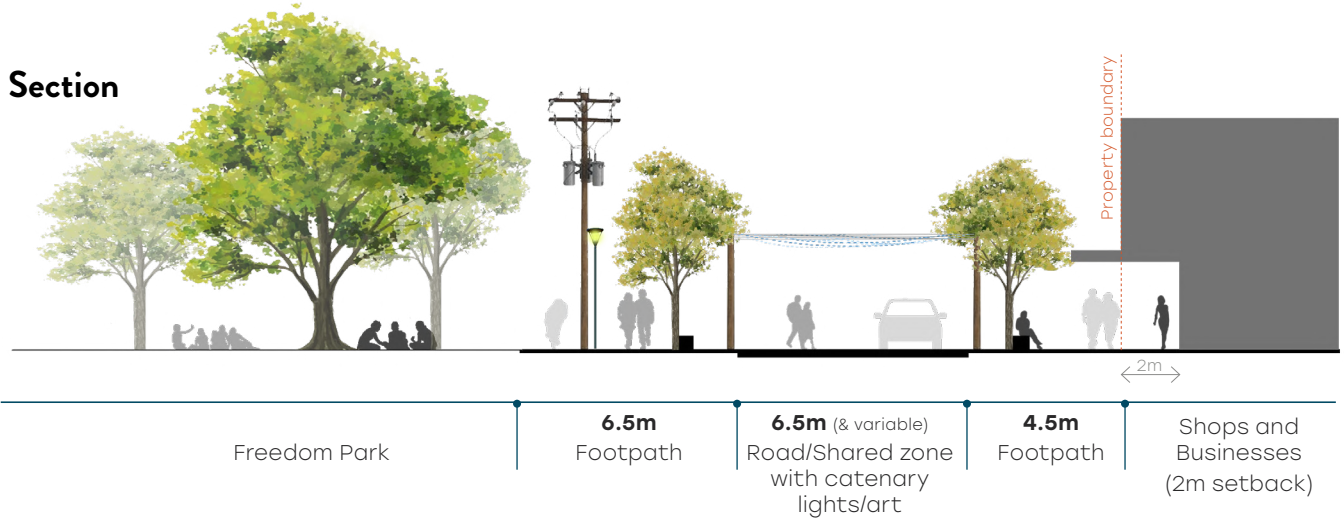
Street-bond pattern on pedestrian raised shared zone

Street furniture (tree grates, benches, bins)

On-street dining opportunities



## Section



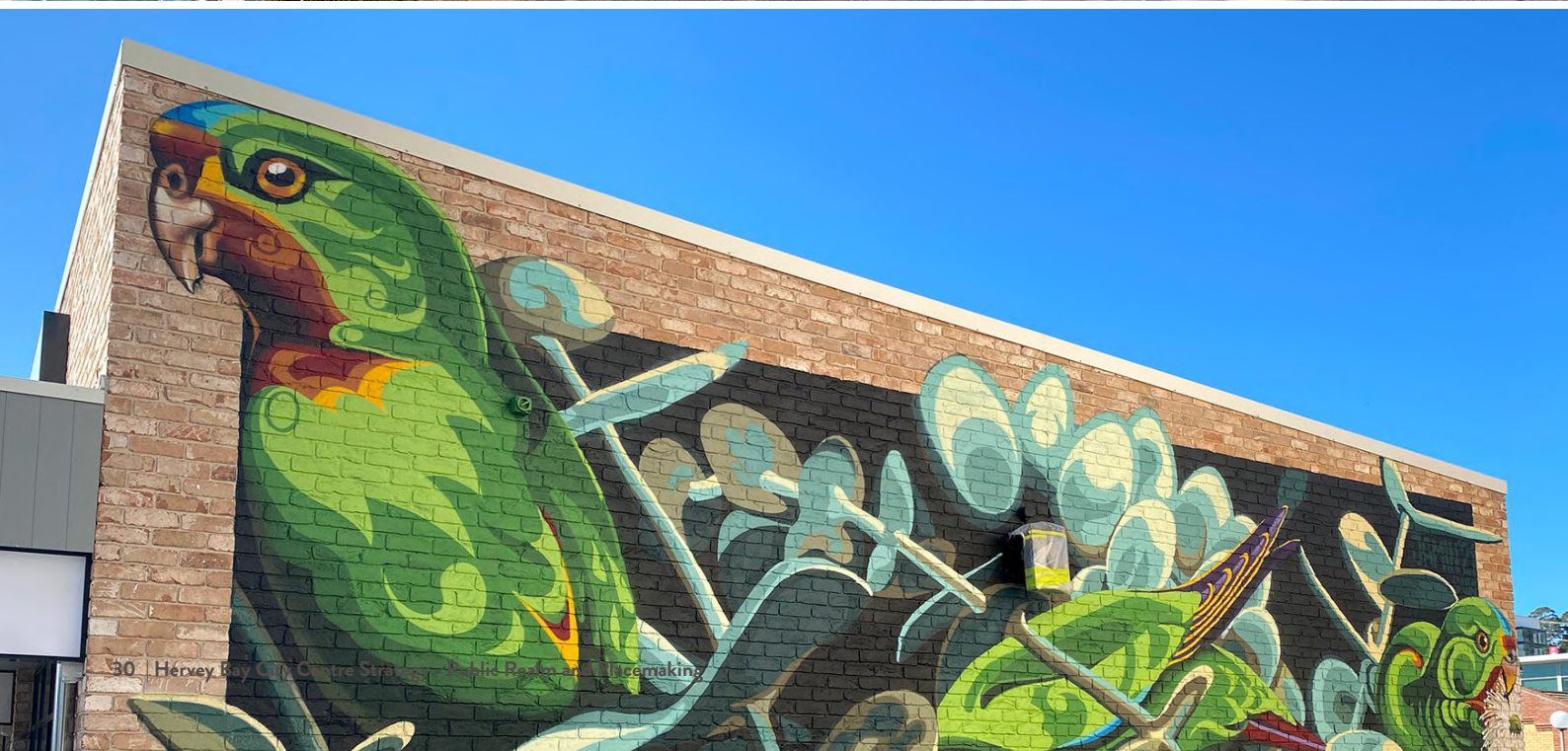
## Legend

1	Main St / Torquay Rd raised signalised intersection	8	Proposed lift to Esplanade. (Refer to alternative ramp option pg 51)
2	Opportunity for large scale event spaces	9	Catenary lighting/art installation
3	Awning over footpath	10	Pedestrian raised shared zone
4	On-street parking locations	11	Bollards
5	Permanent activated spaces (seating, outdoor dining, etc.)	●	Footpath lighting
6	Temporary park activation	---	Library and Admin Centre Extent of Works
7	Park/ Main St threshold activated with outdoor dining and various community uses		



# SOUTH MAIN STREET

With the Library and Administration Centre activating the footpath edges, Main Street (south) will create a new focus to the city centre featuring a new signalised crossing at the Torquay Road intersection, lush avenue of subtropical shade trees and enhanced kerbside dining and social areas







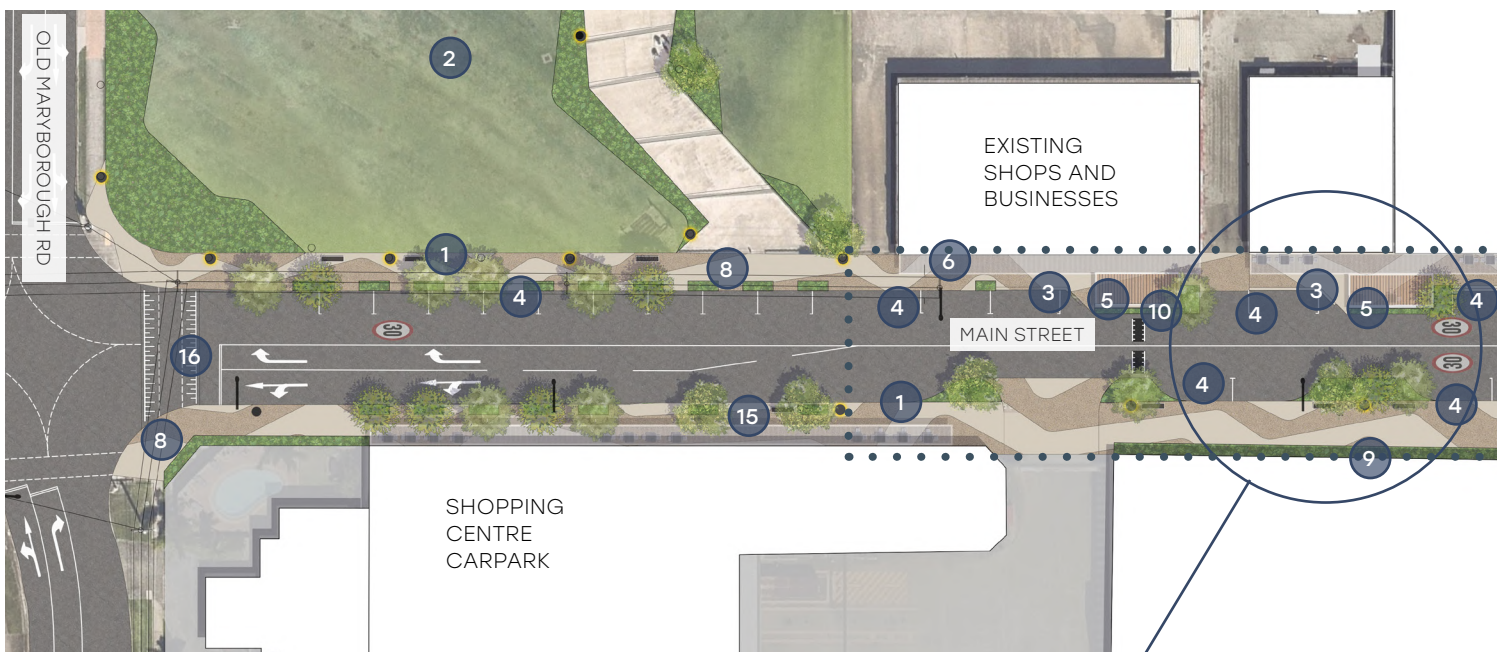
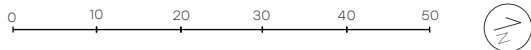
## CHARACTER IMAGERY







# SOUTH MAIN STREET



On-street dining opportunities

Decked parklets with shaded outdoor dining and seating

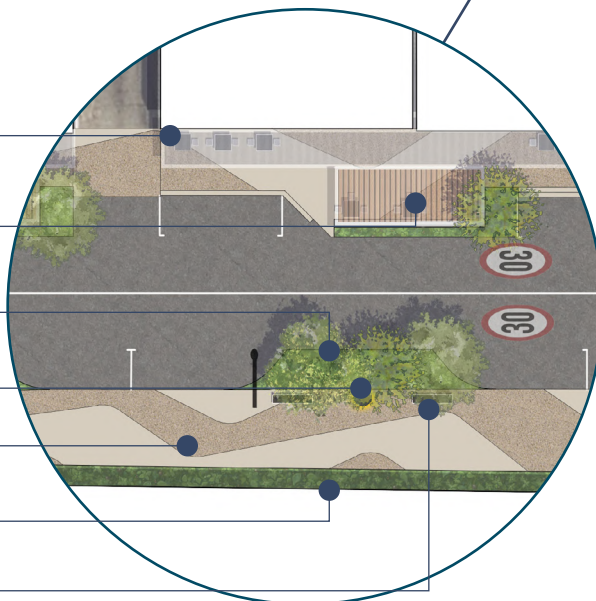
Built-out planterbeds with shade tree planting

Street lighting to road and pedestrian level lighting

Feature pattern on footpath

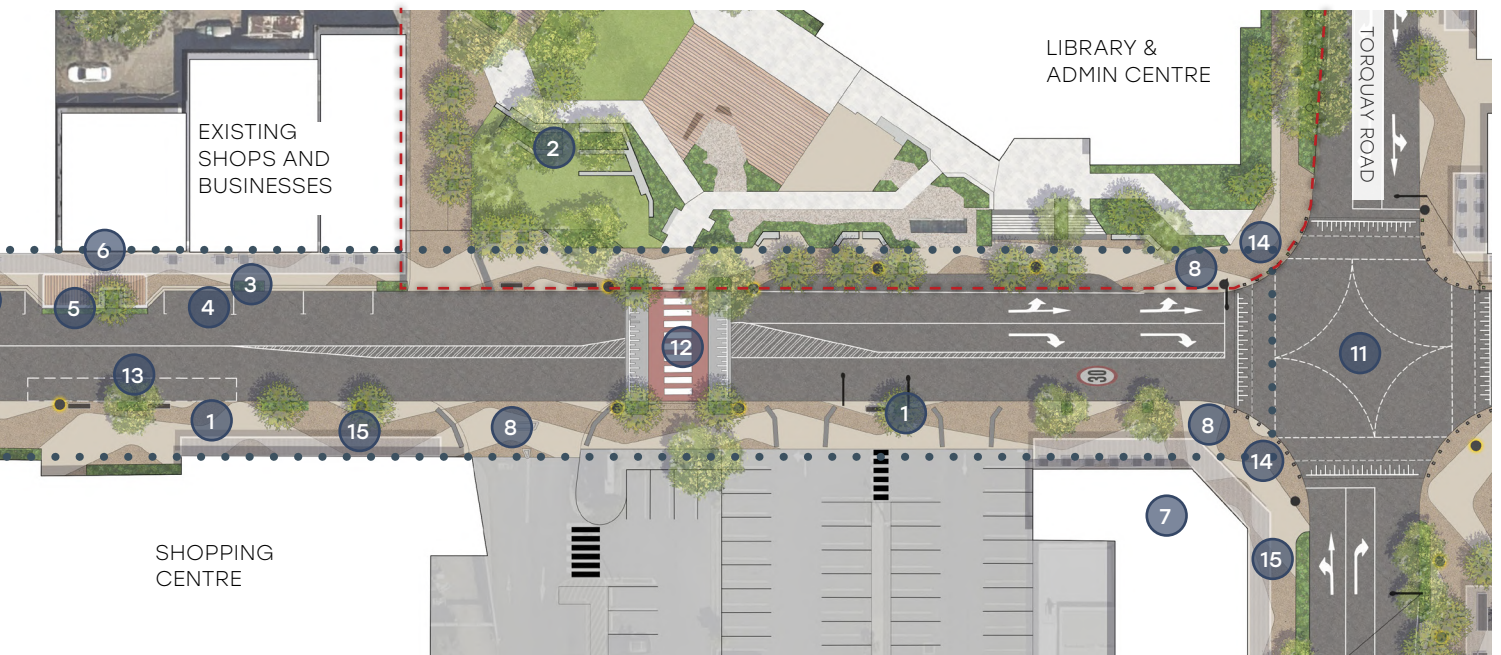
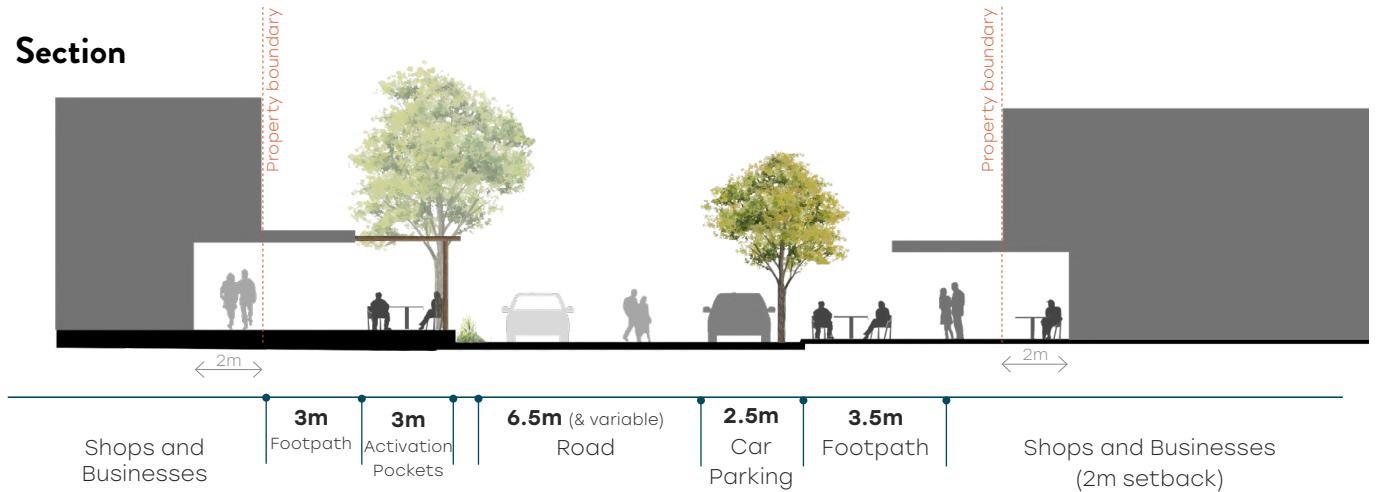
Existing shopping centre wall improved with art mural

Street furniture (tree grates, benches, bins)





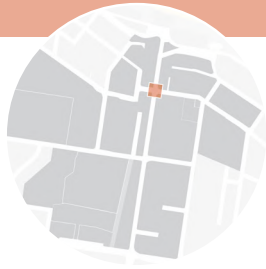
## Section



## Legend

1	Activated street edge with seating	11	Main St / Torquay Rd raised signalised intersection
2	Opportune area for large scale event spaces	12	Raised zebra crossing
3	Access stairs from carparks to footpath	13	Bus stop relocation
4	On-street parking spaces	14	Bollards
5	Decked parklets with shaded outdoor dining and seating	15	Awning over footpath
6	Footpath regraded to provide compliant access	16	Raised signalised pedestrian crossing
7	Feature developments activate Main Street	●	Footpath Lighting
8	Feature pavement around Main St/ Torquay Rd intersection	⋯	Zone of electrical under-grounding
9	Feature mural artwork on shopping centre facade	---	Library and Admin Centre Extent of Works
10	Speed cushions		





# MAIN ST/ TORQUAY RD INTERSECTION

## OPTION 1

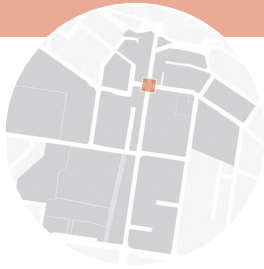
In the short term, the roundabout will be retained at this intersection. Zebra crossings have been introduced at each leg of the roundabout as an interim solution to improve safe pedestrian movement



### Legend

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li style="border-bottom: 1px solid #ccc; padding: 5px 0;">1 Traffic islands</li> <li style="border-bottom: 1px solid #ccc; padding: 5px 0;">2 Bollards</li> <li style="border-bottom: 1px solid #ccc; padding: 5px 0;">3 Feature decorative pavement</li> <li style="border-bottom: 1px solid #ccc; padding: 5px 0;">4 Raised zebra crossing</li> <li style="border-bottom: 1px solid #ccc; padding: 5px 0;">5 Maintained service station access</li> <li style="border-bottom: 1px solid #ccc; padding: 5px 0;">6 Kerbside dropoff area</li> </ul> | <ul style="list-style-type: none"> <li style="border-bottom: 1px solid #ccc; padding: 5px 0;">7 Awning over footpath</li> <li style="border-bottom: 1px solid #ccc; padding: 5px 0;">● Footpath lighting</li> <li style="border-bottom: 1px solid #ccc; padding: 5px 0;">--- Library and Admin Centre<br/>Extent of Works</li> </ul> |
|---|--|



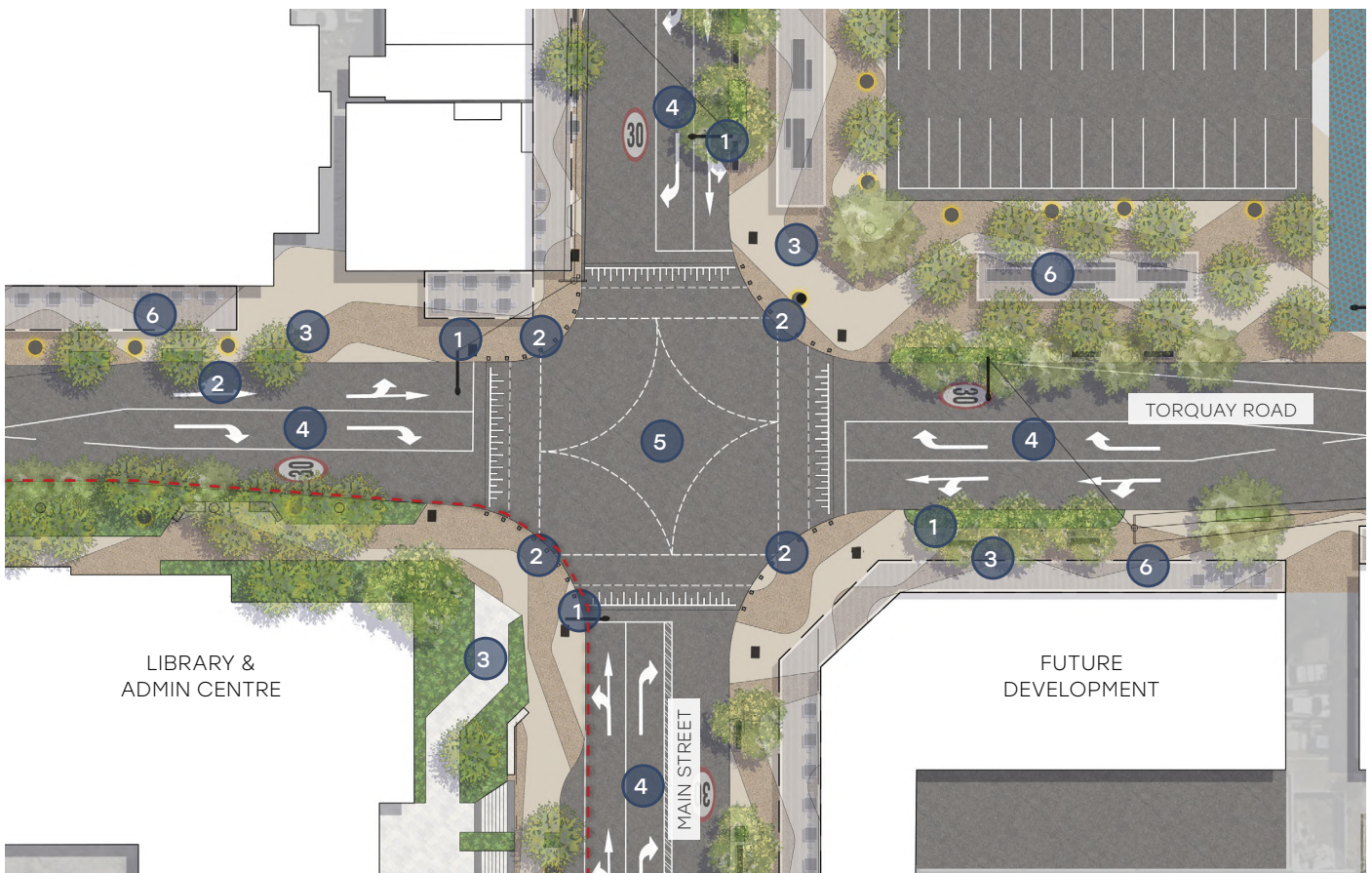


## MAIN ST/TORQUAY RD

# INTERSECTION

### OPTION 2

With the Library and Administration Centre activating the footpath edges, Main Street (south) will create a new focus to the city centre featuring a new signalised crossing at the Torquay Road intersection, lush avenue of subtropical shade trees and enhanced kerbside dining and social areas



### Legend

- |   |   |     |  |
|---|---|-----|--|
| 1 | Traffic lights                                      | 6   | Awning over footpath                     |
| 2 | Bollards  | ●   | Footpath lighting                        |
| 3 | Feature decorative pavement                         | --- | Library and Admin Centre Extent of Works |
| 4 | Right turn only lane                                |     |  |
| 5 | Main St / Torquay Rd raised signalised intersection |     |  |



# EAST TORQUAY ROAD

Benefiting from an influx of Library and Administration Centre users, Torquay Road (east) provides a second focus area for placemaking in the city centre with new shared spaces, embellished footpath dining areas and identified flexible space to test a variety of temporary activation ideas







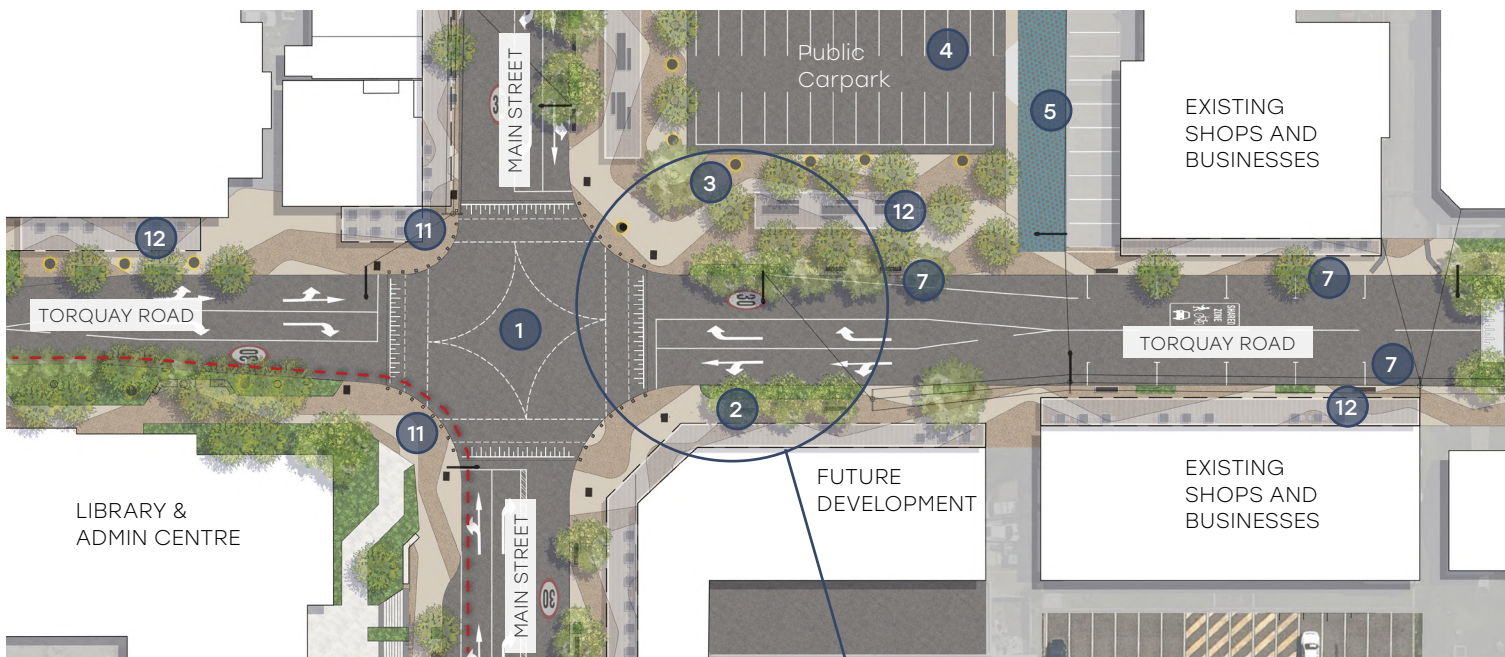
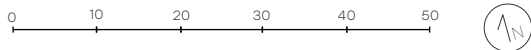
## CHARACTER IMAGERY







# EAST TORQUAY ROAD



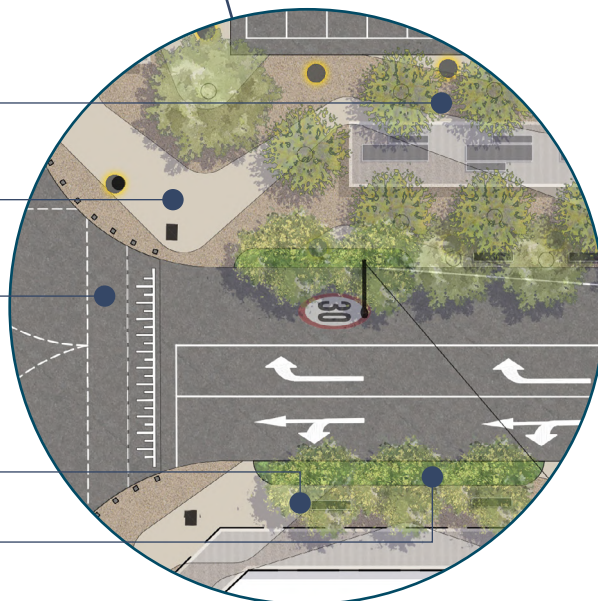
Torquay Rd tree grove with linear shelters picnic settings and tree in grates

Feature pattern on footpath

Raised signalised intersection between Main St and Torquay Rd

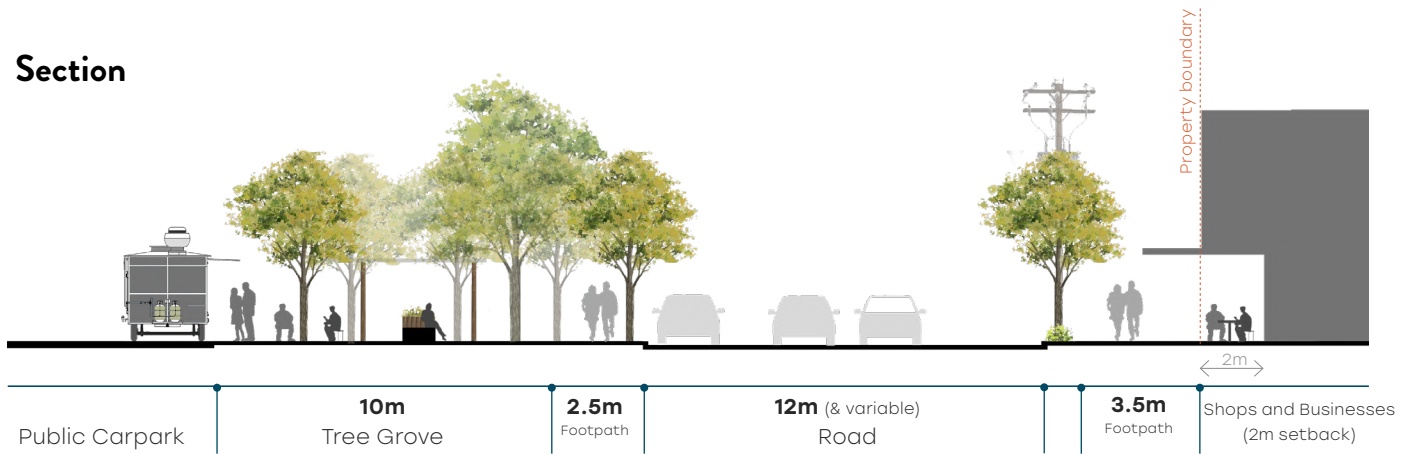
Street furniture (tree grates, benches, bins)

Shade tree planting





## Section



## Legend

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>1 Main St / Torquay Rd improved signalised intersection</li> <li>2 Feature pavement around Main St/ Torquay Rd</li> <li>3 Tree grove -Interim activation space</li> <li>4 Flexible parking space, with potential for temporary activation</li> <li>5 Bakery Lane beautified and activated</li> <li>6 Pedestrian raised shared zone</li> <li>7 On-street parking</li> <li>8 RSL frontage activation</li> </ul> | <ul style="list-style-type: none"> <li>9 Vibrant food court offering diverse dining experiences</li> <li>10 Bus stop relocation</li> <li>11 Bollards</li> <li>12 Awning over footpath</li> <li>● Footpath lighting</li> <li>--- Library and Admin Centre Extent of Works</li> </ul> |
|--|---|



WEST

# TORQUAY ROAD

A key east-west connector, Torquay Road (west) links the Main Street / Torquay Road intersection with the Hervey Bay Neighbourhood Centre Library and connects users to the mobility corridor via the proposed 'Eat Street' development







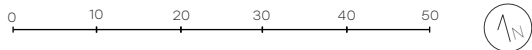
## CHARACTER IMAGERY







# WEST TORQUAY ROAD



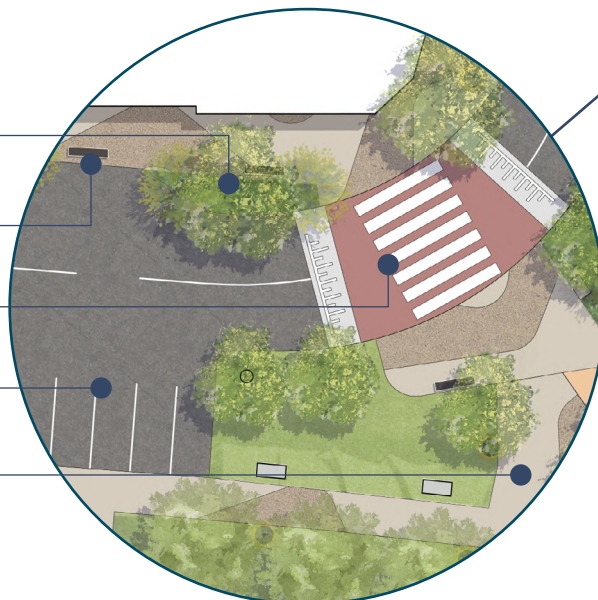
Shade trees in plantbed with understorey groundcovers

Street furniture (tree grates, benches, bins)

Raised zebra crossing

Existing carparking spaces

Feature pattern on footpath





## Section



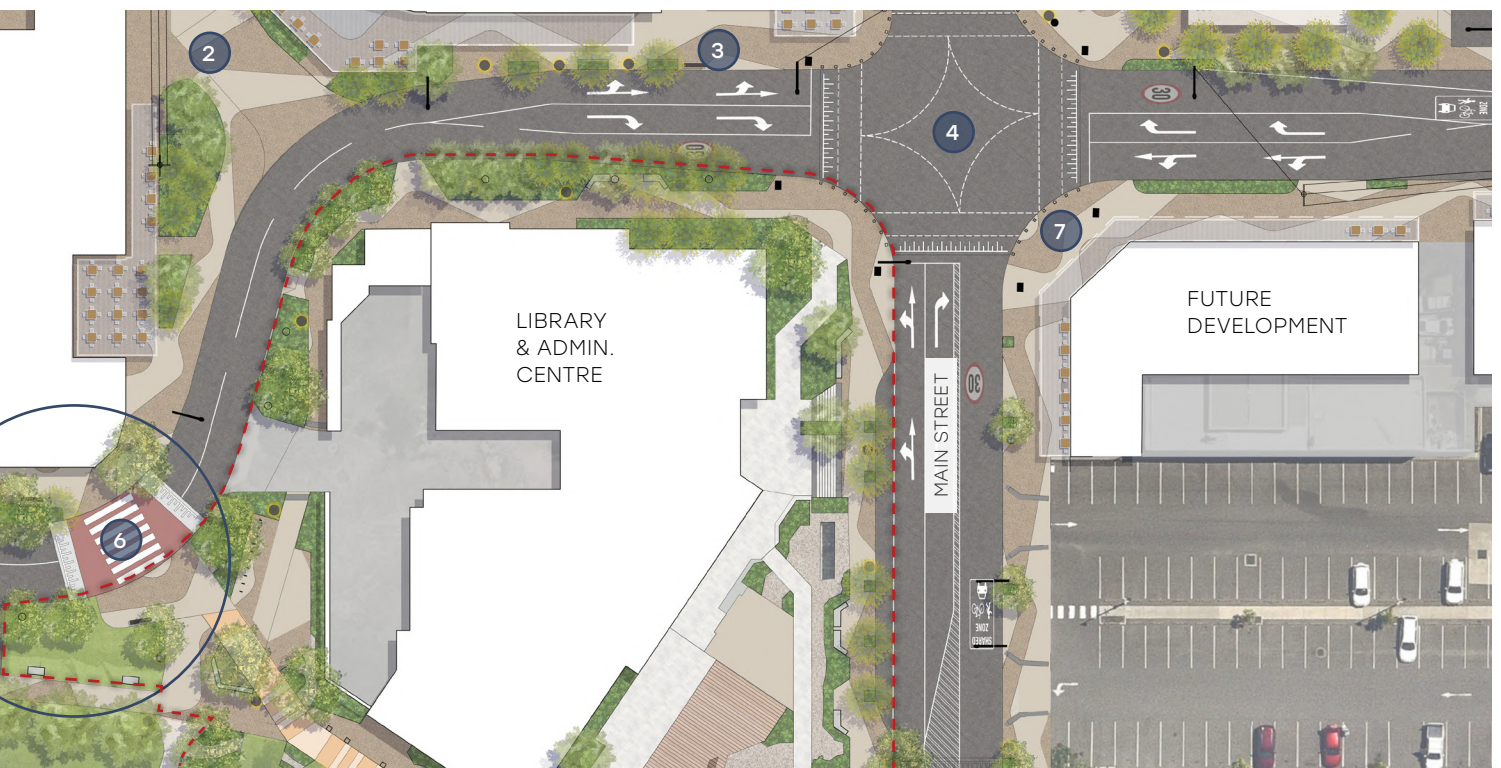
Future Development

3m  
Footpath

6.5m (& variables)  
Road

4.5m  
Footpath

Library and Admin.  
Centre



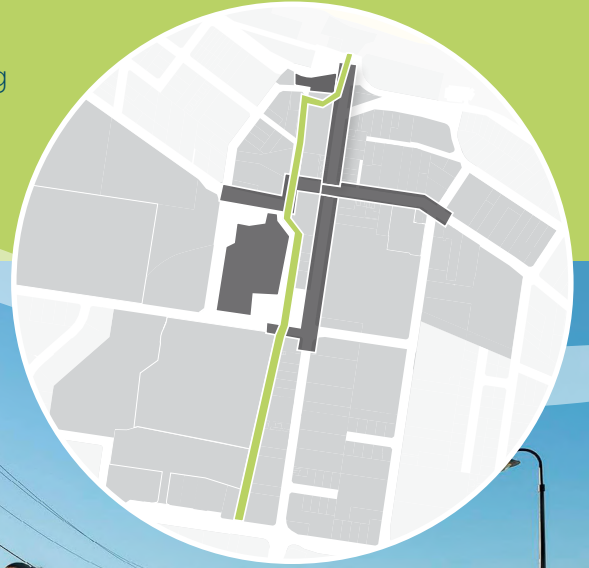
## Legend

- 1 On street carparking
- 2 Eat Street with market facilities
- 3 Activated street edge with seating
- 4 Main St / Torquay Rd improved signalised intersection
- 5 Proposed StreetBond on existing speed platform
- 6 Speed platform
- 7 Bollards
- Footpath lighting
- Library and Admin Centre Extent of Works



# RAIL TRAIL

Providing a covered, well-lit connection between the Administration Centre and the Gallery, the Mary to Bay Rail Trail provides an alternative user experience offering quieter lunchtime activation opportunities, enhanced lakeside deck and picnic areas



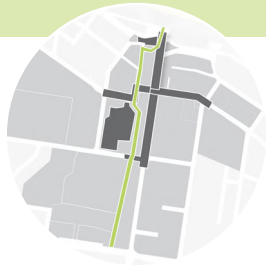




## CHARACTER IMAGERY







# NORTH RAIL TRAIL

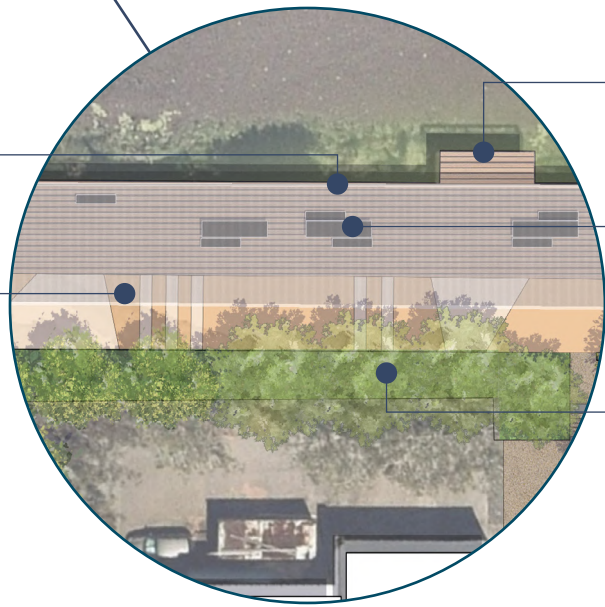
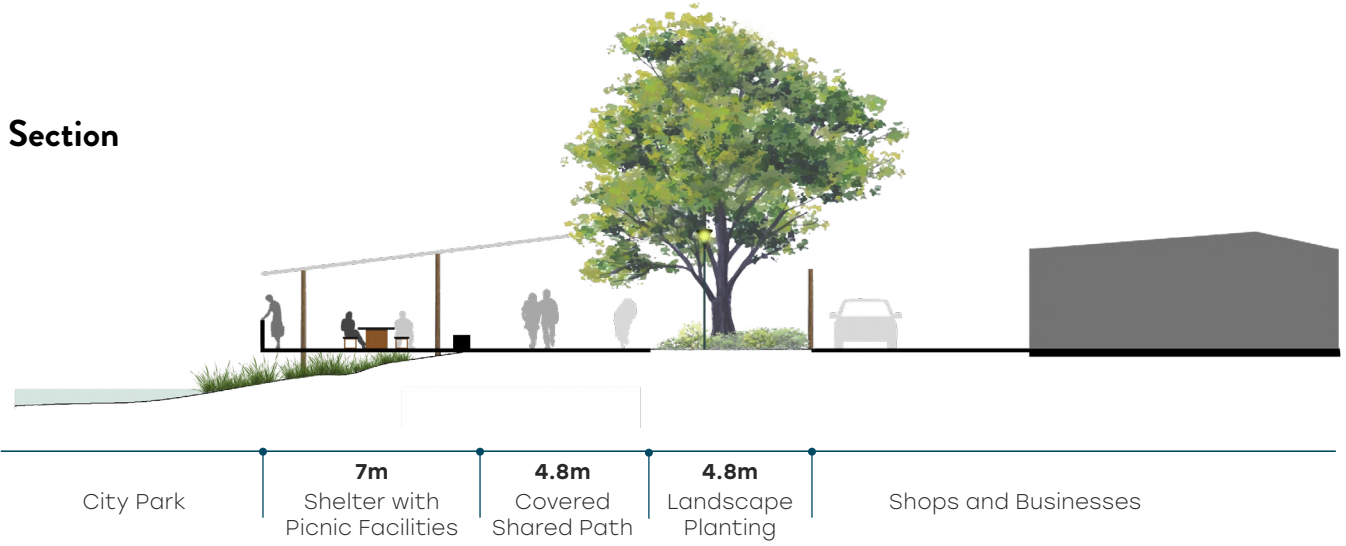


## Legend

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>1 Existing gallery open space with landmark artwork</li> <li>2 Landscape planting softening back-of-shops interface</li> <li>3 Illuminated, covered active transport path</li> <li>4 Permanent activated spaces (seating, outdoor dining)</li> <li>5 Enhanced all weather shelters and picnic facilities on viewing deck</li> <li>6 Improved existing shared path with sandblasted patterns</li> </ul> | <ul style="list-style-type: none"> <li>7 New shared path with sandblasted patterns</li> <li>8 Raised pedestrian crossing</li> <li>9 Pedestrian &amp; bicycle crossing synchronised with Main St/ Old Maryborough Rd intersection</li> <li>10 Community Plaza</li> <li>● Footpath lighting</li> <li>--- Library and Admin Centre Extent of Works</li> </ul> |
|---|--|



# Section



Enhanced, illuminated all-weather shelter

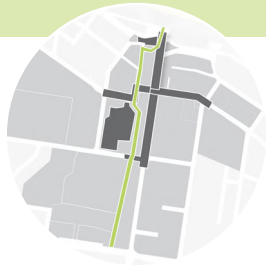
Covered walkway with sandblasted patterns

Existing timber deck looking over Pialba Lake

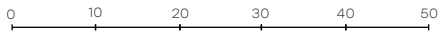
Improved picnic facilities

Landscape strip with shrub and shade tree planting to improve edge of business premises





# SOUTH RAIL TRAIL



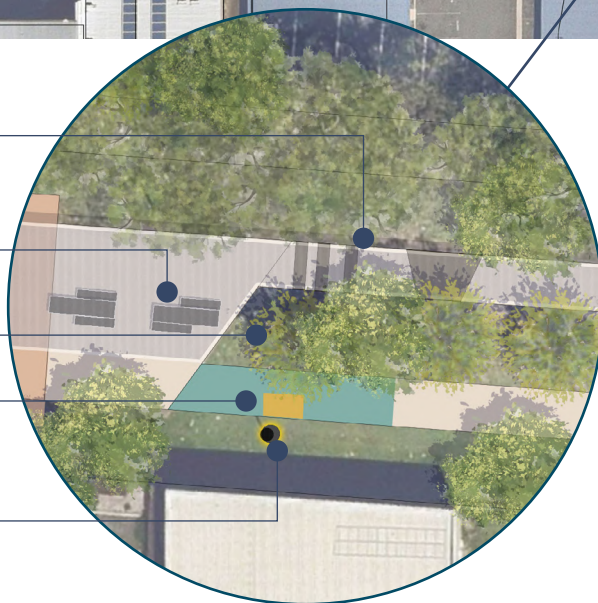
Illuminated, covered existing pedestrian footpath with StreetBond patterns

Covered, improved picnic facilities

Landscape swale with tree planting

Proposed cycle path with pavement marking

Pedestrian pole-top lighting





## Section



Library and Administration Centre Carpark	4.5m Tree Planting	3m Footpath	5m Planted Swale	3m Cycle path	3.5 Tree Planting	Shops and Businesses
---	-----------------------	----------------	---------------------	------------------	----------------------	----------------------



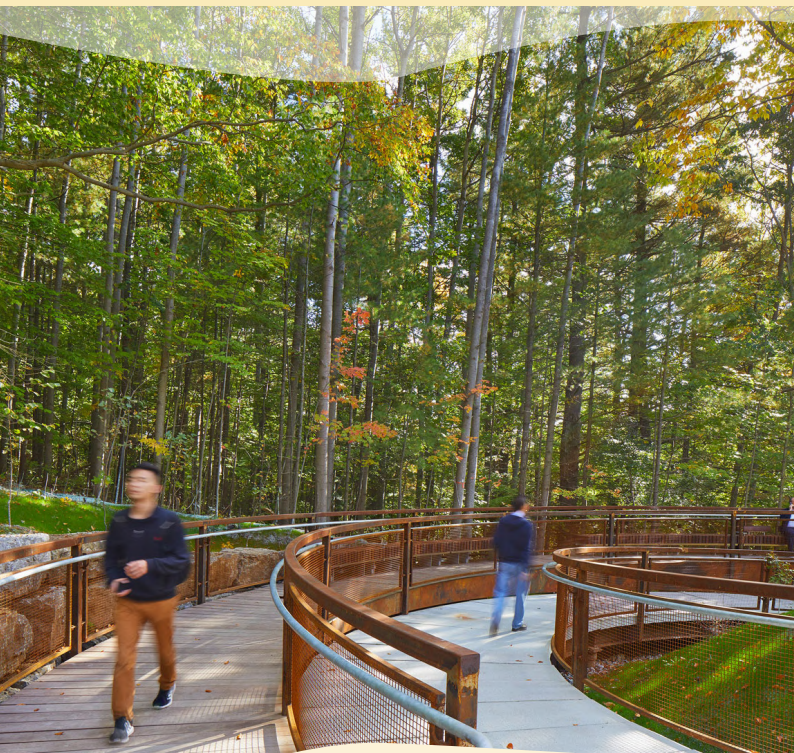
## Legend

- 1 Pedestrian & bicycle crossing synchronised with Main St/ Old Maryborough Rd intersection
- 2 All weather shelters and picnic facilities
- 3 Illuminated, covered pedestrian path
- 4 Illuminated, fast bicycle lane
- 5 Integrated shade tree planting and water sensitive urban design
- 6 Link to Library & Admin Centre carpark
- Footpath lighting



# ESPLANADE CONNECTION

Connection to provide compliant wheelchair access from Main Street to the Esplanade, including a well-lit, ramped pathway to the embankment or, alternatively, an external lift located near to the Main St / Esplanade roundabout



## CHARACTER IMAGERY



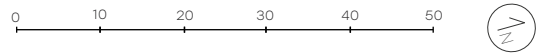




**Option 1 - Lift**





**Option 2 - DDA compliant ramp**



**Legend**

- 1 Lift to Esplanade
- 2 Arrival Feature Artwork
- 3 Existing Footpath
- 4 Well-lit DDA compliant ramp
- 5 Viewing platform with seating and feature artwork pavement

- 6 Zebra Crossing
- 7 Link to Library & Admin Centre
-  Popp's Figs - local heritage registered trees
-  Footpath lighting





# 04



The background of the page is a golden-yellow color with a cloudy sky. In the foreground, there is a wooden structure made of many vertical wooden planks, possibly a roof or a wall, that is slightly out of focus. The text "SUB-STRATEGIES" is written in a bold, white, sans-serif font across the middle of the page.

# SUB-STRATEGIES





## SUB-STRATEGY

# PAVING

The Strategy proposes the use of a distinct paving design in the streetscape to give the city centre a strong identity. The pavement design is inspired by the coastal environment of the Fraser Coast region, its geology, colours and sand patterns and the movement of water. Proposed paving construction type, material and colour selections have been nominated for both the concrete footpath and shared zones, as described below.

---

**Streetscape Footpath** The concrete footpath will comprise a singular concrete mix using the nominated colour and aggregate. The dark and light curvilinear pattern will be achieved with a mix of broomed (light) and shotblasted (dark) finishes. This construction method provides a high level of visual contrast at a relatively moderate cost.

Concrete CCS colour: Echidna  
Aggregate: Cherry blossom (by Boral or approved equivalent)

---

**Shared Zones** The shared zones will comprise a raised asphalt road surface with a stencilled application of StreetBond DuraTherm coating (or approved equivalent).

Pattern: Hexagonal (refer character image)  
Colours: Safety Blue, Pantone Blue (by StreetBond or approved equivalent)

---

**Rail Trail Path** The existing coloured concrete footpath will be enhanced with shotblasted banding, which will contrast with the lighter 'untouched' coloured concrete surface.

Concrete colour: Existing  
Finishes: Broom finish and shotblasted

---



# Legend

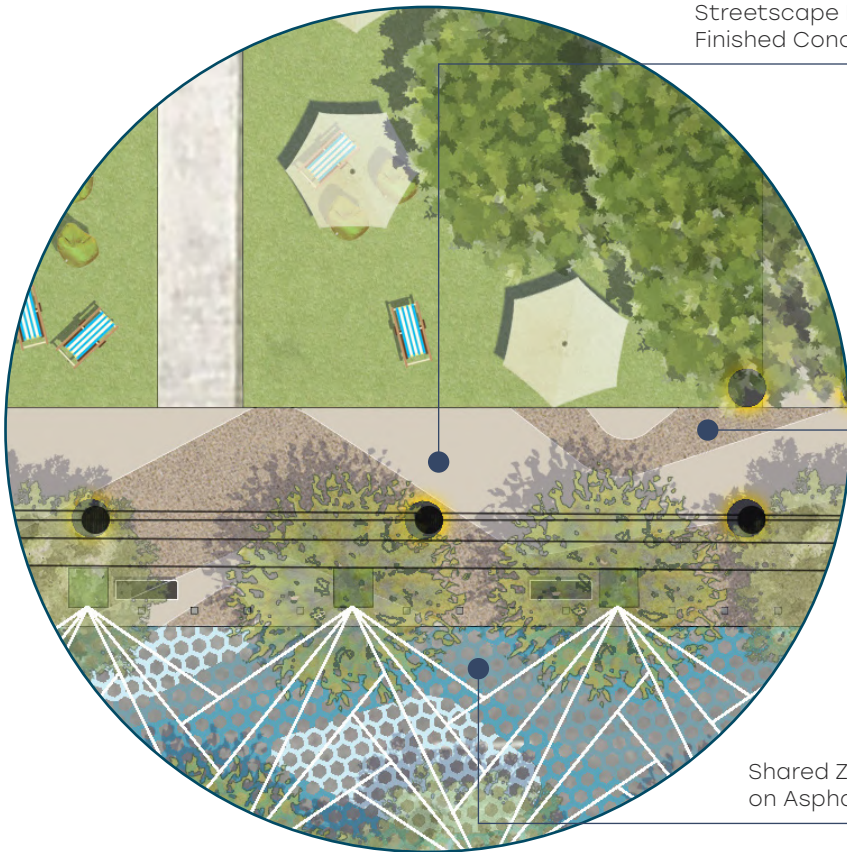
- Streetscape Feature Pavement**  
Shotblasted and broom finished coloured concrete (Echidna)

---

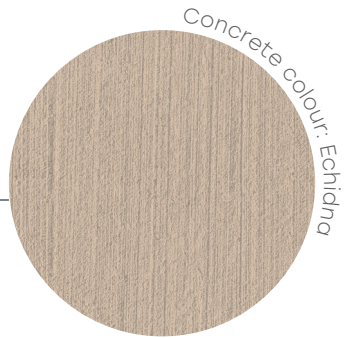
- Rail Trail Feature Pavement** Shotblasted and existing coloured concrete

---

- Raised Shared Zone Feature Pavement**  
StreetBond feature pattern

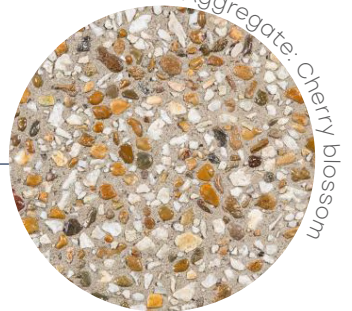


Streetscape Footpath Broom Finished Concrete Detail



Concrete colour: Echidna

Streetscape Footpath Shotblasted Aggregate Detail



Aggregate: Cherry blossom

Shared Zone StreetBond on Asphalt Detail



StreetBond Duratherm - Blue





## SUB-STRATEGY PLANTING

Significant tree planting to shade and cool the urban environment is essential to achieve the vision of a greener city centre and aligns with the objectives of Council's Greening the Fraser Coast Strategy.

This sub-Strategy includes the following outcomes:

---

Native species are preferred, especially those endemic to the region with proven success of growing in similar conditions

---

Many selected species have indigenous significance to strengthen cultural connection to the Butchulla people

---

Medium to large trees (ultimate size) are selected to provide optimum shading and cooling

---

Water Sustainable Urban Design (WSUD) devices incorporated (e.g. in tree pits) to filter and slow stormwater

---

Vine covered arbours integrated into shade structures e.g. Mary to Bay Trail covered walkway using native species Fraser Island creeper (*Tecomanthe hillii*) and Richard Birdwing Butterfly (*Ornithoptera richmondia*)

---

Groundcover planting used in the streetscape to increase the area of porous surfaces and mitigate heat island effects

---



## Legend

- Tuckeroo** *Cupaniopsis anacardioides*
- White Oak** *Grevillea baileyana*
- Water Gum** *Tristaniopsis laurina*

---

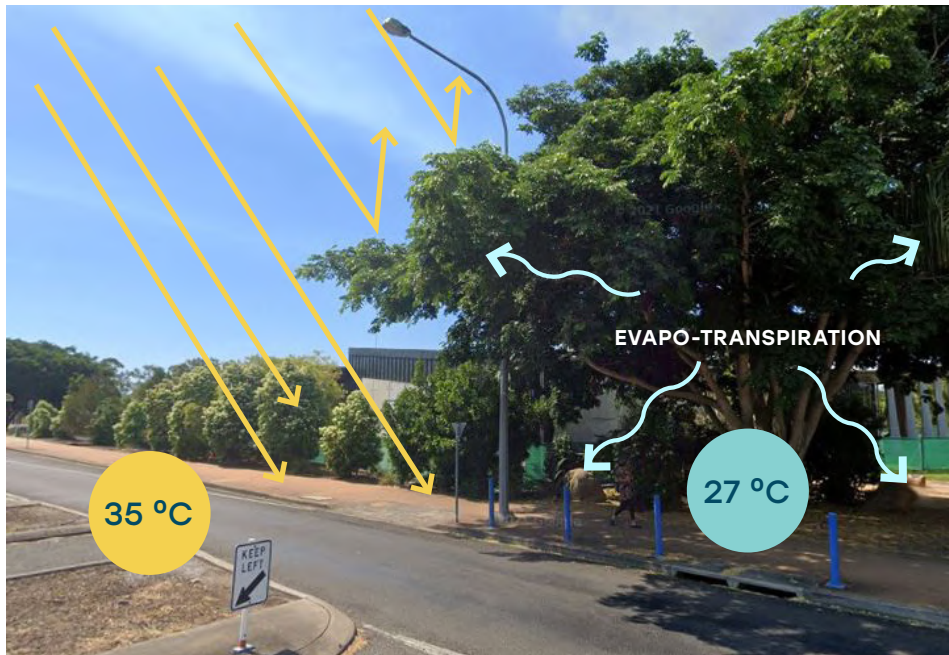
- Lilly Pilly** *Syzygium smithii*
- Tuckeroo** *Cupaniopsis anacardioides*
- Lemon Myrtle** *Backhousia citriodora*

---

- Willow Bottlebrush** *Melaleuca saligna*
- Brush Box** *Lophostemon confertus*
- Coastal Banksia** *Banksia integrifolia*

---

- Fraser Island Apple** *Acronychia imperforata*
- Paperbark** *Melaleuca quinquenervia*
- Hard Quandong** *Elaeocarpus obovatus*



Trees provide significant shade and mitigate the urban heat island effect, which improves user comfort.



Water sensitive urban design devices in the streetscape





## SUB-STRATEGY

# FURNITURE

Currently Pialba's centre and surrounds have a variety of different furniture types in the study area that are a legacy of earlier projects. Adoption of the new suite will help to provide visual consistency to the city centre and provide greater certainty for Council regarding the procurement, installation and maintenance of furniture.

The street furniture suite for the upgraded city centre carries through the design language and materiality described earlier in this Strategy, while clearly expressing the history and identity of Hervey Bay, using a variety of materials such as:

---

**Weathering steel** (or powder-coated for similar look and feel)

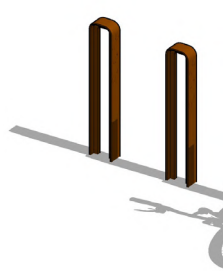
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**Hardwood timber** (with reference to the FCRC Timber Policy, which preferences the use of sustainably sourced or recycled timber)

---

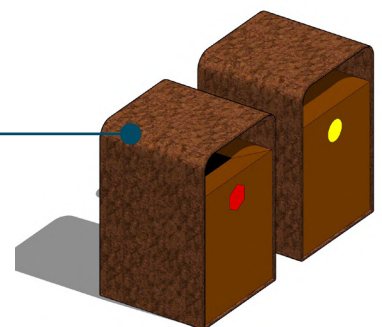
**Concrete** (plain or coloured).

---



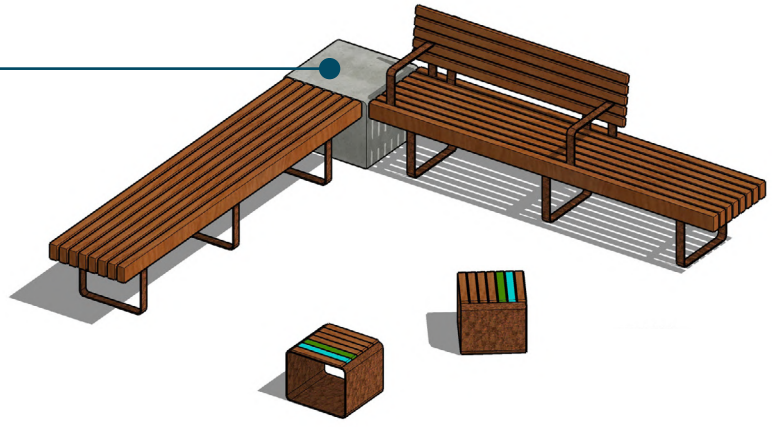

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**WHEELIE BIN ENCLOSURES FOR OPERATIONAL EFFICIENCY**

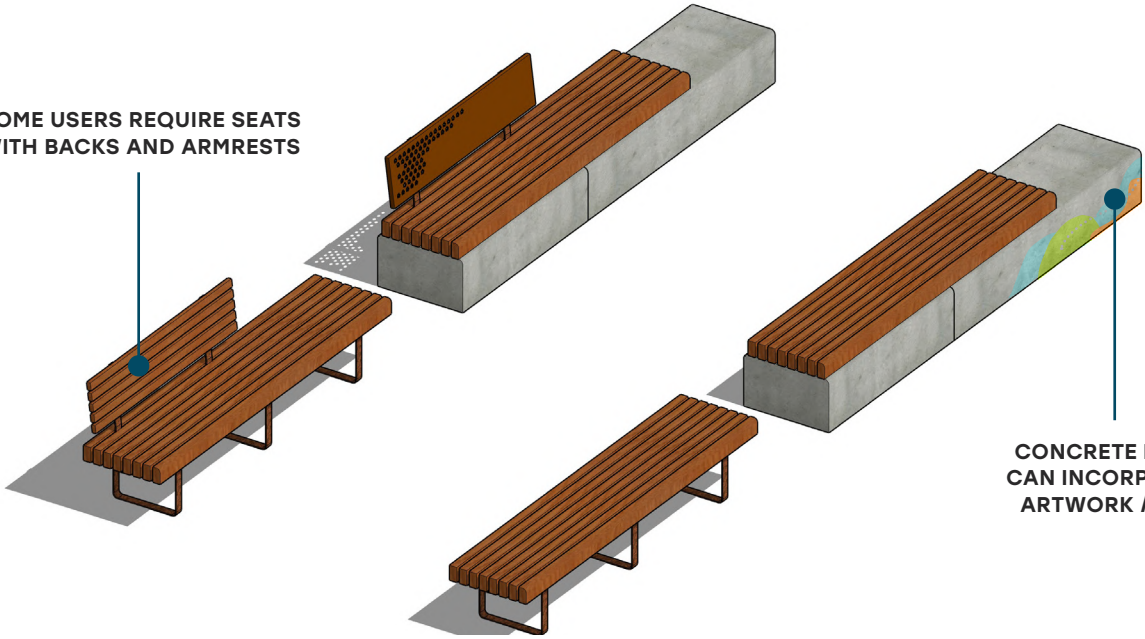




**L-SHAPED SEATS ALLOW FOR FLEXIBLE SEATING ARRANGEMENTS**

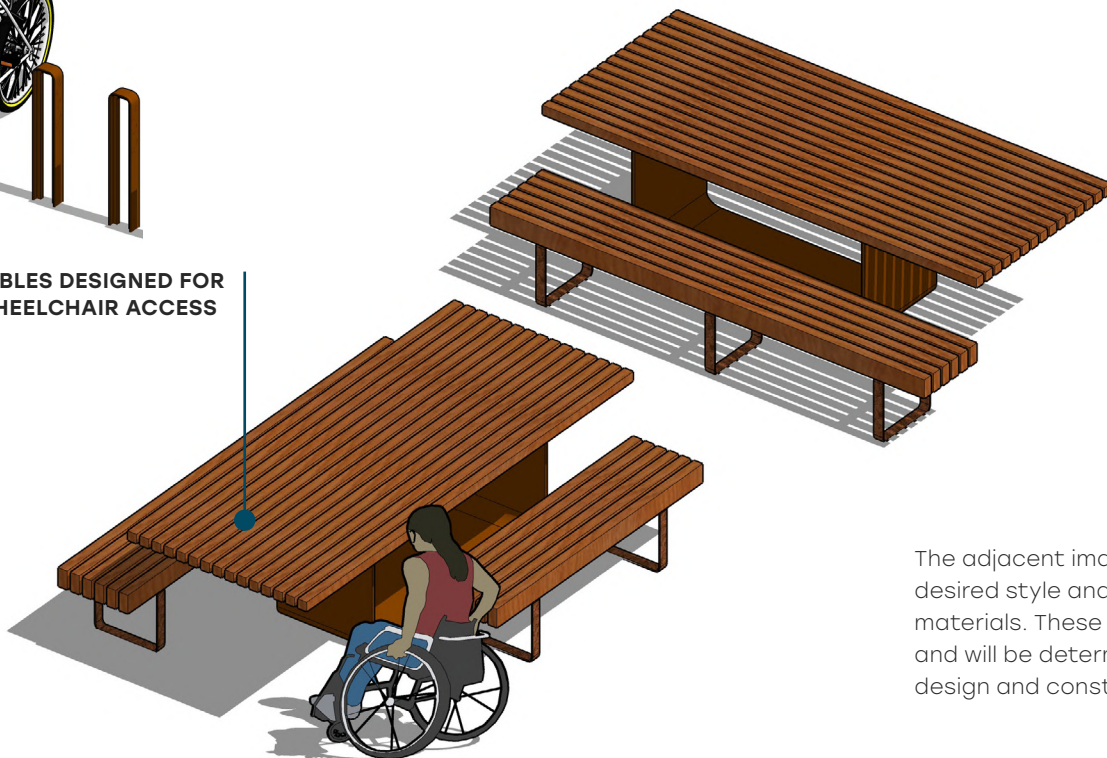
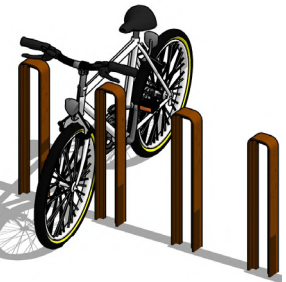


**SOME USERS REQUIRE SEATS WITH BACKS AND ARMRESTS**



**CONCRETE BASES CAN INCORPORATE ARTWORK / TEXT**

**TABLES DESIGNED FOR WHEELCHAIR ACCESS**



The adjacent images represents a desired style and relevant use of materials. These are indicative only and will be determined during detailed design and construction phases.





## SUB-STRATEGY

# ART AND CULTURE

A program of enduring and temporary public art and cultural activities will be developed to enable knowledge and stories of cultural significance to be expressed, as well as contribute to the activation of the public realm.

This sub-Strategy aligns with the overall objectives of Council's Arts & Culture Strategy and includes the following outcomes:

---

Greater inclusion of traditional custodians in the curation and creation of public art and cultural events

---

Increased awareness of Butchulla culture through artwork, stories and cultural activities

---

Retention of signature artworks e.g. Nala the Whale at the Hervey Bay Regional Art Gallery

---

Landmark artworks to improve the sense of arrival, e.g. shared zones on Main Street and Torquay Road

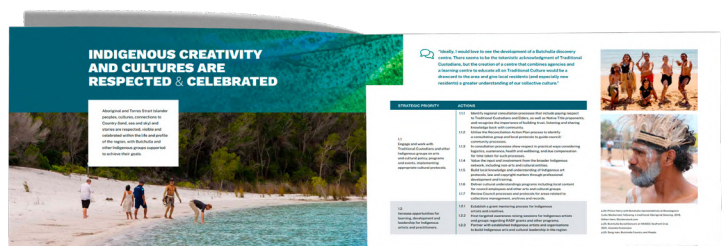
---

Murals to activate blank facades, e.g. Pialba Place on Main Street

---





Artwork integrated into pavement surfaces and street furniture

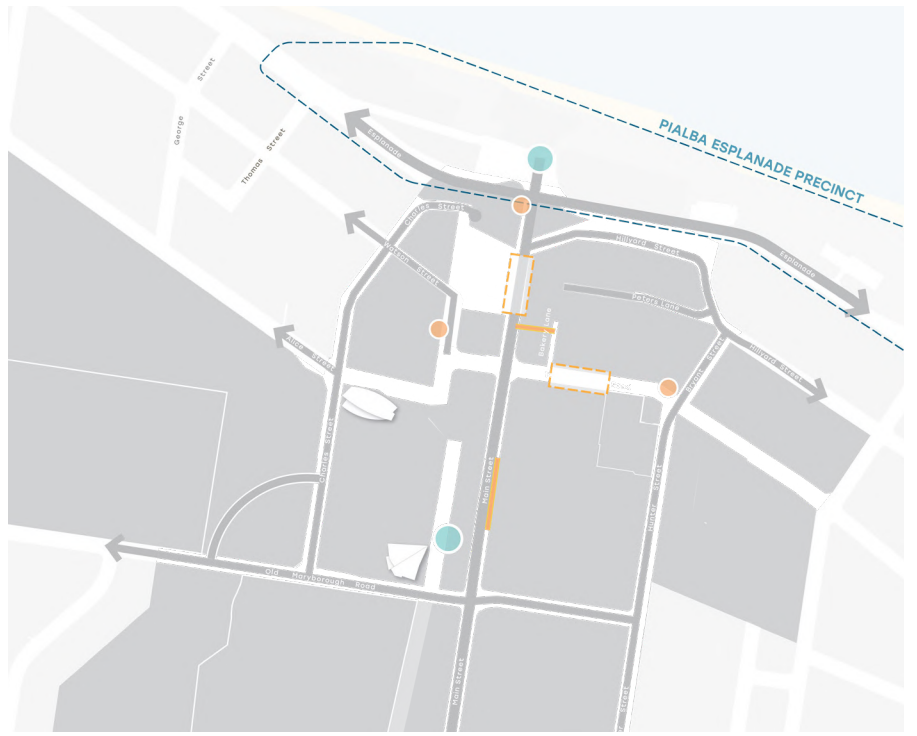
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# Legend

-  Street Bond Feature Patterns
-  Proposed Location for Mural Art
-  Proposed Location for Sculpture
-  Existing Signature Artwork







## SUB-STRATEGY LIGHTING

Lighting will be upgraded in the study area to ensure that adequate levels of illumination are achieved so that all users feel safe to walk through the public areas after dark. A suite of new lighting columns and fixtures is proposed to provide visual consistency to the streetscape.

This sub-Strategy includes the following outcomes:

---

Main Street (Torquay Rd – Old Maryborough Rd) – New **street light columns** replace power pole lanterns, due to Ergon undergrounding

---

**Pedestrian light columns** (nom. 4m high) proposed to illuminate the pedestrian pathways

---

Integrated **architectural lighting** proposed for shade structures e.g. Mary to Bay Trail covered walkway

---

**Catenary lighting** incorporated into the suspended artwork over the shared zone on Main Street

---



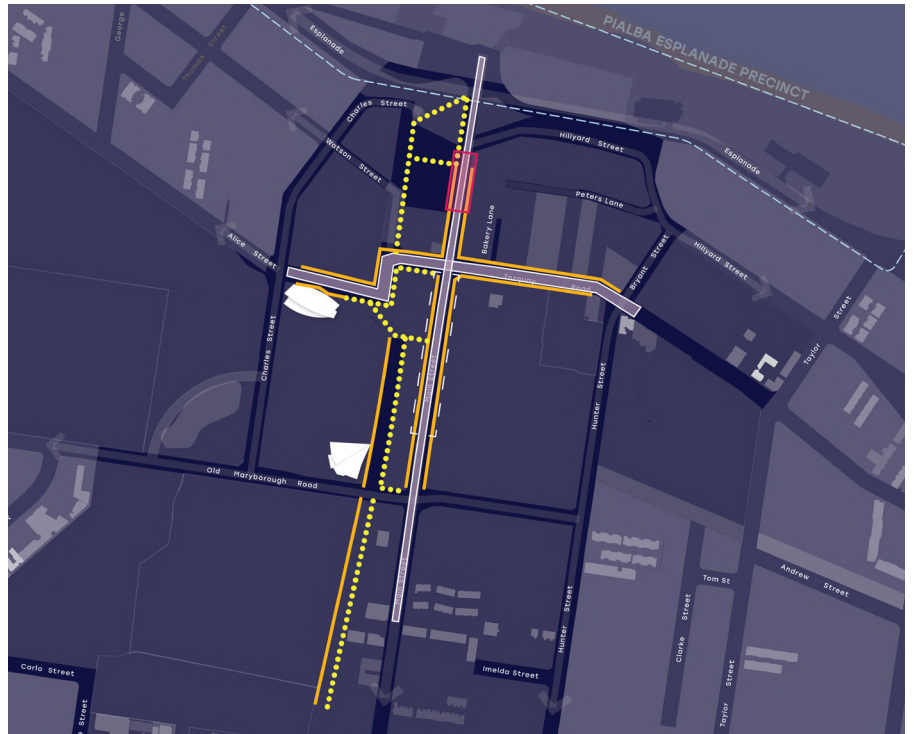
Street lighting will be Rate 2 (owned and maintained by Ergon Energy). Lighting within the City Park and Council owned land will be of Rate 3 (owned and maintained by Council).

Future NBN fibre uplift opportunity for Pialba Town Centre to be considered.



## Legend

- Catenary Pedestrian Crossing Lighting
- Street Lighting
- Awning Lighting
- Footpath Lighting



**STREET LIGHTING** (Rate 2 street light compliant with AS/NZS 1158)

**POLE TOP PEDESTRIAN LIGHTING** (Rate 3 pedestrian lighting)



The adjacent lighting styles are indicative and will be determined during detailed design and construction phases.

Final lighting design to take into consideration the Wide Bay Burnett Regional Plan Dark Sky policy.





## SUB-STRATEGY

# SHADE

A suite of custom designed permanent structures is proposed to offer users sun / weather protection and provide visual consistency across the public realm. This will be supplemented by temporary shade in some outdoor dining and social areas.

This sub-Strategy includes the following outcomes:

---

New footpath awnings will be provided as a part of redevelopments and will supplement awning cover on existing buildings

---

Covered walkway along the Mary to Bay Trail (between the Library & Admin Centre car park and the Library & Admin Centre)

---

Picnic shelters will be provided in various locations to increase opportunities for users to eat and gather in public spaces

---

Shade is integrated into the suspended artwork over the shared zones on Main Street and Torquay Road

---

Café style umbrellas are proposed within outdoor dining settings as well as to provide temporary shade in social areas, e.g. Freedom Park

---







# IMPLEMENTATION PLAN

The Implementation Plan outlines the capital work projects to be undertaken to deliver the Public Realm and Placemaking Strategy. It also identifies key steps/actions in the process, whether these be technical studies, detailed design/ documentation or construction works.

Capital works project	Key steps/ actions	SHORT 1-5 years	MEDIUM 5-15 years	LONG 15+ years
Main Street North	Speed Limit Review incl. traffic, speed and pedestrian counts	●		
	Design and construct interim raised pedestrian crossing(s) mid-block		●	
	Detailed design and construction documentation			●
	Construct ultimate road and pedestrian upgrade			●
Main Street South	Speed Limit Review incl. traffic, speed and pedestrian counts	●		
	Design and construct interim raised pedestrian crossing(s) mid-block	●		
	Detailed design and construction documentation		●	
	Construct ultimate road and pedestrian upgrade			●
Torquay Rd East	Speed Limit Review incl. Traffic, speed and pedestrian counts	●		
	Traffic and Pedestrian Management Plan	●		
	Stormwater drainage and overland flow assessment	●		
	Detailed design and construction documentation (ultimate)		●	
	Undergrounding of Ergon			●
	Construct ultimate road and pedestrian upgrade			●
Torquay Rd West	Speed Limit Review incl. Traffic, speed and pedestrian counts	●		
	Traffic and Pedestrian Management Plan	●		
	Stormwater drainage and overland flow assessment	●		
	Undergrounding of Ergon	●		
	Detailed design and construction documentation		●	
	Construct ultimate road and pedestrian upgrade			●
Mary to Bay Rail Trail (PCYC Carpark to Library and Admin Centre)	Active Transport Options Analysis, incl. pedestrian and cyclist counts	●		
	Detailed design and construction documentation - Lighting and Passive Surveillance	●		
	Construct Lighting and Passive Surveillance	●		
	Detailed design and construction documentation - cycle lane link and covered walkway		●	
	Construct cycle lane link and covered walkway			●
Esplanade Connection	Detailed design and construction documentation		●	
	Construct pedestrian connection Freedom Park to Esplanade			●
1 Alice St Parking	Construction phase	●		
2 Charles St Parking	Acquire land for on street parking	●		
	Detailed design and construction documentation - Charles Street Parking		●	
	Construct Charles Street parking		●	
3 Mary to Bay Rail Trail (Freedom Park)	Detailed design and construction documentation		●	
	Construct pedestrian link through Freedom Park			●

\* Timeframes are subject to funding, demand and ongoing Council prioritisation processes





4	Main St/ Torquay Rd Roundabout - new ped crossings	Detailed design and construction documentation	●		
		Undergrounding of Ergon in Main St and Torquay Rd	●		
		Design and construct relocation of minor drainage system in Library and Admin Centre Site	●		
		Construct raised roundabout pedestrian solutions	●		
5	Main St - Torquay Rd Intersection - (signalised crossing)	Detailed design and construction documentation		●	
		Construct - signalised intersection			●
6	Old Maryborough Rd Intersection and Rail Trail Crossing	Traffic and Pedestrian Management Plan	●		
		Detailed design and construction of interim Old Maryborough Road mobility corridor refuge crossing	●		
		Detailed design and construction documentation - ultimate Main Street and Old Maryborough Road Intersection			●
		Construct ultimate Main Street and OMR signalised intersection incorporating rail trail synchronised crossing			●
7	Library and Admin Centre Carpark	Construction phase	●		





# 05





# ACTIVATION



# VIBRANT.

# GREEN.

# INCLUSIVE.

## ACTIVATING THE VISION

Activating the Hervey Bay City Centre (HBCC) will draw locals and visitors to the area, creating vibrancy, interest, and providing a concentration of activity that will sustain businesses and services in the precinct. Activation does not need to be a permanent or a large event. Largely, it is about providing opportunity – for places to stop and sit, for easier ways to move around, for things to see and do, and for short- or long-term changes that will improve the experience of being in the City Centre.

Activating the Hervey Bay City Centre successfully will require consideration of key user groups and the activities that will encourage visitation across the week and throughout the day and night.

The key user groups for Hervey Bay City Centre have been identified as:



### Workers

People who work in the city centre and need daily services such as places to eat lunch, buy groceries, ways to travel to work



### Community

All ages, who visit the city for services, entertainment



### Youth

Children of all ages



### Visitors

Tourists to Hervey Bay and the Fraser Coast

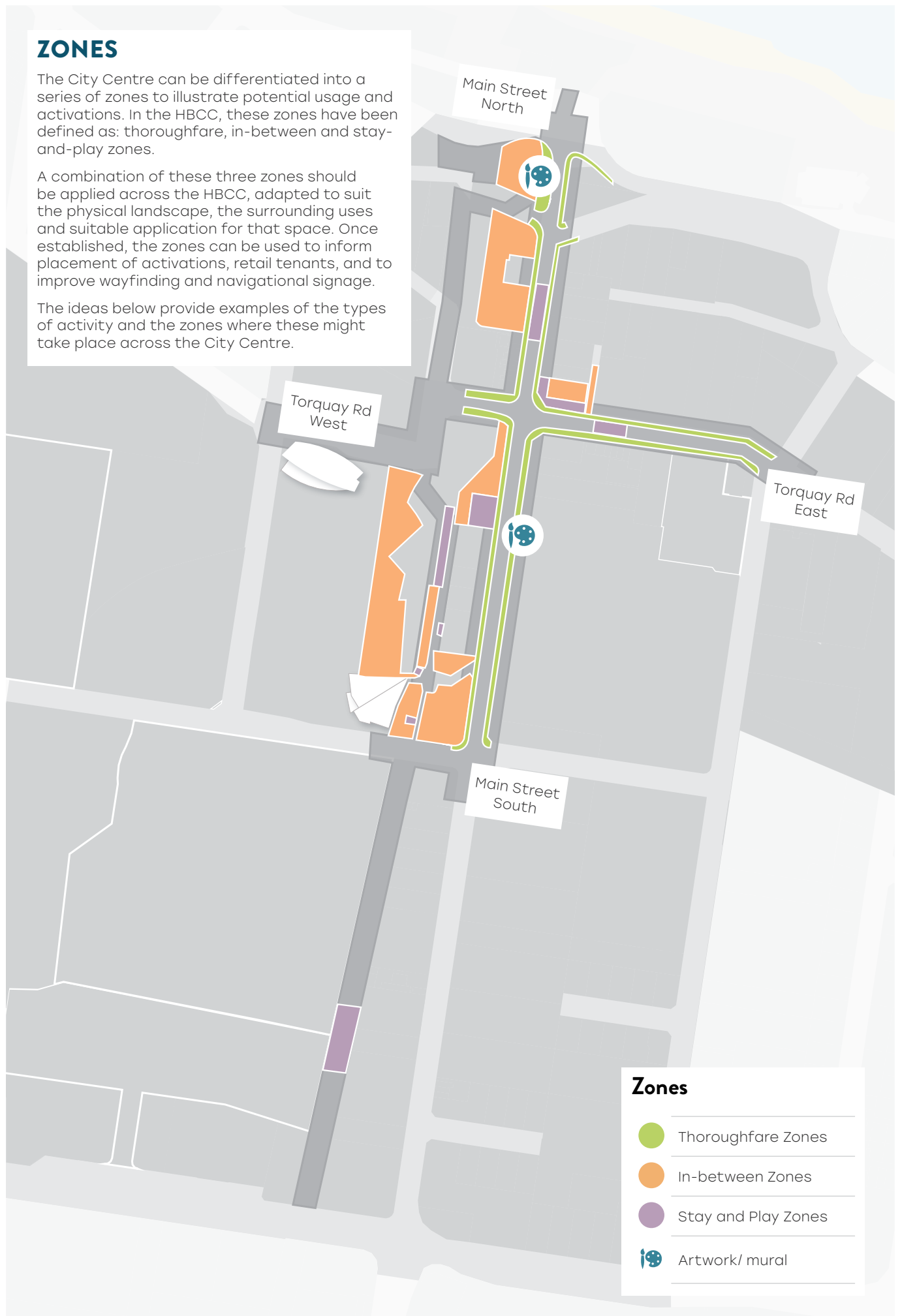


## ZONES

The City Centre can be differentiated into a series of zones to illustrate potential usage and activations. In the HBCC, these zones have been defined as: thoroughfare, in-between and stay-and-play zones.

A combination of these three zones should be applied across the HBCC, adapted to suit the physical landscape, the surrounding uses and suitable application for that space. Once established, the zones can be used to inform placement of activations, retail tenants, and to improve wayfinding and navigational signage.

The ideas below provide examples of the types of activity and the zones where these might take place across the City Centre.



### Zones

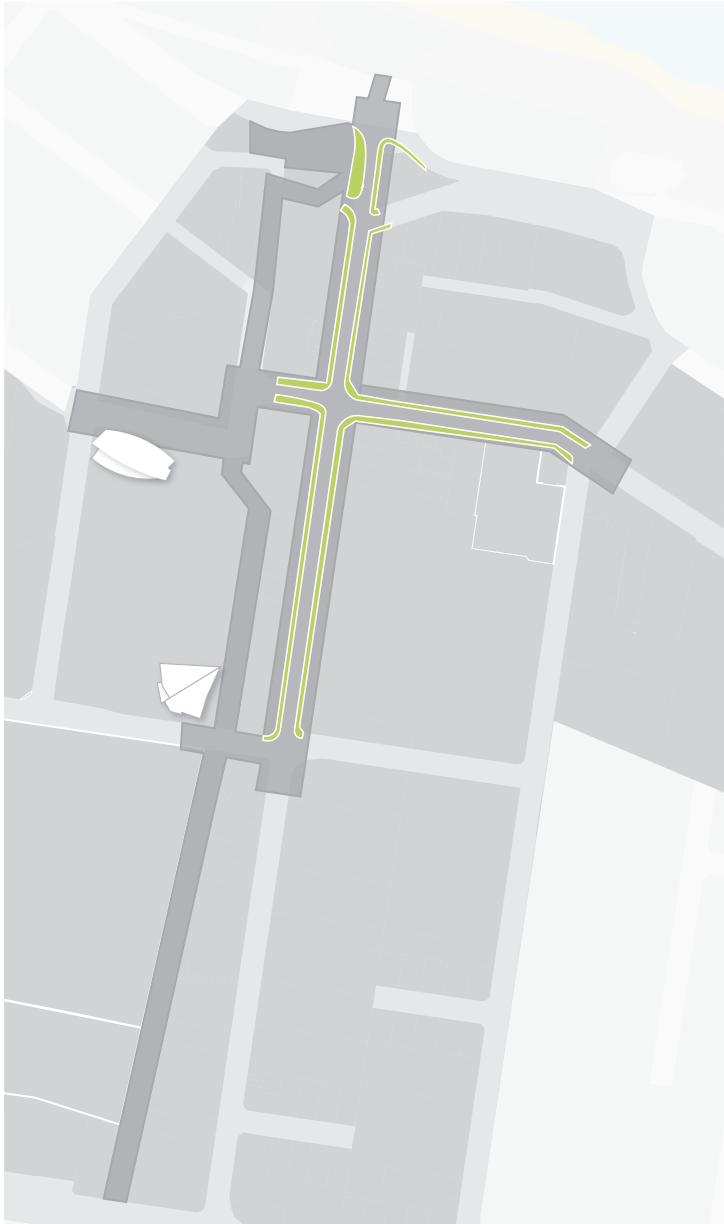
-  Thoroughfare Zones
-  In-between Zones
-  Stay and Play Zones
-  Artwork/ mural



## ZONES

# THOROUGHFARE

Characterised by convenient movement pathways, such as streets and the Rail Trail. Typically the area beside the movement pathways such as footpaths and major crossings. May feature more temporary or smaller scale activations to enable easy movement through the spaces.



### ACTIVITY

	Workers	Community	Youth	Visitors
On street dining	●	●		●
Self-guided place story trails		●		●
Public art and creativity	●	●	●	●
Playgroups/mothers groups		●	●	
Cycling	●	●	●	●
Walking paths	●	●	●	●
Parklets	●	●	●	●
Public art play permanent installations	●	●	●	●
Twilight markets	●	●	●	●
Pop up tenancies	●	●		●
Mural wall	●	●	●	●
Light installation festival	●	●	●	●
Drive through art festival	●	●		●
Temporary art installations	●	●	●	●
Casual dining experience	●	●		●
E-ride bank	●	●	●	●
Public wi-fi	●	●	●	●

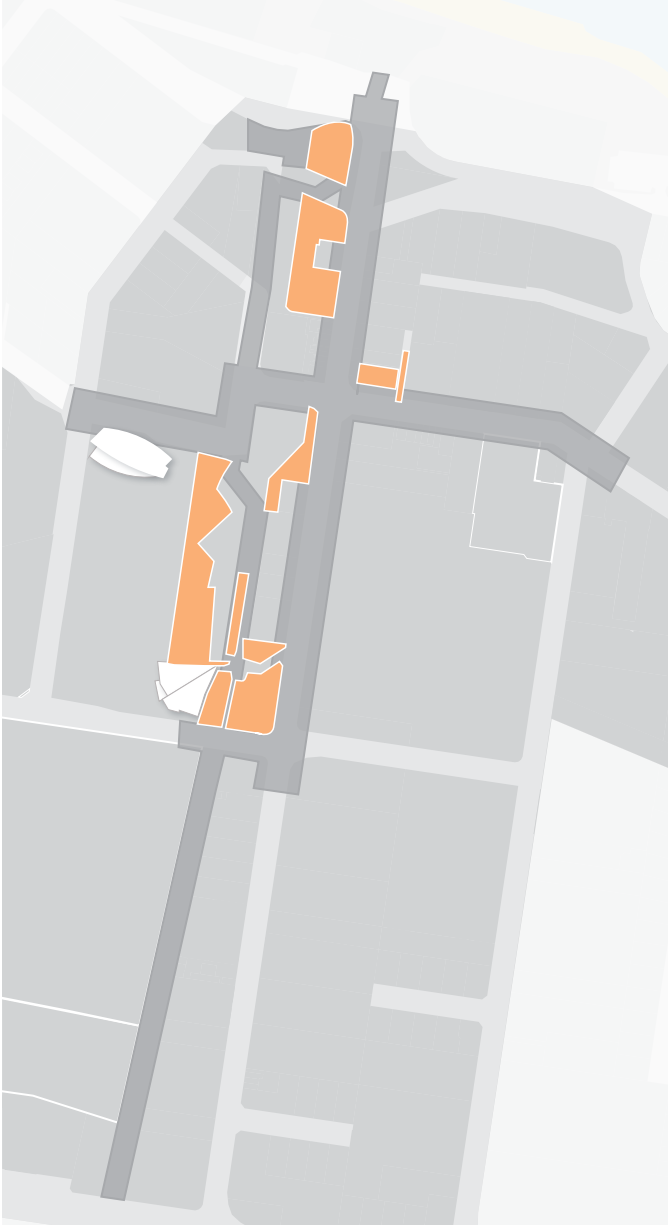




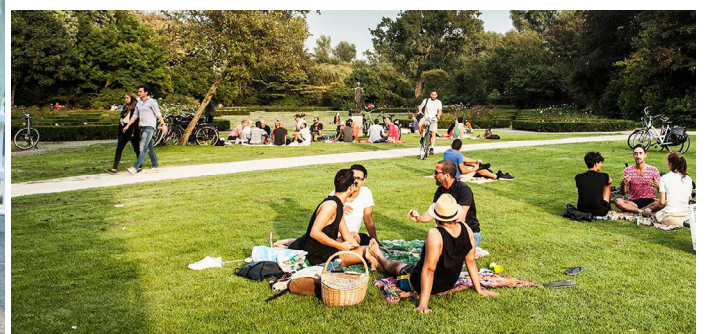
# ZONES

## IN-BETWEEN

Those spaces in the city centre that are neither thoroughfare nor stay-and-play. Interim spaces suitable for pop-up activations but clear of permanent structures to ensure maximum flexibility.



ACTIVITY	Workers	Community	Youth	Visitors
Pop up food festivals trucks and entertainment/	●	●	●	●
Live music	●	●	●	●
Seating and meeting places	●	●	●	●
On street dining	●	●		●
Self-guided place story trails		●		●
Public art and creativity	●	●	●	●
Walking paths	●	●	●	●
Green space	●	●	●	●
Parklets	●	●	●	●
Public art play permanent installations	●	●	●	●
Twilight markets	●	●	●	●
Pop up sports live site	●	●		●
Pop up tenancies	●	●		●
Picnics	●	●	●	●
Public work space	●			
Mural wall	●	●	●	●
Light installation festival	●	●	●	●
Temporary art installations	●	●	●	●
Casual dining experience	●	●		●
Green spaces and nature pockets	●	●	●	●
E-ride bank	●	●	●	●
Public wi-fi	●	●	●	●
End of trip facilities	●	●		
Exercise/active recreation areas	●	●	●	●
Reflection spaces	●	●		●





## ZONES

# STAY AND PLAY



### ACTIVITY

	Workers	Community	Youth	Visitors
Pop up food festivals trucks and entertainment/	●	●	●	●
Live music	●	●	●	●
Seating and meeting places	●	●	●	●
On street dining	●	●		●
Pop up library	●		●	
Self-guided place story trails		●		●
Outdoor learning space		●	●	
Public art and creativity	●	●	●	●
Park run		●		
Yoga /Tai Chi in the park	●	●		
Free picnic and lunch locations	●	●	●	●
Walking paths	●	●	●	●
Green space	●	●	●	●
Public art play permanent installations	●	●	●	●
Boules	●	●	●	●
Tiny tots' sports classes			●	
Boot camps	●	●		
Twilight markets	●	●	●	
Pop up sports live site	●	●		●
Music/theatre on the green	●	●	●	●
Silent disco		●		
Colour run		●	●	
Picnics	●	●	●	●
Mural wall	●	●	●	●
Outdoor movies		●	●	●
Christmas tree		●	●	
Children's activities e.g. Teddy Bear's Picnic	●	●	●	●
Light installation festival	●	●	●	●
Music festival		●	●	●
Temporary art installations	●	●	●	●
Casual dining experience	●	●		●
Green spaces and nature pockets	●	●	●	●
E-ride bank	●	●	●	●
Public wi-fi	●	●	●	●
Exercise/active recreation areas	●	●	●	●
Reflection spaces	●	●		●
Art exhibitions/events	●	●	●	●



# IMPLEMENTATION ROAD MAP

Steps to achieving the vision

ONE

Understand what is already happening in the City Centre. Develop an activity map or event guide to show activity zones and existing activations that can be seen online.

TWO

Create a social media Strategy and toolkit. Create a Strategy and simple promotional assets to start engaging consistently through social media channels...and start posting.

THREE

Engage the community. Invite workers, locals and visitors to sign up for event notifications, or to join and the social media community.

FOUR

Identify and target precinct partners. Consider which partners can support or bring smaller programmed activities for mid-week into the precinct.

FIVE

Develop a 12month plan. Create a calendar of events, activations and partnerships that will engage user groups during peak and off-peak times throughout the day and the week to encourage a more consistent usage pattern.

SEVEN

Ad hoc and formal evaluation of individual activations and overall program to understand, appreciate and learn from as the program evolves. Use learnings to refine approach and provide ongoing improvement.

SIX

Establish a network of promoters and leaders to promote activation and opportunities for the City Centre.





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