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Strategy to guide Hervey Bay City Centre development

Greener streets, more outdoor dining, pop-up events and prioritising pedestrians are among the key elements of a strategy to revitalise the Hervey Bay City Centre.

At its meeting this week, Fraser Coast Regional Council agreed to adopt the 'Public Realm and Placemaking Strategy' to guide the themes and standards for developing public places and infrastructure in the Hervey Bay City Centre.

Mayor George Seymour said the strategy detailed a range of ways to reshape the Hervey Bay City Centre streetscape to meet the needs of our changing community.

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

"The design concepts prioritise walkability and slow vehicle speeds to create a safer, more pedestrian-friendly environment, revitalise street life, and support access to shops and businesses."

Cr Seymour said the strategy will assist Council to prioritise projects as funding becomes available.

"Raised zebra crossings have been proposed in the short term near the Main Street/Torquay Road roundabout with the ultimate long-term design solution to be traffic lights at this intersection to slow down cars and prioritise pedestrians," he said.

"Another key proposal is adding a lane and covering the section of the mobility corridor that will link the new Hervey Bay Civic Centre with a new car park near the Hervey Bay PCYC. This would provide all users better, safer, well-lit, all-weather access.

"Activating Freedom Park, new paving and landscape treatments, footpath dining and pop-up events with food vans are all part of the vision to create a lively, inner-city hub with places to stop and sit, get a bite to eat and catch up with family and friends.

"The new Hervey Bay Civic Centre incorporating a new library and Council administration centre will bring hundreds of workers together in one location to provide centralised community services when it opens in mid-2026.

"The proposed public realm upgrades in conjunction with this new development will help transform the city centre into a vibrant and thriving place."

A copy of the Hervey Bay Public Realm and Placemaking Strategy is available on Council's website at <https://www.frasercoast.qld.gov.au/publications>