

URANGAN COMMERCIAL & HOLIDAY PRECINCT

PRECINCT MAP



KEY CHARACTER ELEMENTS

| Key character elements | Descriptions |
|---------------------------------|---|
| Architectural style | Predominantly Postwar Modern contrasted with prewar residential infill (tin and timber, fibro). |
| Business signage | Very modest and complementary. |
| Building materials | Brick veneer, rendered brick, timber or fibro. |
| Building form and layout | Predominantly symmetrical building forms. |
| Roof style | Skillion, butterfly, gabled, flat and hipped (latter especially for residential). |
| Setbacks | Zero front setback for larger commercial premises, but modest setback for some smaller buildings. Extensive side setbacks create sense of openness and permeability through the precinct, allowing remaining residential properties to retain a distinct visual presence. |
| Building height | One and two storey. |

| Key character elements | Descriptions |
|--------------------------------------|--|
| Orientation to the street | Parallel to the street. Motel accommodation perpendicular to the street. |
| Car parking / vehicle storage | Very little street parking. Limited off-street parking for commercial premises (the motel is a key exception). Single crossover with informal driveways to the side / rear of residential properties. Predominance of detached garages. |
| Front boundary treatment | Predominantly lacking in facades and typically transparent frontages for shops. General lack of awnings over footpaths. |
| Views and Public Space | Strong connection between the Esplanade buildings and the water, pier and pier park. Views across to the pier and water very dominant. |

CHARACTER STATEMENT

This precinct is an excellent example of postwar development and the growing popularity of Hervey Bay as a holiday destination. Its growth was concentrated in the 1960s, rather than the 1950s for Scarness and Torquay.

The reason for the later development was not due to its distance from the other, established village centres along the foreshore. Rather, the recreational precinct in Urangan was historically based instead around Dayman Park, not the Esplanade. The precinct had a large hotel (1914), café (1927), Jazzland dance hall (1935) and kiosk, with views across to the pier and ocean, and situated adjacent to Dayman Park, a popular picnic destination. The principal facility near the pier was a kiosk built in the 1920s and described at the time as ramshackle.

The focus of holiday infrastructure changed dramatically in the late 1950s and early 1960s. The impact of the motor car was immediately apparent, and a caravan park was established on the Esplanade, where Peppers Resort is now located, by 1958. A motel, the Orana, was opened in 1963 adjacent to the caravan park (now the Urangan Motel). Buildings were erected around these two core holiday facilities, establishing the Esplanade at Urangan as a bona fide holiday destination. The precinct continued to expand with the construction of the Sportsman's Club and Shopping Centre in the early

1970s, also illustrating suburban growth in Urangan at that time.

This growth is contrasted with the Dayman precinct. The Urangan Hotel burnt down in 1962 and although the licensee continued from temporary premises for a few years, the hotel was never rebuilt. A service station was built across from the old kiosk, but the loss of the hotel (and earlier, the Jazzland) meant the precinct never recaptured its earlier importance, although the camping ground in the lower section of Dayman Park remained popular.

The Urangan Esplanade precinct continued to evolve in the 1980s with the closure of the Urangan Pier. The pier and Esplanade became especially popular fishing spots around this time (although fishing had always been popular). The pier remained a distinctive feature of the precinct, its recreational importance growing as its original use ceased and public access improved. The railway land was progressively reclaimed and redesigned as a foreshore park, although the distinctive rectangular shape of the original easement and its connection to the pier remains intact.

