

A stylized map of the Bundaberg Riverside area, rendered in shades of teal and dark blue. The map shows the coastline and a winding river or road. A small blue circle highlights a specific location on the river.

Bundaberg Riverside Master Plan

_13 October 2015

place
design
group.

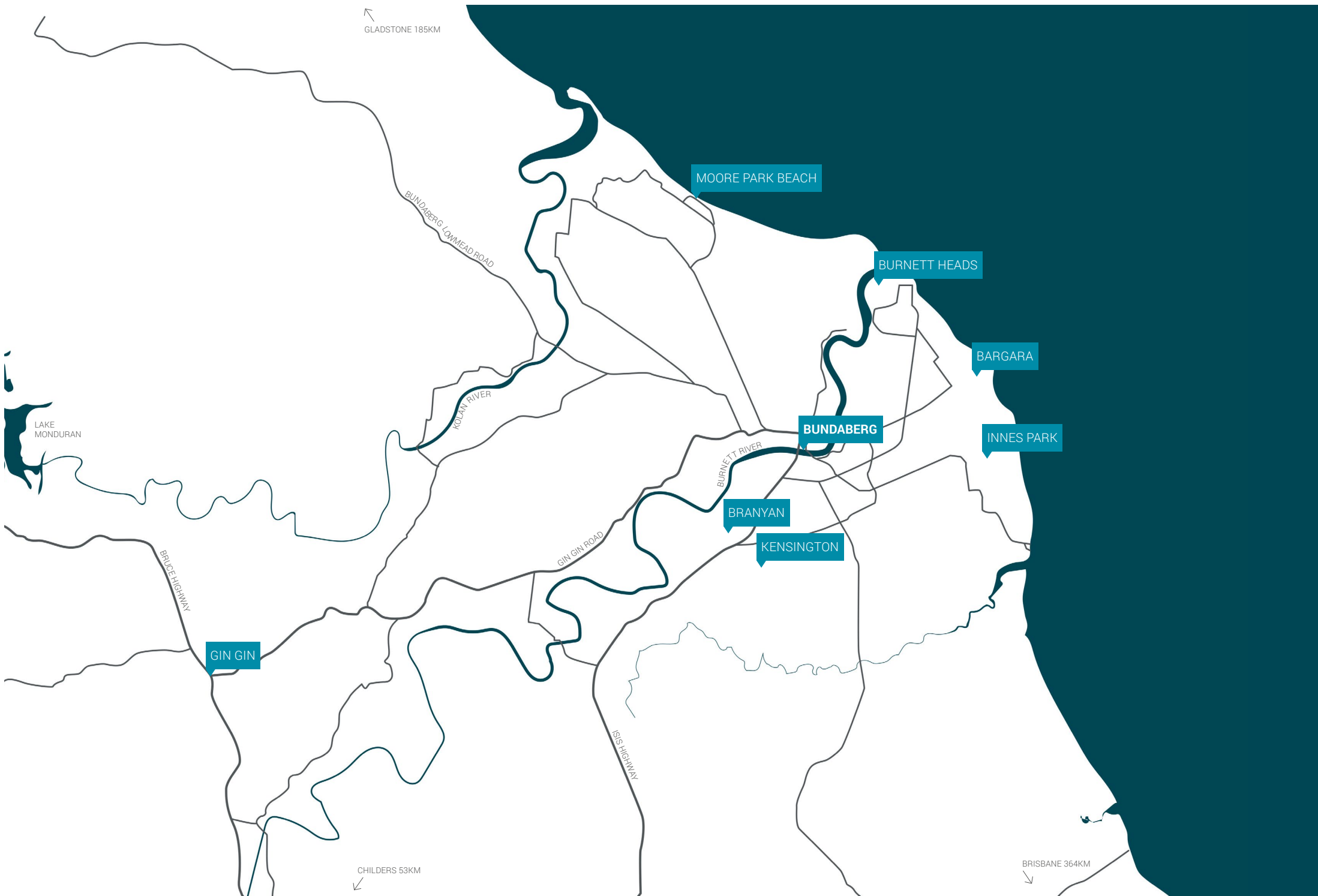




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GLADSTONE 185KM



LAKE MONDURAN

GIN GIN

MOORE PARK BEACH

BURNETT HEADS

BARGARA

INNES PARK

BUNDABERG

BRANYAN

KENSINGTON

CHILDERS 53KM

BRISBANE 364KM

BUNDABERG-LOWMEAD ROAD

KOLAN RIVER

BURNETT RIVER

GIN GIN ROAD

ISIS HIGHWAY

BRUCE HIGHWAY

The Project



_Study Area

The Riverside Master Plan study area (the Riverside) extends along a 2km stretch of land bound by the Burnett River to the north, properties fronting Quay Street to the south, Tallon Bridge to the west, and Bundaberg Creek to the east.

The Master Plan will also consider interfaces with key areas outside of the study area, yacht moorings within the town reach of the Burnett River, the central business district (CBD) and wider transport corridors and connections to the north, south, west and east.

_Objectives

This project will provide a coordinated Master Plan and implementation guidance for the study area.

It is intended that the Riverside Master Plan will address the overall project objectives.

01

Identification of preferred land uses and development form for key sites and precincts within the study area

02

Rationalise movement priority and function within the study area, in particular vehicular movements along Quay Street and pedestrian accessibility from the CBD to the riverside

03

Rationalisation of open space and recreational activities within the study area

04

Demonstrate an understanding of the economic and market influences necessary to implement the Master Plan recommendations

05

Identify key implementation and staging recommendations, with a specific focus on immediate to short term opportunities

_Riverside Master Plan Stages

The Riverside Master Plan is proposed to be carried out over a number of stages and involve a series of consultation activities, which have been summarised below.



Today's Riverside





_Land Use Activity

Land use activity within the Master Plan area has a defining north south thresholds the banks of the Burnett River and Quay Street.

Quay Street is a high use, moderate speed State Controlled Road that currently represents the barrier threshold between the civic and business uses within the CBD. The banks of the Burnett River provide expansive open spaces, community facilities and some pockets of private freehold land. With a visit to the Riverside today its is apparent that there is limited integration between these threshold areas, a matter which remains of critical importance to this

Master Plan and realisation of project objectives.

The banks of the Burnett River

- Overall land use activities along the banks of the Burnett River provide a low scale natural and recreational based environment.
- Large areas of open space and parkland along the waterfront is an important defining feature of the Riverside.
- Parks within the Riverside include:
 - › Alexandra Park
 - › Anzac Park
 - › Riverside Parklands
- These parks provide some of the city's best linear public open space and achieve good levels of patronage. However some opportunities remain to better optimise and encourage greater activity in specific park locations, in particular Anzac Park and the Riverside Parklands.
- There are areas of good pedestrian amenity, particularly along continuous riverside pathways, the ability to access the waterfront via Quay Street is a key challenge.

- The Zoo, Anzac Pool and River Cruz Café have the potential to generate greater levels of activity within park areas.
- Long established community organisations have facilities within the Riverside. In particular:
 - › Croquet Club
 - › Bowls Club
 - › RSL
 - › Queensland Country Women's Association
 - › Rowers Club
- As many of these facilities have long term land use tenure, the Master Planning process will consider how best these organisations may work within the Riverside to generate activity and integrate with the open space and river.
- Pockets of non-community or recreational based activity occur at intervals along the river and include the Old Port Curtis Dairy site, TMR depot and offices, the former marina, the Riverside Hotel and Spinnakers Restaurant.
- Good levels of on-street car parking extends almost continuously along the full extent of the Riverside servicing open space areas and local CBD employees. Generally all community

organisations each maintain their own car parking areas for patrons.

Quay Street

- Overall land use activities along Quay Street are generally supportive of their proximity to the CBD.
- The western most extent of Quay Street (particularly areas west of the rail line) is predominantly comprised of detached residential dwellings, limited attached residential dwellings and small scale professional offices.
- Within this locality, Quay Street functions as a residential street, providing a wide tree lined streetscape with good amenity overlooking Alexandra Park.
- East of the rail line land uses along Quay Street begin to support a higher scale of business, commercial and short term accommodation uses. Including but not limited to:
 - › Cell Block Backpackers
 - › District Courthouse
 - › Council offices and art galley
 - › Old Bundy Tavern

- › Riverside Motel
- › Various commercial office and retail businesses

- Core commercial and retail uses are generally located between the Quay Street intersections of Maryborough Street and Tantitha Street given its proximity and function within the CBD core.
- East of the rail line Quay Street provides a through function for vehicles travelling to and from north Bundaberg, west Bundaberg and general CBD movement.
- Quay Street maintains a wide reserve predominantly used for vehicle movement and parking. Formal pedestrian crossings are limited to three recently installed island refuges and a single signalised pedestrian crossing at the RSL. Project discussions with Transport and Main Roads, as the Quay Street manager did identify the future potential for an additional signalised crossing.
- From the CBD, north toward Quay Street and the river, key pedestrian and vehicular connections include Barolin, Targo and Tantitha Streets.



_Ownership and Tenure

The identification of ownership and tenure patterns within the study area is important to informing the Master Plan process, in particular the identification of strategic renewal opportunities in areas with a single or very few land owners.

The provided map represents the current known ownership and tenure patterns within the Riverside. It is also acknowledged that there are currently a number of 'land swap' processes currently being facilitated by Council (in the vicinity of the Rowers Club and former marina) and as they are formalised will need be considered within the context of the master plan.

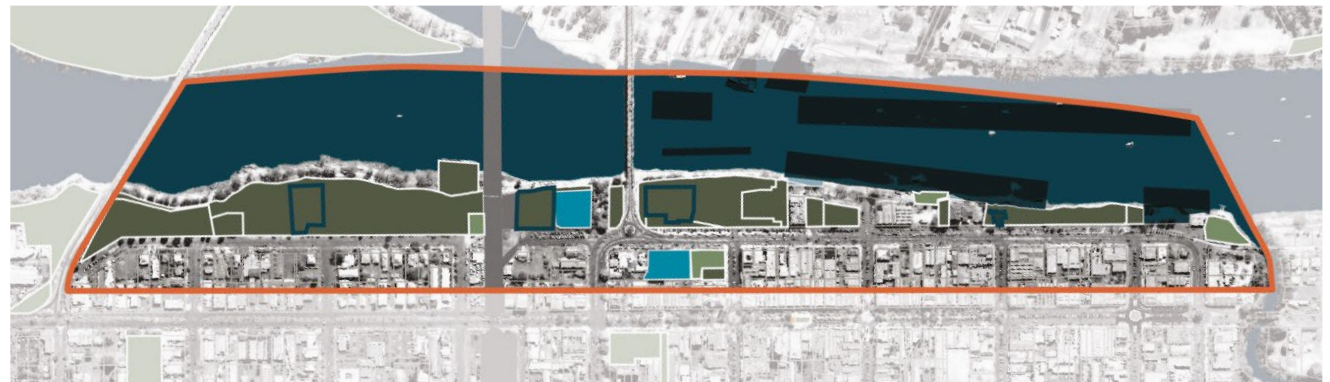
The State Government currently operates a number of professional office and depot services on its largest land holdings within the study area.

The ongoing requirement for these services in these locations is an important consideration for how the master plan may be implemented in the future.

Even at this early stage the potential to provide a centralised State Government office (either in a single building, or precinct) is identified as a key opportunity to revitalise the study area and is encouraged for further investigation.

Council control much of the land within the study area given its management over large areas of open space reserve.

The scale of land controlled by Council also presents a unique opportunity, not only on freehold sites, but also within reserves to support economic enterprise via smaller scale or temporary activation through events or supporting community facilities such as the swimming pool, zoo or Riverside Parklands.



Legend

	COUNCIL RESERVE		QUEENSLAND RAIL		GLADSTONE PORTS
	COUNCIL FREEHOLD LAND		STATE RESERVE		
	LEASED PROPERTIES		STATE FREEHOLD LAND		

Regulatory Matters

- The Bundaberg City Plan 2004 (City Plan) is the current planning instrument, however in late 2014 Council carried out public notification on the new Draft Bundaberg Regional Planning Scheme 2014 (Draft Planning Scheme).
- When considering permissible uses, levels of assessment and supporting codes the current City Plan is not identified to create a significant barrier to carrying out redevelopment and renewal within the study area.
- The Planning Scheme(s) overall outcomes for the Riverside are consistent with the overall objectives of the Master Plan and in particular encourages a range of uses that take advantage of the riverfront setting, and are configured in a manner that increases activity levels in the area and enhanced public accessibility to, and appreciation of, the Burnett River.
- Similar to the existing City Plan the Draft Planning Scheme supports a variety of land uses and development opportunities. In particular the Strategic Framework celebrates Bundaberg's riverside setting, character and atmosphere, enriched by a mix of contemporary and historical buildings and spaces.
- The Draft Planning Scheme introduces a hierarchy of centres, of which the study area is identified being within the Principal Activity Centre (City centre riverfront) zone.
- Land to the west of the rail line, whilst not included within the extent of the Principal activity centre is identified within the High density residential zone which allows for the development of both permanent and short-term accommodation and supporting business and entertainment activities.
- Permitted building heights and uses (set to a self or code level of assessment) are considered to be reasonable and supportive of the general desired land use intent and activity within the study area.
- Much of the Riverside is affected by the Flood Hazard Overlay ultimately informing the allocation of land use activity throughout the precinct.
- Where possible areas of open space prone to inundation should be preserved for their recreational function. The old Finemore Caravan Park is a good example of flood prone open space suited well to passive recreation and infrequent event space.
- Where urban development or more formal land use activity is proposed in areas at risk of inundation (i.e. former Mid Town Marina or Anzac Pool) detailed planning and technical design should be carried out to ensure the relevant regulatory, safety and immunity requirements set out by the Planning Scheme and other related policy is achieved.
- Infrastructure and embellishments along the rivers edge or within open space areas (i.e. jetties, pontoons, rowing facilities, open shade structures) should also be subject to a detailed design process that ensure they are resilient to flood impact and manage safety considerations.
- Whilst the Riverside is affected by a number of other overlays these are not considered to be of any extent that would impose a significant regulatory burden, these are typical of any riverside setting and are easily addressed through the development assessment process.

Planning Scheme Summary

Bundaberg City Plan 2004	Bundaberg Regional Planning Scheme 2014
Zones	
<ul style="list-style-type: none"> – Community – Commercial (City Frame) – Residential C 	<ul style="list-style-type: none"> – Community Facilities – High Density Residential – Open Space – Principal Activity Centre – Sport and Recreation
Overlays	
<ul style="list-style-type: none"> – Acid sulfate soils – Built Heritage and Character Protection – Ecology Protection Flood Management 	<ul style="list-style-type: none"> – Acid sulfate soils – Bushfire Hazard – Coastal Protection – Environmental Significance – Flood Hazard – Heritage and Neighbourhood Character – Landslide Hazard (Draft Planning Scheme)
General Requirements	
<ul style="list-style-type: none"> – Max height 15m – No maximum residential density 	<ul style="list-style-type: none"> – Maximum building height of 9 storeys (30m) in the Principal Activity Centre Zone – Max building height of 5 storeys (20m) in the High Density Zone – Max residential density of 110 dwellings/ha – All stated preferred uses typically trigger code assessment

Riverside Parklands Master Plan Planning Scheme Policy

- Overall the intent and strategic objectives of the existing Master Plan are considered to remain generally consistent with the objectives of this project, however given the limited development carried out in accordance with this Master Plan, the ability to implement its recommendations appear to be an underlying limiting factor.
- The Master Plan provides land use recommendations for specific sites however in some circumstances fails to consider how the redevelopment of the precinct will be implemented on a stage by stage basis.
- Major community assets such as the interpretative centre, amphitheatre and culture space require significant public investment, understood to currently remain unfunded. Opportunities are considered to exist for the ability co-locate such activities within a single space.
- Identified key development sites, being the 'Marina and Chandlery' and 'Dairy Co-op Development' have not undergone any change however remain key areas of opportunity. Given that limited development interest has occurred since the Master Plan it is necessary to understand what is required to incentivise or support development within these locations.
- The Master Plan assumes for the relocation of the Bowls Club and potential integration of facilities between the RSL and QCWA. These facilities contribute to the activity and diversity of the Riverside and their long term role should be considered for preservation. If this is considered appropriate further work on how these areas may better integrate with the broader area should be carried out.
- The age and condition of Anzac Pool is acknowledged, however its contribution to the area is generally supported and will be further investigated.
- Food and entertainment activities have been proposed in a number of locations throughout the precinct. Consideration should be given to whether fewer clusters of this type of activity may prove to be more sustainable, at least in the short to medium term.
- The Master Plan does not make any detailed recommendation regarding the improved amenity and accessibility to the Master Plan area via Quay Street.
- As previously noted, the core concepts and aspirations for the study area have not radically shifted since the Master Plan was completed. However it is considered that more robust investigation and recommendations relating to the implementation of Master Plan recommendations is required. Given this strong implementation focus it may also be considered appropriate that recommendations and key sites are prioritised as part of the Master Planning process.



Figure 21 Existing Riverside Master Plan, Bundaberg City Plan 2004

The Economy of Revitalisation

JLL has assessed the local market drivers including local economy, property market sectors and relevant characteristics of the catchment. This has enabled an informed view to be developed regarding the market-based opportunities, barriers and risks that will be key influences on the successful implementation of the Master Plan for the Riverside precinct.

Understanding the Market Opportunities

Key findings for medium density residential development opportunities and destination retail land uses are noted below. In addition, key recommendations regarding the implementation plan for the Master Plan are outlined and based on the market assessment and market sounding undertaken as part of the process.

Medium Density Residential

The introduction of significantly enhanced amenity within the Riverside precinct, combined with improved quality of connectivity to the CBD (across Quay Street and mid-block connections) will provide an attractive opportunity for local residents to consider medium density inner city living options. This will build on the momentum of the early stages of retail activation that have occurred in the CBD.

Based on the residential market assessment and feedback from the market sounding, we note the following

key considerations regarding the opportunities for medium density residential within the Riverside precinct and in close proximity to the precinct:

- The high proportion of older residents within the region (22% of residents within the catchment aged greater than 60 years) represents a good opportunity for medium density development and retirement living solutions. This demographic is more accepting of medium density development given they are generally looking to downsize from a larger separate house or rural dwelling to be closer to their networks, retail amenity

and critical support (doctors and hospitals);

- The older demographic has driven a change in the dwelling structure within the catchment with the growth in the number of semi-detached and medium density dwellings outpacing supply of detached housing;
- Despite this growth, the market for medium density residential within the catchment and the Bundaberg LGA is still relatively shallow and a multi-rise market is yet to emerge. The number of transactions for this segment of the market was only 50

in 2014, with less than 100 sales recorded each year since 2009. This relatively shallow market and limited emergence of this product type is consistent with many regional towns of comparable size within Queensland. Importantly, there are a number of precedents for regional townships that have recently (last 10 years) successfully started to develop a multi-rise residential market such as Townsville, Mackay, Rockhampton and Gladstone. In each of these markets, there has been a clear improvement in inner city amenity that has occurred as a pre-cursor or in tandem with the delivery of such medium density residential product.

- Price point drivers will be critical in the viable delivery of medium density product. This may present some challenges, given the relatively low median sales prices for medium density product within the primary catchment (only \$227,000 during 2014) and income profiles in the catchment (a significant 68.8% of individuals had an income less than \$800 per week as at 2011). These factors will heavily influence viability of multi-rise product in terms of prices and take-up rates.

- While price points for multi-rise product will clearly be above current median prices in order to be viable, detailed feasibility testing would determine the range of potentially viable price points that could be supported relative to the depth of market.
- Based on forecast population rates and changing dwelling preferences the demand for medium density product within the Primary Catchment is expected to be between 3,000 and 3,800 dwellings required over the next 20 years. This equates to an average of 150 to 190 dwellings per annum. JLL note that a large proportion of this demand will occur between 2021 and 2036, not necessarily in the short term.
- For the Riverside precinct specifically, based on land availability and alignment with activated opportunities within the precinct, JLL consider this could see the precinct capture a market share in the order of 10% to 20% of the medium density market. This would see between 300 and 750 dwellings between 2016 and 2036, equating to an annual average level of demand of between 15 to 40 dwellings. Stronger take-up rates may potentially be achieved depending on a range of other influential factors.
- These may include but are not limited to the pace of implementation of the riverside Master Plan with regard to complementary land uses that will support strong demand for residential living and other CBD market influences that may support these market drivers.
- Specific to the level of density likely to be achieved, it is noted that given the level of market depth and risk profile, the majority of development will be likely be up to 5 levels or a total of a maximum of around 40 apartments per project. This will enable sufficient pre-sale hurdles to be achieved in realistic timeframes (50% sold within 6 months) which will support likely funding requirements.
- The above findings highlight the opportunity for medium density development within the primary catchment and the Riverside precinct. This opportunity will occur over time, with the larger portion of demand being over the medium to long term as more significant traction is demonstrated to the market regarding implementation of the riverside Master Plan.

Retail Development

The retail market within the Bundaberg CBD has maintained a diverse mix of high street retailing and activity with key activity nodes including Bourbong, Woongarra and Maryborough Streets. This provides a solid base that can drive the activation of Quay Street and Riverside precinct. Providing quality enhanced linkages from the CBD and across Quay Street to the Riverside precinct will be critical to capturing this major source of demand. This will be an essential element that underpins the sustained financial performance and level of utilisation of the Riverside precinct.

Furthermore, the riverside precinct has strong potential to introduce a diverse range of uses that have destination appeal and that leverage the range of existing uses to enhance the success of the precinct. JLL consider that retail development as part of future development along the riverfront would be highly attractive to both tenants and developers. Recommended uses that would be market supportable and complementary to the precinct are:

- A designated dining precinct – formed by a small number of co-located alfresco cafés and restaurants (5-6 tenancies or in the order of 500sqm to 1,000sqm);

- A tavern / bar (possibly the a craft or micro brewery) providing entertainment and possibly function and event facilities. Outdoor elements will be key and leveraged the significant river views (which most existing venues do not fully leverage);
- Leisure based retailing to serve the visitor market – e.g. unique locally produced lifestyle clothing, local crafts / souvenirs, ice cream shop, coffee shop, produce focussed on the local region (approx. 6-10 tenancies);
- Services – enhanced offering to existing facilities for tourist operators for river cruises / other river based activities, tourist information (2-4 tenancies);
- Convenience retailing – e.g. newsagent, deli (2-4 tenancies).

JLL consider that the Riverside precinct will perform best with a number of smaller clusters that will support the strongest opportunity for activation and sustainable operations. Our assessment of key uses above suggests 20-25 tenancies, with most tenancies being between 80-150 square metres each.

Market Sounding Findings

JLL conducted a level of market sounding with a range of local market participants. This included perk industry organisations, active local developers, key landholders and occupiers in the precinct. A number of strong themes were evident from this market sounding. These have been categorised into the following key segments as follows and include JLL's observations relating to implications for the Master Plan and implementation strategy.

Opportunities for Redevelopment and Enhanced Recreational and Retail Amenity	
Theme	Master Plan implications and recommendations
The strongest opportunities for retail along the riverfront are considered to be through an 'extension' of the most active retailing segment of the CBD – between Barolin and Tantitha Streets	The concentration of new retail in 'nodes' will be key to ensure economically sustainable and leveraging the strongest source of demand drivers from the CBD
Potential for a fresh-food / farmers markets style retail opportunity on the parklands – this was noted as having been tried by an organisation called Bundy Pride	JLL note that markets can be a very effective activating use but require 'curation' by a skilled operator to have maximum impact. This ranges from selection of stall operators, to frequency, and marketing to ensure a successful outcome. Conversely, if executed poorly or not meeting the target audience then markets can detract significantly from the renewal potential of a precinct.
High priority need for alterations to Quay Street to reduce the volume and speed of the traffic and ideally reduction in heavy vehicles	This is considered to be one of the most critical elements to address in the initial stages of the implementation of the Master plan.
Moving car parks from prime riverfront locations to other locations to significantly enhance the recreational spaces along the river	This will be key to address over time but ideally over the short to medium term.
Major sites noted for redevelopment were: Bowls Club – would represent a good opportunity for a 'gateway' land use to the precinct. Diary Co-op – currently owned by the State Pool – leverage the opportunity with upgraded facilities and potentially expanded facilities e.g. 'water play'	A range of land uses and development sites present significant opportunity for increased density and activation of the precinct. Key to the co-op site is aligning the activation potential of the sites with the vision and objectives for the Riverside precinct to land on the optimal land use outcomes. Preliminary consideration is that short-term and permanent accommodation are considered to be most suitable for this site. The pool site provides significant opportunity to build on this use with enhanced facilities that elevate the region-wide appeal of this as a key recreational anchor for the precinct
State pre-commitment to new commercial buildings would provide the catalyst for the redevelopment / development and could anchor the main street and Quay Street	Retention of State employees in the precinct is critical or could run counter to objectives of supporting activation of the Riverside precinct. It will also be critical to improve activation of the CBD and reinforce the primacy of this as the major commercial node. Consolidation and relocation of State occupied space into two new multi-rise buildings in the CBD core would provide significant economic stimulus.
Short-term accommodation uses were identified as having strong market appeal to develop	The local market sees strong potential in this land use in the precinct and noted the range of locations that may be suitable for the precinct broadly ranging from Targo Street to Burrum Street
Residential development was considered to generally be most likely to be market supportable at lower densities (3 to 5 levels) for the short to medium term (1 to 10 years) given the risk associated with the development type and current market depth	Most local market participants engaged with were not considered high potential to undertake development of multi-rise residential but considered this land use an important one to develop in the precinct
Retail use should be supported on Quay Street but must be staged and complementary to retail on the Bourbong Street	This is critical as the Council has invested heavily into the redevelopment of the main street and some of the retailing has been challenging. Retention of major CBD retail anchors in the CBD is also noted as key to ensuring that the performance of the CBD is not progressively eroded by enclosed suburban retail shopping centres. The performance of the CBD will be essential to preserve and enhance to ensure the best possible outcomes for the Riverside precinct.
Market interest in participating in development opportunities was moderate to high depending on the proponent. Many proponents would develop a particular type of land use (e.g. short-term accommodation), but no single group indicated a preference to develop multiple uses	Implications for this may be that larger scale private sector capital and expertise to facilitate the initial and potentially medium to longer term development outcomes will most likely be required to come from outside of the region

BARRIERS TO REDEVELOPMENT AND KEY RISKS

Theme	Master Plan implications and recommendations
There are no immediate compelling draw-cards for visitors and residents to interact with the Riverfront	The Riverside precinct has the opportunity to introduce a range of retail and recreational attractors that have strong destination appeal. These attractors will need to appeal widely to be both locals and tourists to deliver a sustainable outcome and a genuine Bundaberg experience
The volume and speed of traffic on Quay Street is unappealing for pedestrians and for crossing the road	As per comments above – addressing this will be key early component of the implementation plan for the precinct
The direction of the tenancies on the main street, which all face inwards away from the river provides limited cross access	Mid-block connections and enhanced connectivity to Bourbong Street will be key to successfully activating Quay Street / the Riverside precinct
A lack of shade or trees making it uncomfortable to walk along Quay Street	Addressing the street amenity will strengthen the pedestrian linkages between the precinct and CBD. This will open up a new 'movement economy' on these connections and through to Quay Street and the Riverfront
Large contiguous land holders in the Quay Street precinct that are not active developers or likely participants in the renewal process	While this may act as a barrier, the contiguous holdings can present an opportunity for Master Planned and coordinated urban renewal outcomes. Coordinated approach with support from Council to ensuring the market can 'unlock' opportunities will be key during the implementation process
Not enough facilities on the parkland to attract many people and any space is "overrun by hippies and backpackers"	Reduction in car parking in immediate precinct will assist in reducing conflicts. Strategy will need to still strongly encourage visitation by backpackers to the precinct as the precinct acts as the showcase Bundaberg. Potential dedicated short-term over-night backpacker parking facilities in close proximity or free shuttle services.
Limited weekend activation in the CBD after work hours and on a weekend makes it difficult to support night time based retail	Enhanced focus on strengthening demand drivers for increased night time economy through incentivised arrangements to rapidly increase supply of short-term and permanent accommodation in close proximity to the CBD and Riverside precinct and enhanced retail activation provisions for new / emerging businesses
Prior to the floods the river was activated with trawlers and commercial boats but the private marina was washed away leaving a void in activation	Explore reinstatement of river infrastructure to drive on-river activation. Introduction of a range of new uses such as use of light river craft, pontoon structures and light weight structures that can be rapidly and cost effectively restored post major flood events. Potentially explore more river craft mooring opportunities to enable 'boaties' to utilise the precinct
Potential loss of employment and major tourism attractors for the region through loss of Bundaberg Distillery and Bundaberg Brewing	These iconic tourism attractors are understood to have the potential to be retained through ensuring cost effective energy supplies to maintain local production. Given the proximity to the Riverside precinct and the potential 'tourism trail' experience to connect to these major businesses, coupled with the range of other existing and planning retail uses on the 'trail' this is considered to be a critical element of a broader economic and tourism strategy for the CBD and local economy. This reinforces the issue that the successful renewal of the Riverside precinct will be very much dependent on the actions and initiatives that support major demand drivers for the precinct
Market interest in participating in development opportunities was moderate to high depending on the proponent. Many proponents would develop a particular type of land use (e.g. short-term accommodation), but no single group indicated a preference to develop multiple uses	Implications for this may be that larger scale private sector capital and expertise to facilitate the initial and potentially medium to longer term development outcomes will most likely be required to come from outside of the region

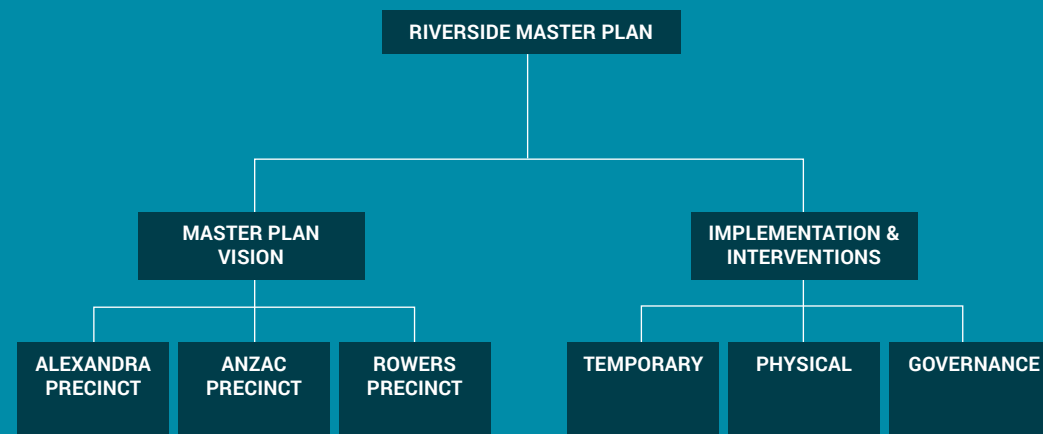
The Riverside Master Plan

The Master Plan Framework

The Master Plan framework sets the long term aspirations for Bundaberg Riverside. The design and implementation strategy is guided by the three core values; vision, Master Planning principles and intervention and timeframes. The Master Plan framework will achieve clear deliverables and site specific outcomes that engage the community throughout the Master Plan delivery.

Recommendations and initiatives are provided as enablers and have been prioritised against timeframes to deliver a sustainable and viable Master Plan.

An important element of the proposed timeframes set for the Master Plan relies on regular review and reflection to respond to the changing needs of the regional economy and local community.



The Master Plan Framework

_Master Plan Vision

The master plan vision has been centred around three core principles to Activate, Connect and create an Iconic Riverside.

The master plan seeks to achieve this vision through the concept design and recommendations that support the transformation of the Riverside as a vibrant valued asset within the Bundaberg CBD and broader region.

_Activate

The Riverside incorporates open spaces, community facilities and clustered development precincts of accommodation, retail and commercial activity that provide residents and visitors ample opportunities for informal recreation and entertainment along the banks of the Burnett River.

The Riverside's extensive open spaces and activity are a defining feature of the CBD. Their attractive, well serviced and unique setting provides an environment for rich and engaging experiences.

Community groups and organisations that call the Riverside home are engaged with the space and continue to operate and grow in a manner that celebrates their proximity to the river, open space and people focused surrounds.

_Connect

As the northern most extent of the CBD, visiting the Riverside is the trip that everyone wants to make.

Central to this is a revitalised Quay Street character as an active, tree lined boulevard supporting a combination of cyclists, pedestrians and low speed vehicle movements.

The role of Quay Street is reinforced by strong physical and visual connections between the Riverside and the CBD are provided via Maryborough, Barolin, Targo and Tantitha Streets.

The river's edge and Quay Street are connected by a network of more discrete movement links including pathways, urban plazas or the opportunity to simply take a stroll through the Riverside's green spaces.

Continuous shaded pathways alongside the river's edge are an important unifying element, providing access and interaction with the river and broader open space network.

_Iconic

For the community, the Riverside is a great place to take refuge from a busy day in the town, enjoy morning a walk along the river, or a family visit on the weekend to participate in some of the regular events and activities on offer.

For its residents, the Riverside provides a range of residential living options that offer direct access to new food and entertainment precincts and the CBD, whilst being set amongst extensive green spaces and views to the river. The Riverside is a place for young, old and anywhere in between.

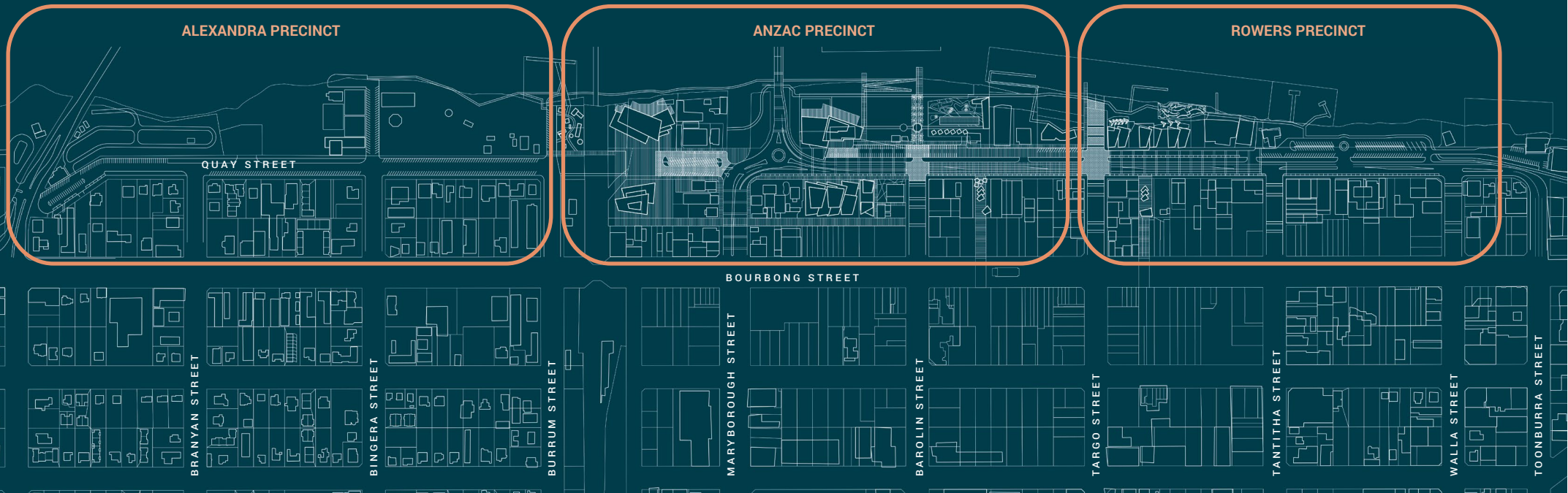
For visitors, the Riverside is a 'must do' Bundaberg destination. Whether to stop in and explore its open spaces and attractions, or to stay for a few days and explore the region.

For businesses, the Riverside is a smart investment, centrally located, easy to get to, with high amenity and attracting an array of users and opportunities for a critical mass of customers and sustainable commerce.

The Riverside's identity is defined by a collective of residents, businesses, clubs and community members empowered to promote the precinct through a coordinated governance framework.

_Master Plan Precincts

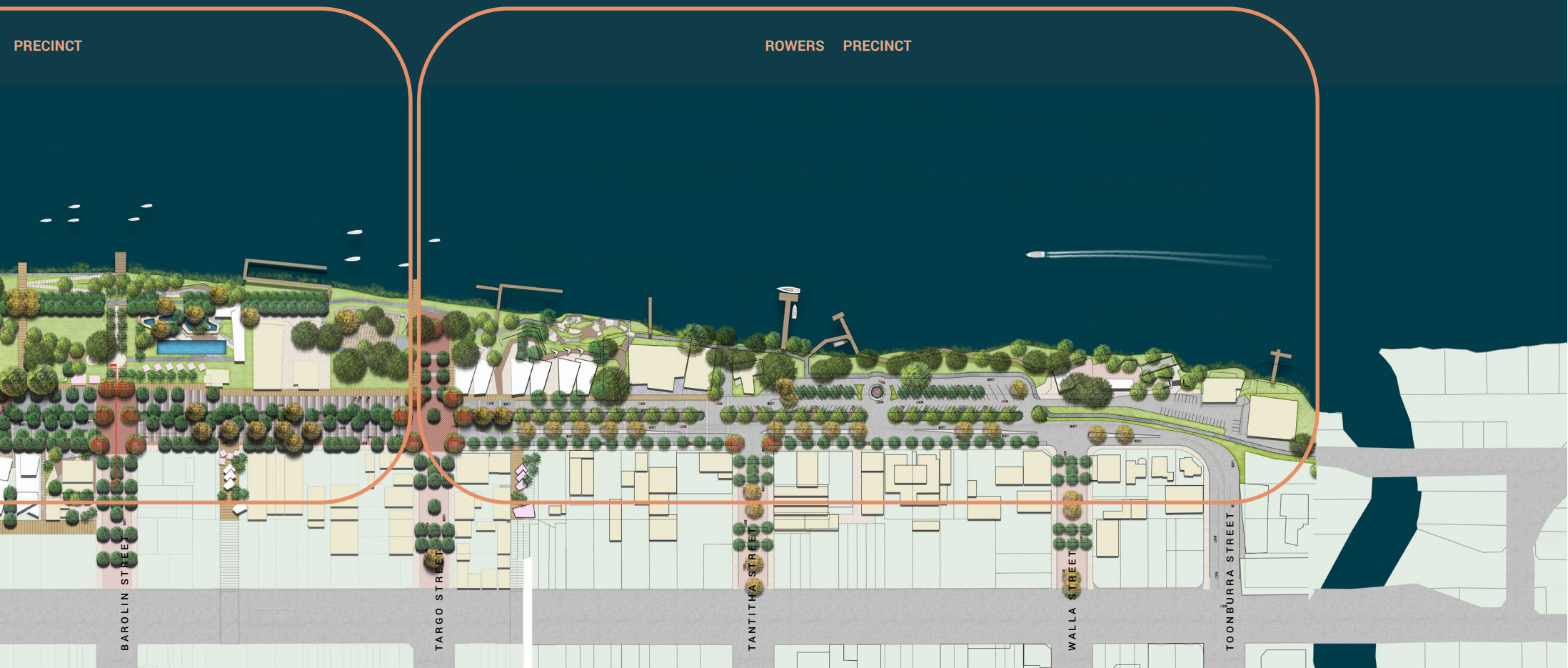
The Master Plan is divided into three precincts; Alexandra, Anzac and Rowers which have their own identity within the greater Master Plan.



_Illustrated Riverside Master Plan

The ultimate master plan concept outcome





Master Plan Priorities

The ability to deliver the ultimate master plan and transform the Riverside a number of priority project have been identified as essential element necessary to unlock the potential.

Renewal and optimisation of key sites

Central, high amenity areas of consolidated control (by State and Local Government) present a legitimate opportunity to lead development activity within the Riverside through the renewal of ageing commercial stock and underutilised land in order to provide mixed use development activity, including the potential for a centralised government services precinct.



Anzac Park Pool and Water Play

Works to revitalise Anzac Park, in particular the provision of a refurbished pool and water play facility will provide a significant contribution increasing activity within the Riverside. In addition to its contribution as a public asset for the community it will also generate increased visitor interest as a major iconic feature within the Riverside and Bundaberg region.

Quay Street Greening

Quay Street is the central defining movement corridor of the Riverside, the ability to transform its physical appearance and amenity through streetscape works achieving a more balanced vehicular, pedestrian and cycling environment has been identified as being essential to the revitalisation precinct and integration with the CBD.

Temporary interventions

The vision and aspirations for the Riverside are current today, so why wait?

The use of temporary activation or interim development within the Riverside creates the potential breathe new life into the space and allow the community, visitors and businesses to begin to engage with the Riverside and perceive it in a new way.

Not only does this assist in challenging the 'that will never happen' non believers, it also provides for tested and informed design of longer term permanent investment in the space.

Temporary activation and interim uses are not something that should be feared, rather celebrated, they generate interest and establish momentum delivering Master Plan outcomes.



Alexandra Precinct

The Alexandra Precinct is defined by its extensive and continuous areas of open space along the river.

Privately owned land along the southern frontage of Quay Street should be activated through new small to medium scale residential development and professional services that support the function of the Bundaberg Base Hospital.

Alexandra Park is intended to continue to provide a popular high quality recreational space for local residents and the broader community to enjoy. Regular activity is provided through the ongoing operation of an expanded zoo and parkland embellishments such as playgrounds, exercise equipment, seating and shelter facilities set amongst the shade and amenity of large established vegetation.

Alexandra Park is known as the home of the regions major events, festivals and concerts given its ample parking, existing amenities and extensive open spaces.

A revitalised community focus is provided through a refurbished Croquet facility that also accommodates the Bowls Club should its current location be redeveloped in the future.

The precinct is well connected via Quay Street which continues to provide a tree lined low scale residential character that is comfortable for vehicles, pedestrians and cyclists. Continuous shaded pathways are provided along the rivers edge, extending to the west to connect with Queens Park.

Overall the Alexandra Precinct remains a valuable open space asset. Its location, accessibility and amenity lends itself to servicing the passive and active recreation needs of the immediate community, CBD and broader region.





KEY PLAN

0 20 40 60M | N

New western extension of current rivers edge pathway to connect with Queens Park

Fishing and passive water based activities

Integrated Bowls and Croquet Club facility provided as part of potential redevelopment of existing Bowls Club site

Alexandra Park (West) preferred location for large scale events and festivals

Viewing platform and passive water based activities

Expanded zoo facility optimising the use of underutilised public land adjacent to the rail line for movement and car parking

Alexandra Park (East) continues as a popular green space

Fishing and passive water based activities

General Renewal and Redevelopment Area

- HIGH DENSITY RESIDENTIAL
- CENTRE MIXED USE - FRAME
- CENTRE MIXED USE - CORE



_Anzac Precinct

The Anzac Precinct is defined by its role as the central activity precinct within the Riverside.

Whilst there is a general opportunity for renewal and redevelopment along the southern extent of Quay Street, a number of key consolidated sites are identified for their specific opportunity to provide market leading renewal of ageing commercial and civic facilities and deliver a mixed use development comprised of short term and permanent accommodation, offices (including centralised government services), retail and food and drink outlets. Identified key sites include:

- Old Port Curtis Dairy, TMR, Defence Land
- State Government Offices, Courthouse, Councillor Office and Art Gallery

Where redevelopment of these sites may be carried out and significant value uplift is realised consideration should be given to how development contributes to the overall public realm, in particular the delivery of key works to Quay Street, a new gateway park and major renewal to Anzac Park.

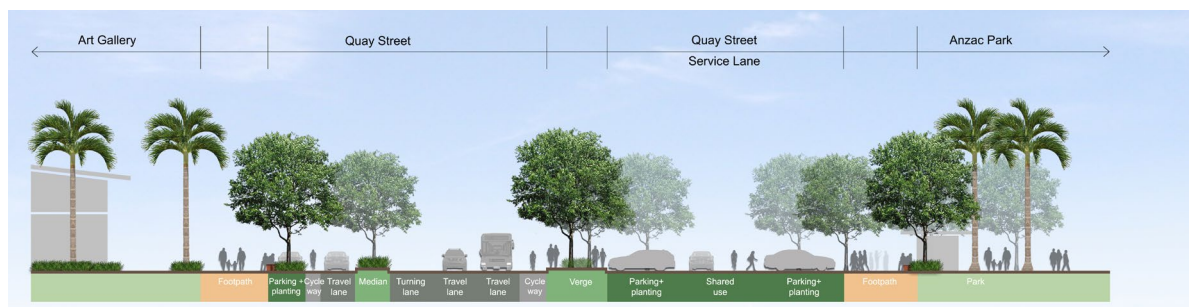
Anzac Park is an important open space area given its central location and immediate proximity to the CBD. Renewed activity is generated through general landscape improvements, and Anzac memorial centred around a refurbished pool and water play facility.

Anzac Park remains well suited to small to medium scale events and activities, including markets, community gatherings and group exercise.

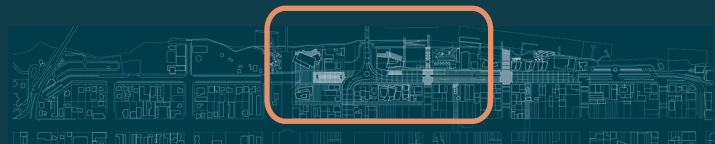
Access and interaction with the river is reintroduced through the provision of new facilities refurbished within 4BU park

Connections and movement within the precinct will be significantly improved by proposed streetscape works along Quay Street ultimately resulting in a more balanced vehicular, pedestrian and cycling environment. These works are considered an essential component of achieving the overall master plan vision.

The Anzac Precinct is proposed to undertake a major transformation, with a particular emphasis on maximising the opportunity to revitalise key consolidated land holdings as a result of investment in transforming Quay Street and upgraded facilities within Anzac and 4BU parks.



INDICATIVE SECTION THROUGH QUAY STREET (IN VICINITY OF ART GALLERY) DEMONSTRATING IMPROVEMENTS THROUGH STREET GREENING, DEDICATED BIKEWAYS AND REDUCED CARRIAGE WIDTHS.



KEY PLAN

0 20 40 60M | N

Potential new at grade pedestrian rail crossing

Fishing and passive water based activities

Old Port Curtis Dairy, TMR and Defence coordinated redevelopment opportunity

Redevelopment to reinforce and provide mid block connection(s)

Redevelopment supports new proposed gateway park

Expanded Anzac Park recreation area (should Bowls Club relocate or co-locate with another facility) and potential for naturalised grading of parkland to provide amphitheatre function

Coordinated redevelopment of state government offices, courthouse, councillors office and art gallery

Quay Street streetscape works to provide improved amenity and reduced pavement dominance through the use of landscaping and variation in pavement treatments.

Integration of new Anzac memorial within a refurbished Anzac Park

Refurbished pool facility and new water play area supported by small scale food and drink services

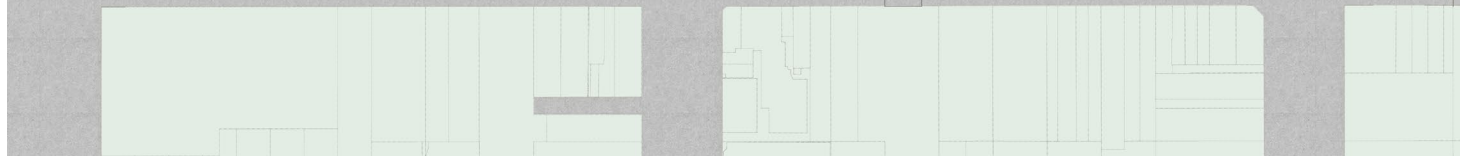
Fishing and passive water based activities

Refurbished 4BU park, maximising access and outlook to river improved Targo Streetscape and adjacent development activity on former Mid Town Marina site.



General Renewal and Redevelopment Area

- HIGH DENSITY RESIDENTIAL
- CENTRE MIXED USE - FRAME
- CENTRE MIXED USE - CORE



Rowers Precinct

The Rowers Precinct provides for a range of activities including new areas of development activity, and community assets.

Privately owned land along the southern frontage of Quay Street should be activated through new small to medium scale residential development and professional services that support their location within the CBD fringe.

Specific opportunity has been identified for the Mid Town Marina site which may be redeveloped to provide short term and permanent accommodation, retail and food and drink outlets.

Where redevelopment is carried out and significant value uplift is realised consideration should be given to how development contributes to the overall public realm, in particular the delivery of additional pedestrian access points to the river and streetscape improvements creating a shared environment along Targo Street.

The relationship to the river is reinforced through the provision of new secure boat mooring facilities and a new Rowing Club and public launch facility. Other new community services include the establishment of a visitor information centre connected via an extension of the riverside boardwalk

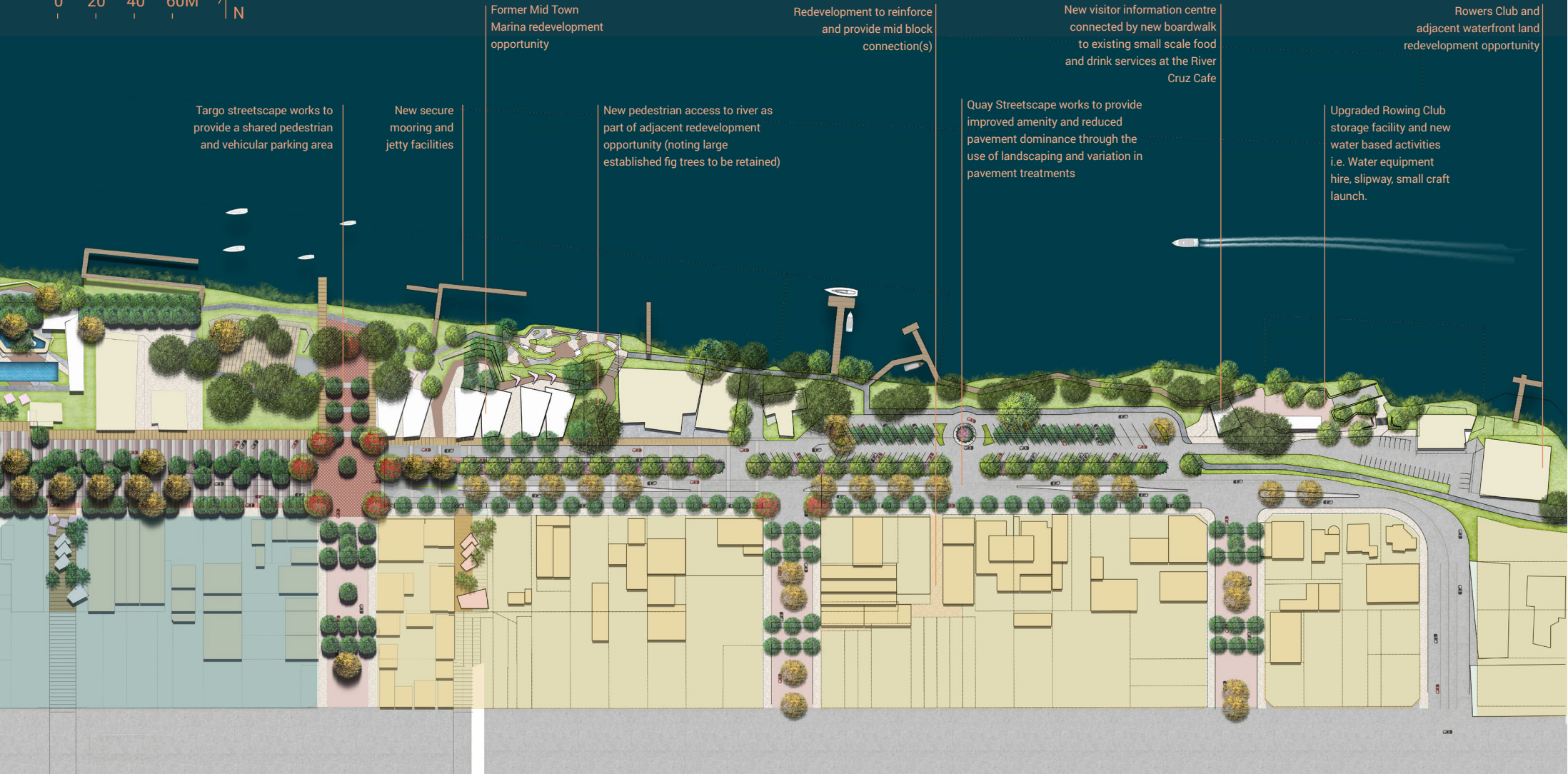
The continuation of streetscape works along Quay Street remains an important element necessary to provide improved connectivity and movement within the precinct.

Overall, the Rowers Precinct will develop to provide a greater diversity of land use activity. Similar to the Anzac Precinct there is a particular emphasis on maximising the opportunity to revitalise key consolidated land holdings as a result of investment in transforming Quay Street, Targo Street and new areas of public realm.





KEY PLAN



Former Mid Town
Marina redevelopment
opportunity

Redevelopment to reinforce
and provide mid block
connection(s)

New visitor information centre
connected by new boardwalk
to existing small scale food
and drink services at the River
Cruz Cafe

Rowers Club and
adjacent waterfront land
redevelopment opportunity

Targo streetscape works to
provide a shared pedestrian
and vehicular parking area

New secure
mooring and
jetty facilities

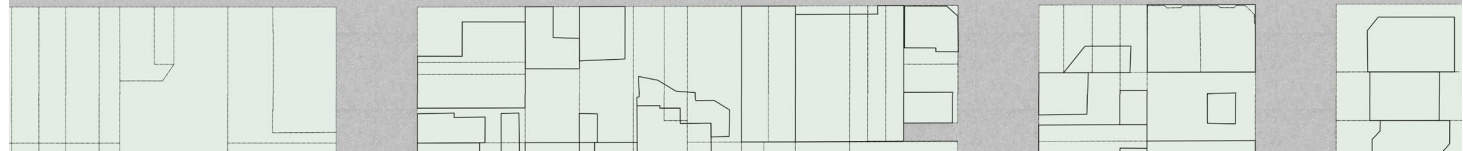
New pedestrian access to river as
part of adjacent redevelopment
opportunity (noting large
established fig trees to be retained)

Quay Streetscape works to provide
improved amenity and reduced
pavement dominance through the
use of landscaping and variation in
pavement treatments

Upgraded Rowing Club
storage facility and new
water based activities
i.e. Water equipment
hire, slipway, small craft
launch.

General Renewal and Redevelopment Area

- HIGH DENSITY RESIDENTIAL
- CENTRE MIXED USE - FRAME
- CENTRE MIXED USE - CORE



Implementation and Interventions

To support the realisation of the vision and master plan this section provides implementation recommendations and intervention details designed activate, connect and create an iconic Riverside.

What Are Interventions?

Interventions represent the actions necessary to deliver the Master Plan.

Three types of interventions have been developed to realise the delivery of the Riverside Master Plan, being

- Temporary
- Physical
- Governance.

The purpose of categorising proposed Master Plan interventions is to provide outcomes that have an immediate impact while the design, financing and construction of longer term outcomes may be executed.

Temporary Intervention

- Low cost items or activities that can be mobilised and implemented quickly
- May be able to be delivered within general operational budgets or labour force
- Provided as an interim measure that will achieve a more immediate, similar desired effect/outcome of longer term solution
- May be used to test concepts and ideas with the desire to obtain community response and feedback
- May be a physical installation with a consistent or ongoing presence, but not designed or constructed as the ultimate built outcome (i.e. pop up landscaping)
- May be a temporary or moveable physical installation with an irregular presence (i.e. markets or food trucks)




Physical Intervention

- Moderate/ higher cost items intended as a permanent physical installation
- Prior to any physical implementation a phase of design, approval, tender and budgetary/financial commitment is required
- May be a more permanent adaptation of a temporary activity or installation



Governance Intervention

- Regulatory framework within which the ability to carry out temporary and physical items and activities are carried out (i.e. Planning Scheme, Local Laws)
- Organisational responsibility for the coordinated management, marketing and promotion of a public and private spaces (or particular component of these)
- Generally ongoing or continuous in nature, although may require regular review, calibration or reform
- Low to moderate cost implications generally associated with providing labour or technical expertise
- Establishes a framework for providing financial support to deliver temporary and physical items
- The consistent role of governance throughout the life of the Master Plan acknowledges the ongoing role of public and private sector organisations to remain the custodians of the Master Plan and 'owners' of the Riverside space.




Temporary Interventions

INTERVENTION	DISCUSSION	KEY RESPONSIBILITY	INDICATIVE TIMING
 <p>Chairs to Share</p> <p>The Riverside's green spaces provide opportunities for active and passive recreation. In addition to fixed embellishments key areas of parkland offer informal free deck chairs for residents and visitors to sit, appreciate and interact within the riverside.</p>	<ul style="list-style-type: none"> – Deck chairs and moveable outdoor furniture is made available in key activity areas of the precinct – Details of the location and time of availability are made available on Councils website and promoted through 'Brand Riverside' – Additional opportunities to maximise the promotion of the initiative and general Riverside precinct should also be considered (i.e. a social media competition tagging people's photos of how they used the chairs) 	<ul style="list-style-type: none"> – Bundaberg Regional Council (Parks) – Brand Riverside Custodian 	<p>Short (0-2)</p> <p>Medium (3-5)</p>
 <p>Pretty Pavements</p> <p>The Riverside pavements are brought to life, encouraging activation, public art and general curiosity through the use of low-cost 'Pretty Pavement' painted installations, artworks and sculpture on pathway and road pavements throughout the precinct and to key connection points within the CBD core.</p>	<ul style="list-style-type: none"> – Initially, undertake a high level scoping exercise to identify preferred locations for Pretty Pavement installations throughout the precinct, and where appropriate at key connection points within the CBD core (i.e. along Barolin, Bourbong, Maryborough, Targo Streets) – This process should also consider outcomes should seek to integrate with the Co-ordinated Signage, Access and Movement Strategy – Work with key public organisations, such as the Public Art Advisory Group and local art galleries to identify contributors to the initiative – Costs for implementation considered to be generally limited to physical materials such as paint and stencils and potentially suitable for grant funding – Strong potential for initiative to developed as a combined permanent and temporary art installation program. Whilst initially it may kick off with more temporary installations, the concept should seek and promote and deliver opportunities for temporary artwork to be translated into more permanent embellishments within the Riverside. 	<ul style="list-style-type: none"> – Bundaberg Regional Council (Arts) – Brand Riverside Custodian – Local art group/ associations 	<p>Short (0-2)</p> <p>Medium (3-5)</p>
 <p>Quay Street Greening</p> <p>While varied in character, begins to be recognised as an urban street, the central spine connecting Bundaberg's greatest concentration of retail and commercial activity to the Riverside precinct, one of its most significant public recreation assets.</p> <p>An early 'mobile greening' program starts to break up the dominating pavement and vehicle presence by introducing semi-permanent street trees and furniture within the existing pathway and parking areas alongside the road reserve.</p>	<ul style="list-style-type: none"> – Initially, undertake a high level scoping exercise to identify preferred locations for mobile greening installations and carry out a basic design concept and maintenance regime for mobile greening typologies (i.e. planters, or planters with seating) – Design should consider relevant Local and State Government regulatory requirements for landscape works within a road reserve – Mobile greening may involve the re-purposing of disused equipment (such as skip bins or large planters) and planting should seek to provide for medium to large plant stock with shaded canopies 	<ul style="list-style-type: none"> – Bundaberg Regional Council (Roads and Parks) – State Government (Transport and Main Roads - as road manager) 	<p>Short (0-2)</p>




Physical Interventions

INTERVENTION	DISCUSSION	KEY RESPONSIBILITY	INDICATIVE TIMING
 <p>Quay Street Greening</p> <p>While varied in character, begins to be recognised as an urban street, the central spine connecting Bundaberg's greatest concentration of retail and commercial activity to the Riverside precinct, one of its most significant public recreation assets.</p> <p>Temporary greening initiatives are gradually replaced with more substantial and permanent streetscape works focused on improved pathways, street trees and street furniture.</p> <p>Streetscape amenity and pedestrian/cycle links from the CBD to the riverside are strengthened, particularly along Maryborough, Barolin, Targo and Tantitha Streets</p>	<ul style="list-style-type: none"> – Building on initial greening provided as part of temporary greening, detailed planning, design and construction of streetscape works along key areas of Quay Street is carried out. – Stage 1 initial priority locations may include, intersection and entry statement where Maryborough Street intersects with Quay Street through to Targo Street – Stage 2 extends east from the extent of works completed in Stage 1 from Targo Street to Walla Street – The rationalisation of Quay Street as a CBD street, rather than a through route is an important element of the overall Riverside Master Plan – At this stage the overall speed of Quay Street should be reduced to 50km, acknowledging the streets refined function as an Urban Street – In conjunction with overall reduced speed, further investigation should be carried out to identify if pedestrian and vehicle movements are sufficient to support new pedestrian crossing points 	<ul style="list-style-type: none"> – Bundaberg Regional Council (Roads & Parks) – State Government (Transport and Main Roads - as road manager) – Brand Riverside Custodian 	<p>Short (0-2)</p> <p>Medium (3-5)</p>
 <p>Anzac Park Pool and Water Play</p> <p>Anzac Park and Anzac Pool is refurbished to provide an integrated open space with new embellishments a zero depth water play facility.</p> <p>The refurbishment also provides floor space for subordinate supporting business premises (i.e. food and beverage outlet, outdoor activity and equipment hire, etc).</p>	<ul style="list-style-type: none"> – Design and implementation of coordinated open space Master Plan is carried out for Anzac Park and Anzac Pool – This should be focused around providing informal water based entertainment, such as a water play facility as part of a refurbished Anzac Pool facility. – Design should provide for a suitable area of commercial floor space in order a generate revenue stream from the leasing and operation of supporting food, drink and retail outlets – Design should acknowledge and continue to reinforce elements of the parks role in the remembrance of Anzac. In particular, attention should be given to the relationship to the RSL and memorial at the intersection of Bourbong and Barolin Streets – The facility may be developed as a government partnership or alternatively with a private sector partner 	<ul style="list-style-type: none"> – Bundaberg Regional Council (Parks, Sport & Recreation and Major Projects) – State Government (as a result of any potential redevelopment of state land within Anzac Park) – Brand Riverside Custodian 	<p>Short (0-2)</p> <p>Medium (3-5)</p>




Physical Interventions Continued...

INTERVENTION	DISCUSSION	KEY RESPONSIBILITY	INDICATIVE TIMING
 <p>Implementation of Public Land Ownership Stocktake</p> <p>Recommendations and strategies identified in the stocktake are prioritised and the process of implementation is being carried out.</p>	<ul style="list-style-type: none"> – Implementation activity may include the availability of the TMR and Old Port Curtis Dairy Site being made available to the private sector for development. This precinct is identified as a key catalyst site for a waterfront integrated mixed use precinct – Due to the size of this site and potential development scale it is recommended that development is carried out over a number of stages – Other key government land holdings on the southern extent of Quay Street (Courthouse, Council offices, Art Gallery) may be rationalised to provide mixed development uses. Potential is identified for an upgraded civic precinct, potentially including centralised state government offices and a regional arts and entertainment facility. 	<ul style="list-style-type: none"> – Bundaberg Regional Council (Economic Development, Property & Planning) – State Government (Economic Development Queensland and Property Queensland) 	<p>Short (0-2)</p> <p>Medium (3-5)</p>
 <p>Renewal and Development Activity</p> <p>Overtime the gradual renewal and redevelopment should be carried out, providing a range of recreational, entertainment and tourism opportunities that support the CBD's core commercial, civic and retail services.</p> <p>Development of permanent and short term accommodation and clusters of retail and commercial activity are developed in a manner that provides viable mixed use precincts that maximise and enhance the areas proximity to the Burnett River. Renewal and Development opportunities within the precinct.</p>	<ul style="list-style-type: none"> – This Master Plan acknowledges the importance of renewal and redevelopment as a key recommendation. However it acknowledges that this is largely a market and private sector driven outcome – Ultimately the commitment and delivery of other Master Plan recommendations, particularly where they will result in improved amenity (such as streetscape works) or public infrastructure (such as Anzac Pool and Water Play) will play a key role in driving a strong market response and incentive for new development to be carried out – Initially it is anticipated that development activity may be carried out on existing privately owned properties. As a general guide this may include: <ul style="list-style-type: none"> › Mid to large scale mixed use development at the former Midtown Marina at corner of Targo and Quay Streets and vacant waterfront land at 7A Quay Street › Gradual retail, commercial and mixed use renewal and refurbishment of properties along the southern frontage of Quay Street (east) › Gradual renewal and redevelopment of properties for medium density residential accommodation on properties along Quay Street (west) 	<ul style="list-style-type: none"> – Market driven development/ private sector – Bundaberg Regional Council and State Government (particularly in relation to providing investment in infrastructure and public facilities per master plan recommendations) 	<p>Ongoing</p>
 <p>Co-ordinated Signage, Access and Movement Strategy</p> <p>Active movement and access to the Riverside is rationalised through the development and implementation of a coordinated strategy.</p> <p>The Riverside incorporates cost effective continuous active moment network with wayfinding signage providing residents and visitors ample information to be aware of key activity nodes and movement corridors.</p>	<ul style="list-style-type: none"> – Access and movement within the Riverside is rationalised through the development of a coordinated strategy. – Initial priority projects may include: <ul style="list-style-type: none"> › Riverside pathway - complete the extension of the riverside pathway west from Alexandra Park under the Tallon Bridge and to Queens Park and carry out general improvements between Alexandra Park east to Targo Street) › Quay Street north and service road pathway › Quay Street south and adjacent path › Extension of boardwalk from River Cruz Cafe to new visitor information centre – Signage should be consistent with themes and concepts of Brand Riverside 	<ul style="list-style-type: none"> – Bundaberg Regional Council (Parks, Sport & Recreation and Roads) – State Government (Transport and Main Roads - as road manager) – Brand Riverside Custodian 	<p>Short (0-2)</p> <p>Medium (3-5)</p>




Physical Interventions Continued...

INTERVENTION	DISCUSSION	KEY RESPONSIBILITY	INDICATIVE TIMING
 <p>Exercise and Activity Trail</p> <p>The Riverside provides an environment and supporting infrastructure that supports and promotes an active and healthy lifestyle, maintain continuous running/walking trail along the pathway network and serviced with fitness equipment within park areas as regular intervals along the running trail.</p>	<ul style="list-style-type: none"> – Building upon the co-ordinated access and movement strategy there is an opportunity to promote an exercise trail is based on these pathway networks – The trail should be signposted at regular intervals to provide users details of distances to and from key nodes along the network – The use of outdoor exercise equipment should work in conjunction program to offer permits to hold group fitness classes within Council's parks 	<ul style="list-style-type: none"> – Bundaberg Regional Council (Parks) 	<p>Short (0-2)</p> <p>Medium (3-5)</p>
 <p>Visitor Information Centre</p> <p>The Riverside is home to Bundaberg's primary visitor information centre. Its location optimises riverside amenity and proximity to retail and entertainment opportunities both within the precinct and CBD.</p>	<ul style="list-style-type: none"> – A Visitor Information Centre is re-established within the precinct as the central hub for visitors to the region and creates a core opportunity to promote Brand Riverside – Preference should be given to the integration of the centre with a cluster of other uses rather than within a stand alone structure 	<ul style="list-style-type: none"> – Bundaberg Regional Council (Economic Development) – State Government (Tourism and events) – Brand Riverside Custodian 	<p>Short (0-2)</p> <p>Medium (3-5)</p>
 <p>Alexandra Park and Zoo</p> <p>Alexandra Park is refurbished to provided renewed recreational and open space facilities. In conjunction with this the Zoo is expanded into underutilised public land east of its current extent.</p>	<ul style="list-style-type: none"> – Design and implementation of coordinated open space Master Plan is carried out for Alexandra Park and the Zoo – This should be focused around providing informal passive and active outdoor entertainment and supporting embellishments (i.e. shelters, BBQ's seating) – Consideration should be given to facilities and structures necessary for regular medium to large scale events regularly held in the parkland. – If commercially viable the Master Plan may also consider the opportunity for a small area for commercial enterprise in order a generate revenue stream from the leasing and operation of supporting food, drink and retail outlets. It is recommended that this is located in the general vicinity of the Zoo 	<ul style="list-style-type: none"> – Bundaberg Regional Council (Parks) 	<p>Medium (3-5)</p> <p>Long (6+)</p>



Governance Interventions

INTERVENTION	DISCUSSION	KEY RESPONSIBILITY	INDICATIVE TIMING
 <p>Brand Riverside</p> <p>The Riverside is renowned as the recreational and entertainment hub of Bundaberg and supports an array of community and cultural activities that are consistent with the space's predominant public function.</p> <p>This identity is developed, maintained and promoted through a distinctive and curated brand. Brand Riverside is responsible for selling the place, while Riverside landowners, businesses and community groups are responsible for upholding and delivering what Brand Riverside is looking to sell.</p>	<ul style="list-style-type: none"> – This intervention is achieved through the establishment of a unique Riverside brand and investment attraction strategy to promote and establish a recognisable identity for the locality and as a communication platform for articulating and implementing objectives for the area – Consideration should be given to the scope area of 'Brand Riverside' and whether it should extend beyond the scope of this Master Plan and incorporate the CBD in order to provide for a coordinated strategy and integrated implementation of initiatives – In conjunction with a brand launch, curate an activity program designed to introduce new regular activities and spaces for residents and visitors to engage with the space – This may include major events, concerts, farmer's market, food vans, outdoor cinema, sporting club or community group open days (i.e. at Bowls, Croquet, Rowing Clubs) 	<ul style="list-style-type: none"> – Bundaberg Regional Council (Economic Development) – Tourism Queensland – Creative Regions – Business Bundaberg – Collectively will establish 'Brand Riverside Custodian' 	Short (0-2)
 <p>Streets for the People - Streetscape Master Plan</p> <p>The Riverside provides a movement network that complies with relevant equitable access standards. It's pathways are wide, shaded (and well lit) and generally protected from the elements.</p> <p>New or redeveloped sites along Quay Street contribute to the progressive streetscape upgrades and where building works are undertaken, provide for continuous awnings.</p>	<ul style="list-style-type: none"> – Development of a coordinated Quay Street and Riverside/CBD streetscape design guideline to inform streetscape upgrades and private redevelopment projects – This overall Master Plan should be a leading tool in the detailed design and construction of Quay Street Greening and should be in place prior to these works being carried out. – Council may consider incorporating these guidelines as part of the Planning Scheme in order provide for streetscape works as part of the development assessment and approval process – Design should consider relevant Local and State Government regulatory requirements for landscape works within a road reserve 	<ul style="list-style-type: none"> – Bundaberg Regional Council (Planning, Roads and Parks) – State Government (Transport and Main Roads) – Brand Riverside Custodian 	Short (0-2)
 <p>Public Parking Management</p> <p>The Riverside is adequately serviced by existing public on street car parking which is readily available for residents and visitors. Preference is given to the effective management of existing parking through the introduction of parking time limits are established in areas of high activity rather than the provision of any new public parking areas.</p>	<ul style="list-style-type: none"> – Council confirms a position for no net increase (or decrease) of current on-street parking numbers within the Riverside – Establishment of parking time limits key activity areas – New additional public parking is provided off-street through redevelopment of key sites – Planning Scheme requirements are updated to regulate built form and location of car parking where development is carried out within the Riverside precinct 	<ul style="list-style-type: none"> – Bundaberg Regional Council (Regulatory Services, Planning and Roads) – Brand Riverside Custodian 	Short (0-2) Medium (3-5)

Governance Interventions Continued...

INTERVENTION	DISCUSSION	KEY RESPONSIBILITY	INDICATIVE TIMING
 <p>Development Efficiency and Incentives Economic activity and new forms of development within the precinct is encouraged and supported by an efficient regulatory framework and processes.</p>	<ul style="list-style-type: none"> – The new Draft Planning Scheme, in particular permitted uses and levels of assessment, is progressed and ultimately adopted by Council – Opportunities to further incentivise development in priority locations, such as the Riverside should be considered. In particular this may involve a reduction in infrastructure charges for certain types of development or in lieu of delivering a recommendation item within the Master Plan. 	<ul style="list-style-type: none"> – Bundaberg Regional Council (Planning) 	Short (0-2)
 <p>Activity Permitting and Programming Riverside open space areas and parkland are reactivated by introducing new uses and activities for all ages. This includes the hosting of activities and events within Alexandra and Anzac Park and introducing opportunities for small business enterprise within open spaces.</p>	<ul style="list-style-type: none"> – Expanded park booking/permit system to provide for activities such as food stalls, group fitness classes, busking and markets – Promotion of new booking/permit system and potential curated activity program through Brand Riverside – Are supported where they do not detract from the underlying recreational function of the space. 	<ul style="list-style-type: none"> – Bundaberg Regional Council (Events and Parks) – Brand Riverside Custodian 	Short (0-2)
 <p>Get onto the River The Burnett River is accessible and popular recreational asset for community and visitors to enjoy and engage with.</p>	<ul style="list-style-type: none"> – Water based activities, such as kayaking and boat hire are established in a central location. Enabling residents and visitors to interact and engage with the river. – Existing piered build-outs over the riverbank are maintained and constructed in new locations in order to provide ample opportunities for informal passive recreation, such as riverside fishing. – Port of Bundaberg (Gladstone Ports) tenure over existing moorings within the river is reviewed and where practicable moorings are made available for boats to moor and come ashore to visit the Riverside for entertainment, food, drink and shopping 	<ul style="list-style-type: none"> – Bundaberg Regional Council (Parks, Sport and Recreation and Major Projects) – State Government – Gladstone Ports Corporation 	Short (0-2) Medium (3-5)

Governance Interventions Continued...

INTERVENTION	DISCUSSION	KEY RESPONSIBILITY	INDICATIVE TIMING
 <p>Public Land Ownership Stocktake Review of State and LG owned land to confirm current and future land use potential of these areas.</p> <p>Should identify opportunities and strategies for renewal or consolidation in order to ensure land is used for its highest and best purpose.</p>	<ul style="list-style-type: none"> – The stocktake should seek to ensure Government owned land is used for its highest and best purpose. Clear strategies should be developed for key opportunity sites and may be delivered in partnership between the State/Local Government and the private sector. – Ultimately the use of government owned land should seek to advance (not limit) the purpose and objectives of the Master Plan and desired character for the Riverside – Consideration may be given to a centralised state government, civic office precinct, within a single new building or a cluster of existing buildings within reasonable walking distance. Particular emphasis is placed on the location of this centralised civic offices being within the CBD or Riverside – A key function of carrying out and implementing stocktake outcomes will be the review and proposed land tenure arrangements and ability to transition uses, particularly along the rivers edge and in the vicinity of 4BU park and Targo Street. 	<ul style="list-style-type: none"> – Bundaberg Regional Council (Property, Executive Office, Parks and Planning) – State Government (Economic Development Queensland, Property Queensland, Housing and Public Works, Department of Natural Resources and Mines) 	Short (0-2)
 <p>Redirecting Through Traffic In conjunction with Quay Street Greening the removal of east west through traffic and heavy vehicles from Quay Street.</p> <p>In order for this to occur it is necessary for an alternative route to be confirmed and constructed to accommodate traffic redirected from Quay Street.</p>	<ul style="list-style-type: none"> – This recommendation has been identified separately to other Quay Street items as it relies on the strategic commitment and construction of a new road connection to accommodation through traffic and heavy vehicle movements – The ability to redefine the character and overall accessibility of Quay Street is not reliant on this outcome, as previous recommendations will deliver an improved Quay Street function and character 	<ul style="list-style-type: none"> – Bundaberg Regional Council (Roads and Planning) – State Government (Transport and Main Roads as the road manager) 	– Long (6+)

_Master Plan Management

Master Plan recommendations, require an element of progressive maintenance and coordination and this section seeks to provide additional discussion and identification key activities considered essential to the timely and successful delivery of the Master Plan.

While a recommendation or project may not be implemented for 5 years, the process of obtaining budgetary commitment, preparing a design or seeking approvals may require years of preliminary work. This section aims to identify where and when preliminary work may need to commence in order to ensure that the final recommendation may be delivered within the life of the Master Plan.

Finally, it is important from the outset that the Master

Plan is a document with clear ownership and responsibilities. These responsibilities should be reinforced through a process of reporting and accountability.

The process of managing and maintaining the Master Plan and on ground outcomes should be reviewed, contemplated and reported on at regular intervals.

Collectively the actions identified within this section seek to establish a framework for the ongoing management and implementation success of the mater plan.

ITEM

Annual Master Plan Review

Carry out a review and documented reporting of the progress and activity carried out in relation to implementing the Master Plan.

Planning for long term change

Some of the Master Plan intervention will take time to be realised in physical form within the Riverside, in order to ensure that progress is made on long term moves, planning and action is required to commence throughout the life of the Master Plan.

DISCUSSION

- This item should be carried out by the overall custodian of the Master Plan in a manner that coordinates the input of all relevant parties responsible for a specific Master Plan recommendation (i.e. Strategic Planning may coordinate the report with input from Parks and Gardens in relation open space specific recommendations)
- For implemented projects, consider what went well/what didn't, and how should the Master Plan be calibrated to respond to this?
- For planned projects not delivered, why was this the case, have steps been put in place for this to happen in future? If not, what does this mean to the Master Plan?
- In addition to undertaking a review of historical Master Plan performance the report should consider future works, particularly in relation to budgetary and resource commitments
- It is recommended that this reporting is carried out in a timeframe generally consistent with (or just prior to) departmental reporting on the operational plan and following year budget planning
- If considered appropriate, annual Master Plan reporting may be formally provided to Councillors for noting

Key Master Plan recommendations that are considered to require early mobilisation include:

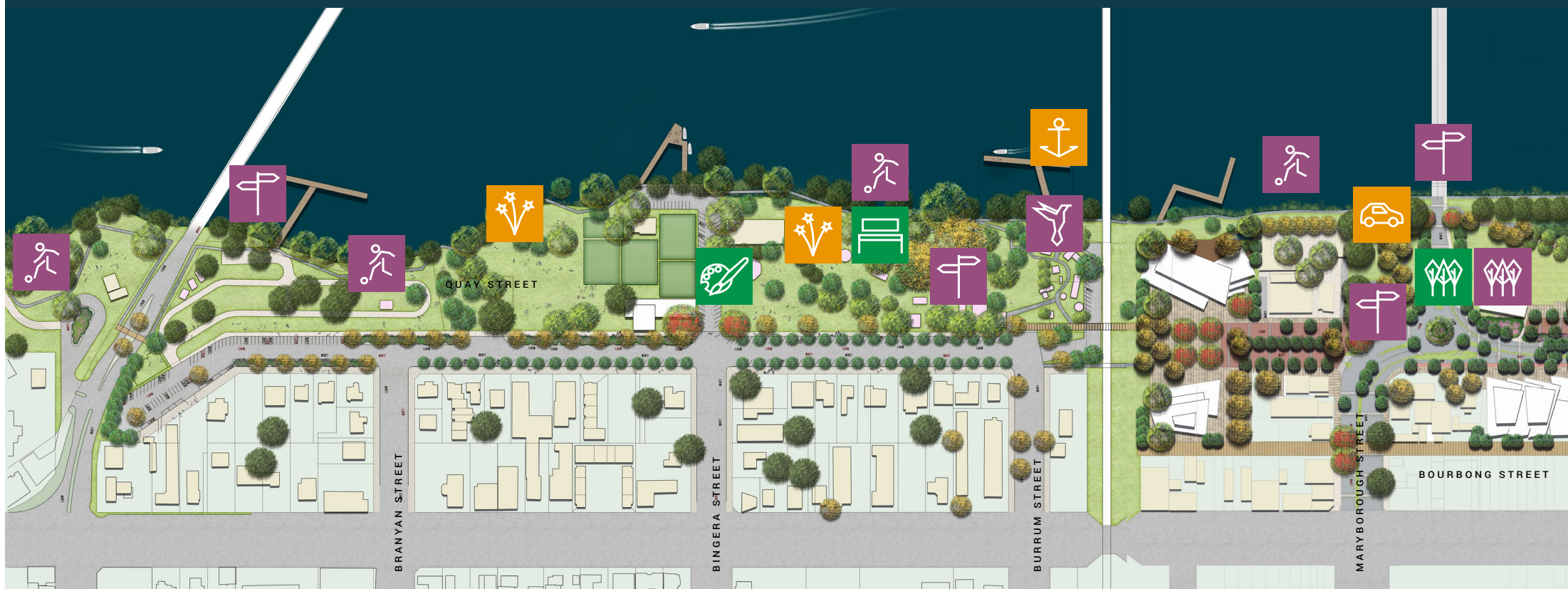
Immediate

- Streets for the People
- Quay Street Greening
- Integrated Active Movement Network
- Anzac Park Water Play
- Visitor Information Centre
- Public Land Ownership Stocktake
- Alexandra Park and Zoo



Ongoing

- Redirecting Through Traffic
- Review of Master Plan outcomes and planning for future Master Planning and vision







Master Plan Interventions






TEMPORARY INTERVENTION LEGEND

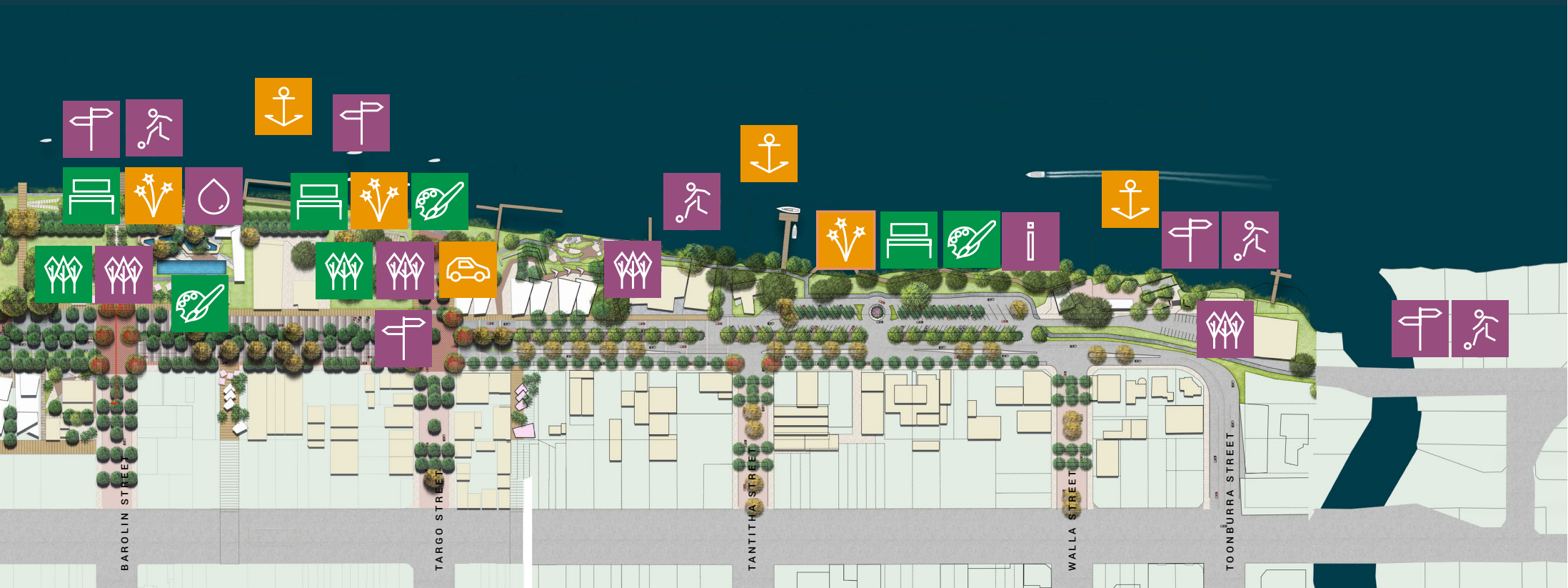
-  CHAIRS TO SHARE
-  PRETTY PAVEMENTS
-  QUAY STREET GREENING

PHYSICAL INTERVENTION LEGEND

-  QUAY STREET GREENING
-  ANZAC PARK WATER PLAY
-  CO-ORDINATED SIGNAGE, INTEGRATED ACCESS AND MOVEMENT STRATEGY
-  EXERCISE AND ACTIVITY TRAIL
-  VISITOR INFORMATION CENTRE
-  ALEXANDRA PARK AND ZOO

GOVERNANCE INTERVENTION LEGEND

-  PUBLIC PARKING MANAGEMENT
-  ACTIVITY PERMITTING AND PROGRAMMING
-  GET ONTO THE RIVER



Riverside Consultation Journey

Consultation with the various project stakeholders was a key part of formulating the Riverside Master Plan.

Overall the project sought to carry out inclusive engagement and consultation with government stakeholders, landowners, the business community and general public.

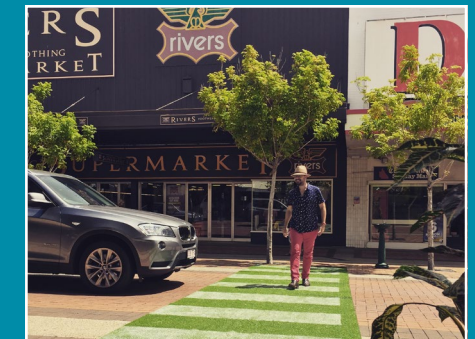
Full details of the consultation activities and outcomes have been documented separately in the Council summary report.

Initial Consultation

Councillor Workshop
9 MARCH 2015



Landowner/Stakeholder Information Session
9 MARCH 2015



Community Consultation
10 MARCH 2015





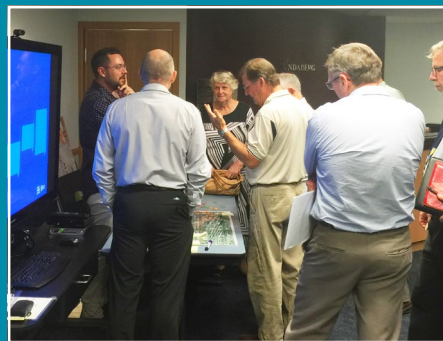
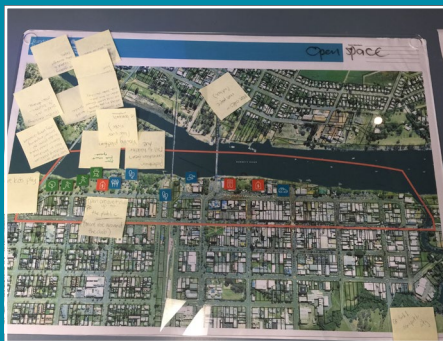
Consultation of Draft Master Plan

Workshop with Landowners + Other Stakeholders
9 JULY 2015

REIQ Breakfast
8 JULY 2015

Bundaberg Chamber of Commerce
14 JULY 2015

Outdoor Family Movie Night at Anzac Park
31 JULY 2015



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