



DRAFT
CENTRES STRATEGY



Left to right: Ungerer Street local centre, North Mackay; Mount Pleasant - Rockleigh major centre; Sarina major centre

Cover images (left to right): Holland Street South neighbourhood centre, West Mackay; proposed extensions to Rural View major centre; Mackay city (principal) centre



Mackay Regional Council is creating a new planning scheme for the region, and one of the important first steps in this process is to formulate foundation strategies to inform initiatives in the new planning scheme.

The Centres Strategy encourages the development centres that meet our needs, and centres that we can be proud of. Our centres should contain a mix of various uses, be the right size to serve its catchment and be safe, highly accessible, vibrant and visually appealing.

This Draft Strategy articulates Council's vision for the region's centres and the different roles and functions of different types of centres. This Draft Strategy also identifies a network of centres for incorporation into Council's new planning scheme.

It is anticipated that the Centres Strategy will work hand in hand with other Council planning strategies (particularly the Residential Densities Strategy and transport initiatives) to achieve a more sustainable urban form.

Council looks forward to receiving your comments on the Draft Centres Strategy. I am confident that by working collaboratively with the community, developers and other stakeholders, we can shape an exciting and sustainable vision for our region that responds to environmental, economic and social considerations.

Yours Sincerely,

Cr David Perkins
Planning and Development Portfolio

The Draft Centres Strategy has been produced by Mackay Regional Council.

The Draft Strategy is based on 4 Supporting Documents produced by MacroPlan Australia Pty Ltd, Foresight Partners Pty Ltd and Mackay Regional Council.

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Document Control

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Mirani local centre

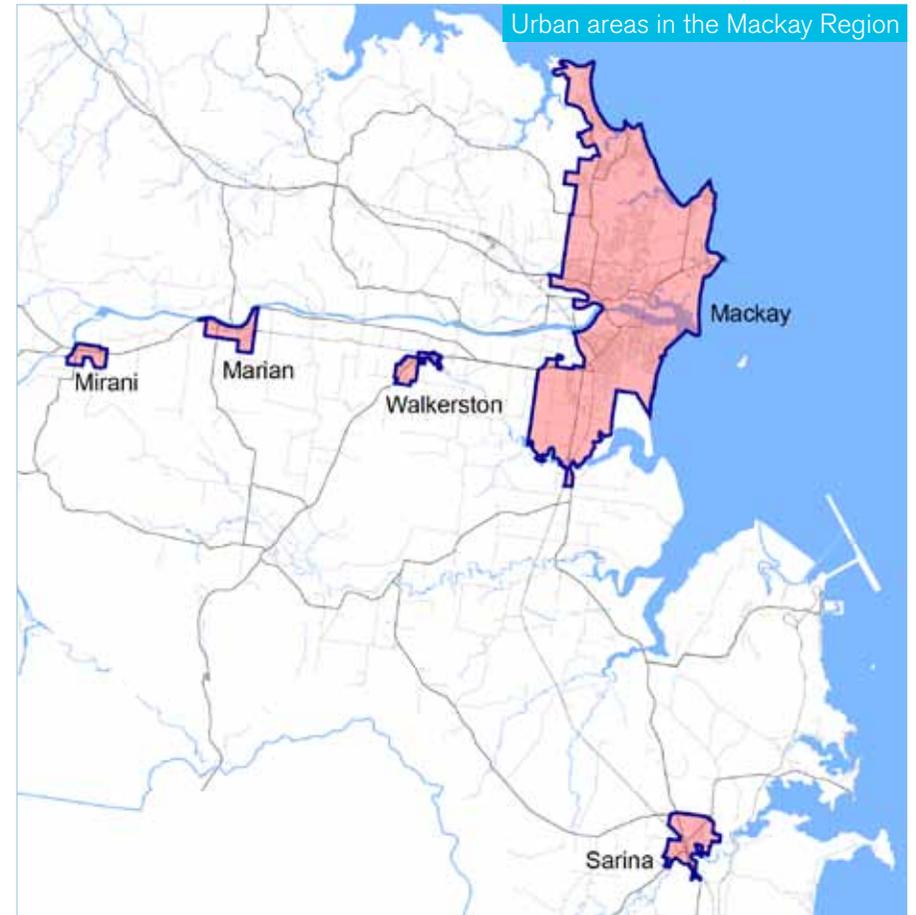


Celeber Drive local centre, Andergrove

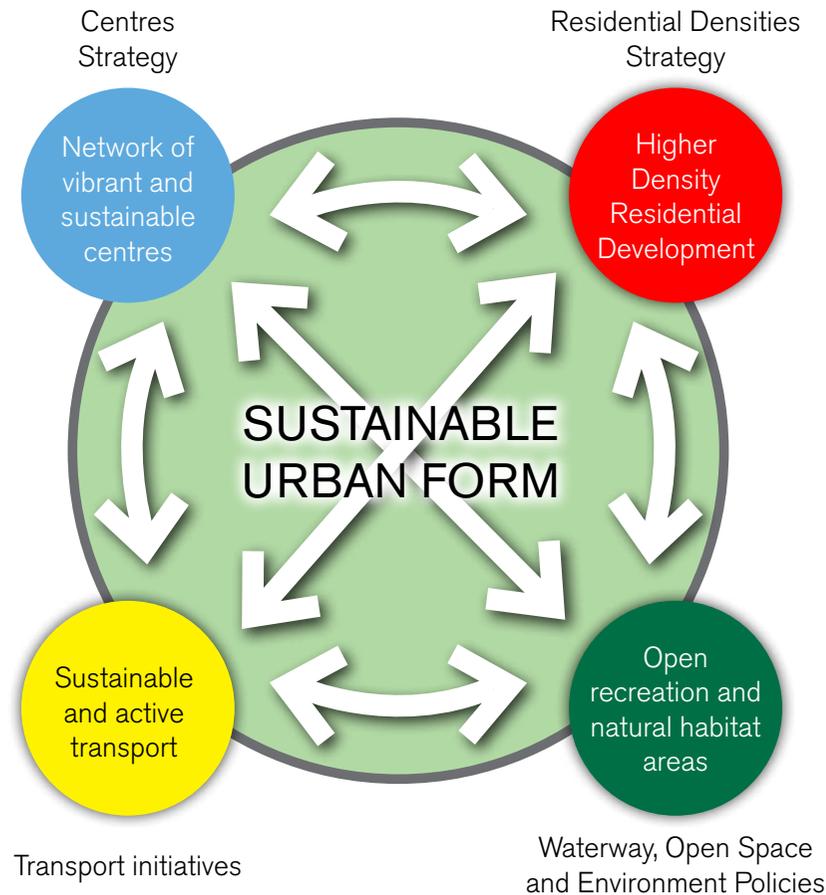


Mackay City principal centre

The Centres Strategy seeks to encourage the delivery of a functional network of vibrant and sustainable centres – that is – centres that are diverse, viable, well designed and highly accessible.



1. Introduction



Purpose and scope of the strategy

Council is committed to managing the challenges associated with high population growth and, at the same time, enhancing the sustainability and liveability of our region.

Important to this is the development and implementation of strategies seeking to achieve a more sustainable and consolidated urban form characterised by vibrant and sustainable centres, higher density residential development, sustainable and active transport networks and open recreation and natural habitat areas.

The *Centres Strategy* seeks to encourage the delivery of a functional network of vibrant and sustainable centres – that is – centres that are diverse, viable, well designed and highly accessible.

The Centres Strategy:

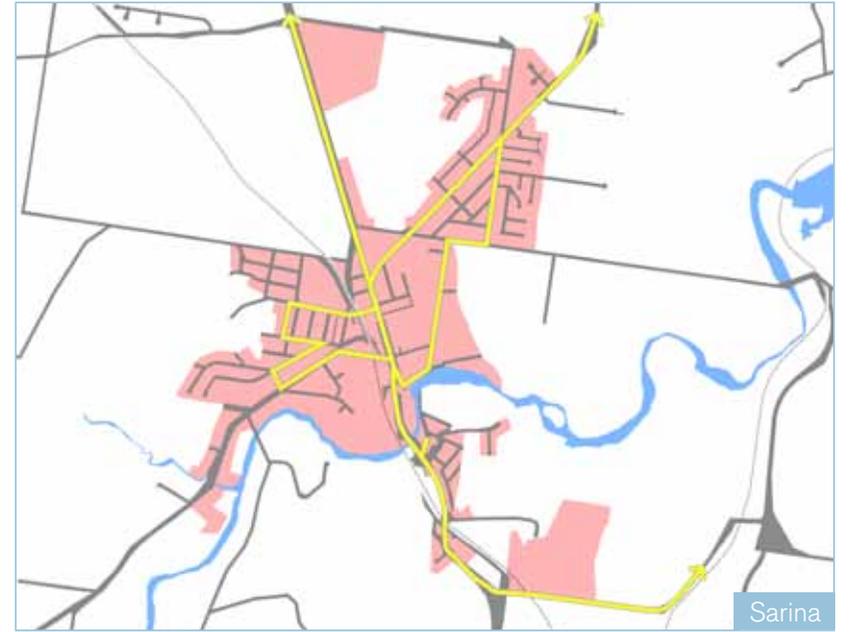
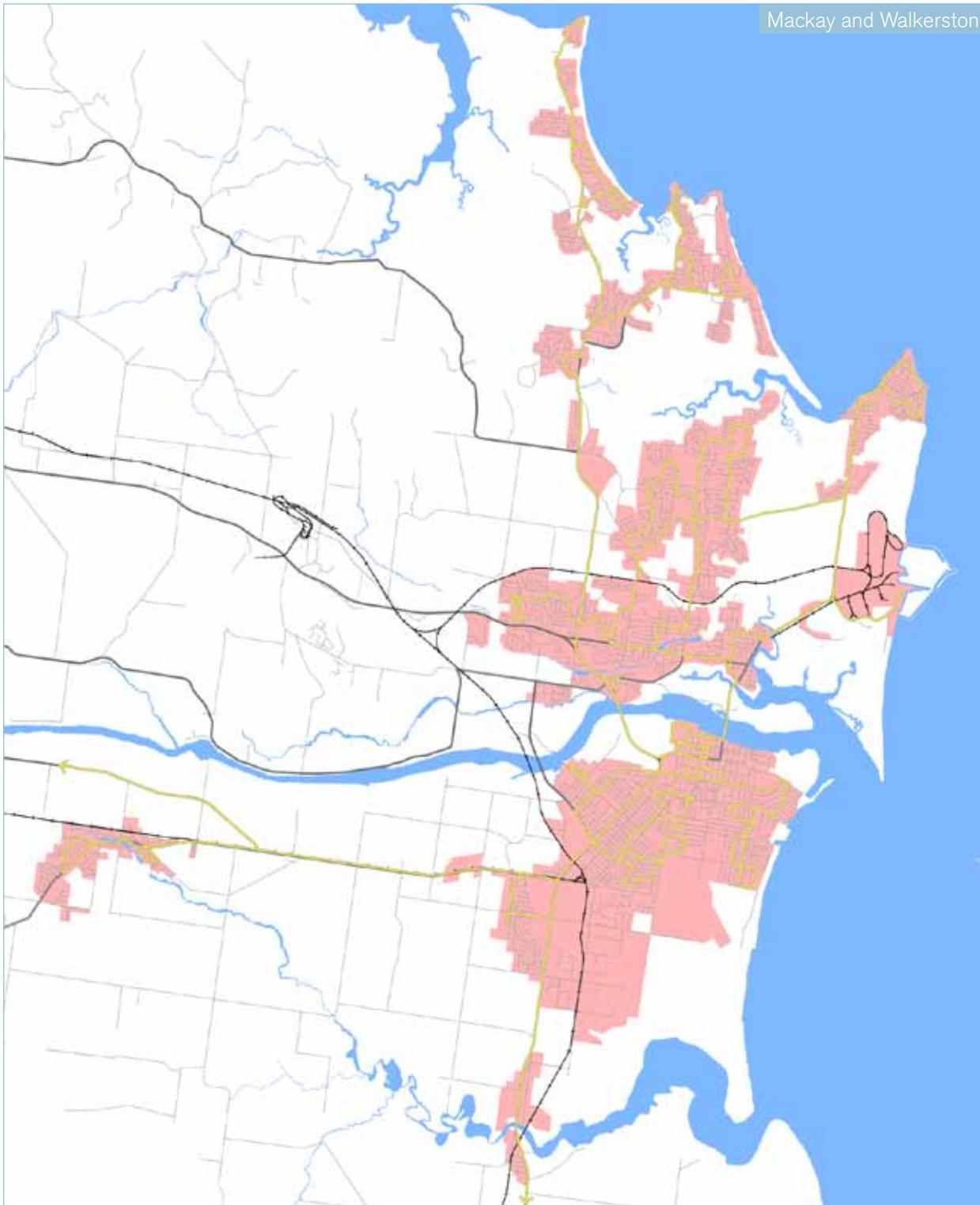
- presents relevant contextual information in order to identify issues and opportunities (Part A);
- articulates Council's vision for vibrant and sustainable centres (Part B);
- defines centre role and function elements (Part B);
- articulates centre design principles (Part B);
- identifies a centres network (Part C); and
- identifies initiatives to encourage vibrant and sustainable centres (Part C).

The strategy applies to the five (5) urban areas of the region, namely Mackay, Sarina, Walkerston, Marian and Mirani.

The *Centres Strategy* compliments Council's emerging *Residential Densities Strategy*, transport initiatives and waterway, open space and environment policies in aiming to achieve a more sustainable and consolidated urban form. The strategy is also consistent with a number of Council's other planning policies and initiatives (new development within a defined urban edge; efficient use of land within the urban edge; development and infrastructure provision sequenced in an orderly and economic manner; and functional and robust open space).



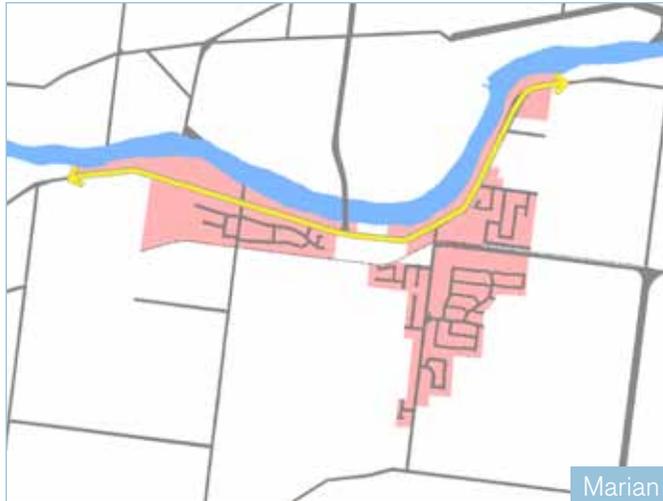
Part A ■ contextual information



URBAN FORM AND MOBILITY

- Existing urban areas
- Public transport network
- Street network

2. Existing parameters and projected trends



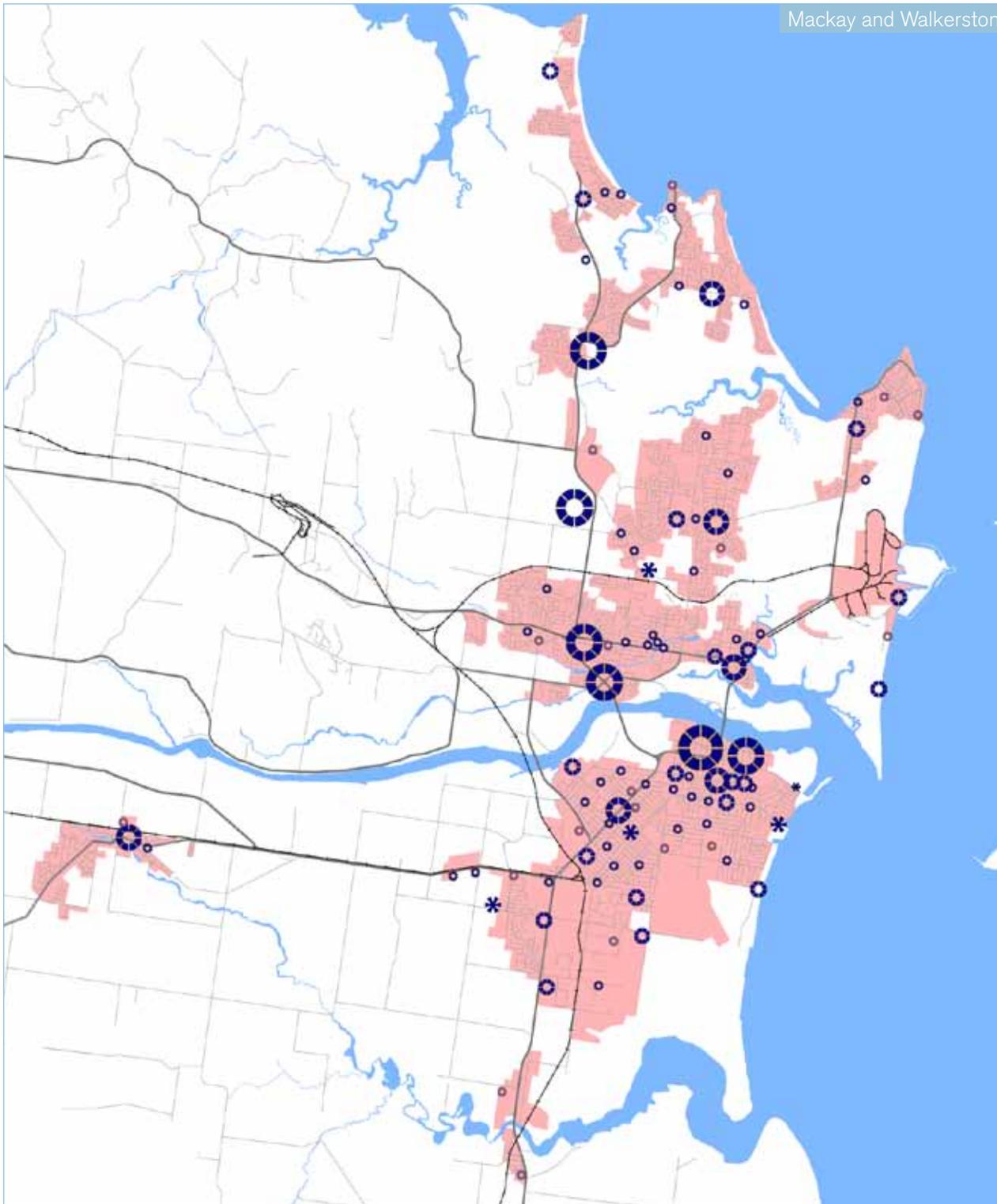
Urban form and mobility

The Pioneer River not only physically divides the Mackay urban area, it forms a boundary between urban areas with distinct characteristics. This is summarised as follows:

	<i>South of the Pioneer River</i>	<i>North of the Pioneer River</i>
Urban form	Cohesive	Historically scattered villages increasingly linked by sprawling residential neighbourhoods
Street layout	Predominantly grid based	Curvilinear and cul-de-sac based in newer areas; grid based in older areas
Land uses	Mixed – residential neighbourhoods, regionally important commercial, service and employment hubs (City Centre, Paget) and transportation hubs (Air, Rail and Bus Terminals)	Predominantly residential, sub-regional commercial, service and employment hubs (Mount Pleasant–Rockleigh, Rural View) and a regionally important transportation facility (Port of Mackay)
Residential densities	Variety – especially close to and within City Centre	Predominantly low density

The urban areas of Sarina and Walkerston are fragmented by watercourses while Marian is currently fragmented by undeveloped land. Mirani has a cohesive urban form. On a smaller scale, these towns are also characterised by precincts with differing urban form characteristics. The older, central parts of these towns have a predominantly grid based street layout, a mix of land uses and a small number of higher density residential developments. More recently established neighbourhoods on the edge of these towns are almost exclusively low density residential development.

Most trips in the urban areas of the region are undertaken by private car due to urban form characteristics, relative convenience and cost and lack of alternate modes. Regular public transport services are provided to and within the Mackay, Sarina and Walkerston urban areas (approximately 950 services each week on 11 routes). Services are highest in number and frequency on routes in the inner areas of Mackay. Bus services to Marian and Mirani are very limited.



Sarina

EXISTING AND APPROVED CENTRES

-  Centres comprising existing and/or approved core uses
-  Centres comprising existing and/or approved non-core uses
-  Development application involving centre uses currently under assessment
-  Existing urban areas

*Maps prepared in 2011 as part of the Centres GFA Study



Marian



Mirani

Existing and approved centres

A comprehensive survey of existing and approved centres conducted in 2011 identified 99 centres across the Mackay urban area, 7 centres in Sarina, 3 centres in Walkerston, 4 centres in Marian and 1 centre in Mirani.

The combined gross floor area (GFA) of these centres is summarised below (refer to Appendix A for definitions of “core centre uses”, “non-core centre uses” and “complimentary centre uses”). The survey found that vacant buildings/tenancies only account for approximately 1.5% of all GFA.

	Mackay	Sarina	Walkerston	Marian	Mirani
Core uses	61.8 ha	1.7 ha	0.5 ha	0.05 ha	0.2 ha
Non-core uses	12.9 ha	1.0 ha	0.3 ha	0.1 ha	0.01 ha
Comp. uses	1 ha	0.1 ha	0 ha	0 ha	0.03 ha
Vacant	9,600m ²	1,810m ²	60m ²	0m ²	130m ²
Total existing	56.1 ha	2.9 ha	0.8 ha	0.2 ha	0.3 ha
Total approved	20.6 ha	0 ha	0 ha	0 ha	0 ha
Total	76.7 ha	2.9 ha	0.8 ha	0.2 ha	0.3 ha

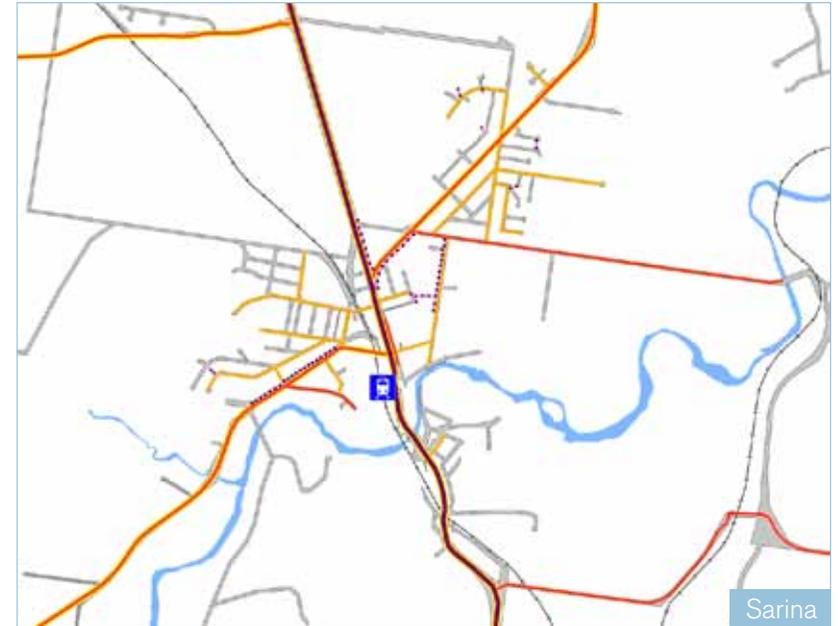
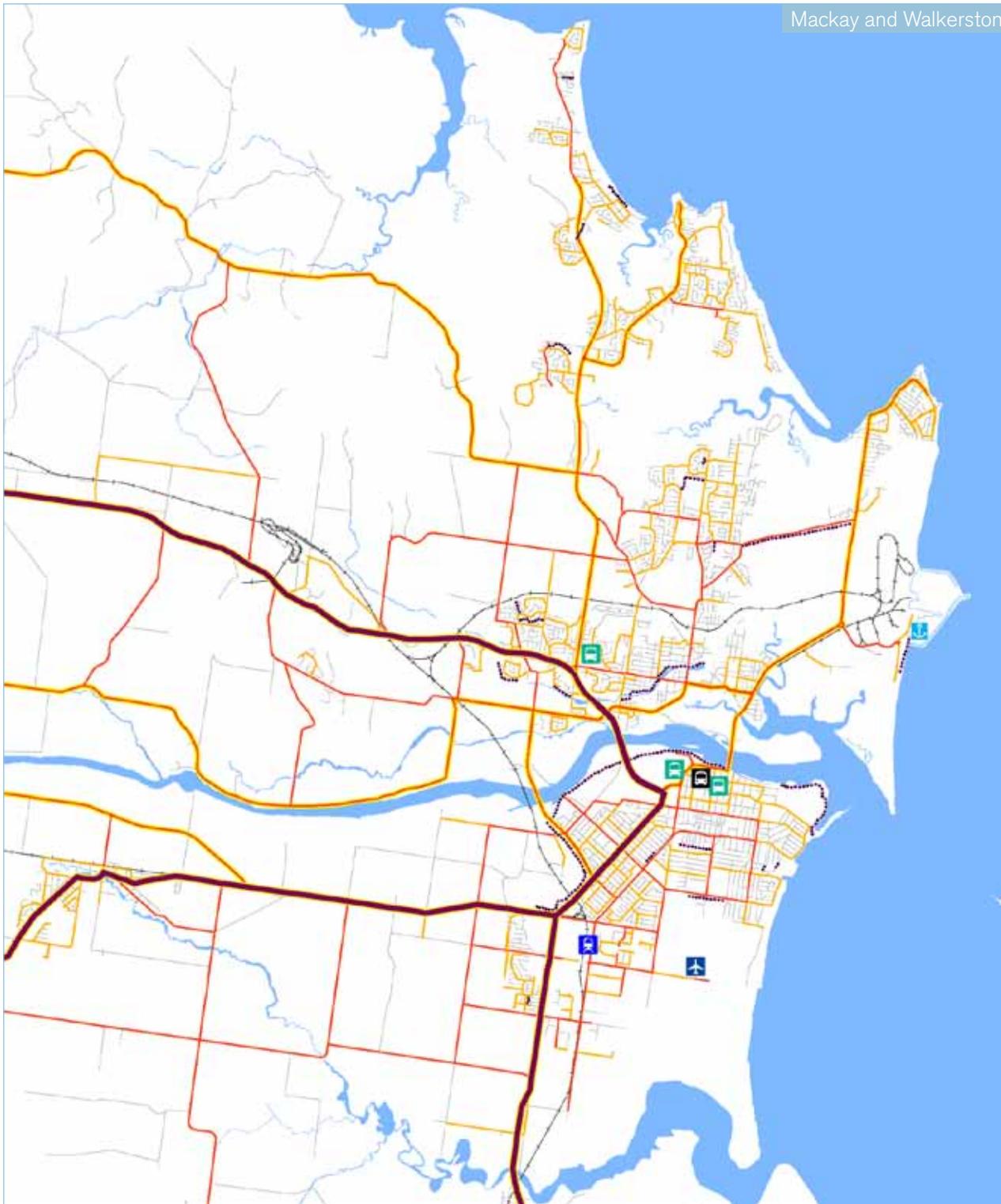
The following table identifies the 12 largest centres in the region in terms of existing GFA and combined existing and proposed GFA:

Existing GFA	Existing and proposed (approved) GFA
1. Mackay city centre* – 32.9 ha	1. Mackay City Centre* – 39.8 ha
2. Mount Pleasant – 9.9 ha	2. Mount Pleasant – 11.7 ha
3. Sarina – 2.2 ha	3. Rural View – 5.5 ha
4. North Mackay – 1.6 ha	4. Richmond – 3.8 ha
5. Fourways – 1.0 ha	5. Sarina – 2.2 ha
6. Mackay Marina – 0.9 ha	6. North Mackay – 1.9 ha
7. City Gates – 0.8 ha.	7. Fourways – 1.0 ha
8. Rural View – 0.7 ha	8. Mackay Marina – 1.0 ha
9. Walkerston – 0.6 ha	9. City Gates – 0.8 ha
10. Andergrove – 0.6 ha	10. Central Park Drive – 0.7 ha
11. Sarina Beach Road – 0.5 ha	11. Walkerston – 0.6 ha
12. Caterpillar Drive – 0.4 ha	12. Andergrove – 0.6 ha

* 'Mackay city centre' includes City Centre, City Centre East End and City Centre South sub-precincts

** 'Mount Pleasant' includes Mount Pleasant and Rockleigh sub-precincts

Mackay and Walkerston



Sarina

ACCESS INFRASTRUCTURE

- | | |
|---|--|
|  State controlled roads |  Airport |
|  Highway |  Railway Station |
|  Arterial road |  Long distance bus terminal |
|  Collector road |  Major public transport interchange |
|  Access street |  Ferry services |
|  Off-road pedestrian/
cycle way | |



Road infrastructure information

	Total length of roads	Total area of roads
Mackay	565 kms	480 ha
Sarina	78 kms	60 ha
Walkerston	31 kms	21 ha
Marian	30 kms	18 ha
Mirani	27 kms	16 ha

Access and community infrastructure

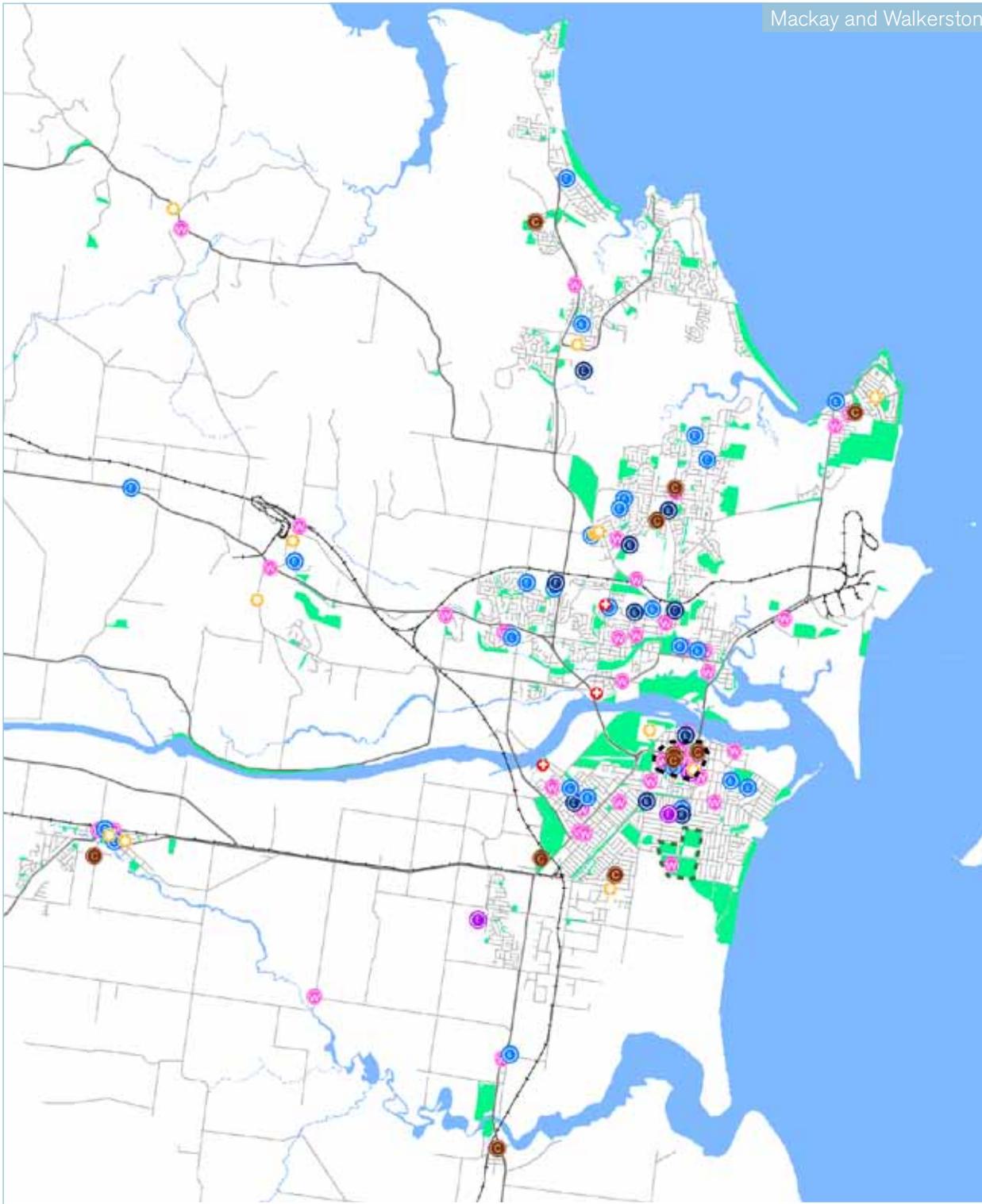
Most of the region's urban areas are currently serviced by the full range of urban infrastructure (water, sewerage, stormwater, electricity, roads, public transport, community facilities and open space). Detailed network analysis to identify capacity issues and necessary infrastructure upgrades will be required in the planning of any significant new centre developments.

Access infrastructure, community facilities and open spaces are of particular relevance to this strategy. Further information on these elements is provided as follows:

- *Roads:* The region's dispersed urban form and reliance on private vehicles for mobility is serviced by an extensive hierarchical network of DTMR and Council controlled roads. DTMR's Roads Implementation Program 2009/10–2013/14 and Council's 20 year Capital Works Program identify a number of upgrade projects relevant to residential areas.
- *Public transport* infrastructure is jointly funded by Council and DTMR. Linemarked stopping zones, seating, signage and shelter is provided at important public transport nodes (served by several bus routes) located in the Mackay city centre (Gregory Street and Caneland Central Shopping Centre) and at Mount Pleasant (Mount Pleasant Shopping Centre). It is anticipated that upgraded facilities will be provided at Caneland Central, Mount Pleasant and Northern Beaches Central (Rural View) as part of future shopping centre extension works.

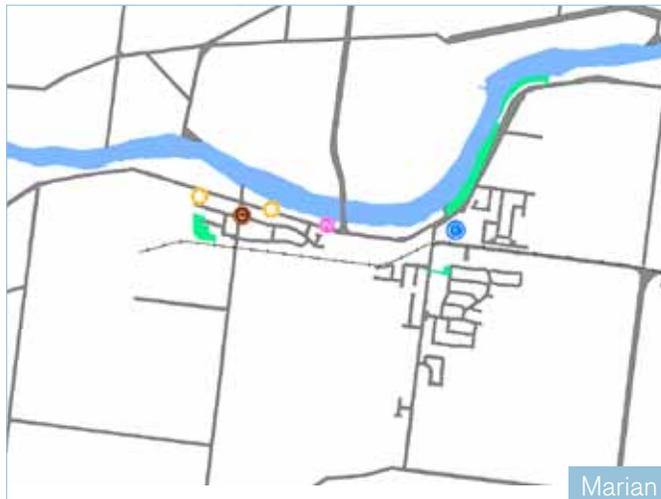
Approximately 130 designated bus stops (60 shelters and 70 concrete pads and signs or just signs) are provided elsewhere on the network. The installation of new public transport infrastructure is currently undertaken by Council according to plans/advice from the DTMR. At this stage, it is understood that no strategic plan exists for public transport infrastructure improvements.

- *Bicycle / pedestrian* infrastructure is provided in accordance with Council's Bicycle Plan and Road Hierarchy Cross Section Standards.



COMMUNITY FACILITIES AND PARKS

-  Hospital
-  Other emergency services
-  Tertiary education facilities
-  Secondary education facilities
-  Primary education facilities
-  Regional civic precinct
-  Council facilities and community centres
-  Place of worship
-  Regional sporting precinct
-  Parkland



- *Community facilities* are provided by various government, private and community agencies/organisations on a needs basis. The region's urban areas are serviced by 4 hospitals, 2 university campuses, a TAFE college, 11 secondary schools and an array of other facilities such as primary schools, child care facilities, places of worship, community halls and sports/social clubs. A recent scalogram analysis found that most social and economic functions are concentrated in Mackay (score – 822), followed by Sarina (232), Mirani (151), Walkerston (135) and Marian (88). Community facilities are considered 'complimentary centre uses'.
- *Open spaces* throughout the urban areas of the region have various functions and are at various sizes. Current regionally important facilities in urban areas are noted as follows:

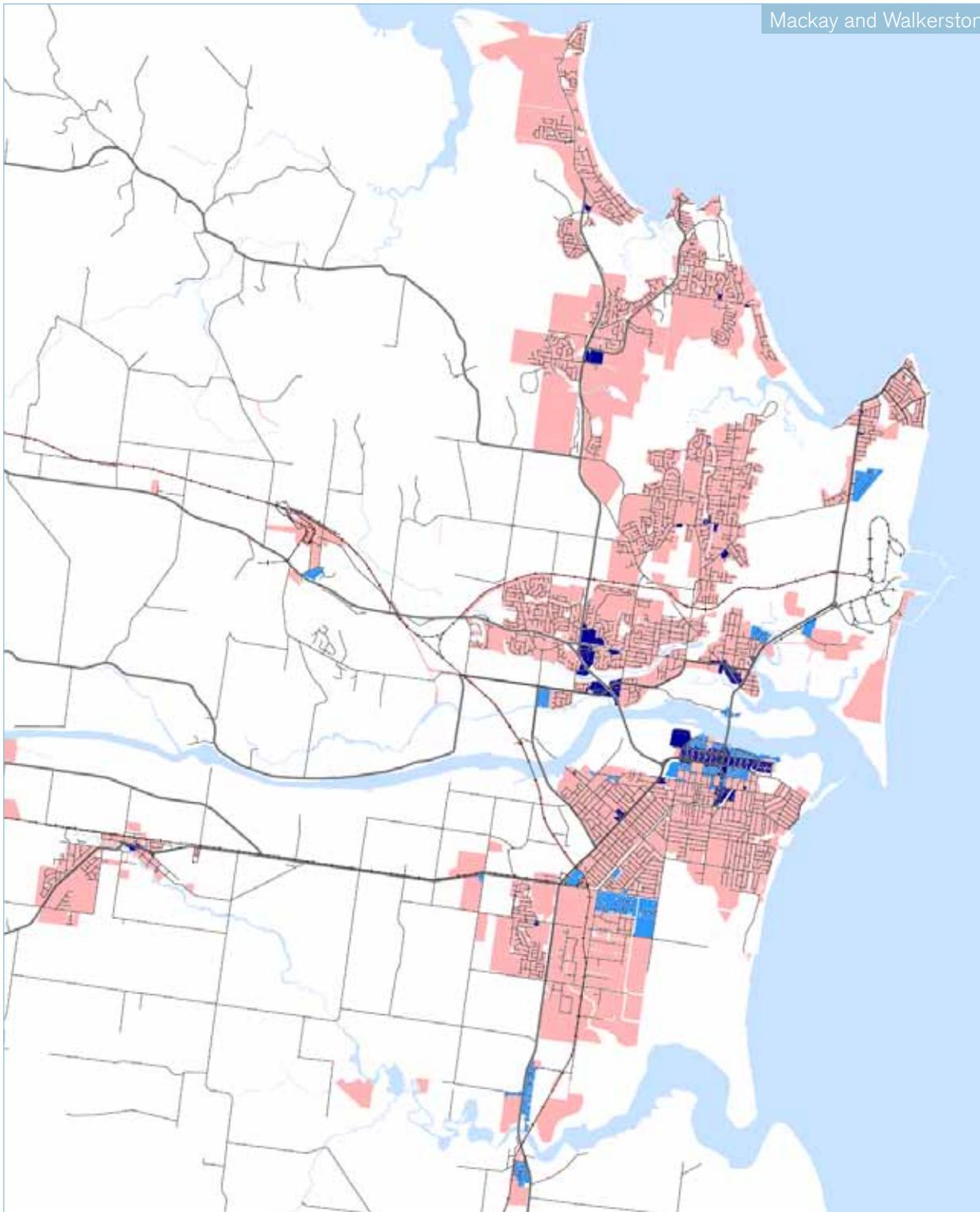
<i>Parks and recreation facilities/precincts</i>	<ul style="list-style-type: none"> ▪ Mackay: City Centre riverfront (including Bluewater Lagoon, Bluewater Quay and Bluewater Trail), Regional Botanic Gardens, John Breen Park/Gooseponds precinct, Mulherin Park and Queens Park.
<i>Sporting and event facilities/precincts</i>	<ul style="list-style-type: none"> ▪ Mackay: South Mackay regional sporting precinct, Showgrounds, Ooralea Racecourse, Beaconsfield –North Mackay precinct and Golf Course ▪ Sarina: Brewers Park sub-regional sporting precinct, Showgrounds and Golf Course
<i>Natural recreation areas</i>	<ul style="list-style-type: none"> ▪ Mackay: Beaches and Slade Point Nature Reserve ▪ Marian: Riverfront

Smaller parks, sporting facilities and natural recreation areas are located throughout the region's urban areas. New parks in the region will be provided in accordance with Council's Open Space policy and Priority Infrastructure Plan once these documents are adopted.

Linear open space corridors can provide bicycle and pedestrian linkages between centres. Open space areas providing active or passive recreation opportunities within or in close proximity to centres are valuable as they:

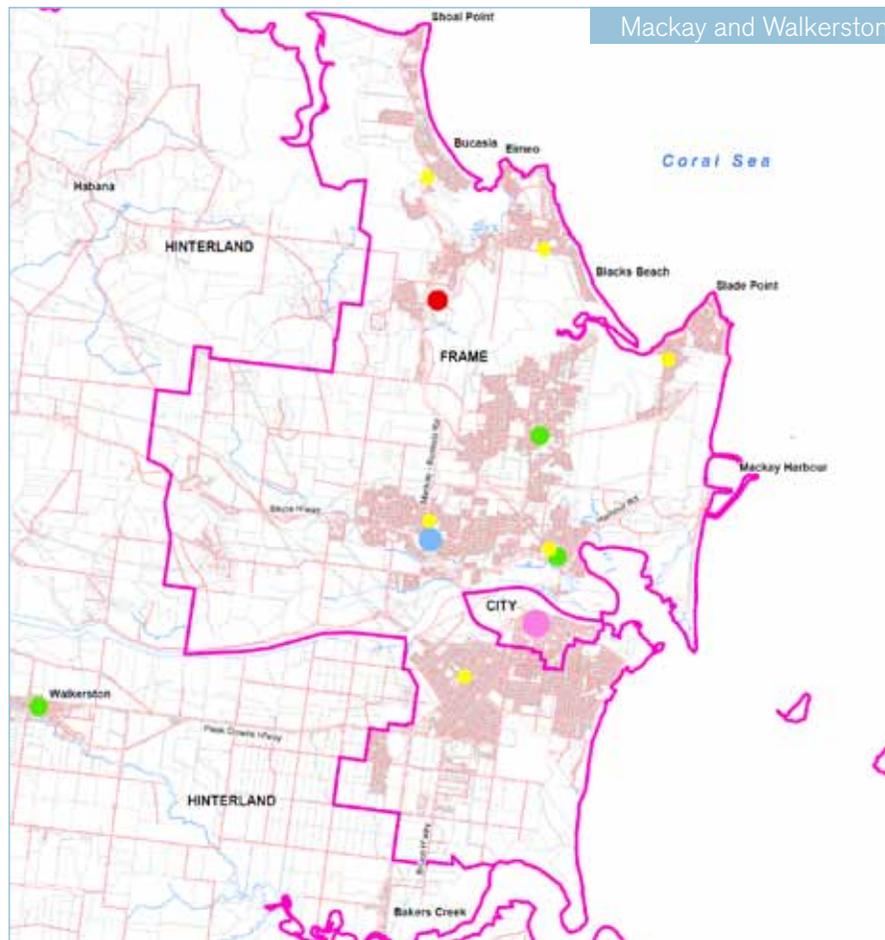
- provide visual and psychological relief from the intense activity and hard surfaces of the centre;
- add to the diversity of uses in the centre; and
- can facilitate community events and celebrations.

Mackay City Planning Scheme 2006



OPPORTUNITIES FOR CENTRE USES

- Significant
- Limited
- Minimal - urban zones
- Minimal - non-urban zones



Mackay and Walkerston

NETWORK OF CENTRES - MACKAY CITY PLANNING SCHEME 2006

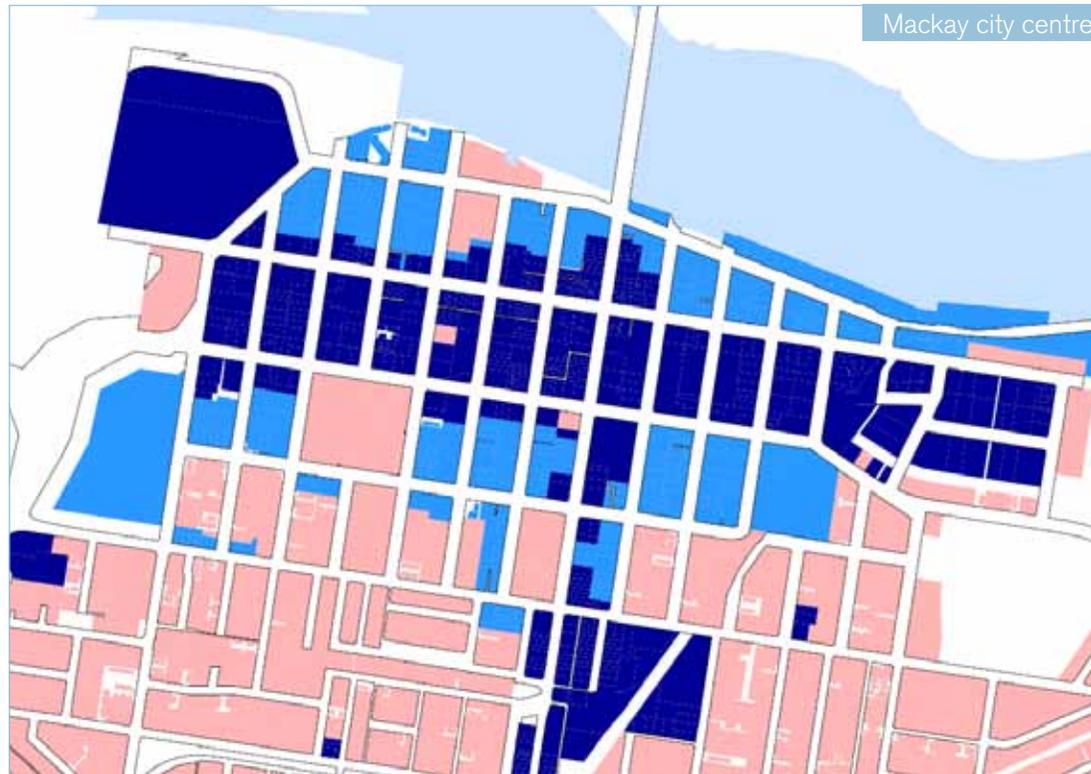
- Regional Centre
- Sub-regional Centre
- Major Neighbourhood Centre
- Neighbourhood / Mix Use Centre
- Local Centre

Planning scheme provisions

The *Mackay City Planning Scheme's* provisions regarding centre development are underpinned by a 5 level "network of centres" that identifies 12 centres across the Mackay and Walkerston urban areas. The "network of centres" is summarised as follows:

Centre Type and Location	Role and function	GFA	Catchment
<i>Regional</i> Mackay city centre	All services highly developed	NA	50,000 or more households
<i>Sub-regional</i> Mount Pleasant	Highly developed comparison and convenience shopping, entertainment, community and trade services. Small scale administration and commercial services.	NA (Reference to sub-regional centres up to 50,000m ²)	30,000 – 50,000 households
<i>Major Neighbourhood</i> Rural View	Highly developed comparison and convenience shopping and community services. Small scale commercial, entertainment and trade services.	Up to 20,000m ²	7,500 – 30,000 households
<i>Neighbourhood or Mixed Use</i> Andergrove, North Mackay, Walkerston	Highly developed comparison and convenience shopping. Small scale commercial, entertainment, community and trade services.	Up to 10,000m ²	7,500 – 20,000 households
<i>Local</i> Bucasia, Blacks Beach, Slade Point, Mount Pleasant, North Mackay and Fourways	Small scale commercial, convenience shopping and entertainment services	Up to 2,500m ²	2,500 – 7,500 households

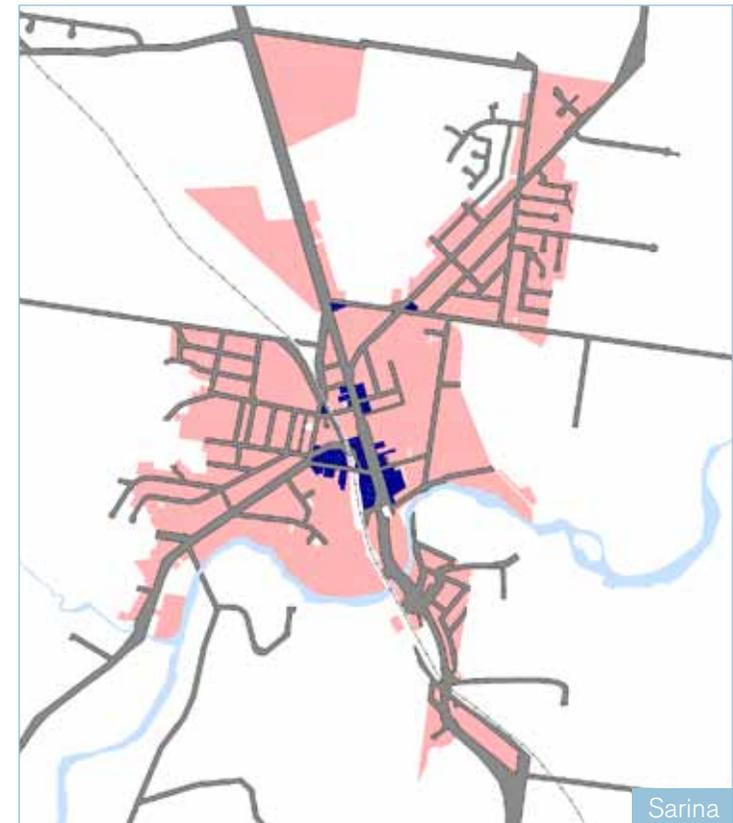
Mackay City Planning Scheme 2006



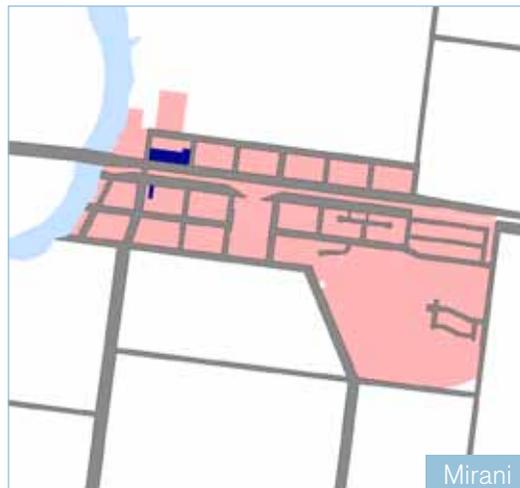
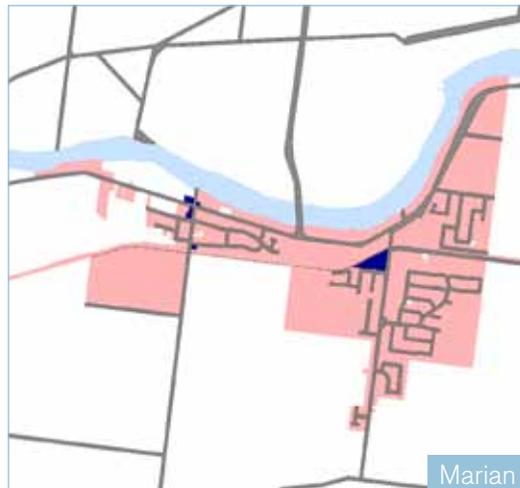
OPPORTUNITIES FOR CENTRE USES

- Significant
- Limited
- Minimal - urban zones
- Minimal - non-urban zones

Sarina Shire Council Planning Scheme 2005



Mirani Shire Plan 2007



The *Mackay City Planning Scheme* contains 5 zones considered to provide 'significant' opportunities for the development of centre uses. A further 8 zones provide 'limited' opportunities. Other zones provide 'minimal' or 'no' opportunities. Centre oriented zones in the Mackay scheme are as follows:

Zones with 'significant' opportunities	Zones with 'limited' opportunities
<ul style="list-style-type: none"> ▪ Commercial Centre (CCL) - total area 8.7 ha ▪ Commercial Main Street (CCL) - total area 4.9 ha ▪ Commercial Major Facility (CCL) - total area 13.5 ha ▪ Commercial (CCL, FL and HL) - total area 87.4 ha ▪ Commercial (Services) (CCL) - total area 22.4 ha 	<ul style="list-style-type: none"> ▪ City Residential (CCL) ▪ Waterfront (CCL) ▪ Mixed Use (CCL) ▪ Open Space (CCL) ▪ Special Activities (City) (CCL) ▪ Village (FL and HL) ▪ Industry (Low Impact) (FL and HL) ▪ Special Activities (Tourism) (OSIL) <p style="text-align: right;">Total area – 706.2 ha</p>

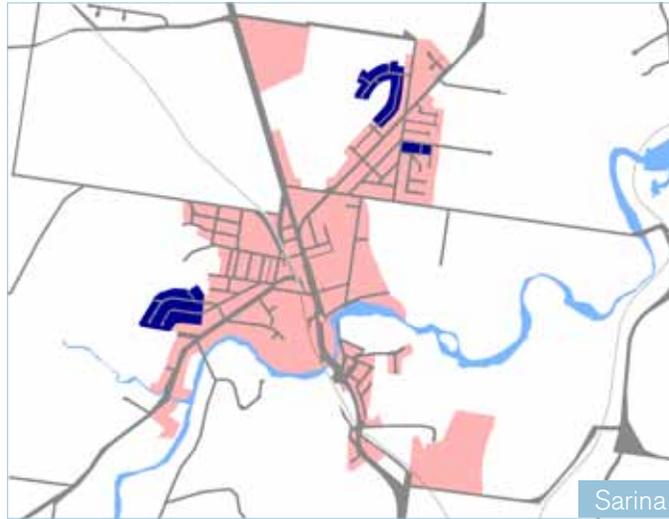
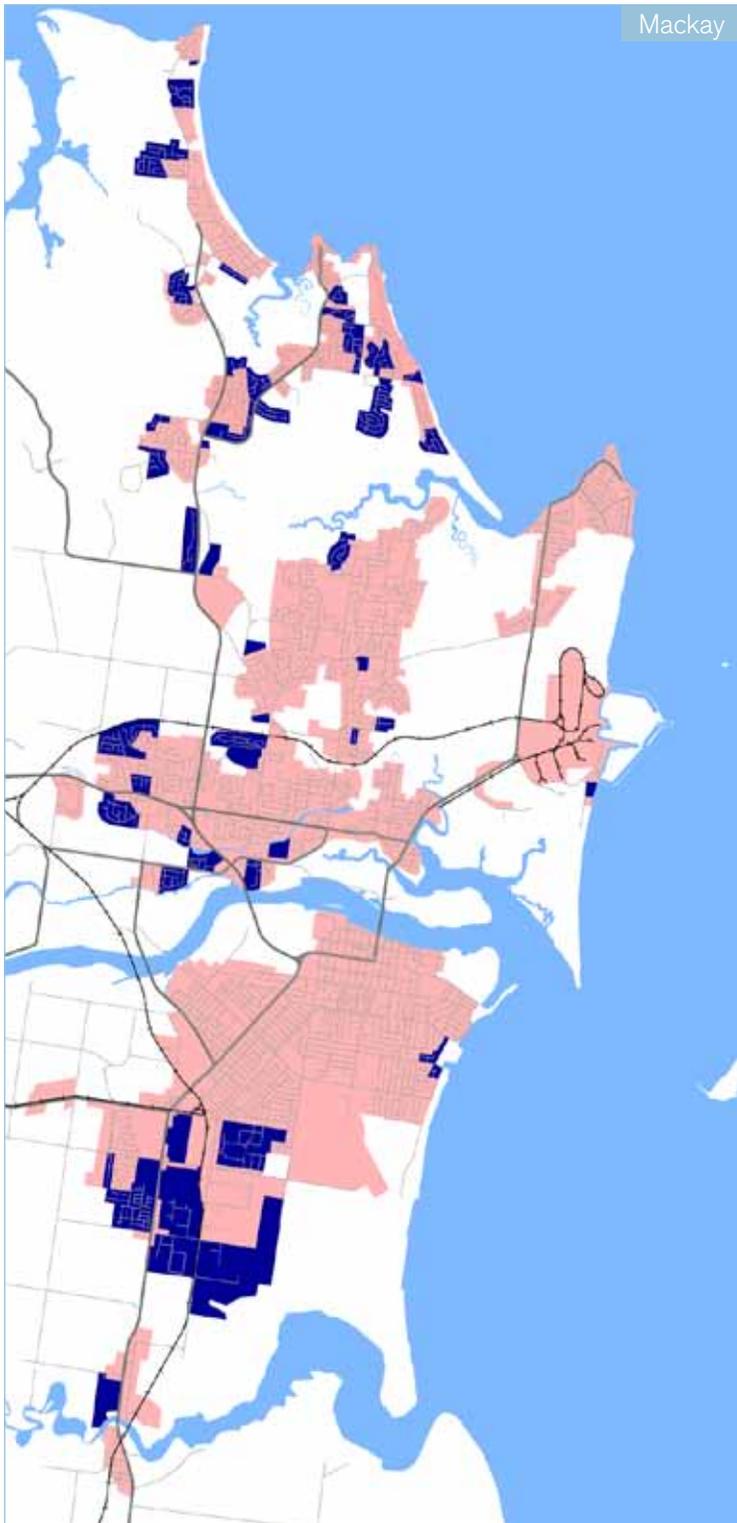
Note: CCL - City Centre Locality; FL - Frame Locality; HL - Hinterland Locality; and OSIL - Off-shore Islands Locality

The *Sarina Shire Council Planning Scheme* (SSCPS) and *Mirani Shire Plan* (MSP) do not contain a "network of centres". The Sarina scheme contains 2 precincts considered to provide 'significant' opportunities for centre development and the Mirani scheme contains 1 zone. Other zones and precincts provide 'minimal' or 'no' opportunities. Centre oriented zones and precincts in the schemes are as follows:

Zones with 'significant' opportunities
<ul style="list-style-type: none"> ▪ Town Zone – Commercial Precinct (SSCPS) - total area 8.3 ha ▪ Town Zone – Tourist Commercial Precinct (SSCPS) - total area 1.4 ha ▪ Commercial Zone (MSP) - total area 4.7 ha

Functionality, site and design requirements are set out in the *Mackay City Planning Scheme's* Retail and Commercial Code, the *Sarina Shire Council Planning Scheme's* Commercial Development Code and the *Mirani Shire Plan's* Commercial Use Class Code.

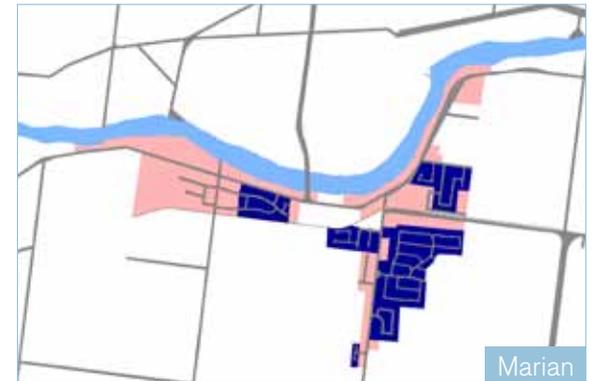
Mackay



Sarina



Walkerston



Marian



Mirani

RECENT DEVELOPMENT AREAS

- Recent development areas (since 2001)
- Existing urban areas

Population growth and demographic characteristics

Recent population growth¹

	2001 population	2011 population	Average annual growth	Average annual growth rate	Prop. of regional growth
Mackay	60,154	76,045	1,589	2.6%	66.7%
Sarina	3,141	3,623	48	1.5%	2.0%
Walkerston	2,060	3,027	97	4.7%	4.1%
Marian	787	2,030	124	15.8%	5.2%
Mirani	755	1,093	34	4.5%	1.4%
Mackay (r)	91,084	114,895	2,381	2.6%	

Projected population growth⁴

2031 population projections

	Population	Average annual growth	Average annual growth rate	Prop. of regional growth
Mackay	137,900	3,256	4.3%	79.2%
Sarina	8,200	241	6.7%	5.9%
Walkerston	4,800	93	3.1%	2.3%
Marian	5,400	177	8.7%	4.3%
Mirani	3,100	106	9.7%	2.6%
Mackay (r)	193,000	4,111	3.6%	

The Mackay region has sustained particularly strong population growth since 2001. The Mackay urban area accommodated the majority (almost 67%) of this growth.

Between 2001 and 2007, migration accounted for almost 76% of regional population growth while natural increase accounted for just over 24%². Migration has been primarily driven by employment opportunities and economic flow-ons generated by the booming mining industry.

Strong population growth is forecast to continue in the short to medium term. Queensland Treasury currently forecasts that the region will have a population of between 159,878 and 189,497 by 2031³. However, these projections factor in a significant decrease in growth rates (below the Queensland average) from 2021 to 2031. Council is basing its strategic planning on a potential regional population of almost 200,000 by 2031⁴.

The region's economic opportunities have generated migration by a high number of nuclear families. In comparison to Queensland, the region has relatively high proportions of children, young adults and couple with children households, a low median age and low proportions of middle aged and aged persons and single parent, lone person and group households². (Refer to Appendix B - Key demographic trends.)

Despite this, increases in median age and proportions of couples with no children and lone person households and decreases in average household size and proportions of couple with children households is expected to continue in line with state and national trends.

These trends will accelerate housing demand (on top of growth generated demand) and produce a higher number of dwellings per capita. Council's Residential Densities Strategy encourages increased higher density residential development in suitable locations. This may satisfy emerging demographic trends, amongst other benefits, and lead to more people living in walking distance of the region's existing, proposed and future centres.



Retail expenditure in the Mackay region

Employment rate⁶

	Labour force employed	Labour force unemployed
Mackay RC	59,963 persons – 95.8%	2,624 persons – 4.2%
Queensland	2,288,100 persons – 94.4%	135,400 persons – 5.6%

Retail expenditure per person⁷

	2011		2031	
	Mackay RC	Queensland	Mackay RC	Queensland
Groceries	\$4,963	\$4,826	\$6,056	\$5,889
Restaurant/cafe	\$1,212	\$1,530	\$1,479	\$1,867
Bottle shop	\$600	\$529	\$732	\$646
Clothing/accessories	\$1,340	\$1,322	\$1,635	\$1,614
Newsagent/chemist	\$897	\$960	\$1,095	\$1,172
Sports/hobbies	\$513	\$471	\$625	\$575
Services	\$436	\$486	\$532	\$593
Furniture/whitegoods	\$1,012	\$991	\$1,235	\$1,209
Electrical	\$781	\$758	\$953	\$924
Houseware/softgoods	\$428	\$394	\$523	\$480
Hardware	\$435	\$410	\$531	\$500
Total expenditure per person	\$12,618	\$12,677	\$15,396	\$15,468

Socio-economic profile and retail expenditure

Dwelling tenure in the Mackay region is similar to state figures with slightly higher proportions of owner occupiers (Mackay region 34%, Queensland 33%), purchasers (Mackay region 36%, Queensland 34%) and a slightly lower proportion of renters (Mackay region 29%, 32% Queensland)⁵.

The Mackay region has a low rate of unemployment (4.2%) in comparison with the figure for Queensland (5.6%)⁶. Within its labour force, the region has a significantly higher proportion of blue collar workers (46%) compared to the figure for Queensland (35%). This illustrates the predominance of the mining, agriculture and their flow-on industries in the regional economy. Conversely, the region has low proportions of white collar (24%, Queensland - 30%) and pink collar (30%, Queensland - 35%) workers⁵.

In comparison to the Queensland average, Mackay region households had a higher average income (4.6% higher) but lower individual incomes (1.8% lower)⁵.

Overall, the Mackay region's current and projected average retail expenditure per capita is slightly lower than the Queensland average⁷. Expenditure in the Mackay region for groceries, clothing/accessories, furniture/whitegoods and electrical goods is slightly higher than the Queensland average (less than 6% higher). The region's expenditure in bottleshop goods, sports/hobbies, houseware/softgoods and hardware is also higher than the Queensland average, but the increase is more pronounced (more than 6% higher). The region's expenditure in the restaurant/cafe, newsagent/chemist and services categories is lower than the Queensland average.

Retailing within the Mackay region can be expected to increase in future years as a result of the increase in resident population and real growth in retail expenditure. Real growth in the region's retail expenditure has been estimated at 1.1% per annum to 2031. It is important to note that price inflation has been excluded from the analysis of available retail expenditure in order to present future market forecasts⁵.



Part B ■ centre use and design principles

The Mackay Marina local centre contains a variety of uses - restaurants, cafes, bars, offices, convenience and other retail shops, personal services and short-term accommodation. Higher density residential development is within walking distance.



Higher density residential development adjacent to Andergrove district centre



Community facility adjacent to Mount Pleasant major centre



Education facility within Mackay City principal centre

3. Vibrant and sustainable centres



Mackay City principal centre



Rural View major centre



Walkerston district centre



Bucasia local centre



Keith Hamilton Street neighbourhood centre



Proposed Richmond specialised centre

Centres are not intended to be just shopping centres. Council envisions that the region's centres will form diverse service, employment and social interaction hubs connected by public transport and providing a concentration of live, work and play opportunities. This strategy seeks to encourage the delivery of a functional network of vibrant and sustainable centres – that is – centres that are diverse, viable, well-designed and highly accessible.

Rather than dispersing potentially compatible activities and creating isolated single-use precincts, a key to achieving the vision for vibrant and sustainable will be to encourage the clustering and mixing of a range of “centre uses” (definition provided in Appendix A). This approach brings several social, environmental and economic benefits, including⁷:

- providing a strong basis for economic growth
- creating opportunities for the more efficient and balanced concentration of goods and services
- increasing the potential for the exchange of ideas and other synergies among businesses, and for new job creation
- providing an important focus for communities by increasing opportunities for social interaction
- making the most of the community's investment in physical and social infrastructure
- providing greater opportunities for integrating land use and transport, particularly public transport and walking.

Each of the existing, proposed and planned centres across the region will have a unique role and function, catchment and access characteristics. For the purpose of this strategy, the following broad centre types apply:

- Principal centre
- Major centre
- District centre
- Local centre
- Neighbourhood centre
- Specialised centre

These categories are consistent with the suite of centre zones provided by the Queensland Planning Provisions.

4. Centre role and function

Centre use forms and mix

The role and function of a centre will depend on its catchment size and population, connection to access networks, anchor use/s, any significant nearby uses, amenity attributes and other factors. The following section provides guidance on role and function for each centre category. The overall role and function of each centre type is articulated below, while the table opposite identifies specific elements regarding use form and mix.

- **Principal centre** is the region's highly accessible focal point of activity that provides the highest number and diversity of retail and commercial services and employment opportunities. The principal centre also contains significant high density residential development and regional recreation, cultural and entertainment facilities.
- **Major centres** are highly accessible sub-regional hubs that provide a diverse range of retail and commercial services and employment opportunities. Major centres also contain significant medium-high density residential development and recreation, entertainment and leisure facilities.
- **District centres** are accessible district hubs that provide a range of retail and commercial services and employment opportunities. District centres also contain medium density residential development and some recreation facilities.
- **Local centres** are accessible local hubs that provide retail and commercial services for the local area. Medium and/or low-medium density residential development surrounds the centre.
- **Neighbourhood centres** are small scale neighbourhood hubs that provide convenience retail services and limited commercial services for the neighbourhood. Medium and/or low-Medium density residential development is encouraged in close proximity to the centre.
- **Specialised centres** are large, integrated and highly accessible developments comprising bulky goods showrooms and hardware stores only.

Centre use forms and mix elements

Type of centre	Principal centre	
Typical retail forms	Full range of comparison, weekly and convenience services, including: <ul style="list-style-type: none"> ▪ Department stores and discount department stores ▪ Supermarkets (full size) ▪ Full range of specialty stores and personal services ▪ Highly developed entertainment and leisure services ▪ Bulky goods showrooms 	
Typical office forms	<ul style="list-style-type: none"> ▪ Commonwealth and State government agency regional offices ▪ Local government administration (headquarter) offices ▪ Major offices – regional headquarter offices ▪ Professional and service businesses 	
Typical community facilities (within and/or near the centre)	Full range of community facilities including: <ul style="list-style-type: none"> ▪ Convention, concert and exhibition gallery facilities ▪ Tertiary, Secondary and Primary education and child care services ▪ Hospitals and health care services, Emergency services ▪ Regional recreation facilities (eg. lagoon, lap pool, regional open air event facilities / active recreation facilities) ▪ Community learning facilities (eg. libraries) and community centres/halls ▪ Major places of worship 	
Land use mix	Retail*	50%
	Non-retail*	50%
	Residential	Yes - high density
	Short-term accom.	Yes - major

Major centres	District centres	Local centres	Neighbourhood centres	Specialised Centre																
<p>Comparison, weekly and convenience services:</p> <ul style="list-style-type: none"> Discount department stores Supermarkets (full size) Full range of specialty stores and personal services Entertainment and leisure services Bulky goods showrooms 	<p>Weekly and convenience services and limited comparison services, including:</p> <ul style="list-style-type: none"> Supermarkets (full size) Specialty stores and personal services Limited entertainment and leisure services Small bulky goods showrooms 	<p>Convenience services and limited weekly services, including:</p> <ul style="list-style-type: none"> Small or medium supermarkets / convenience stores (full size supermarkets are generally not appropriate for local centres) Limited specialty stores Personal services 	<p>Convenience services, including:</p> <ul style="list-style-type: none"> Convenience stores Personal services 	<p>Comparison services:</p> <ul style="list-style-type: none"> Bulky goods showrooms Hardware stores 																
<ul style="list-style-type: none"> Local Government sub-regional (branch) offices Major offices – regional headquarter offices / sub-regional branch offices Professional and service businesses 	<ul style="list-style-type: none"> Professional and service businesses 	<ul style="list-style-type: none"> Local professional services 	<ul style="list-style-type: none"> Limited local professional services 	None																
<p>Range of community facilities including:</p> <ul style="list-style-type: none"> Limited exhibition gallery facilities Secondary and Primary education and child care services** Hospitals and health care services, Emergency services Sub-regional recreation facilities (eg. lap pool, medium sized open air event facilities / active recreation facilities) Community learning facilities (eg. libraries) and community centres/halls Significant places of worship 	<p>Community facilities including:</p> <ul style="list-style-type: none"> Primary education and child care services Health care services Recreation facilities (eg. small open air event facilities, active recreation facilities) Community halls Places of worship 	<p>Community facilities including:</p> <ul style="list-style-type: none"> Primary education in/near certain centres. Child care services Limited health care services Limited recreation facilities (eg. small active recreation facilities) Community halls in/near certain centres Places of worship 	<p>Community facilities including:</p> <ul style="list-style-type: none"> Child care services Limited health care services in certain centres Places of worship 	None																
<table border="0"> <tr> <td>60% GFA: 75,000m²</td> <td>70% GFA: 50,000m²</td> <td>80% GFA: 20,000m²</td> <td>85% GFA: 10,000m²</td> <td>90% GFA: 5,000m²</td> <td rowspan="2">Not required, but use mix not discouraged</td> <td rowspan="2">Not required, but use mix not discouraged</td> <td rowspan="2">None</td> </tr> <tr> <td>40% – 150,000m²</td> <td>30% – 74,999m²</td> <td>20% – 49,999m²</td> <td>15% – 19,999m²</td> <td>10% – 9,999m²</td> </tr> </table>	60% GFA: 75,000m ²	70% GFA: 50,000m ²	80% GFA: 20,000m ²	85% GFA: 10,000m ²	90% GFA: 5,000m ²	Not required, but use mix not discouraged	Not required, but use mix not discouraged	None	40% – 150,000m ²	30% – 74,999m ²	20% – 49,999m ²	15% – 19,999m ²	10% – 9,999m ²							
60% GFA: 75,000m ²	70% GFA: 50,000m ²	80% GFA: 20,000m ²	85% GFA: 10,000m ²	90% GFA: 5,000m ²	Not required, but use mix not discouraged				Not required, but use mix not discouraged	None										
40% – 150,000m ²	30% – 74,999m ²	20% – 49,999m ²	15% – 19,999m ²	10% – 9,999m ²																
Yes - Medium-high density	Yes - Medium	Not required, but not discouraged	Not required, but not discouraged	None																
Yes	Limited	None	None	None																

NOTES: * Refer to Appendix A for definition of 'retail' and 'non-retail'

** Does not apply to the future Ooralea major centre where the university campus will form a key feature near the centre

Centre viability

Centre viability depends on complex and, in some cases, subtle factors. Notwithstanding this, the Centres Strategy seeks to achieve a network of viable centres based on a set of fundamental principles. Centre use forms and mix (outlined on the previous page) influence viability. This section and the table opposite seek to outline additional viability elements as follows:

- *Connection to access networks and walkable catchments:* Access and visibility from an appropriately trafficked road is crucial to centre viability. However amenity and restricted access issues come with some higher order roads. Locating centres on local roads is not appropriate given the impacts on neighbourhood amenity and traffic.

In terms of public transport and bicycle/pedestrian access, generally, the more services and facilities a centre is connected to, the better. The table opposite, however, identifies realistic expectations for each type of centre. The table also identifies the distance considered reasonable for walking to each type of centre.

- *Indicative trade catchment population:* The table opposite identifies desirable catchment populations for centre trade areas and an indicative population per centre based on the centre hierarchy (Section 8) and preliminary population projections (Appendix C – Preliminary population projections).
- *Total gross floor area for retail and commercial development:* Centres must be large enough to effectively service the needs of its intended catchment and, therefore, reduce extended travel to distant services. However, total gross floor area must also be capped to ensure that the viability of other centres in the network isn't compromised.

The following rates provide guidance on retail floor area needs⁹:

- supermarket: 0.35m² per capita
- retail specialities: 0.5m² per capita
- retail service specialities: 0.15m² per capita



Andergrove North neighbourhood centre is located on a Collector Road



Public transport services Mackay Marina local centre



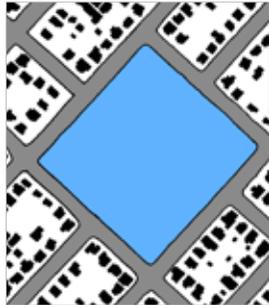
High density residential development within Mackay city (principal) centre

Centre viability elements

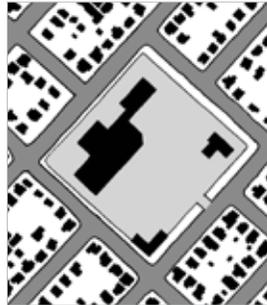
Type of centre	Principal centre	Major centres	District centres	Local centres	Neighbourhood centres	Specialised Centres
Connection to access networks	<ul style="list-style-type: none"> Focus of regional road, public transport and bike and pedestrian networks Connected to/served by: <ul style="list-style-type: none"> several arterial roads all bus routes regional bike and pedestrian ways 	<ul style="list-style-type: none"> Important focus of regional road, public transport and bike and pedestrian networks Connected to/served by: <ul style="list-style-type: none"> arterial roads several bus routes regional bike and pedestrian ways 	<ul style="list-style-type: none"> Focus of road, public transport and bike and pedestrian networks Connected to/served by: <ul style="list-style-type: none"> arterial road at least 2 bus routes regional bike and pedestrian ways 	<ul style="list-style-type: none"> Local focus of road, public transport and bike and pedestrian networks Connected to/served by: <ul style="list-style-type: none"> arterial or collector road a bus route local bike and pedestrian ways 	<ul style="list-style-type: none"> Situated on local road, public transport and bike and pedestrian networks Connected to/served by: <ul style="list-style-type: none"> collector road a bus route local bike and pedestrian ways 	<ul style="list-style-type: none"> Situated on regional road network and connected to public transport and local bike and pedestrian networks Connected to/served by: <ul style="list-style-type: none"> arterial roads a bus route local bike and pedestrian ways
Walkable catchment*	Radius of 2km surrounding the centre	Radius of 1km surrounding the centre	Radius of 800 metres surrounding the centre	Radius of 500 metres surrounding the centre	Radius of 400 metres surrounding the centre	Not applicable
Indicative trade catchment population	Mackay region – 200,000+ people Also serves broader Mackay, Isaac and Whitsunday region	Not less than 40,000 people Not more than 100,000 people	Not less than 12,000 people Not more than 40,000 people	Not less than 5,000 people Not more than 12,000 people	Not more than 5,000 people	100,000+ people
Indicative population per centre**	200,000+ people	48,250 [^]	22,500 ^{^^}	9,950 ^{^^^}	NA	100,000+ people
Total GFA for core and non-core centre uses	More than 150,000m ²	Between 25,001m ² and 150,000m ²	Between 5,001m ² and 25,000m ²	Between 1,001m ² and 5,000m ²	Not more than 1,000m ²	Not more than 50,000m ²

NOTES: * Refer to Residential Densities Strategy for residential density targets within walkable catchments
 ** Based on centres network (Section 8) and preliminary population projection for the region (Appendix C – Preliminary population projections)
[^] Projected 2031 regional population (193,000) divided by the number major centres (4)
^{^^} Projected 2031 population for Mackay urban area, Walkerston urban area, Rural West and 2/3 of Rural North (1/3 excluded on the assumption that people in the northern parts of the LGA will gravitate toward centres in the Whitsunday Region rather than district centres in the Mackay Region) divided by the number of district centres (7)
^{^^^} Projected 2031 population for Mackay urban area, Sarina urban area and Mirani urban area divided by the number of local centres (16)

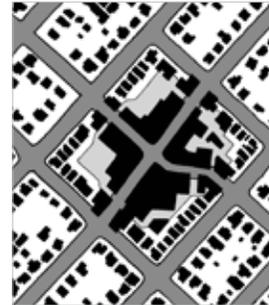
Existing



Undesirable



Desirable



Integration into surrounding urban fabric:

- surrounding street network continues through development
- development orientates toward the streets
- most intense development at the centre, transitions down toward the edges



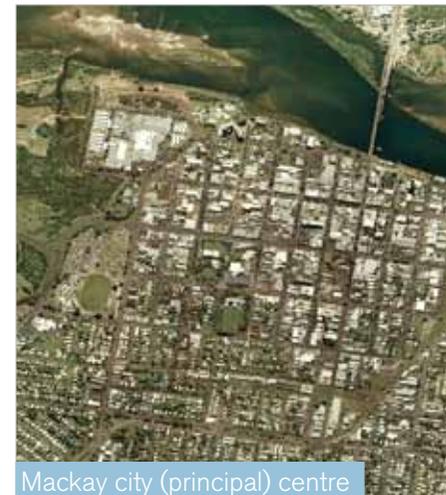
Most intense development at the centre, transitions down toward the edges



Mount Pleasant major centre



Mount Pleasant major centre



Mackay city (principal) centre

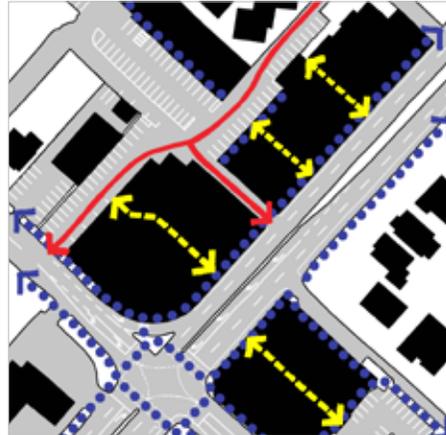


Mackay city (principal) centre

Mount Pleasant - Rockleigh major centre is fragmented by heavily trafficked arterial roads and Gooseponds Creek. This creates 7 isolated sub-precincts.

Mackay city (principal) centre has high internal connectivity due to its cohesive and permeable street network.

5. Centre design principles



Laneways and arcades provide mid-block pedestrian accesses - Fourways district centre, West Mackay

This strategy seeks to encourage the delivery of sustainable centres – that is, centres that are viable, vibrant, diverse and ‘well designed’. Centres are considered to be ‘well designed’ if they:

- seamlessly integrate with the surrounding urban fabric and provide good internal connectivity;
- provide high quality public spaces that form the heart of, and celebrate, the surrounding community;
- have buildings that effectively engage with the public realm and celebrate local identity; and
- are effectively connected to a variety of regional access networks.

In general, the design of centres and centre elements should borrow meaningful techniques from traditional vernacular but also employ innovative, sophisticated and contemporary designs reflecting our values, access needs and market expectations.

Integration with surrounding urban fabric and internal connectivity

1. **Integration** - Centres are seamlessly integrated into surrounding urban fabric by:
 - a) continuing the surrounding street pattern or open space linkages into and through the centre; and
 - b) locating the most intense form of development in the ‘heart’ of the centre, with development intensity transitioning to be consistent with surrounding urban fabric.
2. **Internal connectivity** - Centres have a high level of internal connectivity for vehicles, bicycles and pedestrians:
 - a) cul-de-sac street layouts are avoided in favour of fine grained grid-based or other connective layouts; and
 - b) active mid-block pedestrian accesses are encouraged.



Small, well maintained park provides opportunities for passive recreation, Walkerston district centre



Sarina major centre is visually linked to nearby vegetated hills and Plane Creek Sugar Mill



Building height, landscaping, footpath material and street furniture unify Victoria Street - Mackay City principal centre



Public spaces in centres should be robust enough to facilitate events - Anzac Day in Sarina major centre



High quality pedestrian environment - Mackay City principal centre



Buildings address and interact with public realm
- Mackay Marina local centre

High quality public environment

3. **Variety of environments** - Centres provide a variety of environments - lively and serene, built-up and landscaped, and intimate and exposed. Landscaped squares and parks provide a serene escape from areas with intense activity and hard surfaces.
4. **High quality public environment** - Streetscapes and squares / parks in centres are:
 - a) simply designed but carefully detailed with elements that celebrate local identity;
 - b) proportioned to a human scale;
 - c) visually rich but unified by a consistent approach to elements such as footpath materials, landscaping and street furniture;
 - d) visually to linked to important nearby elements by view corridors;
 - e) robust enough to provide for a diverse range of active and passive uses and modes of movement;
 - f) underpinned by CPTED principles (good lighting, passive surveillance from buildings, no concealment or entrapment points);
 - g) not adjoined by blank walls, waste or general storage areas, service areas, plant rooms and cooking exhausts.
5. **Pedestrian and equitable access** - Pedestrian access and access for people with special mobility requirements throughout centres is clean, convenient, comfortable, legible and attractive.

Buildings engage with the public environment and reinforce local identity

6. **Buildings engage with public realm** - Buildings in all centres define, address and interact with adjoining public realm. In 'street-oriented' and new centres (refer to Appendix D – Street oriented centres):
 - a) buildings provide active frontages along, or close to, the street boundary;
 - b) awnings over the footpath protect pedestrians from the sun and rain; and
 - c) car parking is provided at the rear of, or underneath buildings.



North-east orientated buildings create pleasant public space - Walkerston district centre



Building articulation - Mount Pleasant - Rockleigh major centre

7. **Building height and setbacks** - Building height and setbacks help to define centres as intense focal points of activity but also respects the character of adjoining properties and surrounding neighbourhoods.

Generic building envelope guidelines

Applicable unless otherwise prescribed by a Local Plan (LP) or centre-specific provisions

	Building height	Max. GFA – retail/comm	Front setback	Side / rear setback
Principal centre	As per City Centre LP	As per City Centre LP	As per City Centre LP	As per City Centre LP
Major centre	<ul style="list-style-type: none"> ▪ 4 storeys retail/comm. ▪ Up to 7 storeys residential 	Approximately 1.5 x site area	0 metres with provision of active frontage and appropriate pedestrian shelter	0 metres, or, where adjoining properties zoned Residential – the greater of 3 metres or ½ the height of the building at that point
District centre	<ul style="list-style-type: none"> ▪ 3 storeys retail/comm. ▪ Up to 5 storeys residential 	Approximately 1 x site area		
Local centre	<ul style="list-style-type: none"> ▪ 2 storey retail/comm. ▪ Up to 3 storeys residential 	Approximately 0.5 x site area		
Neighbourhood centre	<ul style="list-style-type: none"> ▪ 1 storey retail/comm. ▪ Up to 3 storeys residential 	Approximately 0.35 x site area		

8. **Orientation** - Shopfronts and outdoor dining areas primarily oriented to the north, east or south to minimise exposure to the afternoon sun and maximise exposure to winter sunshine and/or prevailing breezes.



Traditional building character - Mackay city (principal) centre



Public transport infrastructure - Mackay city (principal) centre



Vegetation shades and visually softens carparking area - Mount Pleasant - Rockleigh major centre

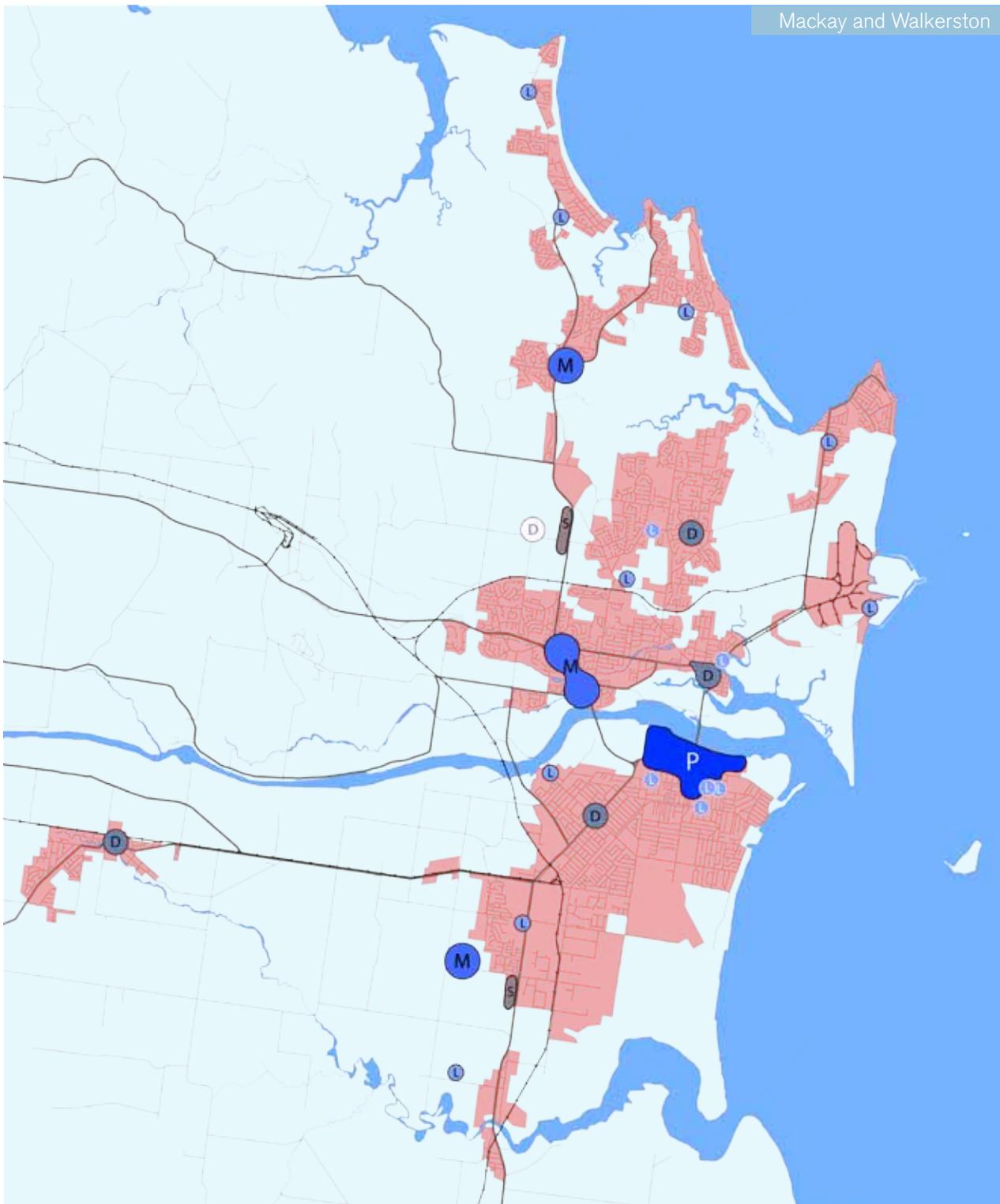
9. **Building articulation** - Lengthy publicly visible building faces (over 10 metres in length) are articulated by a combination of architectural features, such as:
 - a) roofed balconies/verandahs;
 - b) openings (entry thresholds, doors, large windows);
 - c) shade structures and screens;
 - d) building line projections/recessions and roofline variations;
 - e) different wall and roof materials and colours.
10. **Traditional building character** - Heritage and character buildings are maintained and adapted to contemporary uses. In older centres with character buildings, new buildings respect traditional form elements and materials.
11. **Use of vegetation** - Trees and other vegetation are used to shade, visually soften and reduce the temperature/glare of footpaths, open car parking areas (1 tree per every 6 car parking spaces) and other hard surfaces. Vegetation reinforces local identity and frames vistas.

Connection to regional access networks

12. **Public Transport** - Clean, comfortable, attractive and accessible public transport interchange facilities form a focal point of all centres. Centres are serviced by an appropriate number of public transport services (refer to Section 4 – Centre viability elements table).
13. **Bicycles / Pedestrians** - Where possible, centres are linked by regional bicycle / pedestrian ways. Clean, safe and generously sized end of trip facilities are provided throughout centres.
14. **Vehicles** - Centres adjoin, and gain access from, an appropriately classified road (refer to Section 4 – Centre viability elements table). Locating centres on local roads is not appropriate given the impacts on neighbourhood amenity and traffic.
15. **Vehicle parking** - Where possible street car parking is provided. Off-street carparking is limited to the maximum necessary to effectively service development.



Part C ■ making it happen
– centres network
and key initiatives



CENTRES NETWORK

STRATEGIC CENTRES

- Principal centre
- Major centre
- District centre
- Local centre
- Specialised centre

EXISTING CENTRES

- Existing local centre

POTENTIAL FUTURE CENTRE

- Potential future district centre

Existing urban area

6. Centres network

A new centres network has been formulated in consideration of existing and proposed centres and role and function elements. The network is characterised by 24 strategic centres (1 principal centre, 4 major centres, 7 district centres and 10 local centres) and 54 existing centres (6 local centres and 48 neighbourhood centres).

Mackay urban area - Strategic centres

Type and name	Primary Catchment	General use notes	General design notes	Maximum GFA*	
Principal	Mackay city centre	Entire region and beyond	<ul style="list-style-type: none"> Highest number and diversity of uses Mixture of regional and small scale facilities High density residential development 	<ul style="list-style-type: none"> Building height - up to 50m AHD above ground level Street orientated development 	NA
Major	Mount Pleasant	Inner and middle northern suburbs, rural communities to the north	<ul style="list-style-type: none"> General centre uses, medium-high density residential development where possible Bulky goods showrooms / goods in bulk stores and health oriented uses in 'Rockleigh' area 	<ul style="list-style-type: none"> Building height - up to 7 storeys 	Up to 130,000m ²
	Ooralea	Southern suburbs, Walkerston and rural communities to the west	<ul style="list-style-type: none"> General centre uses, focus on university orientated uses (proximity to CQ University campus) Medium-high density residential development 	<ul style="list-style-type: none"> Building height - up to 7 storeys Street orientated development 	Up to 50,000m ²
	Rural View	Northern Beaches	<ul style="list-style-type: none"> General centre uses, multi-storey medium density residential development 	<ul style="list-style-type: none"> Building height - 5 storeys Street orientated development 	Up to 60,000m ²
District	Andergrove	Andergrove, Beaconsfield and Slade Point	<ul style="list-style-type: none"> General centre uses, medium density residential development where possible 	<ul style="list-style-type: none"> Building height - 3 storeys 	Up to 15,000m ²
	Fourways	West Mackay and South Mackay	<ul style="list-style-type: none"> General centre uses, focus on medical orientated uses (proximity to Base Hospital) Multi-storey medium density residential development where possible 	<ul style="list-style-type: none"> Building height - 5 storeys Street orientated development 	Up to 15,000m ²
	North Mackay	North Mackay	<ul style="list-style-type: none"> General centre uses, multi-storey medium density residential development 	<ul style="list-style-type: none"> Building height - 5 storeys Street orientated development 	Up to 20,000m ²
	Richmond (potential future)	Richmond potential future growth area (long term)	<ul style="list-style-type: none"> Potential future long term centre, resolution of infrastructure and other issues req'd General centre uses, medium density residential development 	<ul style="list-style-type: none"> Building height - 3 storeys Street orientated development 	Up to 10,000m ²
Local	Andergrove Lakes	Beaconsfield	<ul style="list-style-type: none"> Convenience shopping - up to medium size supermarket Localised centre uses 	<ul style="list-style-type: none"> Building height - 2 storeys Street orientated development 	Up to 5,000m ²
	Blacks Beach	Blacks Beach, Eimeo and Dolphin Heads	<ul style="list-style-type: none"> Convenience shopping - up to medium size supermarket, localised centre uses Medium density residential development 	<ul style="list-style-type: none"> Building height - 2 storeys Street orientated development 	Up to 5,000m ²
	Bridge Road West	West Mackay	<ul style="list-style-type: none"> Health/medical oriented uses, convenience shopping and localised centre uses Medium density residential development - required 	<ul style="list-style-type: none"> Building height - 5 storeys Street orientated development 	Site / height limitations
	Bucasia	Bucasia	<ul style="list-style-type: none"> Convenience shopping - up to medium size supermarket Localised centre uses 	<ul style="list-style-type: none"> Building height - 2 storeys 	Up to 5,000m ²

*Core and non-core centre uses



Mackay city (principal) centre



Mount Pleasant major centre



Fourways district centre



Slade Point local centre



Proposed Richmond specialised centre

Mackay urban area - Strategic centres (continued)

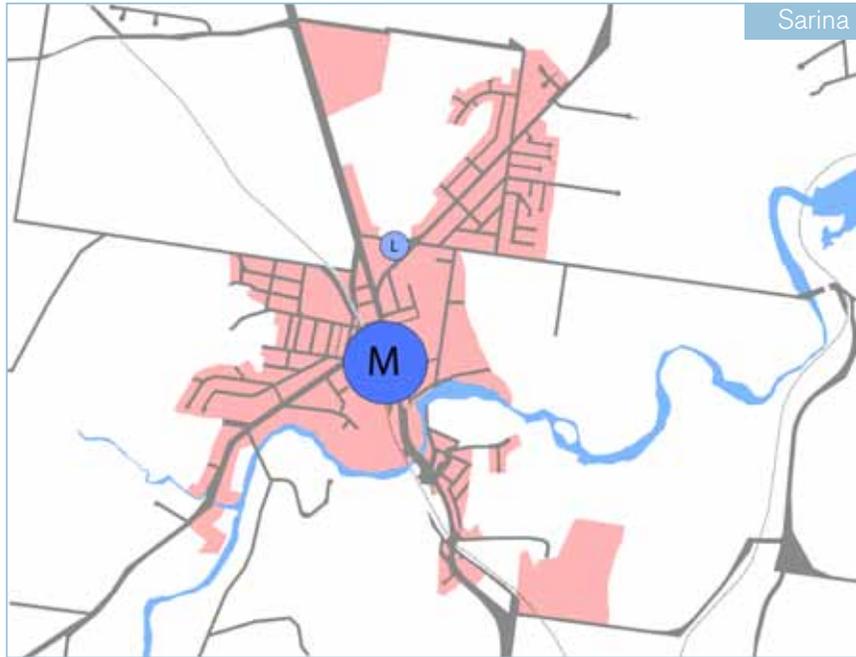
Type and name	Primary Catchment	General use notes	General design notes	Maximum GFA*	
Local	Mackay Marina	Mackay Harbour, visitors to the precinct	<ul style="list-style-type: none"> Tourism/leisure and port oriented uses Convenience shopping and localised centre uses 	<ul style="list-style-type: none"> Building height - 5 storeys High quality public realm adjacent to Marina 	Up to 5,000m ²
	Ooralea East	Ooralea	<ul style="list-style-type: none"> Weekly shopping – full sized supermarket Localised centre uses 	<ul style="list-style-type: none"> Building height - 2 storeys 	Up to 5,000m ²
	Shoal Point	Shoal Point	<ul style="list-style-type: none"> Convenience shopping - up to medium size supermarket Localised centre uses 	<ul style="list-style-type: none"> Building height - 2 storeys Street orientated development 	Up to 5,000m ²
	Slade Point	Slade Point	<ul style="list-style-type: none"> Convenience shopping - up to medium size supermarket Localised centre uses 	<ul style="list-style-type: none"> Building height - 2 storeys 	Up to 5,000m ²
Specialised	Richmond	Mackay urban area north of the Pioneer River and communities to the north	<ul style="list-style-type: none"> Bulky goods showrooms and goods in bulk stores 	<ul style="list-style-type: none"> Building height - 11 metres above ground level High quality built form addressing Mackay-Bucasia Road 	Up to 50,000m ² or demonstrated need
	Ooralea	Mackay urban area south of the Pioneer River and communities to the south and west	<ul style="list-style-type: none"> Bulky goods showrooms and goods in bulk stores 	<ul style="list-style-type: none"> Building height - 11 metres above ground level High quality built form addressing Bruce Highway 	Up to 50,000m ² or demonstrated need

Mackay urban area - Existing centres

Type and name	Primary Catchment	General use notes	General design notes	Total GFA*	
Local	Celeber Drive	Andergrove and Beaconsfield	<ul style="list-style-type: none"> Convenience shopping – small size food store Localised centre uses 	<ul style="list-style-type: none"> Building height - 2 storeys 	Up to 2,500m ²
	Gasworks	East Mackay and South Mackay	<ul style="list-style-type: none"> Convenience shopping and localised centre use 	<ul style="list-style-type: none"> Building height - 2 storeys 	Up to 2,500m ²
	Martins Corner	West Mackay and South Mackay	<ul style="list-style-type: none"> Convenience shopping and localised centre uses 	<ul style="list-style-type: none"> Building height - 2 storeys Street orientated development 	Up to 2,500m ²
	Moore Street	East Mackay and South Mackay	<ul style="list-style-type: none"> Convenience shopping - up to medium size supermarket Localised centre uses 	<ul style="list-style-type: none"> Building height - 2 storeys Street orientated development 	Up to 2,500m ²
	South Mackay	East Mackay and South Mackay	<ul style="list-style-type: none"> Convenience shopping and localised centre uses 	<ul style="list-style-type: none"> Building height - 2 storeys Street orientated development 	Up to 2,500m ²
	Ungerer Street	North Mackay	<ul style="list-style-type: none"> Convenience shopping – small size food store Localised centre uses 	<ul style="list-style-type: none"> Building height - 2 storeys Street orientated development 	Up to 2,500m ²

Refer to Appendix E for a list of Existing Neighbourhood Centres in the Mackay urban area.

*Core and non-core centre uses



CENTRES NETWORK

STRATEGIC CENTRES

- Principal centre
- Major centre
- District centre
- Local centre
- Specialised centre

EXISTING CENTRES

- Existing local centre

POTENTIAL FUTURE CENTRE

- Potential future district centre

Existing urban area



Sarina major centre



Walkerston district centre



Future Marian district centre



Mirani local centre

Outlying urban areas - Strategic centres

Type and name	Primary catchment	General use notes	General design notes	Total GFA*	
Major	Sarina	Sarina, Sarina Beaches and areas south	<ul style="list-style-type: none"> General centre uses, medium density residential development where possible 	<ul style="list-style-type: none"> Building height - 4 storeys Street orientated development 	Up to 30,000m ²
	District	Marian	Marian and areas west and north	<ul style="list-style-type: none"> General centre uses, medium density residential development where possible 	<ul style="list-style-type: none"> Building height - 2 storeys Street orientated development
Walkerston		Walkerston and areas south-west	<ul style="list-style-type: none"> General centre uses, medium density residential development where possible 	<ul style="list-style-type: none"> Building height - 3 storeys Street orientated development 	Up to 15,000m ²
Local	Beach Road	Sarina	<ul style="list-style-type: none"> Weekly shopping – full sized supermarket Localised centre uses 	<ul style="list-style-type: none"> Building height - 2 storeys 	5,000m ²
	Mirani	Mirani	<ul style="list-style-type: none"> Community facilities serving the Pioneer Valley Convenience shopping and localised centre uses 	<ul style="list-style-type: none"> Building height - 2 storeys Street orientated development 	5,000m ²

Refer to Appendix E for a list of Existing Neighbourhood Centres in the outlying urban areas.

*Core and non-core centre uses

Proposed extension to Rural View major centre



7. Key initiatives to encourage vibrant and sustainable centres

1. **Promotion** - For the goals of this strategy to be realised, entrenched perceptions that centres primarily consist of retail developments set back from roads in large open car parks must be challenged and readjusted. As such, Council must promote that well-designed, diverse centres integrated into walkable, higher density neighbourhoods provide benefits for both:

- the local community (local identity, walkable convenience); and
- centre businesses and landowners (diverse, well designed centres surrounded by higher density residential development are well patronised)

In addition, the following actions are also considered important:

- collaborate with relevant state agencies, representatives of the development industry and relevant community groups so that the goals of this strategy are also championed by a variety of important stakeholders; and
- focused promotion on the benefits of key projects.

2. **Future Planning Provisions** - The following should be addressed in the preparation of the new planning scheme for the region:

- The application of clear but flexible high order and detailed provisions seeking to achieve the centre hierarchy and intended role and function for each centre.
- The application of Principal Centre, Major Centre, District Centre, Local Centre and Specialised Centre zones reflecting the centre network in Section 6 of this strategy and in accordance with the Queensland Planning Provisions.
- Given the small scale and potential location changeability of neighbourhood centres, it is not proposed to apply a Neighbourhood Centre zone. Rather, it is proposed that urban zones (particularly residential zones) are flexible enough to provide for small extensions to existing neighbourhood centres and appropriately located new neighbourhood centres.



Centre uses located in the Paget industrial area



Community facility adjacent to the Celeber Drive local centre, Andergrove

- The incorporation of firm but flexible provisions seeking to achieve walkable centre catchments and prevent large expanses of residential-only development. Neighbourhood Centres should be provided to serve population catchments of up to 5,000 people and Local Centre should be provided to serve population catchments of between 5,000 and 12,000 people.
- The incorporation of detailed codes and, potentially, local plans providing clear guidance on achieving well-designed centres based on the principles set out in Section 5 of this strategy.
- Investigate the application of flexible code provisions focusing on built form rather than use.
- Investigate lowering the rates determining the number of car parks required in centres that:
 - serve higher density walkable catchments; and
 - can be serviced by a high quality public transport service/s in the future.
- The application of assertive provisions that restrict the establishment of centre uses in areas zoned for industrial development to activities that strictly service local employee and business needs only.

3. **Centre uses (including community infrastructure)** – location and design: In order to achieve high levels of diversity and activity in centres, it is important that all types of “centre uses” (definition provided in Appendix 1), including community infrastructure:

- are located within or near centres where practical; and
- reflect the design principles and built form outcomes identified in Section 5 of this strategy.

As such, Council will need to liaise with developers, relevant government departments/agencies, education providers, community organisations and other relevant organisations throughout the planning and design process to ensure the above outcomes are achieved.



Infrastructure provision.

4. **Utility and access infrastructure - contributions** - The following should be investigated in the preparation of the new priority infrastructure plan and developer contribution policies for the region:
 - reviewing the demand generation rates for higher density mixed use and other developments with a view to potential reductions for developments that utilise infrastructure efficiently; and
 - where appropriate, focus on the provision of robust, high quality infrastructure for high usage - quality over quantity.
5. **Utility and access infrastructure – planning and provision** - Economically providing the necessary infrastructure (retrofitted or new networks) will form a significant challenge in the intensification / improvement of existing centres and the construction of new centres. In response to the challenge, Council will need to:
 - closely liaise and collaboratively plan with infrastructure providers within Council and other providers such as the DTMR and Ergon;
 - ensure that infrastructure planning details necessary infrastructure required (based on accurate models) and funding sources; and
 - lobby higher levels of government to assist in funding important infrastructure.
6. **Development assessment efficiencies** - In order to provide desirable developments in centres every chance to proceed successfully, the following should be investigated:
 - ongoing strategies to simplify planning scheme provisions and assessment processes and, consequently, reduce assessment timeframes; and
 - ongoing reviews to keep application fees as low as is necessary.
7. **Implementation of relevant strategies** - The success of achieving the goals set out in this strategy relies heavily on the development and successful implementation of Council's emerging Residential Densities and Mobility and Sustainable Transport Strategies. Successful implementation of all three strategies will result in a more sustainable urban form in the region's urban areas.



nab nab

Ray White

Gifts to Australia

BAKERY

PETS & PRODUCE

Sarina Community Bank Branch Bendigo Bank

Robe

8. Conclusion

The Centres Strategy forms an important part of Council's commitment to achieve a more sustainable urban form characterised by vibrant and sustainable centres, higher density residential development and sustainable and active transport networks. Specifically, this strategy seeks to encourage the delivery of a network of vibrant and sustainable centres – that is – diverse, viable and well designed centres serving walkable catchments.

The strategy has:

- presented relevant contextual information in order to identify issues and opportunities;
- articulated the Council's vision for centres;
- defined principles for centre role and function, viability and design;
- identified a centres hierarchy; and
- identified initiatives to encourage sustainable centres.

This strategy, and the further investigations it recommends, will form important foundation information in the formulation of the new planning scheme for the region.

references

- 1 Queensland Government, Office of Economic and Statistical Research (2010) Estimated Resident Population by Urban Centre and Locality, Queensland, 2001 to 2009p – <http://www.oesr.qld.gov.au>; and Mackay Regional Council calculations as at October 2012
 - 2 Information and calculations provided by Foresight Partners (2010)
 - 3 Queensland Government, Office of Economic and Statistical Research (2010) Population and housing profile - Mackay Regional Council – <http://www.oesr.qld.gov.au>
 - 4 Mackay Regional Council calculations as at October 2012
 - 5 MacroPlan Australia Pty Ltd (2009) Mackay Retail and Commercial Strategy
 - 6 Mackay Regional Council (2010) Mackay Regional Council Statistical Snapshot – www.mackay.qld.gov.au
 - 7 Information provided by MacroPlan Australia Pty Ltd (2011)
 - 8 Victorian Government (2002) Melbourne 2030, Planning for sustainable growth – <http://www.dpcd.vic.gov.au/planning/plansandpolicies/planningformelbourne/melbourne2030>
 - 9 MacroPlan Australia Pty Ltd (2011) Centres role and function study
- Mackay Transit Coaches (Accessed 2010) Mackay Transit Coaches Website – <http://www.mackaytransit.com.au>
- Queensland Government (2010) Transit Oriented Development: a guide for practioners in Queensland, Queensland Government, Brisbane
- Queensland Government, Brisbane City Council and Queensland University of Technology (2010) Subtropical Design in South East Queensland, A Handbook for Planners, Developers and Decision Makers
- Queensland Government and Heart Foundation (2010) Active, healthy communities: A resource package for Local Government to create supportive environments for physical activity and healthy eating, Queensland Government, Brisbane
- Queensland Department of Local Government, Planning, Sport and Recreation (2006) Whitsunday Hinterland and Mackay Regional Plan, Queensland Government, Brisbane
- Queensland Government, Department of Transport (1997) Shaping Up: Shaping urban communities to support public transport, cycling and walking in Queensland, Queensland Government, Brisbane
- Urban Taskforce Australia and Roberts Day (2009) Liveable Centres, Regulations Shape Reality: Form First
- Victorian Department of Sustainability and Environment (2005) Activity Centre Design Guidelines, Victorian Government, Melbourne.

appendix A

Glossary of other terms and acronyms

Centre uses – Includes core centre uses, non-core centre uses and complimentary centre uses.

Complimentary centre uses – Includes the following (QPP uses in brackets):

- additional commercial uses (car park, funeral parlour and market);
- entertainment and leisure uses (function facility, indoor sport and recreation, major sport, recreation and entertainment facility, nightclub, park and theatre);
- residential uses (caretaker's accommodation, multiple dwelling, hostel and short-term accommodation);
- community-oriented uses (child care centre, club, community care centre, community residence, community use, emergency services and place of worship);
- education uses (educational establishment); and
- low impact industry uses (low impact industry, research and technology industry and service industry).

Core centre uses – Includes the following uses defined in the QPP expect as amended (in brackets): shopping centre (GFA is 2,500m² or more), shop (including adult store), service station (shop component only), office and showroom.

DTMR – Department of Transport and Main Roads

GFA – Gross floor area – Means the total floor area of all storeys of a building (measured from the outside of the external walls or the centre of a common wall), other than areas used for the following:

- a) building services, plant and equipment
- b) access between levels;
- c) ground floor public lobby;
- d) a mall;
- e) the parking, loading and manoeuvring of motor vehicles;
- f) unenclosed private balconies whether roofed or not.
(as per current QPP definition)

LP – Local Plan – Optional 'fine-grained' planning instrument containing provisions addressing locality-specific matters. If formulated, Local Plans will be contained within Part 7 of the new QPP compliant planning scheme.

Non-core centre uses – Includes the following uses defined in the QPP expect as amended (in brackets): food and drink outlet, hardware and trade supplies (retail shops only, not trade supplies), health care services, hotel (not including accommodation rooms) and veterinary services.

Non-retail – offices, health care services, community facilities, indoor sport and recreation, entertainment and leisure uses

QPP – Queensland Planning Provisions – Standard planning scheme provisions by which all new planning schemes in Queensland must comply.

Retail – Includes the following uses defined in the QPP: shopping centre, shop, showroom, food and drink outlet and hardware and trade supplies (retail shops only, not trade supplies).

Street oriented design –

- Buildings built to, or close to, the street boundary;
- buildings address streets and squares/parks with active street frontages (doors, large windows);
- awnings provided over the footpath; and
- car parking provided at the rear or under the building.

appendix B

Key demographic trends

	Mackay			Sarina			Walkerston			Marian			Mirani			Queensland		
	2001 ^a	2006 ^a	2031 ^b	2001 ^a	2006 ^a	2031 ^b	2001 ^a	2006 ^a	2031 ^b	2001 ^a	2006 ^a	2031 ^b	2001 ^a	2006 ^a	2031 ^b	2001 ^a	2006 ^a	2031
Age																		
0-14	23.1%	21.8%	20.1%	24.2%	22.5%	20.1%	25.1%	26.2%	24.6%	25.3%	26.6%	24.5%	23.7%	22.9%	20.9%	21.3%	20.7%	17.8% ^c
15-24	14.0%	13.9%	12.1%	12.0%	14.0%	11.2%	13.6%	13.1%	11.3%	8.7%	9.1%	8.5%	12.2%	9.0%	9.0%	13.8%	13.8%	12.0% ^c
25-44	29.6%	29.3%	28.7%	27.3%	23.7%	24.1%	32.5%	32.0%	32.0%	29.8%	32.1%	32.2%	25.3%	26.8%	31.7%	28.9%	28.2%	25.5% ^c
45-64	22.0%	24.0%	22.1%	21.3%	25.9%	24.8%	19.0%	20.4%	20.3%	20.7%	23.8%	23.1%	22.9%	25.7%	22.9%	23.2%	25.0%	24.4% ^c
65+	11.3%	11.0%	17.1%	15.2%	13.9%	19.7%	9.8%	8.3%	11.9%	15.5%	8.4%	11.6%	15.9%	5.7%	15.5%	12.4%	12.4%	20.3% ^c
Median	34	35	-	36	36	-	31	31	-	37	34	-	37	38	-	35	36	41 ^d
Household type, size and income																		
Couple with kids	34.7%	35.6%	32.1%	30.3%	31.5%	27.9%	41.1%	42.4%	35.5%	39.6%	41.6%	38.6%	35.9%	39.8%	37.8%	32.6%	31.5%	24.3% ^e
Couple - no kids	25.5%	28.6%	29.2%	25.1%	28.2%	33.8%	27.0%	30.0%	34.5%	26.7%	26.5%	29.8%	26.3%	26.0%	27.3%	27.2%	28.5%	30.3% ^e
Lone parent	12.8%	11.3%	10.6%	14.4%	13.0%	11.9%	10.0%	8.2%	8.4%	12.4%	10.8%	10.6%	12.1%	6.4%	6.6%	11.5%	11.6%	11.1% ^e
Lone person	22.3%	19.8%	24.7%	27.8%	23.7%	23.5%	19.3%	15.4%	18.2%	19.8%	18.0%	19.5%	22.1%	23.8%	26.1%	23.2%	22.8%	25.9% ^e
Group/other	4.7%	4.5%	3.4%	2.4%	3.7%	2.9%	2.6%	4.0%	3.4%	1.5%	3.1%	1.5%	3.6%	4.0%	2.2%	5.6%	5.7%	8.4% ^e
Size	3.3	2.7	-	3.3	2.6	-	3.4	2.9	-	3.4	2.8	-	3.4	2.8	-	2.6	2.6	2.6
Weekly income	-	\$1,139	-	-	\$920	-	-	\$1,226	-	-	\$1,127	-	-	\$1,027	-	-	\$1,033	-

- a ABS – Basic Community Profiles from the 2001 and 2006 Census – <http://www.abs.gov.au>
- b Mackay Regional Council calculations
- c OESR – Population Projections, Queensland, Medium Series by age and sex, ASGC 2008 LGAs - <http://www.oesr.qld.gov.au> (accessed October 2010)
- d OESR – Median age by statistical division, Queensland, 2006 to 2031 (medium series) - <http://www.oesr.qld.gov.au> (accessed October 2010)
- e OESR – Household projections by household type by region, 2006 to 2031 - <http://www.oesr.qld.gov.au> (accessed October 2010)

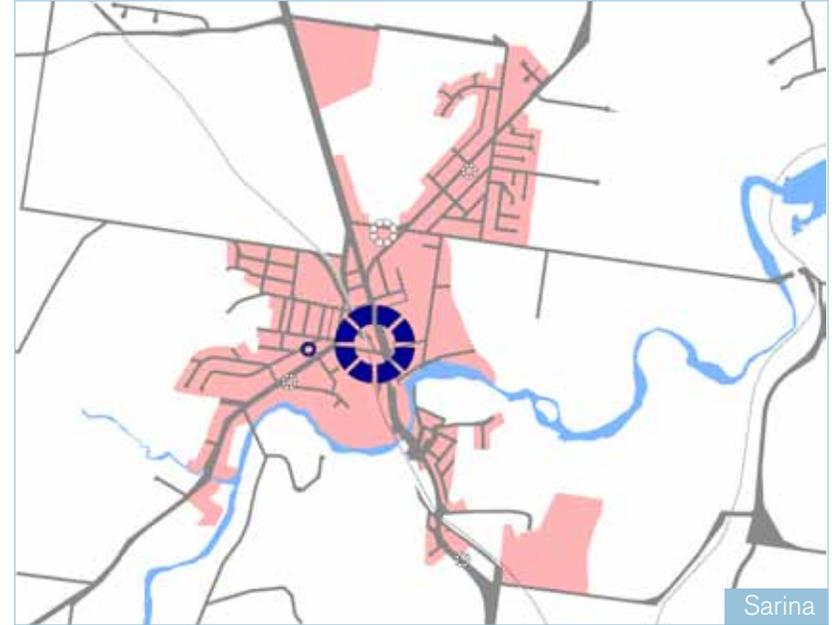
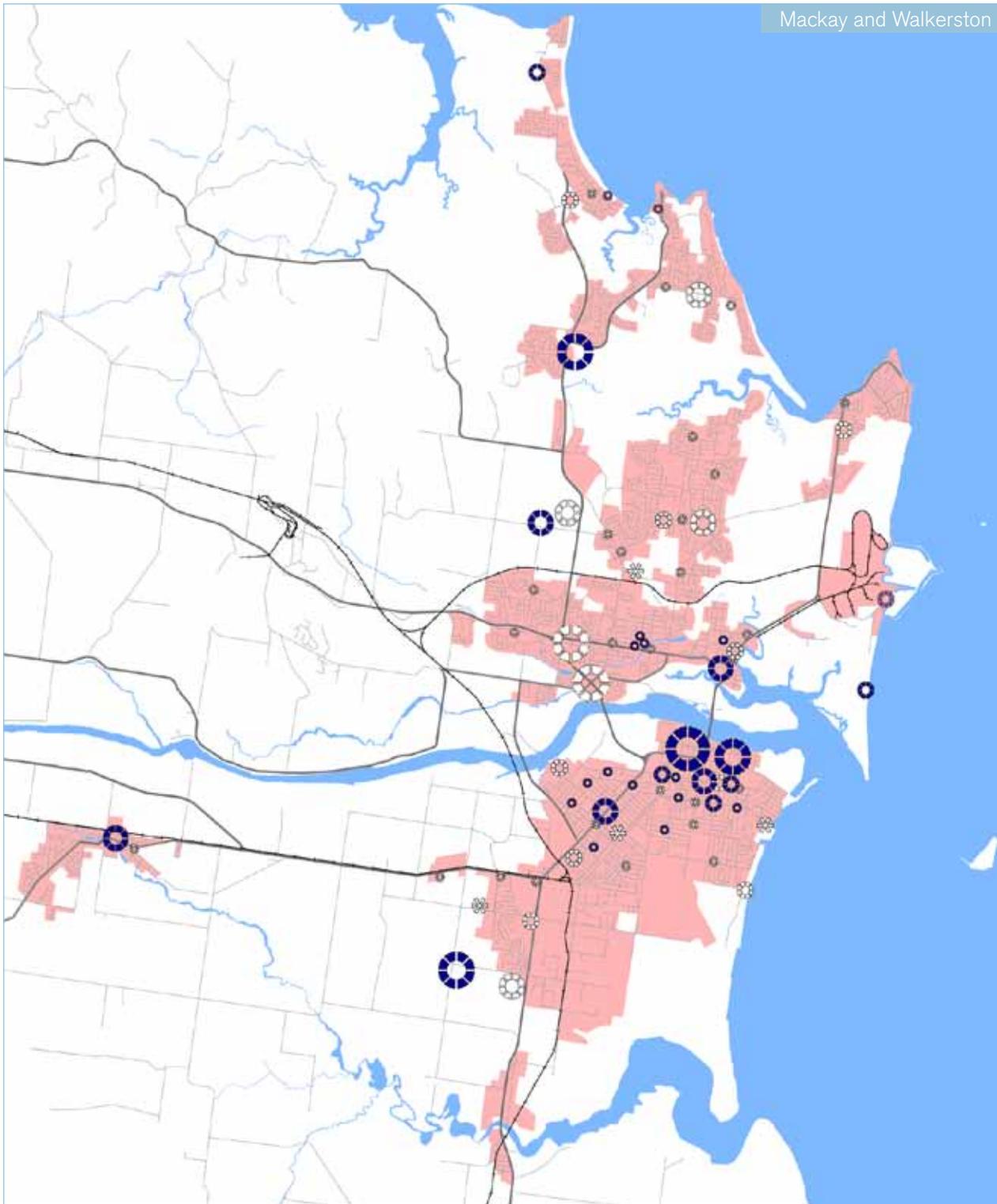
appendix C

Preliminary population projections

Locality/Region	Population - 2011	Projected population - 2031
MACKAY URBAN AREA		
Northern Beaches ¹	14,624	34,100
Inner and Middle Northern Suburbs ²	34,110	58,700
City centre ³	4,291	7,500
Southern Suburbs ⁴	23,020	37,600
Mackay urban area totals	76,045	137,900
OUTLYING URBAN AREAS		
Sarina	3,623	8,200
Walkerston	3,027	4,800
Marian	2,030	5,400
Mirani	1,093	3,100
Outlying urban areas totals	9,773	21,500
RURAL AREAS		
Rural North ⁵	10,009	11,900
Rural West ⁶	7,390	7,600
Rural South ⁷	11,488	13,900
Islands	200	200
Rural areas totals	29,077	33,600
REGION TOTALS		
Mackay Regional Council LGA	114,895	193,000

Notes

- ¹ "Northern Beaches" includes the suburbs of Shoal Point, Bucasia, Eimeo, Dolphin Heads, Blacks Beach and Rural View
- ² "Inner and Middle Northern Suburbs" includes the suburbs of Richmond, Beaconsfield, Andergrove, Slade Point, Glenella, Mount Pleasant, North Mackay, Mackay Harbour and Cremorne.
- ³ "City Centre" is based on the locality of "Mackay".
- ⁴ "Southern Suburbs" includes the suburbs of West Mackay, South Mackay, East Mackay, Ooralea, Paget and Bakers Creek.
- ⁵ "Rural North" includes all non-urban areas in the former Mackay City Council north of the Pioneer River.
- ⁶ "Rural West" includes all non-urban areas in the former Mirani Shire Council area as well as the localities of Te Kowai, Alexandra, Pleystowe, Palmyra, Greenmount, Victoria Plains, Eton and North Eton.
- ⁷ "Rural South" includes all non-urban areas in the former Sarina Shire Council area as well as areas the localities of McEwans Beach, Dunnrock, Rosella, Chelona, Sandiford, Homebush, Oakenden, Balberra, Sunnyside and Munbura.

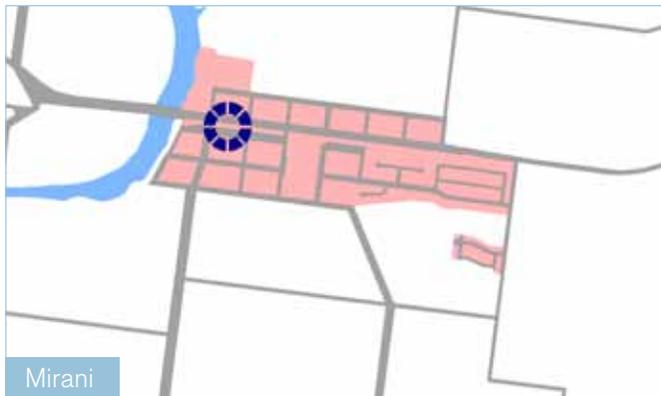


STREET ORIENTATED CENTRES

-  Street orientated centres (existing and future)
-  Centres that define the street or pedestrian realm
-  Other centres
-  Development application involving centre uses currently under assessment
-  Existing urban areas

Appendix D – Street orientated centres

List of existing and future street orientated centres (buildings to the street boundary, active frontages, awnings over the footpath, car parks behind or under buildings):



Mackay urban area

- | | |
|---|--|
| <ul style="list-style-type: none"> ▪ City Centre ▪ Rural View ▪ Richmond (FGA) ▪ Ooralea (FGA) ▪ North Mackay ▪ Fourways ▪ Shoal Point ▪ East Point ▪ Martins Corner ▪ Moore Street ▪ South Mackay ▪ Burgess Street | <ul style="list-style-type: none"> ▪ Valley Street ▪ Valley Street South ▪ Grendon Street ▪ Shakespeare Street ▪ Holland Street North ▪ Holland Street ▪ Holland Street South ▪ Fairfield ▪ Keith Hamilton Street ▪ Kemmis ▪ Evan Street East ▪ Bannister Street |
|---|--|

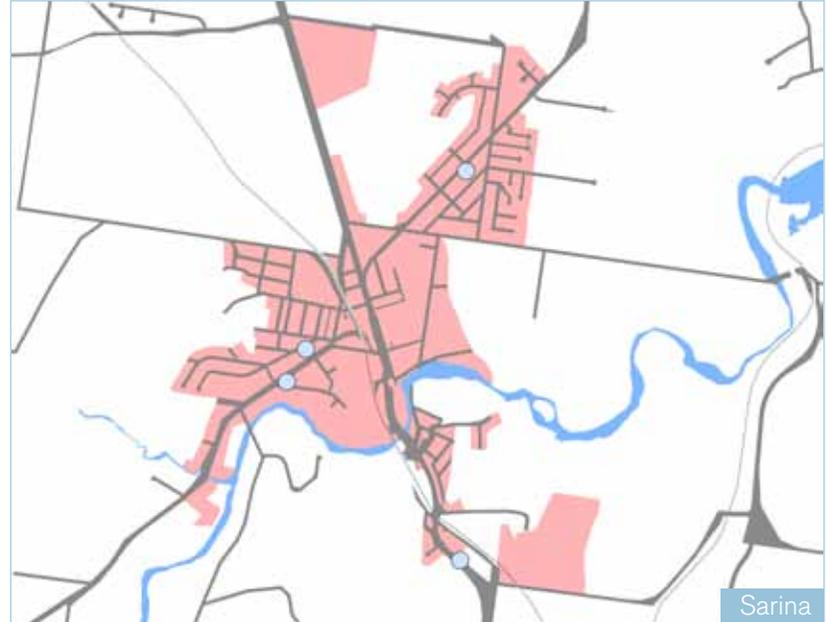
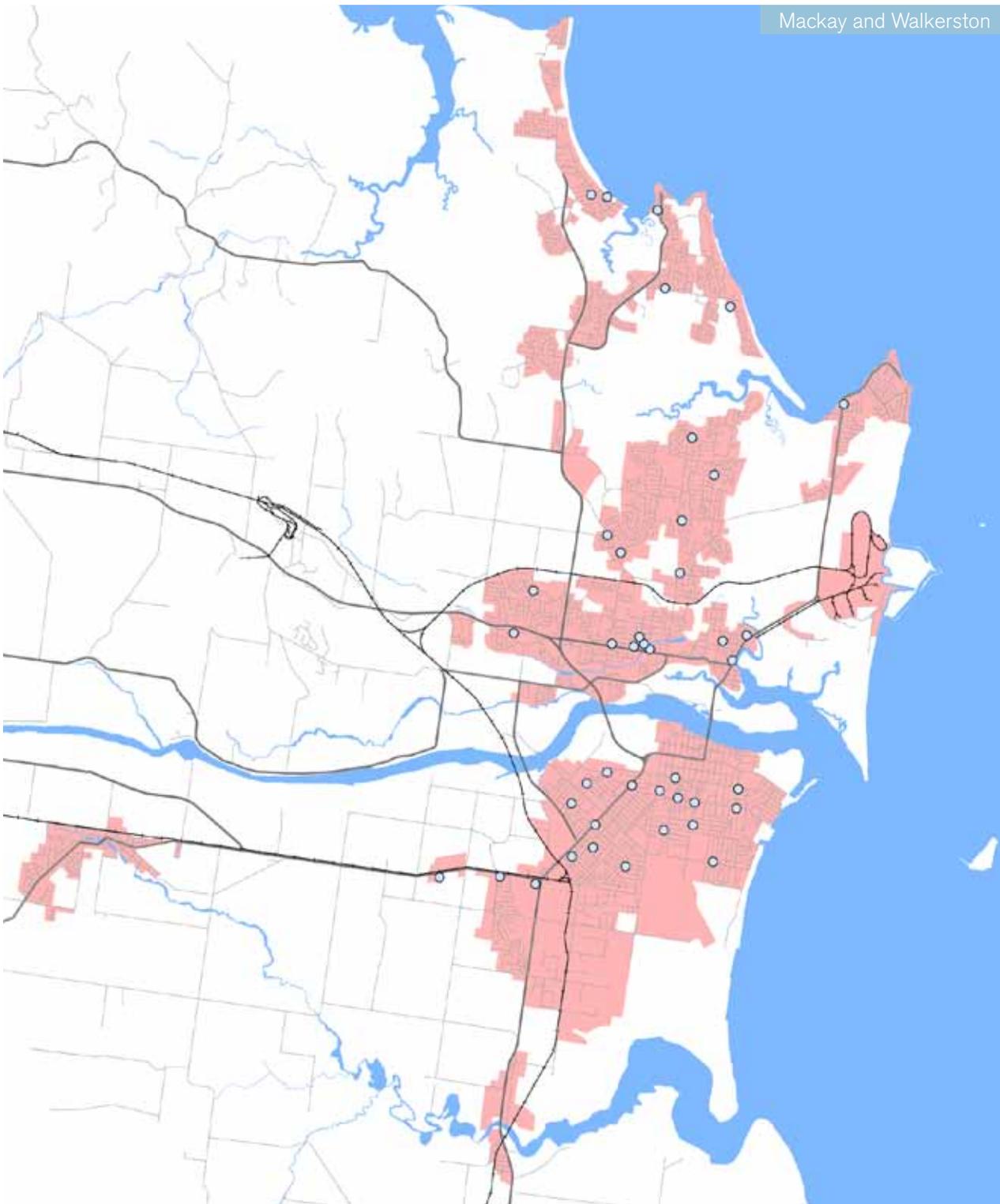
Outlying urban areas

- | | |
|--|--|
| <ul style="list-style-type: none"> ▪ Sarina ▪ Walkerston ▪ Mirani | <ul style="list-style-type: none"> ▪ Marian West ▪ Sarina West |
|--|--|

List of other centres with built form that defines the street or pedestrian realm:

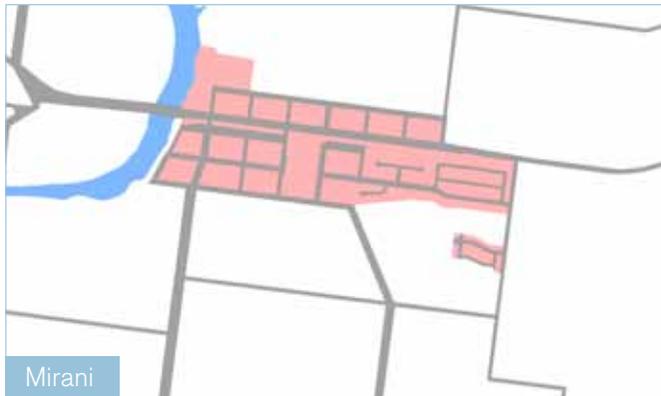
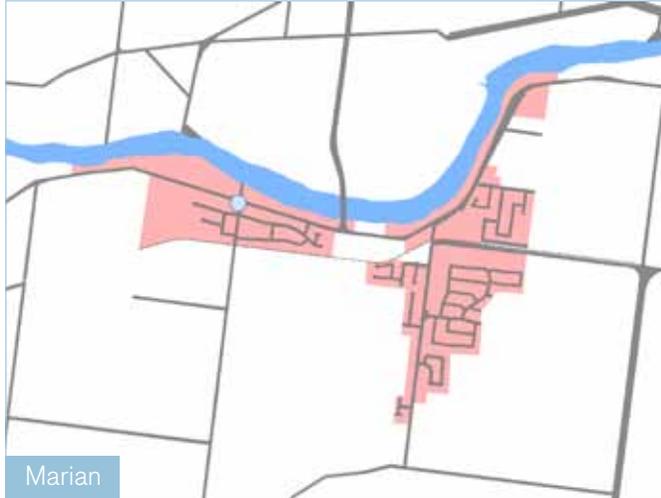
Mackay urban area

- | |
|--|
| <ul style="list-style-type: none"> ▪ Mackay Marina (built form defines and addresses Marina footpath, carparking at the rear) ▪ Bucasia Esplanade and Mango Avenue (built form defines and addresses frontage to street, only street parking provided) |
|--|



NEIGHBOURHOOD CENTRES

- Neighbourhood centre
- Urban areas



Appendix E – Existing Neighbourhood Centres

List of existing and future street oriented centres (buildings to the street boundary, active frontages, awnings over the footpath, car parks behind or under buildings):

Mackay urban area

- | | |
|--|---|
| <ul style="list-style-type: none"> ▪ Downie Avenue (Bucasia) ▪ Bucasia Esplanade ▪ Mango Avenue (Eimeo) ▪ Eimeo Heights ▪ Blacks Beach Road East ▪ Beaconsfield Road North ▪ Beaconsfield Road ▪ Andergrove North ▪ Maple Drive (Andergrove) ▪ Bedford Road (Andergrove) ▪ Andergrove South ▪ Pheasant Street (Slade Point) ▪ Northview (Mount Pleasant) ▪ Hill End (Glenella) ▪ Bona Vista (North Mackay) ▪ Burgess Street (North Mackay) ▪ Valley Street (North Mackay) ▪ Valley Street South (North Mackay) ▪ Gooseponds (North Mackay) ▪ Palmer Street (North Mackay) ▪ Grendon Street (North Mackay) | <ul style="list-style-type: none"> ▪ Vines Creek (North Mackay) ▪ Shakespeare Street (Mackay) ▪ Goldsmith Street (Mackay) ▪ Holland Street North (West Mackay) ▪ Holland Street (West Mackay) ▪ Holland Street South (West Mackay) ▪ Fairfield (West Mackay) ▪ Edmonds Street (West Mackay) ▪ Parklands (West Mackay) ▪ Keith Hamilton Street (West Mackay) ▪ Norris Street (Mackay) ▪ Kemmis (Mackay) ▪ Evan Street (South Mackay) ▪ Evan Street East (East Mackay) ▪ Bannister Street (South Mackay) ▪ Napier Street (South Mackay) ▪ Juliet Street (South Mackay) ▪ Scott Street (South Mackay) ▪ Racecourse Mill (Racecourse) ▪ Ooralea North ▪ City Gates (Ooralea) |
|--|---|

Outlying urban areas

- | | |
|---|--|
| <ul style="list-style-type: none"> ▪ Beach Road North (Sarina) ▪ Sarina West ▪ Range Road (Sarina) | <ul style="list-style-type: none"> ▪ Sarina South ▪ Walkerston East ▪ Marian West |
|---|--|

