

CITY OF CLARENCE

Little Howrah Beach Master Plan

Consultation Report

September 2025





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Background

Community vision & context

- Little Howrah Beach is a much-loved coastal place for residents and Greater Hobart users (families, kayakers, swimmers).
- The draft Master Plan builds on what works to create a more accessible, attractive and connected destination while respecting heritage character and setting.
- Aim: coordinated upgrades that support recreation and transport connections and make the area resilient to climate and coastal change.

Objectives & design responses

- Objectives: make the beach inclusive and accessible; create high-quality public spaces and amenities; support existing and future users; protect and enhance coastal biodiversity; adapt to climate, sand movement and waterway health.
- Key design moves: new beach plaza with seating, shelters and fully accessible ramps; widened footpaths, new cycling lanes and upgraded bus stops to strengthen active and public transport links and enable a future ferry; relocated and upgraded public amenities; coastal plantings, lighting and signage to lift safety, amenity and biodiversity.

Consultation overview

- Purpose: present the draft Master Plan and check that Phase 1 (2023) feedback is reflected; test support for key elements and identify any concerns or priorities to inform the final plan and implementation.
- Timing & methods: 2 Dec 2024 to 8 Mar 2025 during peak summer use; online and hard-copy survey, written submissions, and a public display at Howrah Point Shopping Centre.
- Feedback sought: targeted questions on major features (e.g. Beach Plaza) and items likely to attract mixed views, plus overall sentiment and priorities for delivery.

What we did

How the community engagement was promoted



Public display at Howrah Point Shopping Centre, with an estimated **3,000 + unique visitors** during the consultation period.



Social media posts with a total reach of 92,563 people



Articles in the Eastern Shore Sun and Clarence News



2,380 unique visitors to the Little Howrah Beach Master Plan **Your Say** webpage and 4,184 page views



Temporary signage at visible locations in Howrah, Bellerive and Tranmere



Large display banner at Little Howrah Beach promoting the consultation to pedestrians, beach users and passing traffic



Master Plan Display at Howrah Point Shopping Complex. Interactive display in part of the Coffee Shop in the complex, including:

- **2 large banners** (3m x 1.5m) showing Master Plan designs and highlighting key features
- **Printed copies** of the full Master Plan Report
- **A1 copies of plans** for people to mark-up and add comments
- **Suggestion boards** with sticky note labels for positive and negative comments
- **3D renders** of Master Plan designs

How people engaged with us and gave feedback



230

Online survey responses



11

Written submissions



147

Comments from display visitors



3,000

Estimated visitors to Master Plan display

Length of time consultation was open

13.5 weeks (2 Dec 2024 - 8 Mar 2025)

Purpose and success measures

Community engagement objectives

Objective 1

Gauge the community's support for the overall proposed vision for Little Howrah Beach



Objective 2

Seek feedback on key components of the master plan design and whether they are supported or opposed



Objective 3

Understand the community's preferred priorities for development to guide development of an implementation plan



Community engagement success measures

Measure 1

Similar level of interest and responses to Stage 1 community consultation in March 2023



Measure 2

Respondents not just Howrah locals, with strong representation from younger age groups (aged from 10 to 40 years)



Measure 3

Feedback is generally supportive, noting that the purpose is to test ideas and determine whether changes are required.



Key Findings Summary

Overall sentiment

The draft Little Howrah Beach Master Plan was generally well received by the community. Across survey responses, display comments and written submissions, the clear message was that people love Little Howrah Beach and welcome investment to make it safer, more accessible and more enjoyable.

The Beach Plaza, landscaping, accessibility upgrades and better amenities were consistently highlighted as valuable improvements. Most people expressed support for the vision, subject to detailed design and practical considerations.

Written submissions vs community survey responses

The 11 written submissions provided valuable insights, particularly from residents living immediately adjacent to the site.

Written submissions tended to be more skeptical than the general survey responses and display feedback, especially on issues such as toilets relocation, ferry feasibility, and the impact of changes to parking.

In contrast, survey responses and display comments from the broader community leaned more supportive overall, while still flagging concerns about capacity and detail.

This distinction highlights the importance of considering both localised impacts and broader community benefits.

Balance of views

Although critical comments were often detailed and passionate, the balance of feedback across the survey, submissions and display comments remained supportive overall.

For most people, the draft Master Plan represented a positive step forward for Little Howrah Beach, with the qualification that implementation needs to be careful, responsive and staged.

Most valued improvements

Across all consultation channels, there was clear support for improved accessibility and inclusivity, and particularly the beach access ramp and safer walking and cycling links.

People also valued upgrades to toilets and amenities, landscaping and shade trees, and the creation of better gathering spaces such as the Beach Plaza. These were seen as long-overdue improvements that would modernise facilities and enhance the everyday use of the foreshore.

4 Key Findings Summary

Recurring concerns

The consultation also highlighted a number of consistent concerns. The most frequently raised issues were:

- Relocation of the public toilets from their current site to the Beach Plaza
- Parking capacity and management, particularly loss of on-street spaces along Howrah Road and the risk of overflow into residential streets if a ferry service proceeds
- The scale of proposed works and the risk of 'too much concrete' or overdevelopment of a place valued for its natural feel
- Environmental and coastal impacts, including erosion, sand movement and biodiversity
- The cost, staging and long-term deliverability of the plan.

Key Findings at a Glance 🔍



Strong support for making Little Howrah Beach more **accessible and inclusive**.



Beach Plaza identified as the **top priority** for implementation



Parking changes and **toilet location** were the most debated issues



Concerns about **scale, materials and environmental impacts** were noted



Written submissions from **local residents** raised stronger opposition to parking changes than survey respondents overall



Majority of feedback shows **enthusiasm for the plan**, provided design is **careful and staged**.

Conclusion

Community consultation for the draft Little Howrah Beach Master Plan showed the community strongly values Little Howrah Beach and is enthusiastic about City of Clarence's commitment to improving it. Overall, the Master Plan was well supported, with most people welcoming upgrades to accessibility, landscaping, amenities and community spaces.

While the feedback identified recurring concerns, particularly around potential relocation of the public toilets, traffic and parking impacts, ferry feasibility, scale of works and environmental impacts, these issues can be addressed through detailed design, careful staging and further engagement with the community. Written submissions from nearby residents provided important local perspectives, while survey and display responses highlighted broad community enthusiasm for the plan.

The key overall finding is that the community wants Little Howrah Beach to have facilities and connections that meet modern needs (and particularly improved all abilities access to the beach) but retain its charm and local character and not become overdeveloped or too busy.

The Master Plan provides a coordinated framework to achieve this.

The Master Plan's vision for Little Howrah Beach and the designs for the various components will be refined and the issues raised through this consultation will be addressed through further consultation, planning and design for implementation of the master plan, which will take place in stages, as funding and other community priorities allow.

