

Coffs Jetty Revitalisation

Draft Masterplan
Consultation
April to June 2022

Highlights Snapshot

Property and Development NSW



We acknowledge the Gumbaynggirr people, the traditional custodians of Coffs Harbour. We recognise their continuing connection to land, waters and culture and pay our respects to their Elders past, present and emerging.



'Gura Bulga'

Liz Belanjee Cameron

'Gura Bulga' – translates to Warm Green Country. Representing New South Wales. By using the green and blue colours to represent NSW, this painting unites the contrasting landscapes. The use of green symbolises tranquillity and health. The colour cyan, a greenish-blue, sparks feelings of calmness and reminds us of the importance of nature, while various shades of blue hues denote emotions of new beginnings and growth. The use of emerald green in this image speaks of place as a fluid moving topography of rhythmical connection, echoed by densely layered patterning and symbolic shapes which project the hypnotic vibrations of the earth, waterways and skies.

Draft Masterplan Consultation

Coffs Jetty Revitalisation

The Coffs Jetty Foreshore Revitalisation is an opportunity to create a vibrant and thriving foreshore precinct that is enhanced and activated for the benefit of the community, while maintaining the cultural and neighbourhood qualities the Coffs Harbour community value.

Property and Development NSW (PDNSW) on behalf of the NSW Government was pleased to share the draft masterplan for the revitalisation of the Coffs Harbour Jetty Foreshore with the community during April to June 2022.

The draft masterplan set out a vision for how the Coffs Harbour Jetty Foreshore could be revitalised to meet the community's needs in the future. It proposed key design moves and development outcomes in four key precincts around the Jetty Foreshore. It also suggested possible uses, height limits and building scales for the community's consideration.



North Park. Artist impression.



New Visitor Destination, Corambirra Point. Artist impression.



Marina. Artist impression.



Billabong. Artist impression.

Consultation Overview

After engaging with the Coffs Harbour community on the shared vision and place principles in 2021, this consultation sought feedback on the draft masterplan. We focused on continuing to provide opportunities for open dialogue and feedback. Our approach sought to maximise reach throughout the Coffs Harbour area through a multitude of engagement avenues, and ensure community and stakeholders were provided with accurate, timely and relevant information.

Ethos Urban was engaged to support PDNSW with consultation with residents, businesses, the wider community organisations and stakeholders. Murawin was engaged by PDNSW to undertake Aboriginal engagement and have provided a separate report.

This report provides a high-level snapshot of the consultation conducted by Ethos Urban. Please refer to the Consultation Outcomes Report for further detail.



How we engaged with you

From 28 April to 13 June 2022, we asked you to have your say on the Coffs Jetty Revitalisation draft masterplan. We used a wide array of tools and tactics to reach as many people in the Coffs Harbour area as possible...



3,680
survey responses

13,200+

households received a project postcard in the mail



1,800+

people we spoke to across our 9 popups



9

stakeholder group briefings

4

youth engagement sessions

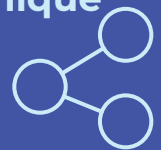


3

Aboriginal engagement events run by Murawin

37,876

total page views on the project website, with 16,361 unique views



105,119

total reach on social media

117

participated in or later rewatched our community webinar

2,600+
received our 6 email project updates



5

ads across Coffs Coast
NOTA & Koori Mail



184 radio ads

What you told us

The community indicated strong support for the NSW Government to proceed with the revitalisation of the Jetty Foreshore. There was general recognition for the need to activate and enhance the Jetty Foreshore, providing benefit for today and future generations, and that renewal at the Jetty is long overdue. The diversity of views on some aspects of the draft masterplan were underpinned by majority support for appropriate development. Development was recognised as adding vitality and appeal, stimulating economic benefit while realising public realm upgrades, and was supported by the majority as long as the unique, local character and current sense of community was maintained.



Foreshore Parklands

- Strong support – over 70% - for all proposed upgrades and ideas regarding North Park, the Billabong, Dune Care & Wild play, and Family & Youth Play.
- The highest priority for delivery was the Family and Youth Play.



Jetty Hub

- 68% of respondents supported development in the Jetty Hub.
- 44% suggested that up to 6 storey development spread over the Jetty Hub was appropriate.



Corambirra Point

- Over 70% of respondents supported the addition of cafes and restaurants, a function space and creating a tourist destination at the former Deep Sea Fishing Club site.
- Height levels of 3-4 storeys were supported by 45% with a further 15% supporting up to 8 storeys.



The Marina

- Over 80% of respondents supported pedestrian and carparking improvements for the future vibrancy of The Marina.
- Respondents were divided about the proposed scale of up to 4 storeys – 35% strongly supported and 32% strongly opposed – overall support was 53%.



Connection and Accessibility

- All connection and accessibility upgrades proposed were supported by over 75%.
- A beach side boardwalk to the south, extension of the boardwalk with ocean views in the central zone and a new pathway through the foreshore were all highly supported.
- Parking and movement improvements proposed were welcomed.
- Still need to consider availability of street parking and traffic management with future development.



Development

- 61% were supportive of development of 2-6 storeys or higher to realise public realm upgrades.
- Younger respondents were more likely to support higher building heights to allow increased public realm improvements.



Zoning & Land Uses

- At 73%, shops and cafes were the most supported uses to sustain an active foreshore, followed by an activity hub adjacent to Coffs Harbour Train station at 68%.
- While tourist and residential accommodation were polarising, overall, there was more support than opposition for both.



Priorities for Delivery

- Respondents wanted most elements delivered in the short term (0-3 years).
- Top priorities were given to foreshore parkland improvements (70%), pedestrian connections (63%) and improved carparking (72%).



Aboriginal engagement

- The Coffs Harbour Jetty Foreshore is like the heart of Gumbaynggirr Country in the sense that it is an epicentre of connections.
- The Country on which the Precinct is located is dense with sites of spiritual and historical significance.
- The NSW Government should continue to work with the Aboriginal community on desired outcomes, including repatriation of Gumbaynggirr Country; servicing Ferguson's Cottage and Happy Valley; and inclusivity, recognition and celebration of Gumbaynggirr Country and Culture.

PDNSW should consider:

- Height and land use refinements across the sub-precincts
- Further improvements to parking and traffic, with consideration of how overflow will be managed during major events
- Delivery of Foreshore Parkland upgrades in the short term
- Designing with Country
- Climate change, sand movement and impacts to local flora and fauna

Next Steps

Following detailed analysis of the feedback received, PDNSW will review and update the draft masterplan. This masterplan will guide the preparation of a formal Planning Proposal that will demonstrate a thorough consideration of local aspirations for the Coffs Harbour Jetty precinct.

The future planning for the Project will appropriately consider feedback received, consider impacts and priorities for delivery, and seek formal approval through appropriate statutory means.

PDNSW will continue to ensure that stakeholders and the wider Coffs Harbour community are informed throughout the process. There will be further opportunities to provide feedback, in ways that are open, inclusive and resilient to any ongoing COVID-19 safety measures.

It is anticipated this will consist of:

- Provision of information to residents, key stakeholder groups, and the wider community; and
- Ongoing liaison with agencies and relevant authorities.



Family and Youth Play Area. Artist impression.

Further Information

Visit www.coffsjettyrevitalisation.com.au to keep track of what is happening with the Coffs Jetty Revitalisation.