



Consultation Outcomes Report

Draft Masterplan Consultation
April to June 2022

Coffs Harbour Jetty Foreshore
Precinct Revitalisation

Property and Development NSW



'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.

Ethos Urban acknowledges the Gumbaynggirr people, the Traditional Custodians of Coffs Harbour, and all traditional custodians of country throughout Australia.

We recognise their continuing connection to land, waters and culture and pay our respects to their Elders past, present and emerging.

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Executive Summary

Background

Property and Development NSW (PDNSW), on behalf of the NSW Government, is progressing a community-led masterplan to activate the Coffs Harbour Jetty Foreshore Precinct (Jetty Foreshore) that can be meaningfully delivered over short, medium, and long-term horizons.

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. The Project will facilitate the improvement of connections between the waterfront and the rest of Coffs Harbour, provide additional land uses and deliver improvements to the public domain, while stimulating job growth and economic activity in line with strategic drivers.

The community consultation process:

- Established **Shared Vision and Place Principles** – that guided key decisions about future uses and masterplan considerations at the Coffs Harbour Jetty Foreshore Precinct. This was completed between April and May 2021.
- Presented a **Draft Masterplan** – that enabled community feedback on initial design considerations informing a draft masterplan that aligns with the Shared Vision and Place Principles. This report focuses on the activities and outcomes from the draft masterplan consultation, conducted between April and June 2022.

Community input from April-June 2022, will help finalise the masterplan and seek formal planning approval to provide a framework to guide the delivery of the masterplan over time. This is yet to be determined and undertaken by PDNSW.

PDNSW has developed a draft masterplan that sets out the vision, development opportunities and key community benefit upgrades for the future of the Jetty Foreshore. It incorporates and builds on:

- Studies conducted in 2018 when PDNSW (then named Property NSW) consulted with the Coffs Harbour community to understand local values and viewpoints to inform the development of a Draft Concept Plan for the precinct.
- Community feedback gathered in April and May 2021 during the Shared Vision and Place Principles consultation.

Ethos Urban was engaged to support PDNSW with the community and stakeholder consultation, which has included communications and engagement with residents, businesses, wider community organisations and stakeholders to share information and seek feedback on the draft masterplan.

This Consultation Outcomes Report details the approach to engagement, the various communications tools and engagement activities, as well as the feedback from community and stakeholders for further consideration as the draft masterplan evolves.

Murawin conducted a program of Aboriginal consultation to ensure it was undertaken in an appropriate, meaningful, inclusive, and respectful manner. A separate report has been prepared by Murawin summarising the outcomes of this consultation.

Consultation Overview

The consultation process provided opportunities for open dialogue and feedback from the community. This included strengthening stakeholder and community relationships established during previous consultations, maximising community reach and participation throughout the Coffs Harbour area beyond the immediate Jetty precinct through a multitude of engagement avenues, encouraging feedback on the proposed draft masterplan, and ensuring the community was provided with accurate, timely and relevant information about the ongoing planning process.

Figure 1 outlines the various engagement tools and activities used throughout consultation, and the approximate participation rates and reach:



Figure 1 Engagement tools, activities, and reach

Key Consultation Outcomes

This report brings together the range of feedback relating to the development and infrastructure options proposed and subsequent community benefits, in the draft masterplan received via extensive community and stakeholder engagement activities and public survey responses.

It has been a far-reaching consultation program by an engaged local community, with diverse opinions and attitudes towards the draft masterplan. The Coffs Harbour community truly cares about the future of their town, with the key findings indicating the desire for continued leadership and advocacy over time to ensure community priorities are appropriately delivered.

A key message that was delivered via the survey and to the team on the ground was 'The NSW Government needs to get on with delivering the improvements needed to activate and enhance the Jetty Foreshore for current and future generations'. There was a sense that change at the Jetty is long overdue. While the survey results showed polarity on certain aspects of the draft masterplan, there was majority support for development on the basis that it would realise public realm upgrades.

There was evidence of consistent support for:

- Proposed open space and public realm benefits, particularly around the Foreshore Parkland, Marina, and Corambirra Point, with support expressed for:
 - Improvements and developments around the Foreshore Parkland, including the North Park, Billabong, Dune Care and Wild Play area, Family and Youth Play area
 - The addition of cafes and restaurants, event spaces, and the idea of creating a tourist destination around Corambirra Point
 - Upgrades such as car parking and pedestrian improvements within a working Marina with regional attraction and appeal around the Marina precinct.
- Improvements to connections and accessibility across all precincts, in line with sensible public realm upgrades, with a particular focus on car parking improvements and the provision of shared pathways.
- Ensuring that current uses the community enjoy - including boating, water sports, and use of public open space – could continue and should be protected for the future.

There was evidence of more varied views and opinions on:

- The proposal for development of some sort in the Coffs Harbour Jetty Foreshore was supported by a majority of survey respondents, however of those who supported development in some form, there were differing opinions on the degree and location of development. Other community members expressed concern development would result in a negative impact to local character and loss of views. There was also great diversity in feedback received as to what should be considered the most appropriate scale of development:
 - In the Jetty Hub precinct, there was support for the addition of development, with the most common preference being the Jetty Hub Base Option, which proposes up to six storeys of development spread over the Jetty Hub precinct but limited to the west side of Jordan Esplanade.
 - In the Marina Precinct, respondents were close to equally divided about the proposed scale of development of up to 4 storeys, with similar proportions supporting and opposing the scale of development.
 - Across all proposals presented in the draft masterplan, younger age groups (18-45) were much more likely to support development, while older age groups (55+) tended to be opposed to development.
- Using appropriate development to support public realm improvements was generally supported although there was also evidence of concern amongst a minority:
 - The majority of respondents indicated support for development of 2-6 storeys buildings or higher on the basis that it delivered moderate or significant public realm upgrades. A quarter of survey respondents wanted no development even if that meant no public realm upgrades.
 - Again, younger age groups (18-45) much more strongly support increased building heights if it also delivered public realm upgrades, while older age groups (55+) tended to oppose increased heights even if it meant no public realm improvements would be delivered.

The community's biggest priorities for delivery were:

- Respondents wanted most elements delivered in the short term (0-3 years)
- Priority was given to Foreshore Parkland improvements, pedestrian connections and improved carparking.

Key Considerations

In light of the extensive consultation findings outlined in this report, Ethos Urban has highlighted the following key considerations for PDNSW in progressing this Project:

Draft Masterplan

- Review some of the proposed development outcomes in the draft masterplan in terms of:
 - Heights proposed in the Marina and Jetty Hub precincts
 - The percentage of accommodation proposed in Corambirra Point and the Jetty Hub to achieve a balance between protecting the character people like and achieving a sense of vibrancy and activation in line with commercial feasibility.
- The opportunity to prioritise and front-load community investments such as Foreshore Parkland improvements, and shared pathways and connectivity, subject to funding.
- Improving the food and beverage offering to deliver community benefits subject to feasibility.
- The opportunity to review and consider further parking options as a priority for delivery.
- Improve respect for and consideration of Aboriginal people's living cultural connections.

Consultation

- Given the diversity of views, it is important to close the loop with the community and stakeholders, so they know the outcomes of consultation.
- Inform key stakeholder groups and the community of relevant changes to the draft masterplan. This will demonstrate consideration and how PDNSW has adapted to feedback provided and support achieving greater consensus.
- Clearly explain the future planning process and further opportunities to provide feedback as the project progresses. This will help inform the local community on the broader planning process and how feedback is considered throughout decision-making.

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 and align with key strategic drivers.

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.

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1.0 Project Context and Background

The Property and Development NSW ('PDNSW') division within the Department of Planning and Environment ('DPE') is responsible for the management and delivery of large-scale or complex, real estate projects and transactions on behalf of the NSW Government. PDNSW is currently delivering a community-led masterplan for the revitalisation and activation of the Coffs Harbour Jetty Foreshore Precinct (the Project) and is responsible for overseeing and managing the overall master planning process, named the *Coffs Jetty Revitalisation*.

The Project presents an opportunity to create a vibrant and thriving foreshore precinct for the whole community to enjoy, while maintaining the cultural and existing qualities of the local area. The Project will facilitate the improvement of connections between the waterfront and the rest of Coffs Harbour, provide additional land uses and deliver improvements to the public domain, while stimulating job growth and economic activity in line with strategic drivers from various planning documents identified below:

- Delivering enhanced public facilities and amenity, mixed use development, retention of heritage values, and improved access to open spaces (Coffs Harbour Regional City Action Plan 2036)
- Delivering the regional economy (CHCC LSPS, 2020; CH Economic Development Strategy, 2017)
- Evolving the tourism offering (CHCC LSPS, 2020)
- More sustainable movement choices (CHRCAP, 2021; CHCC LSPS, 2020)
- A need for more housing due to population growth (CHCC LSPS, 2020).

PDNSW is committed to working with the community across the Project lifecycle to ensure they are continuously informed, engaged and provided the opportunity to share their feedback.

In September 2021, Ethos Urban prepared a Consultation Outcomes Report on behalf of PDNSW to summarise the Shared Vision and Place Principles. The report outlined the communications and engagement activities undertaken during April and May 2021, documented key stakeholder and community feedback received during the process and identified opportunities for future engagement with the local community.

In response to the community and stakeholder feedback on the Shared Vision and Place Principles, PDNSW prepared a draft masterplan, that was exhibited during April, May and June of 2022. This report summarises the draft masterplan consultation, including a review of communications and engagement activities undertaken, key stakeholder and community feedback received during the process (including an analysis of survey responses), and puts forward considerations to PDNSW.

The draft masterplan is available on the Project website at <http://coffsjettyrevitalisation.com.au/>.

1.1 Site Location and Context

The Coffs Harbour Jetty Foreshore Precinct comprises approximately 62 hectares of waterfront land under NSW Government ownership and is located three kilometres east of the Coffs Harbour Central Business District (CBD). Refer to Figure 2 on the following page. The precinct is positioned centrally amongst some of Coffs Harbour's key precincts and destinations, including the Coffs Harbour Airport, Coffs Harbour Education Campus, the Coffs Coast Sport and Leisure Park, the Coffs Harbour Health Campus and Coffs Harbour Justice Precinct.



Figure 2 Site map

Located on the Coffs Harbour coast with direct foreshore access to the Pacific Ocean, the site is regionally positioned as a premier foreshore destination. The site is considered one of the most important public assets within the Coffs Harbour Local Government Area (LGA), with a rich cultural significance both to the local Gumbaynggirr people and in terms of European Colonial heritage.

The precinct currently supports a number of land uses that fall under the ownership and management of NSW Government agencies and Coffs Harbour City Council. Currently, the precinct is primarily characterised by public open space with discrete areas of existing development and underutilised parcels of land. Much of the site is currently inaccessible for public enjoyment. While gravelled areas provide overflow parking, these do not reflect the potential of this foreshore. Residual railway land is fenced off and separated from public access.

The precinct provides direct access to public beaches, including Park Beach, Jetty Beach and Gallows Beach. There are significant open space and environmental reserves, including *Giidany Miirlarl* Muttonbird Island Nature Reserve, Jetty Beach Park, Corambirra Point and the Solitary Islands Marine Park.

The site also features well established marine infrastructure, including the Coffs Harbour Jetty, the Southern Break Wall, the Coffs Harbour Marina and the Coffs Harbour Regional Boat Ramp.

The precinct supports a range of community facilities including recreational open space, children's play equipment, outdoor event space, public pathways, barbecue and picnic facilities, public toilets, carparking (formal and informal) and a new community building (currently under construction). Commercial facilities are predominantly accommodated in and around the existing Coffs Harbour Marina including restaurants and takeaway food premises, weekend markets, the Fisherman's Cooperative, a Yacht Club as well as several non-retail services and office uses. The former Deep Sea Fishing Club building at the south of the precinct currently supports a restaurant and function centre. A quarry formerly operated at the south-eastern part of the precinct, between Corambirra Point and the Southern Break Wall.

The North Coast Railway line at Coffs Harbour runs north-south along the precinct's western periphery. The Coffs Harbour Station is also located within the precinct (west of Jordan Esplanade), however is not accessible from the Coffs Jetty Foreshore.

1.2 Aboriginal Sites of Significance

The precinct includes places of significant cultural value to local Aboriginal communities, including the Gumbaynggirr people. Consultation activities included a dedicated Aboriginal component, conducted by Murawin and are detailed in a separate report. The sites of cultural heritage significance include:

- Giidany Miirlarl – Moon Sacred Place
- Gularrgan Miirlarl – Lobster Place
- Shiny or Moon Rock
- Happy Valley (adjacent to precinct)
- Dung Hill
- Fergusons Cottage
- Archaeological Sites
- Unnamed Sacred Site
- Former Deep Sea Fishing site
- Bunyun Miirlarl – Red Browed Finch Place.

1.3 Project Steering Advisory Committee

In late 2020, the Project Steering Advisory Committee (PSAC) was established to bring together a diverse range of Coffs Harbour community representatives to provide input into the vision and plans for the revitalisation and activation of the precinct.

The purpose of the PSAC was to assist PDNSW to develop a draft masterplan for the precinct that achieved project objectives and aligned with community aspirations in a feasible and sustainable way.

A PSAC meeting (Meeting 11) was held on 18 March 2022, prior to the launch of wider community consultation for the draft masterplan. At this meeting, PSAC members were given a presentation on the draft masterplan, provided with the opportunity to ask questions and provide initial feedback and input to inform the consultation process. This also included a review of an initial version of the scaled model. Key feedback from Meeting 11 included:

- Agreement to put forward draft masterplan options and uses for community feedback
- Need to provide accurate imagery reflecting deliverable opportunities for community feedback
- Endorsement of eight key directions for precinct planning
- Agreement to include two boardwalk options for community feedback
- Agreement to present the increase of Marina height limits to provide greater flexibility of use
- Agreement to present three alternatives proposed for the former Deep Sea Fishing Club site for community feedback.

With this direction, PDNSW subsequently amended the draft material for the community consultation to align with the PSAC feedback including revisions to the draft masterplan and model.

The PSAC has been an important forum for community involvement and representation in the master planning process. Members' feedback and guidance has been considered at each point along this journey to progress the draft masterplan.

Minutes and relevant presentation material from each meeting are shared on the project website, <http://coffsjettyrevitalisation.com.au/>.

2.0 Consultation Strategy

2.1 Consultation Principles

The key principles which underpin the overall approach to engagement for this project are:

- **Transparent:** Engagement will be open, with transparent purpose and outcomes, expectations, goals, constraints and accountabilities.
- **Timely:** We will allow sufficient time for meaningful dialogue, consultation and modification.
- **Appropriate:** We will use levels and methods of engagement that best suit both the group being consulted and the goals of the engagement.
- **Accessible:** We will provide clear, timely, accessible and comprehensive information to stakeholders in order to facilitate their involvement.
- **Balanced:** We will balance the participation and influence of stakeholder groups.
- **Accountable:** We will monitor the effectiveness of stakeholder engagement strategies and implement improvements where needed.

These principles are adapted from the International Association for Public Participation Core Values for Public Participation and are reflective of the *Local Government Amendment (Planning and Reporting) Act 2009* (NSW).

2.2 Consultation Objectives

The successful implementation of consultation was continually monitored, evaluated, and reviewed throughout each stage. The consultation process was guided by the following overarching consultation objectives:

Consultation Objectives

- To ensure the NSW Government delivers high quality consultation outcomes, ensuring regular communication and minimal unnecessary disruption to the Coffs Harbour community
- To build awareness and a shared understanding amongst the local community on the strategic intent and objectives of the Coffs Jetty Revitalisation
- To provide forums and/or channels in which the community receive updates on the project and the opportunity to provide feedback to PDNSW
- To proactively engage and motivate participation with key stakeholders and the community through the development of effective communications and engagement activity

The purpose of this 2022 consultation was to;

- Present the draft masterplan to the community and stakeholders
- Seek specific feedback about the proposed sub-precincts and uses
- Understand the community's priorities for delivery.

2.3 Context and Background

In 2018, PDNSW worked with the community to understand their values and viewpoints to inform a Preliminary Concept Plan for the precinct. The NSW Government appointed consultants GHD to undertake an independent consultation process for the precinct to understand the community's preferences for future activation and uses. This provided the basis for the development of a Draft Concept Plan for the precinct, which was released in October 2018, with several updates made to the Draft Concept Plan in October 2020. The 2018 community consultation process was based on the following objectives:

Community Values – 2018 Community Consultation

- Place the community at the centre of the decision-making process, through broad, inclusive, and transparent consultation
- Activate the space and bring more people to the area
- Maintain and ensure connections between the city and the waterfront
- Build on current investment/activities
- Help grow new jobs for the region
- Create an economically sustainable public domain, and community assets
- Establish the precinct as a destination for tourists and locals alike, that the region can be proud of

Key findings from the 2018 report include:

Key Findings – 2018 Community Consultation

- The community was found to be broadly in favour of a level of well-planned development in parts of the Precinct and disagreed with leaving the foreshore in its current state.
- The favourable development type was 'leisure commercial (coffee shop, cafe, restaurant, bar)' with 61% of respondents. The next most favourable was 'recreational facilities (water park / kids wet play area etc)', which was chosen by 54% of respondents.
- Almost 2/3 support for low to medium-rise development in specific areas, providing it is well-planned
- About 1/2 respondents would like more viewpoints to the beach
- Over 80% of respondents felt parking and traffic congestion was an issue during events
- 1/3 felt safety is an issue
- Favourable development types included tourism, mixed use and commercial in most areas
- Development east of Jordan Esplanade generally not supported
- Favourable development heights in specific areas up to 3 storeys, with some support for up to 7 storeys.

In addition to the PSAC, mentioned previously, the Project operates within a robust governance structure including a cross-government Project Control Group (PCG) that reports into an Executive Steering Committee. This governance structure includes senior representatives from DPE, Transport for NSW (TfNSW), Crown Lands, Maritime Infrastructure Delivery Office (MIDO), Department of Regional NSW and the Coffs Harbour City Council and ensures an integrated, whole-of-government approach is taken to project delivery.

Following initial community consultation in 2018, PDNSW sought to develop a Shared Vision and Place Principles for the Coffs Jetty Revitalisation with the input of community and stakeholders. This formed the basis for community consultation completed in April and May of 2021.

Shared Vision – 2021 Community Consultation

The Jetty Foreshore will become a world-class oceanfront precinct by:

- **Respecting** Gumbaynggirr, environmental and maritime roots now and into the future.
- **Promoting** community character, coastal activity and local economic sustainability.
- **Connecting** people to the water, the water to the city, and the city to the highlands.

Place Principles include:

- **Gathering Place:** Become the premier place on the North Coast where all are welcome and feel at home, now and in the future
- **Seamlessly Connected:** Tie the city structure and regional networks into the precinct and provide accessibility for all
- **Sustainable Economy:** Foster a wider mix of uses that leverage existing industry to create a balance of local employment opportunities and waterfront activation
- **Resilient Environment:** Be the exemplar for the North Coast on adapting to climate change by safeguarding existing assets and mitigating future risk
- **Choice Destination:** Enhance the precinct as a family friendly collection of local and regional destinations offering an accessible, engaging, safe, comfortable and inclusive environment day and night
- **Celebrate Country:** Ensure opportunities for Gumbaynggirr people to Care for Country and heal Country, with long-term community involvement, cultural activation and education, and protection of significant heritage sites

Key outcomes from consultation on the Shared Vision and Place Principles included:

Key Outcomes – 2021 Community Consultation

- **Preserving existing open space** through the protection of existing parks, environmental areas and sand dunes
- **Improving public amenity** through possibilities such as improved lighting, BBQ areas, shade structures, showers, and picnic areas
- **Updating the play offering for children and youth** through possibilities such as a refreshed playground and new multi-use sporting facilities
- **Improving pedestrian and cyclist connectivity** through widening and continuing the paths throughout the precinct as well as strategic connections to the north and south
- **Enhancing the event space offering** by providing additional supporting infrastructure such as essential utility connections and multi-purpose spaces
- **Balancing the development outcome** through a vibrant mix of uses with day and night-time appeal and a preference for development appropriate to the existing character of Coffs Harbour

These outcomes, alongside the vision and accompanying principles have guided the development of the draft masterplan that was presented during the consultation undertaken in 2022.

3.0 Consultation Delivery

This consultation process focused on continuing to provide opportunities for open dialogue with and feedback from the community. This included strengthening stakeholder and community relationships established during previous consultations, expanding connections to maximise community reach and participation, encouraging feedback on the proposed draft masterplan, and ensuring the community was provided with accurate, timely and relevant information about the ongoing planning process.

This proactive, inclusive, and transparent approach to engagement has been instrumental to facilitating meaningful and open dialogue and ensuring the masterplan is truly community-led.

It is important to acknowledge that the ongoing development of the Jetty Foreshore and the potential outcomes that follow will be significant for current and future generations who call Coffs Harbour home. As such, the consultation program carried out during these early stages will critically inform the long-term and far-reaching impacts on the Coffs Harbour community.

Consultation sought feedback on the draft masterplan, which proposes:

Open spaces, better connectivity and attractions along the foreshore

- Enhanced green spaces, upgraded shade structures and new play areas for children and youth
- Walkable, versatile spaces that can be activated for entertainment and safely enjoyed day and night
- Optimised space across the whole precinct, creating better connectivity and spreading out activities and attractions, creating improved parking and overflow options spanning from north to south.

Sustainable economy, choice destination and tourism

- Creating a destination for tourists and locals alike, with opportunities for hospitality and entertainment to breathe new life into the precinct
- Revised zoning for mixed use, creating opportunities for cafes, pubs, shops, tourist accommodation and a balanced scale of private residential housing options to fund new open spaces and enhancements and support these future businesses to thrive
- Transforming unused and fenced off land with low scale development of up to six storeys in line with other zoning in the area while maintaining the existing character and charm of Coffs Harbour.

Protecting Aboriginal heritage and sacred sites and enhancing the natural environment

- Recognition of Aboriginal sacred sites and respect for current residential areas - Happy Valley and Ferguson's Cottage
- Introduction of Water Sensitive Urban Design (WSUD) with a natural stormwater treatment billabong, retention of all existing dunes and continued rehabilitation with Land Care and Dune Care
- Indigenous landscaping opportunities like what is occurring at the new community building
- Potential for a boardwalk weaving through the dunes, billabong and mini rainforest, with incredible beach views to enjoy.

By developing and sustaining open and informative relationships with local residents, community groups and organisations, and other key stakeholders, the Project sought to ensure the right opportunities and appropriate possibilities were explored and in doing so, develop a community-led draft masterplan.

3.1 Engagement Activities and Communications Tools

The following table details the various communications tools and engagement activities utilised to share project information, including channels and opportunities for providing feedback.

Table 1 Communications Tools and Engagement Activities

Tool / Activity	Target stakeholder	Purpose
Letterbox drop	Coffs Harbour residents	To promote and inform stakeholders about the consultation, including where to find further information and opportunities to speak to the project team
Project website	All	To provide accurate, relevant, and timely project updates and advertise opportunities for community consultation
Pop ups	All	To promote and inform residents and visitors about the project, and provide an opportunity for questions and further information on feedback channels
Stakeholder briefings	Key community representatives and organisations	To provide targeted stakeholders with an in-depth project briefing and the opportunity to ask specific questions on behalf of their members' or community's interests
Webinar	All	To provide a flexible and accessible means to learn about the project and draft masterplan in more detail, including the opportunity to ask questions and provide feedback
Survey – online and written forms	All	To provide a formal channel for community members to express their views and provide detailed feedback on the draft masterplan
Project email, precinctdevelopment@property.nsw.gov.au	All	To provide a direct channel for specific project enquiries and further information
Electronic Direct Mail (EDM)	Coffs Harbour Revitalisation subscribers	To provide interested community members with regular email newsletters providing project updates, including further opportunities for community consultation
Advertisements and social media posts	General public	To promote and inform residents about project updates, including opportunities for community consultation

Figure 3 over the page captures key community consultation activities conducted for the draft masterplan, between **28 April to 13 June 2022**.

Draft Masterplan Consultation Program

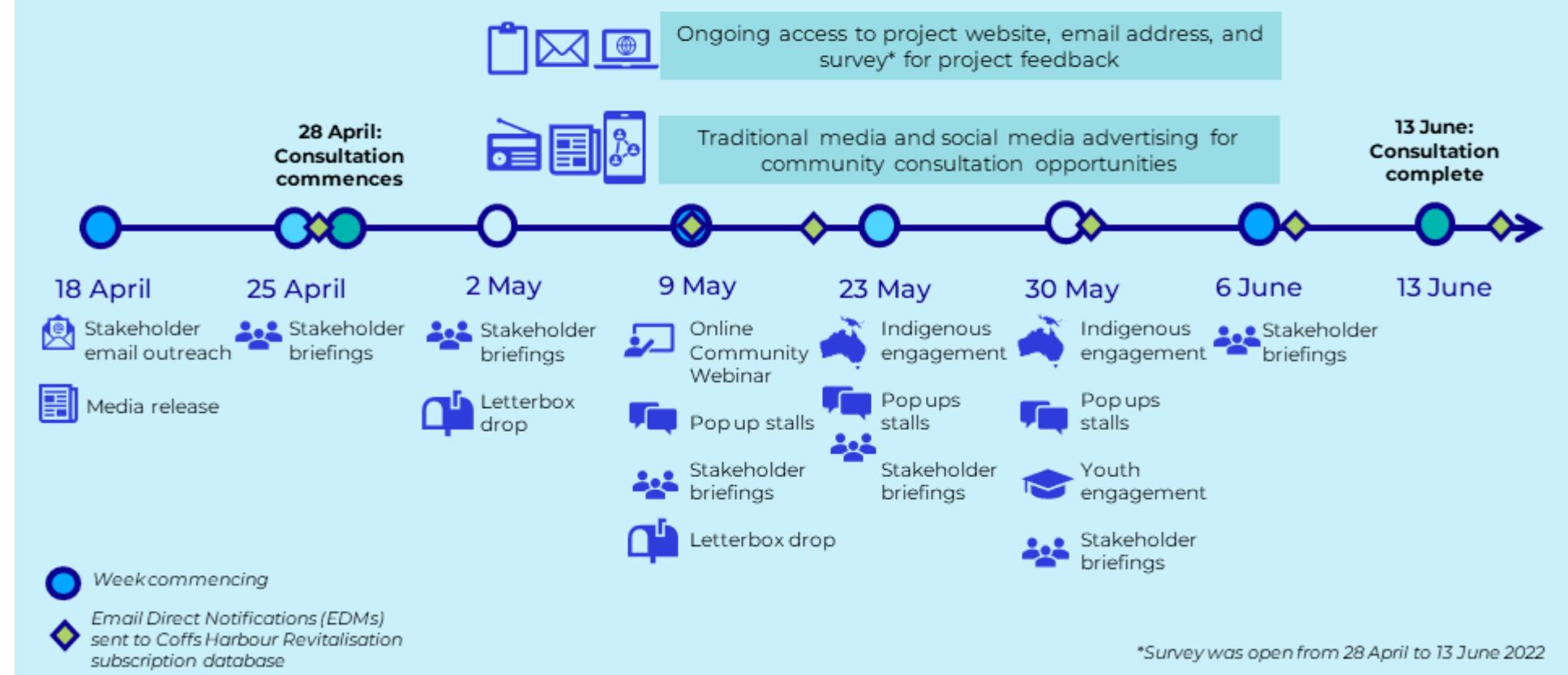


Figure 3 Consultation Schedule

3.2 Stakeholders

Since 2018, PDNSW has worked to develop collaborative and productive relationships with key stakeholders and the community in the precinct and surrounding areas.

Due to the Jetty Foreshore's location, scale, ownership, usage and interface with several government agencies, community groups and the general public, PDNSW, in collaboration with the PSAC and broader project team, identified a broad range of stakeholders with varying levels of interest and involvement in the Coffs Jetty Revitalisation.

Key stakeholders	
<ul style="list-style-type: none">• Coffs Harbour community (including local residents, neighbouring residents and businesses and general public)• Landowners (including PDNSW, TfNSW, Crown Lands, National Parks & Wildlife, Coffs Harbour District LALC and Coffs City Council as Trustee manager of Crown Land)• Traditional Custodians and Aboriginal community groups	<ul style="list-style-type: none">• Business community (including on-site businesses, lessees and regional business interest groups)• Community and Environmental organisations• Government authorities (including relevant Federal, State and Local Government agencies)• Elected Officials (including relevant Federal, State, and Local Government members)

3.3 Aboriginal Consultation

Acknowledgement of Country and consultation with the Traditional Custodians of the Coffs Harbour area, the Gumbaynggirr People, is a critical component of this project.

A separate stream of consultation with Traditional Custodians and Aboriginal people has been conducted to ensure it is appropriate, meaningful, inclusive and respectful. Murawin led this process on behalf of PDNSW. Murawin is a majority Aboriginal-owned and led business who specialise in inter-cultural consultation and facilitation.

The Aboriginal community consultation process consisted of two stages conducted by Murawin. The first stage over October to December 2021 informed the preparation of the draft masterplan, so that it could be responsive to Aboriginal knowledge of Country and Aboriginal community member's aspirations, values and priorities for community and Country. Consultation from May to June 2022 captured feedback from the Aboriginal community on the draft masterplan.

A separate *Community Consultation and Outcomes Report August 2022* report has been prepared by Murawin.

Aboriginal engagement has also included representation and membership on the Project Steering Advisory Committee from the Coffs Harbour and District Local Aboriginal Land Council. Public consultation also resulted in 161 survey responses from participants who identified as Aboriginal or Torres Strait Islander.

3.4 Consultation Reach

To inform residents about upcoming opportunities for community consultation, a letterbox drop was issued from 3 May to approximately 13,289 dwellings within the Coffs Harbour LGA, advertisements were included on local radio stations, in local newspapers, in social media posts across Facebook and Instagram, and email notifications sent to approximately 2,600 people who had registered interest for receiving project updates. Copies of the collateral can be found in the Appendix A.

The following table shows the reach of the engagement and communications over this program of consultation.

Table 2 Consultation Reach

Communications Tool or Engagement Activity	Target stakeholder	Reach (28 April – 13 June 2022 inclusive)
Postcard letterbox drop	Coffs Harbour residents	13,200+ homes letterboxed
Project website	All	37,876 total pageviews on the website, with 16,361 unique pageviews
Pop ups	All	9 pop ups where we spoke to over 1,800 people
Stakeholder briefings	Key community representatives and organisations	9 stakeholder group meetings
Youth engagement	Young people aged 13-18	4 youth engagement sessions, with 2 pop ups and 2 school visits (Coffs Harbor High School and Bishop Druitt College)
Webinar	Community members	117 people either participated in or later rewatched the webinar
Survey – online and written forms	Community members	3,680 partial or full survey responses
Project email, precinctdevelopment@ pie.nsw.gov.au	Community members and stakeholders	41 emails received, of which 26 contained detailed feedback and 15 which requested mail out copies of the survey
Electronic Direct Mail (EDM)	Coffs Harbour Revitalisation subscribers	2,600+ people received up to 6 project updates via an emailed newsletter (EDM)
Newspaper advertisements	General public	5 newspaper ads – 4 in the Coffs Coast NOTA and 1 in the Koori Mail (Coffs Coast NOTA has a circulation of 16,000 per issue, and the Koori Mail has a circulation of 10,000 per issue)
Social media advertising	General public	105,119 total reach through Facebook and Instagram
Radio advertisements	General public	184 radio ads – 20 spots on Koori Radio, 54 spots on Coffs Triple M 106.3, 54 spots on Coffs Hit 105.5 , 56 spots on Coffs 2HC
Aboriginal engagement by Murawin	Traditional Custodians and Aboriginal people	3 events – 2 deep dive Yarning Circles, and 1 whole of community drop in and BBQ

4.0 Community Survey

4.1 Survey Involvement

The Community Survey was the primary method of garnering formal community feedback. The survey provided qualitative and quantitative feedback on aspects and options that were proposed as part of the draft masterplan.

A copy of the survey is available in Appendix A.9

4.1.1 Approach

The survey was publicly available online via SurveyMonkey and contained 6 demographic questions and 24 questions designed to seek community feedback on the draft masterplan. The survey included two open-answer questions to allow participants to provide further feedback.

The survey was developed in line with best practice to encourage broad participation by the community, with the opportunity to provide input on specific aspects of the draft masterplan proposals. It included both quantitative and qualitative questions to seek public opinion on a diversity of matters.

Participants did not have to answer every question, had the opportunity to register both support and disagreement on different aspect and were able to leave open ended feedback. Participants had the opportunity to register contact details to receive future project updates, but this was not mandatory. The survey was designed to only allow completion once per device or IP address and participants were not required to prove their identity to participate. This approach is consistent with accepted practice for this type of survey and was chosen to balance accessibility with reasonable measures to ensure results were broadly reflective of community views.

The survey was promoted across all communication channels and collaterals including the Project website, postcard letterbox drop, posters, brochures, newspaper adverts, and press releases. Written copies of the survey were made available at pop ups and stakeholder briefings to support those who may have not felt comfortable completing an online survey.

4.1.2 Participation

Figure 4 on the following page summarises the participant demographics for the survey. Respondents were represented across all age groups of the Coffs Harbour community, as shown by the age breakdown in Figure 5.

COFFS HARBOUR JETTY FORESHORE

Community Survey Participation



3,680

respondents fully or partially completed the survey over the consultation period

74%

completion rate



All demographic questions were optional aside from age



60-69

the most common age group, making up 20% of all respondents

<30

people under 30 made up 13% of all respondents



66%

were Wider Coffs Harbour Residents

23% were Jetty Foreshore Area Residents

11% were Jetty Foreshore Area Business Owners/Workers

10% were visitors of the area

(Note that respondents were able to select multiple responses to this question)



57%

female

41%

male

1%

prefer not to say



4%

identified as Aboriginal or Torres Strait Islander



72%

Postcode 2450

2452 – 13%

2456 – 8%

2454 – 2%

Other – 5%



Figure 4 Community survey participation results

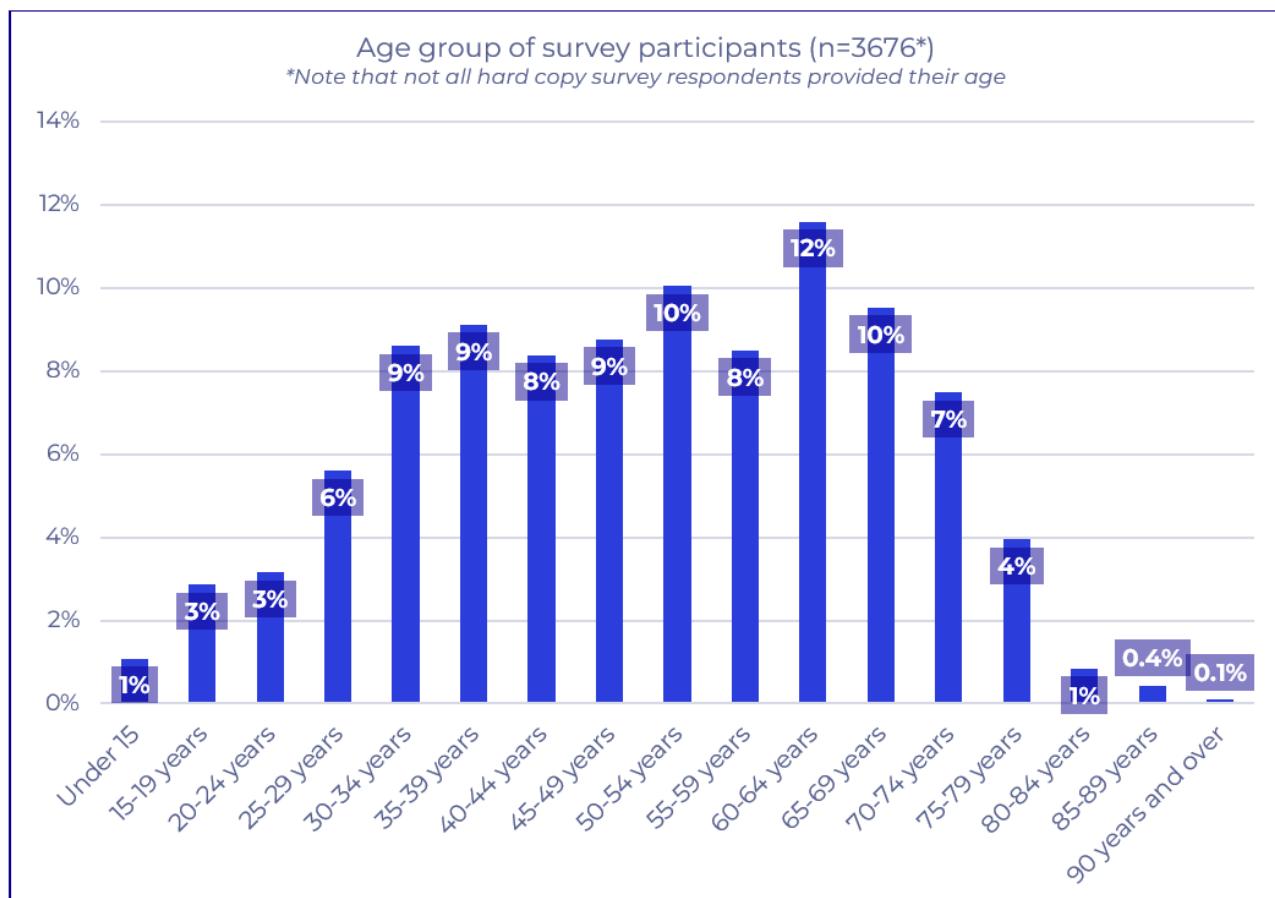


Figure 5 Age breakdown of survey respondents

4.1.3 Survey Outcomes

The following section contains an analysis of community feedback provided about the draft masterplan through the survey.

Survey Results have been grouped into the following sections:

- Foreshore Parkland
- Development (Built Form)
- Zoning & Potential Uses
- Jetty Hub
- Corambirra Point
- The Marina
- Connections & Accessibility
- Priorities for delivery
- Coffs Character
- Further Feedback

The infographic on the following page summarises the key findings across the different sections of the survey.

A note on the presentation of the survey data:

- All figures have been rounded to whole numbers for ease of presentation.
- The percentages provided throughout the survey data results may not sum to 100 due to the rounding of figures.
- The response rate varied from question to question, as almost all survey questions were optional. The response rate to the question is indicated on a graph by 'n=123', where n is the sample size and 123 is the number of people who responded to the question.

COFFS HARBOUR JETTY FORESHORE

What community told us about the draft masterplan



Foreshore Parklands

Strong support – over 70% - for all proposed upgrades and ideas.

The highest priority for delivery was the Family and Youth Play Area.



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.

Development must be limited to the west side of Jordan Esplanade.



Corambirra Point

Over 70% 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.



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%.



Accessibility

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.



Development

61% supported development of 2-6 storeys or higher.

Sensible development was supported if it would realise public realm upgrades.

Younger respondents were more likely to support higher buildings to allow increased public realm improvements.



Zoning and 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 (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%).



4.2 Foreshore Parkland

Key Findings:

- Across the Foreshore Parkland, there was an average of ten times more support than opposition for the draft masterplan elements proposed.
- There is clear support for all proposed elements of North Park, the Billabong, Dune Care & Wild play, and Family & Youth Play

This section presents feedback on elements of the draft masterplan within the Foreshore Parkland. Note that Questions 1 to 7 were demographic questions.



Question 8 of the survey focused on the development of North Park and sought to understand the level of support for an increased foreshore, carparking improvements, and/or the beachside pavilion. **There is clear support for all proposed elements of North Park, with over 70% of respondents supportive, and only 15% or less of respondents indicating opposition.**

Figure 6 Artist's impression of 'North Park' area

Table 3 Level of support for different elements proposed in North Park

Draft masterplan element	Strongly oppose	Somewhat oppose	Neutral	Somewhat support	Strongly support
Increased foreshore (n=3127)	6%	4%	5%	23%	62%
Carparking improvements (n=3127)	6%	4%	5%	23%	62%
Beachside pavilion (n=3122)	10%	5%	10%	21%	54%



Question 9 of the survey focused on the development of the Billabong and Community Building and sought to understand the level of support for more open space, improved landscaping, and/or water sensitive urban design. **Over 80% of respondents supported all proposed aspects of the Billabong, with less than 10% of respondents indicating opposition.**

Figure 7 Artist's impression of the 'Billabong'

Table 4 Level of support for different elements proposed in the Billabong

Draft masterplan element	Strongly oppose	Somewhat oppose	Neutral	Somewhat support	Strongly support
More open space (n=3133)	5%	4%	8%	20%	64%
Improved landscaping (n=3119)	4%	3%	6%	20%	68%
Water sensitive urban design (n=3117)	5%	3%	10%	20%	63%



Question 10 of the survey focused on the development of the Dune Care and Wild Play area and sought to understand the level of support for the play area, bridge connection, and community facilities. **Over 80% of respondents supported all aspects of this proposal, with 10% or less of respondents expressing opposition.**

Figure 8 Artist's impression of the 'Dune Care' and 'Wild Play' area**Table 5 Level of support for different elements proposed in the Dune Care and Wild Play area**

Draft masterplan element	Strongly oppose	Somewhat oppose	Neutral	Somewhat support	Strongly support
Play area (n=3145)	5%	3%	9%	22%	62%
Bridge connection (n=3127)	7%	3%	10%	22%	58%
Community facilities (n=3117)	5%	3%	9%	21%	62%



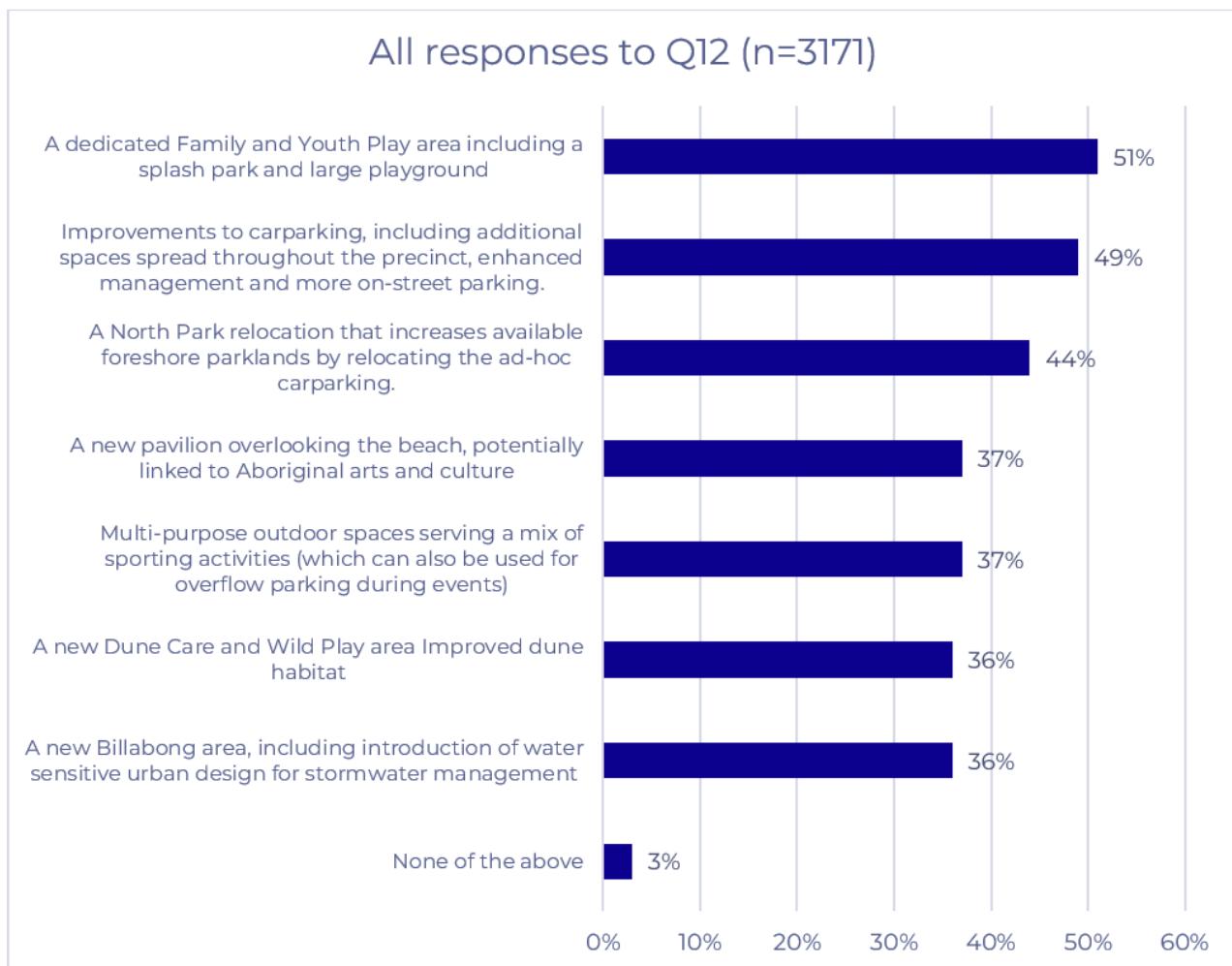
Question 11 of the survey focused on the development of the Family and Youth Play area and sought to understand the level of support for increased foreshore, splash park, boardwalk, and/or recreation facilities. **Over 75% of respondents support all the proposed aspects, with 12% or less of respondents in opposition.**

Figure 9 Artist's impression of 'Family and Youth Play' area

Table 6 Level of support for different elements proposed in the Family and Youth Play area

Draft masterplan element	Strongly oppose	Somewhat oppose	Neutral	Somewhat support	Strongly support
Increased foreshore (n=3146)	5%	3%	6%	20%	65%
Splash Park (n=3129)	8%	4%	10%	17%	60%
Boardwalk (n=3137)	4%	2%	5%	19%	69%
Recreation facilities (n=3124)	5%	3%	8%	20%	64%

Question 12 of the survey sought to understand the highest priorities for the delivery of public realm and open space upgrades within the Foreshore Parkland. The top priorities selected by respondents are shown in the figure below.

**Figure 10 Top priorities for delivery in the Foreshore Parkland (question 12)**

4.3 Development

This section presents results on the development proposals within the draft masterplan.

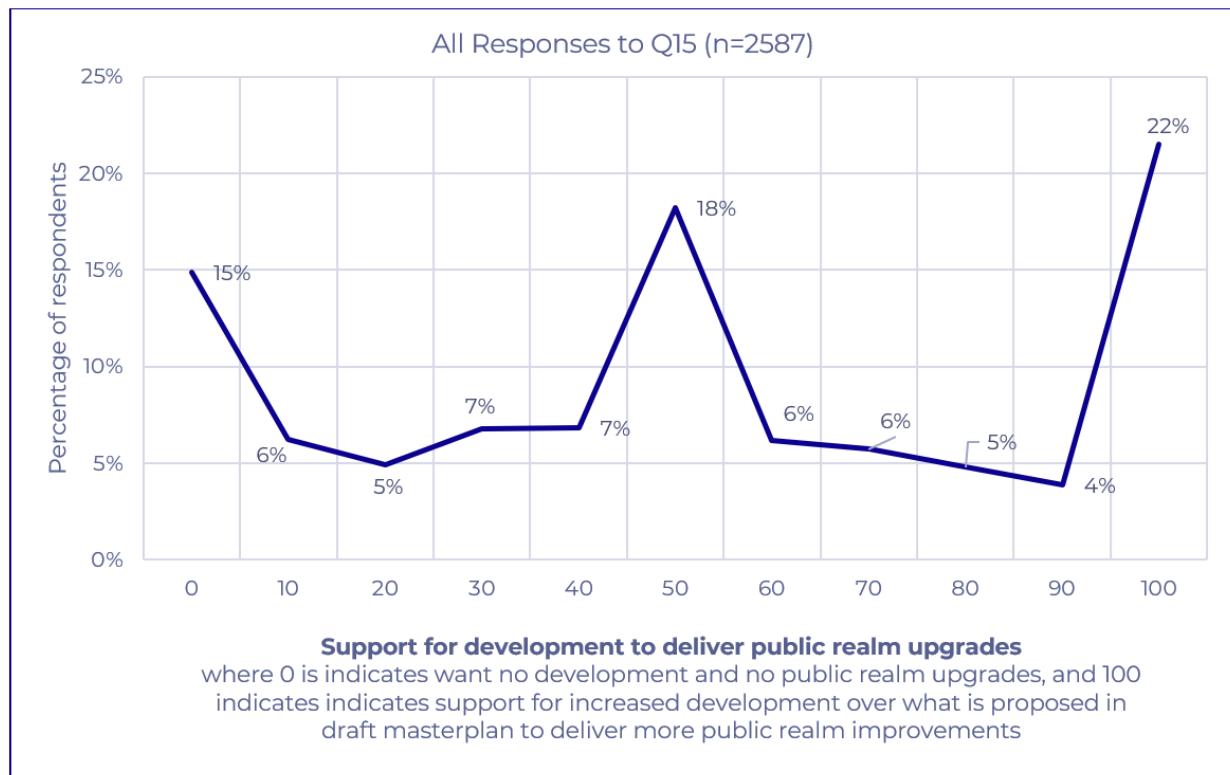
Key Findings:

- There was more support than opposition for each of the development options outlined in the draft masterplan
- A proposed increase in height on the Former Deep Sea Fishing Club site was the most supported height option.
- A majority showed support for proposed building heights (2-6 storeys) or higher to realise moderate or significant public realm upgrades.
- Wider Coffs Harbour Residents and Jetty Foreshore Area Business Owners/Workers more likely to support increased building heights to allow additional public realm improvements,
- Visitors and Jetty Foreshore Area Residents less likely than average to support increased building heights to bolster additional public realm improvements,
- Younger respondents more likely to support higher building heights to achieve increased public realm improvements

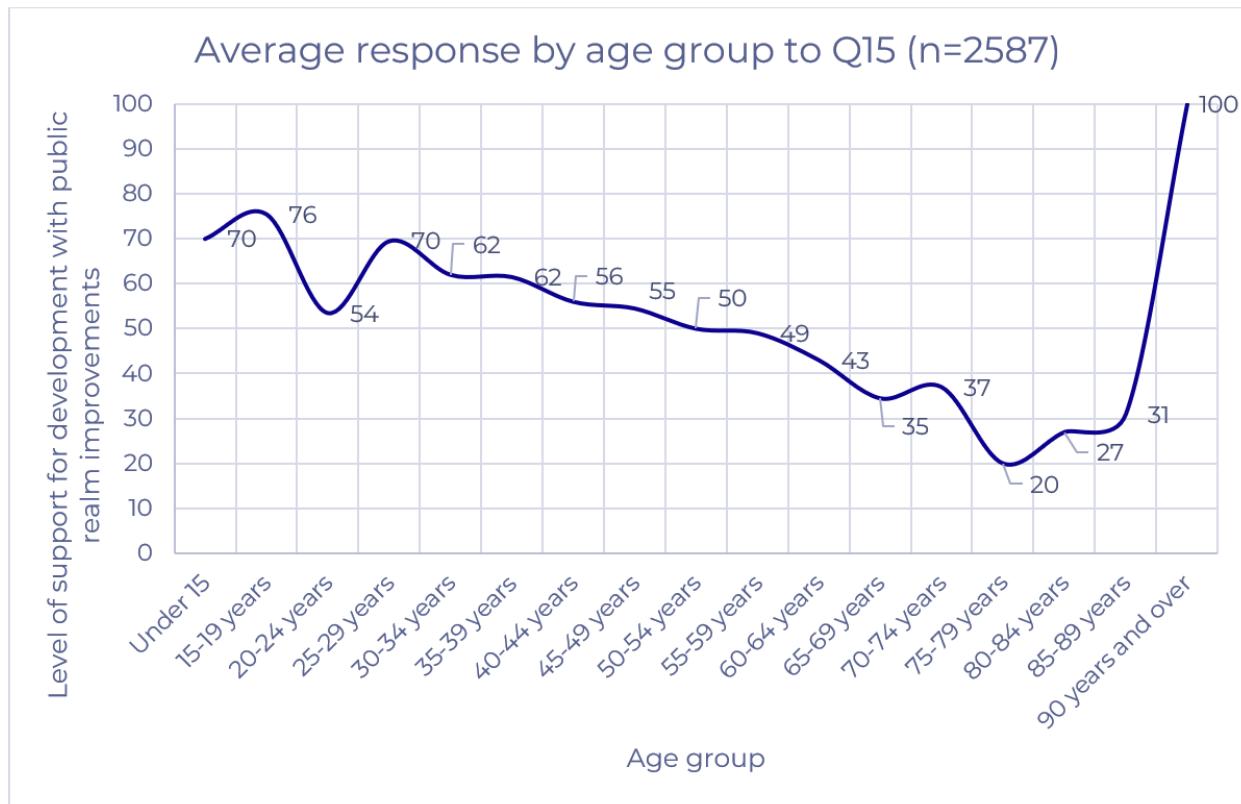
Question 15 of the survey sought to understand sentiment regarding development to support increased public realm improvements. Respondents were asked, 'To what degree do you support balancing development of up to six storeys in some locations with improved public benefits so that the project can fund a broader range of community-led public realm improvements?', and were asked to rate their views on a sliding scale where:

- 0 equated to 'No infrastructure and public realm improvements – no development in the area'
- 50 equated to 'Moderate delivery of community led initiatives including infrastructure upgrades and open space improvements – endorse development of between 2 to 6 storeys'
- 100 equated to 'Significant delivery of community led initiatives including infrastructure upgrades and open space improvements – increased development on select sites beyond the 6 storeys that is proposed'.

The majority (61%) of responses showed support for proposed building heights (2-6 storeys) or even higher (beyond 6 storeys) to realise moderate or significant public realm upgrades, with only 15% opposed to any development.

**Figure 11 Level of support for development with public realm improvements (question 15)**

Younger respondents (under 40) were more likely to support development to achieve increased public realm improvements compared to older (over 60+ years) respondents, with the average response by age group shown in the figure below. The full data by age group is available in Appendix B.1.

**Figure 12 Average rating by age group for support for development with public realm improvements (Q15)**

*Note that only 1 respondent was in the 90+ age group

Question 16 of the survey sought to understand support for a number of different approaches to balanced development – development consistent with current planning controls, overall massing proposed in the draft masterplan, inclusion of low scale accommodation, concentration of height in the north of the Jetty Hub, increase of one storey in height to the Marina, and/or increase in height on the Former Deep Sea Fishing Club site from 2 to 3 storeys.

There was more support than opposition for each of the approaches. Increased height on the Former Deep Sea Fishing Club site received the highest level of support overall, with 57% support. Overall massing proposed in the draft masterplan received lowest level of support at 43%, while opposition to massing was at 40%. Respondents who selected neutral may have wanted further information or assurance that key concerns would be appropriately addressed.

Table 7 Support for different approaches to development (question 16)

Draft masterplan element	Strongly oppose	Somewhat oppose	Neutral	Somewhat support	Strongly support
Development consistent with current planning controls (up to 56 storeys) (n=3015)	35%	9%	6%	17%	33%
Overall massing proposed in the draft masterplan (n=2967)	31%	9%	16%	15%	28%
Inclusion of low scale accommodation adjacent to North Park (n=3014)	29%	8%	11%	20%	32%
Concentration of height to the north of the Jetty Hub (n=2994)	29%	8%	15%	19%	29%
Increase of one storey in height to the Marina precinct (n=3003)	28%	9%	11%	19%	32%
Increase in height allowed on Former Deep Sea Fishing Club site from 2 storeys to 3 storeys (n=3014)	26%	8%	10%	17%	40%

Wider Coffs Harbour Residents and Jetty Foreshore Area Business Owners/Workers were slightly more likely to support the development approaches proposed, while Visitors and Jetty Foreshore Area Residents were slightly more likely than average to oppose. Younger respondents were more likely to support the development approaches offered.

4.4 Zoning and Potential Uses

This section presents results on the zoning and potential uses within the draft masterplan.

Key Findings:

- Hospitality and retail, a tourist destination at the Former Deep Sea Fishing Club site, and a pub/restaurant next to the train station received the highest level of support
- Tourist accommodation and residential accommodation were more polarising, with similar levels of 'strongly' supporting and opposing
- Younger respondents were more likely to support all land uses proposed and opposition to the proposed zoning and land uses increased with age

Question 17 of the survey sought to understand the level of support for a variety of land uses considered in the draft masterplan, including tourist accommodation, hospitality, and retail, an 'activity hub' with carparking next to the train station, pub/restaurant next to the train station, residential accommodation, and a tourist destination at the Former Deep Sea Fishing Club site.

Hospitality and retail (73%), a tourist destination at the Former Deep Sea Fishing Club site (67%), and a pub/restaurant next to the train station (66%) received the highest level of support. While tourist accommodation and residential accommodation were more polarising with similar levels of 'strongly'

supporting and opposing, overall, there was more support than opposition for both. Younger respondents were more likely to support all land uses proposed, and opposition increased with age.

Table 8 Level of support for different land uses proposed within draft masterplan (question 17)

Draft masterplan element	Strongly oppose	Somewhat oppose	Neutral	Somewhat support	Strongly support
Inclusion of tourist accommodation (n=2983)	30%	9%	8%	18%	35%
Shops, cafes and associated retail that support an active place (n=2982)	13%	7%	7%	20%	53%
An activity hub located adjacent to Coffs Harbour station with carparking (n=2967)	13%	6%	14%	26%	42%
Pub/restaurant with dedicated outdoor areas adjacent to Coffs Harbour station (n=2975)	18%	7%	10%	21%	45%
Residential accommodation limited to specific areas within the Jetty Hub (n=2977)	32%	8%	10%	18%	32%
A tourist destination at the Former Deep Sea Fishing Club site with food/beverage, function space and tourist accommodation (n=2976)	18%	7%	8%	19%	48%

4.5 Jetty Hub

This section presents feedback on elements of the draft masterplan within the Jetty Hub.

Key Findings:

- Overall, there was an even split between supporting the proposed development heights (or even higher heights) and those suggesting lower than proposed (or no height changes), even if it meant less public realm opportunities
- Twice as many respondents chose an option that included development in the Jetty Hub than choosing to have no change to what currently exists
- Residential accommodation, of any kind was opposed by a quarter of respondents, while the majority supported at least some form of residential accommodation
- Younger respondents were more likely to feel that the proposed heights and residential accommodation mix were about right or too low
- As respondent age increased, so did the disapproval of increased development height and residential accommodation

Question 18 of the survey sought opinions regarding development heights that would be supported if it allowed for public realm improvements, shown in Figure 13. Respondents were asked 'to what degree do you support this approach to achieving a balanced development outcome together with public realm improvements?'. Respondents rated their views on a sliding scale where:

- 0 equated to 'Too High: development heights proposed are too high, and lower development is preferred at the cost of reduced public realm benefits'
- 50 equated to 'About right: development height proposed are about right, and endorse development of between 2 to 6 storeys'
- 100 equated to 'Too low: development heights proposed could be higher if this can deliver more public realm benefits and support increased development of select sites beyond 6 storeys.'

Overall, 50% of respondents supported either the proposed development heights of 2 to 6 storeys or higher to deliver more public realm benefits, with 50% supporting lower development than proposed even if it meant less public realm opportunities.

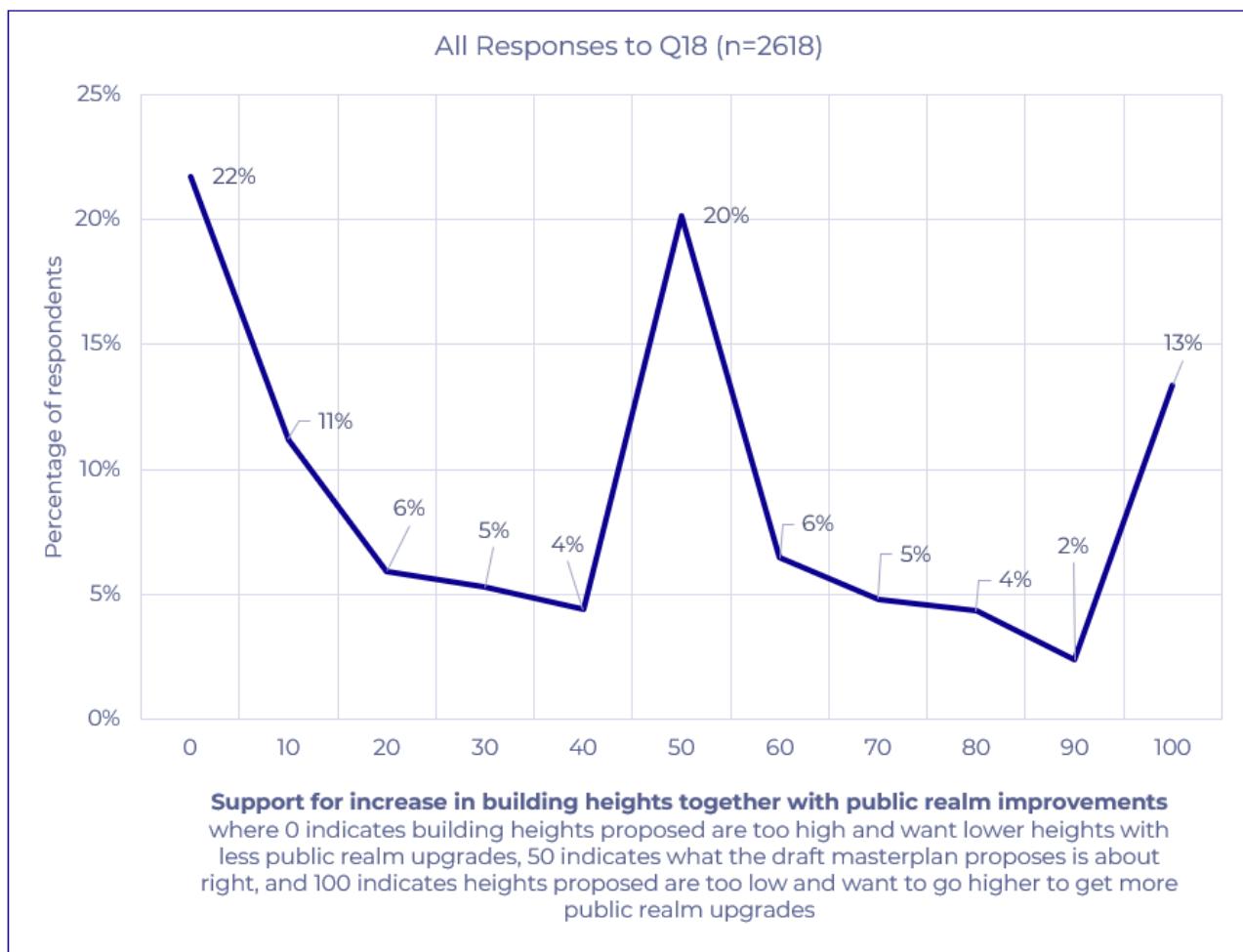


Figure 13 Opinion on balancing building height with public realm improvements in Jetty Hub (question 18)

Visitors and Jetty Foreshore Area residents were more likely to feel that proposed heights were too high, while Wider Coffs Harbour Residents and Jetty Foreshore Area Business Owners/Workers were more likely to feel that proposed heights were too low or about right.

Younger respondents were more likely to feel that the proposed heights were about right, or too low and older respondents were more likely to think they were too high, as shown in the table below with the average response by age group. Refer to Appendix B.1 for the full break down of data by age group.

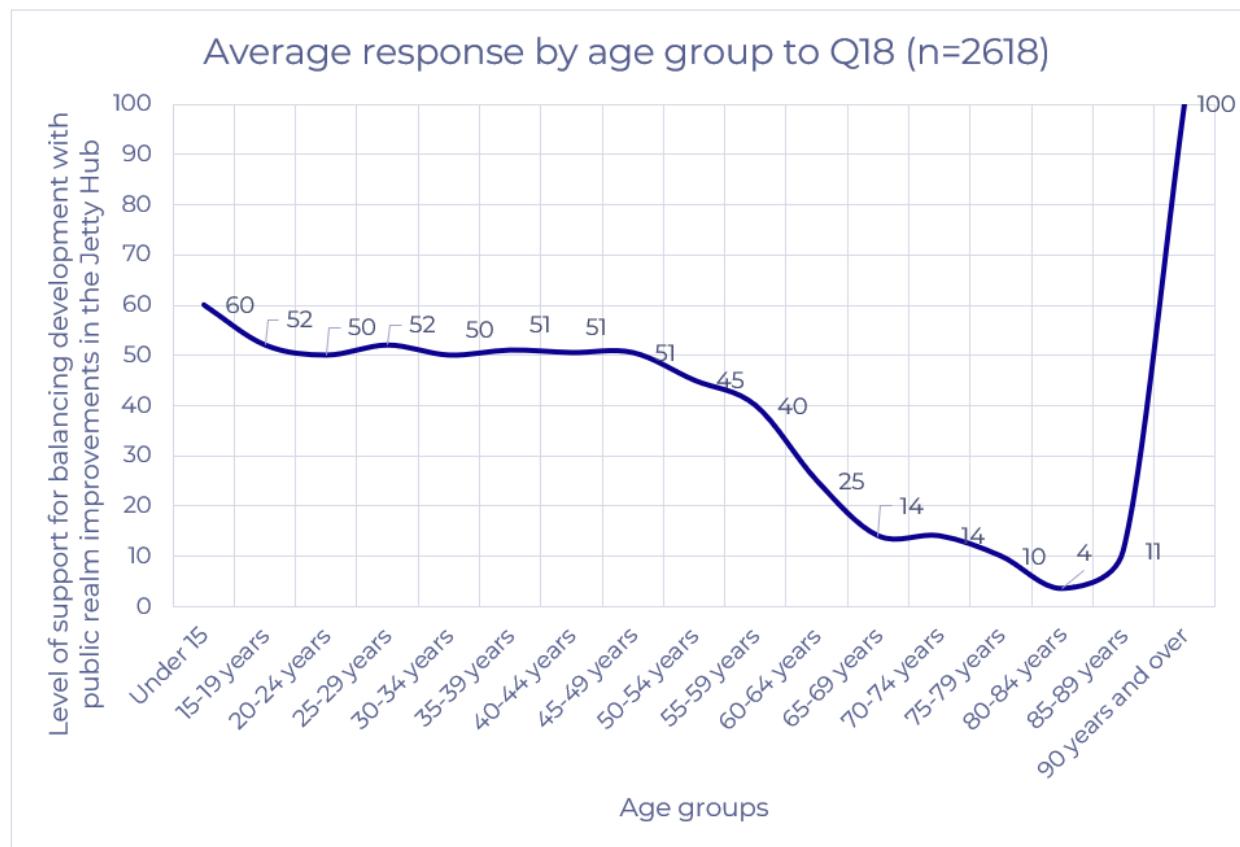


Figure 14 Opinion on balancing development with public realm improvements in the Jetty Hub - average response by age group (question 18)

*Note that only 1 respondent was in the 90+ age group

Question 19 of the survey sought to determine respondents' opinions regarding the appropriate development scale of the Jetty Hub area, proposing a Base Option or an Alternative Option (shown in Figure 15).

Overall data indicates that 68% of respondents supported some type of development with the most common preference being the Jetty Hub Base Option (44%), as shown in Figure 16.



Figure 15 Base Option (left) and Alternative Option (right)

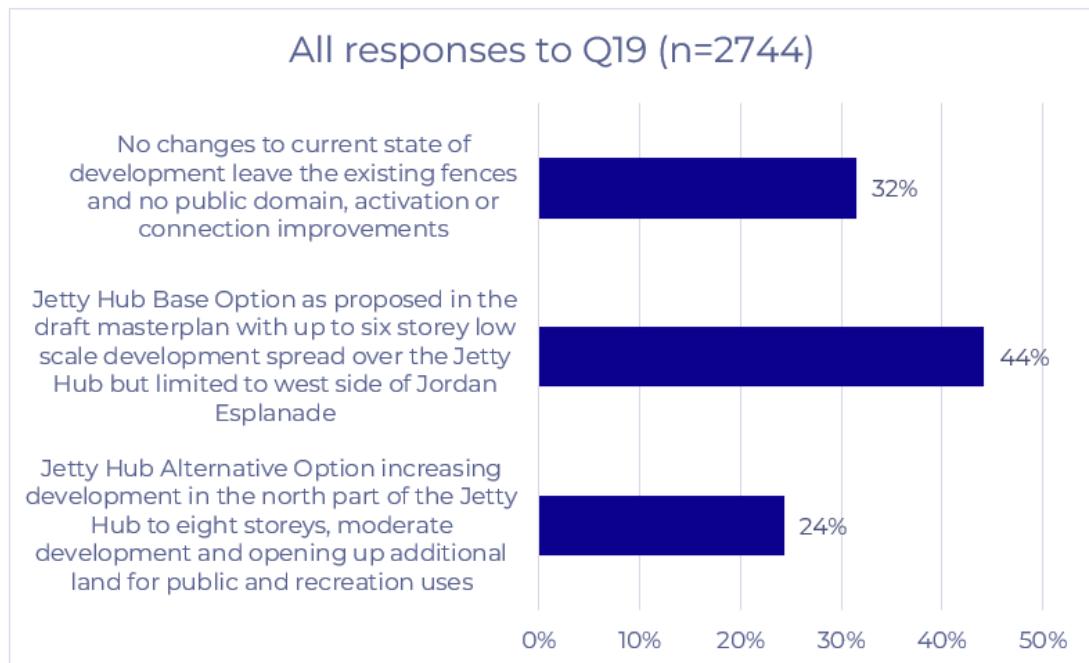


Figure 16 Preferred development scale in the Jetty Hub precinct (question 19)

Jetty Foreshore Area Residents were slightly more likely to prefer no change to the area, while Jetty Foreshore Area Business Owners/Workers, Visitors and Wider Coffs Harbour Residents were more likely to support the Base Option, as shown in the following figure.

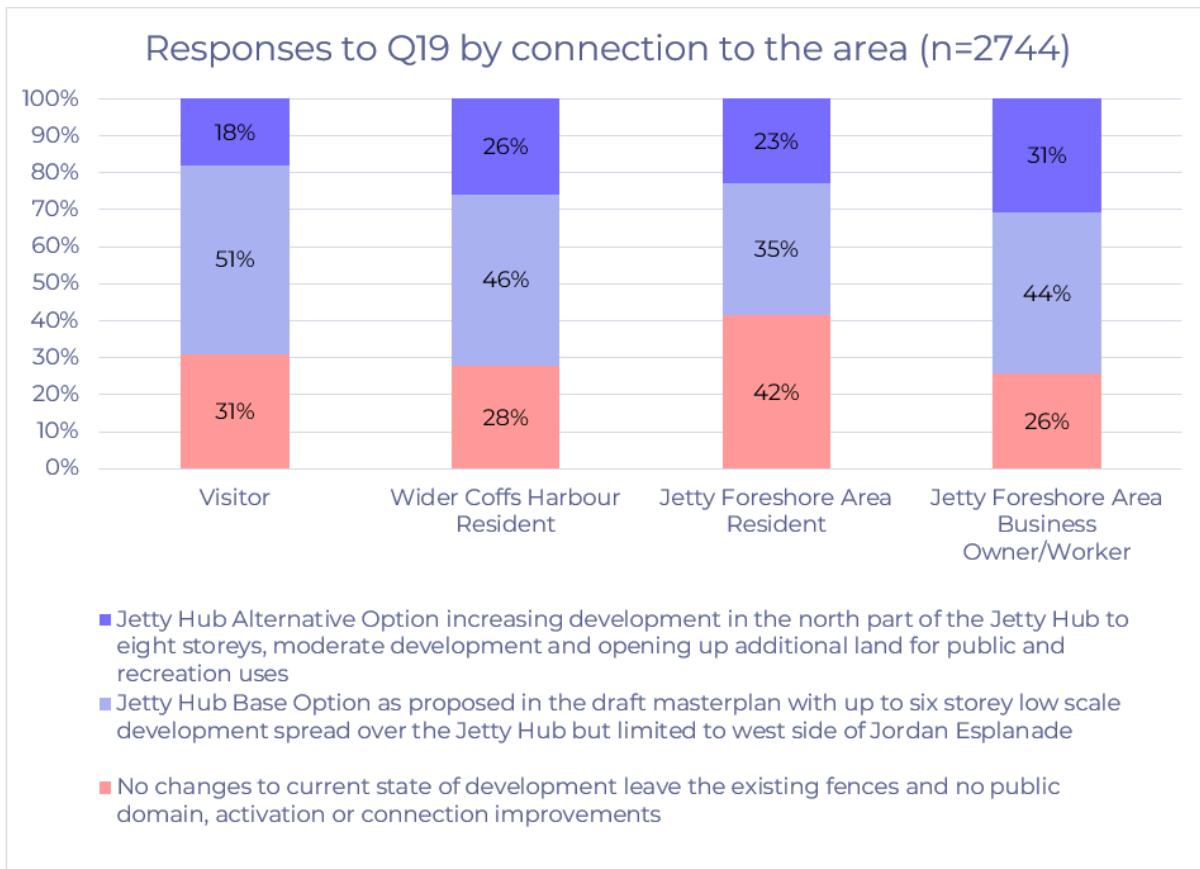


Figure 17 Preferred development proposal in the Jetty Hub by connection to the area

An overall trend in the data indicates that the older a respondent is, the more likely they are to prefer no change to the area, as shown in the figure below.

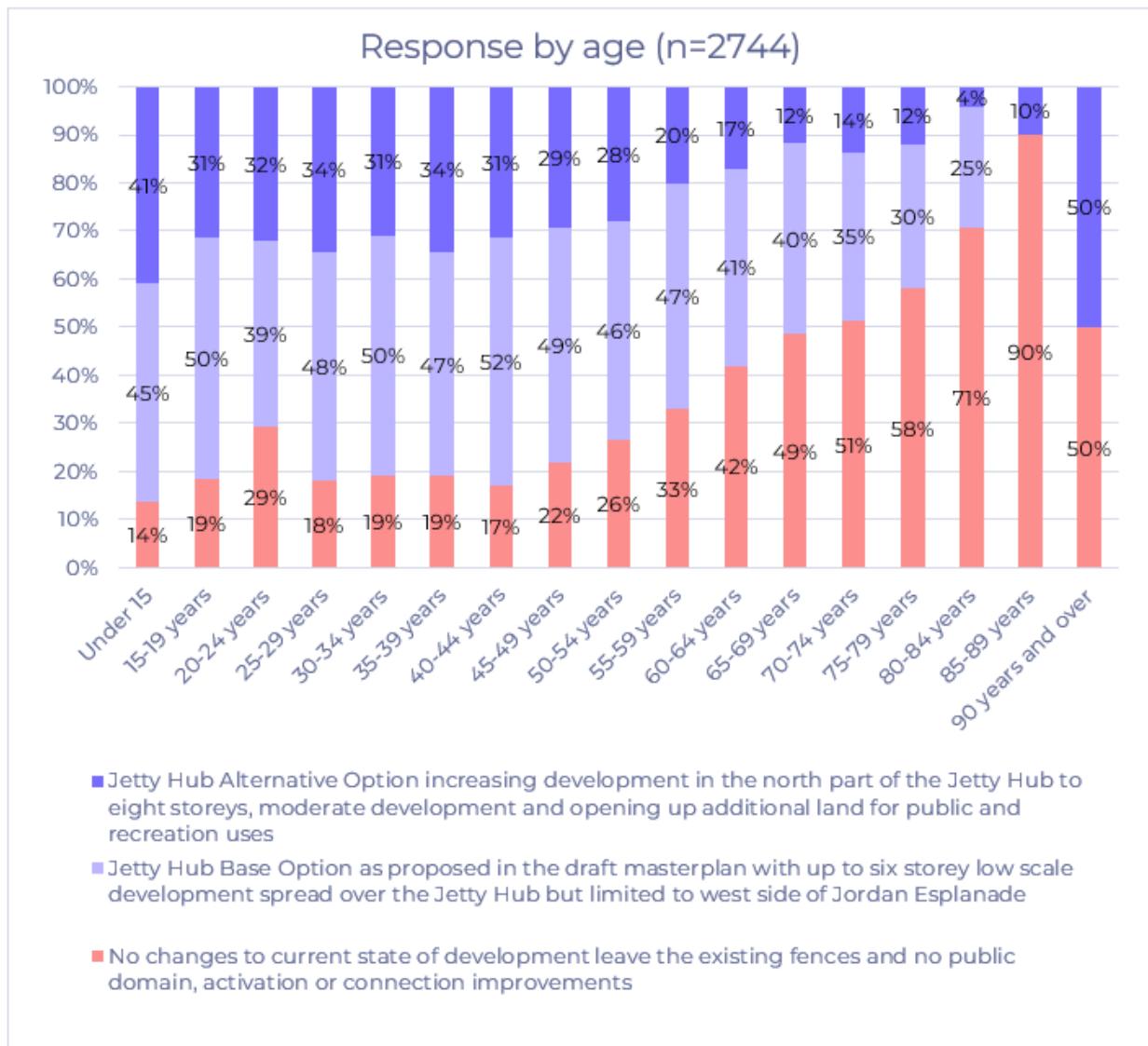


Figure 18 Response to options for Jetty Hub development sorted by age group (question 19)

Question 20 of the survey sought to determine respondents' preferred land use mix, including whether more residential development was supported. Respondents were asked, 'If residential development was to be included as part of the future development of the Jetty Hub area, how would you see its relative weighting as a use of built form within the zone?', and led to rate their views on a sliding scale where:

- 0 equated to 'No residential accommodation allowed in the precinct',
- 50 equated to 'Maximum 40-50% residential accommodation, mixed with short stay/tourist accommodation and supported by appropriate community active and public uses',
- 100 equated to 'No limit on residential accommodation, as long as supported by appropriate active and public uses'.

A quarter (25%) of respondents opposed any kind of residential development, while the majority (75%) indicated some level of support for residential accommodation, which is consistent with overall attitudes to development in the area.

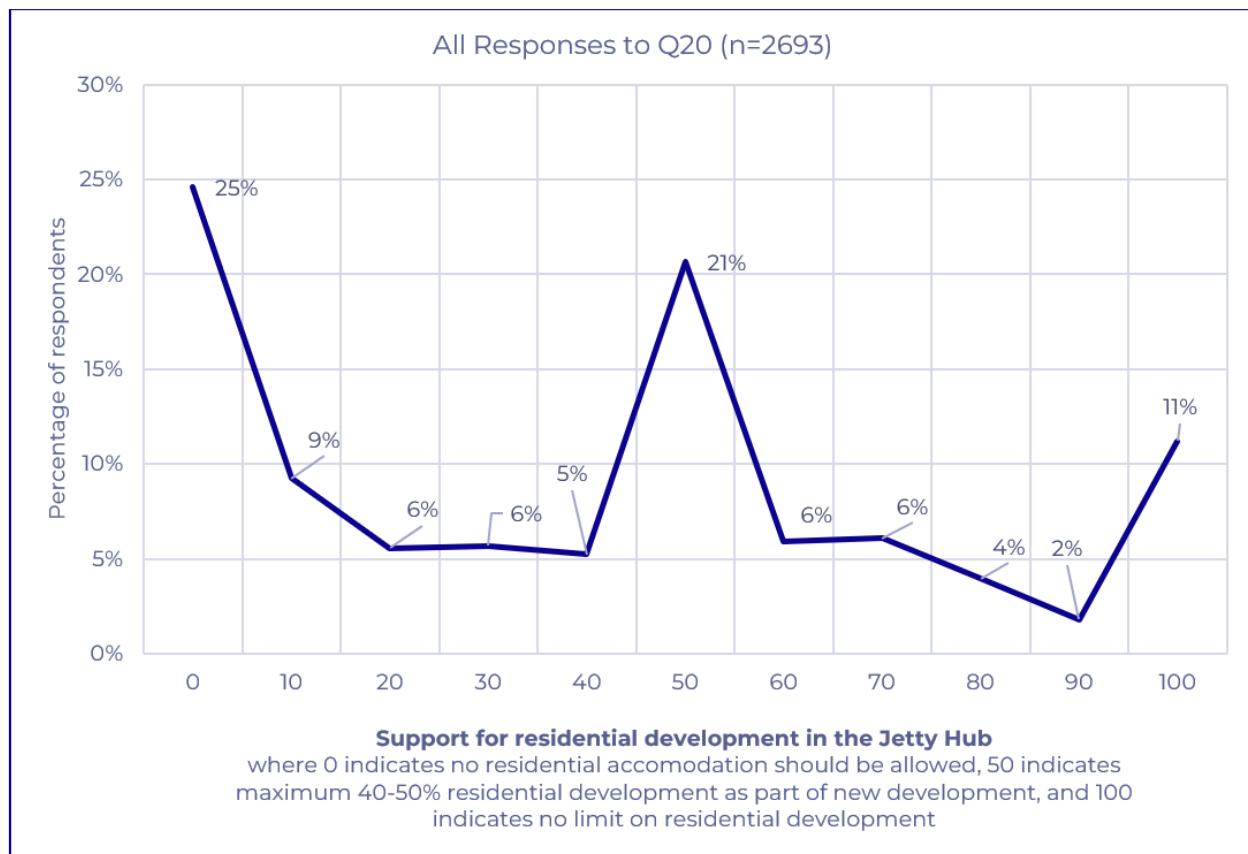


Figure 19 Preferred mix of residential accommodation in the Jetty Hub (question 20)

Jetty Foreshore Area Residents and Visitors were slightly more likely than average to oppose residential development, while Wider Coffs Harbour Residents and Jetty Foreshore Area Business Owners/Workers were slightly more likely to support residential development.

Younger respondents were more likely to support residential development in the Jetty Hub, as shown by the average response by age group in the graph below. Refer to Appendix B.1 for the full breakdown data by age group.

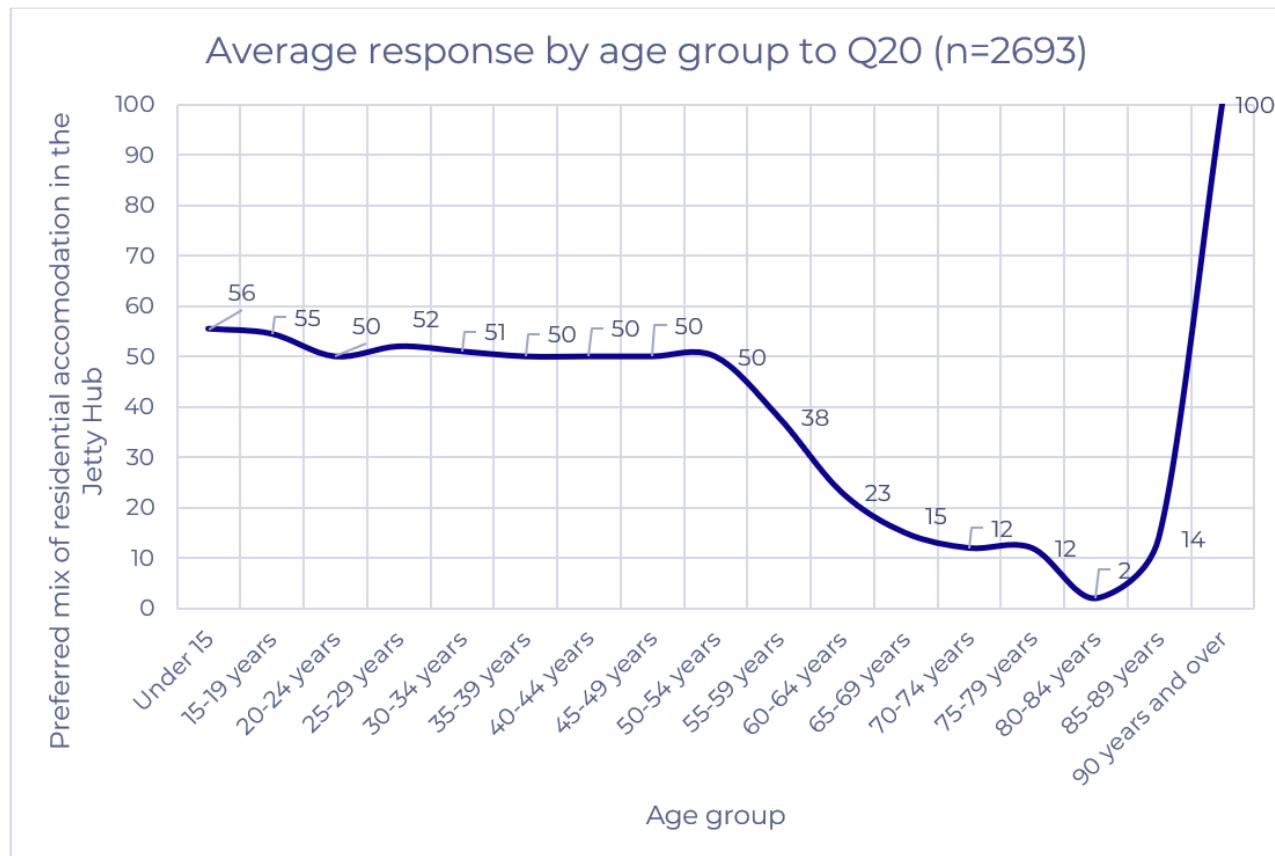


Figure 20 Average response by age group - preferred mix of residential accommodation (question 20)

*Note that only 1 respondent was in the 90+ age group

4.6 Corambirra Point

This section presents feedback on elements of the draft masterplan within Corambirra Point.

Key Findings:

- The majority of survey respondents think the approach to enable connecting to Country and celebrating heritage significance is appropriate
- The majority of those who identify as Aboriginal or Torres Strait Islander also support the appropriateness, although the opposition of this group is higher than in the non-Aboriginal respondents
- Support was expressed for all proposed uses, with clear preference for hospitality venues and event spaces
- The height option most selected was between three and four storeys
- In the context of the Corambirra Point area being a sacred site, most respondents first preference was for no accommodation at the Former Deep Sea Fishing Site

Question 22 of the survey sought to determine the level of support for the draft masterplan's approach to respecting the history of the area and the appropriateness of responses enabling connecting to Country and celebrating heritage significance. **Over half of survey respondents (61%) were supportive of this approach.**

Please also note a separate Murawin report on Aboriginal Engagement, contains Aboriginal community feedback in further detail, including specific elements related to potential options addressing appropriate respect and enabling connection to Country.

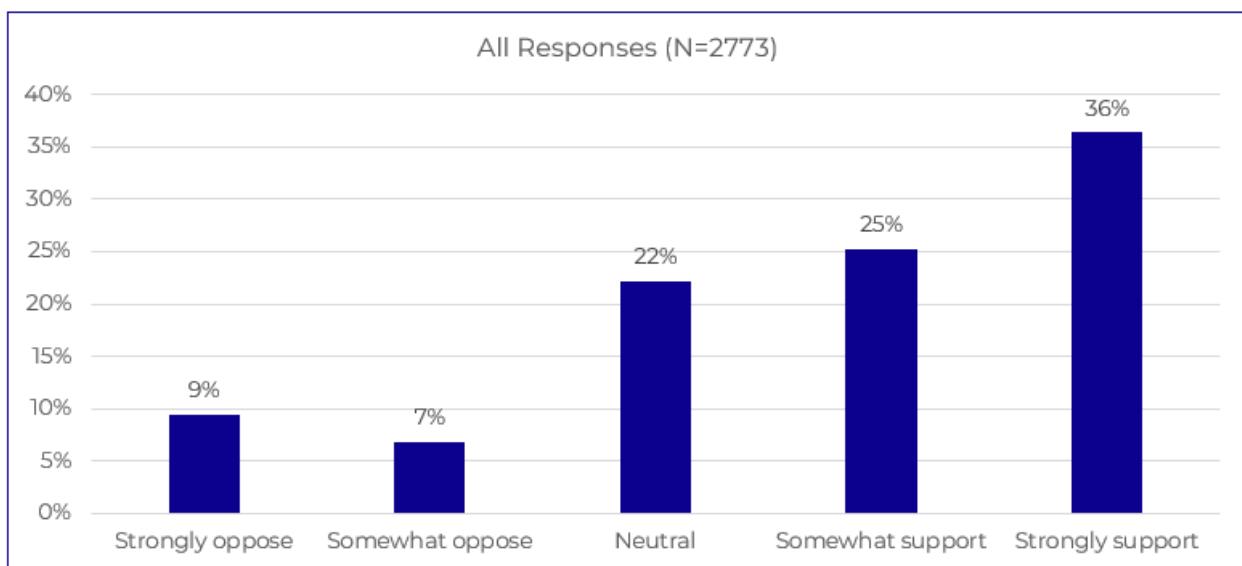


Figure 21 Level of support for draft masterplan approach to respecting history through appropriate responses to connect to Country, celebrate history and protect the heritage of Corambirra Point

Respondents who identified as Aboriginal or Torres Strait Islander had an increased level of opposition with 27% opposing, compared to 15% of non-Aboriginal, as shown in the figure below.

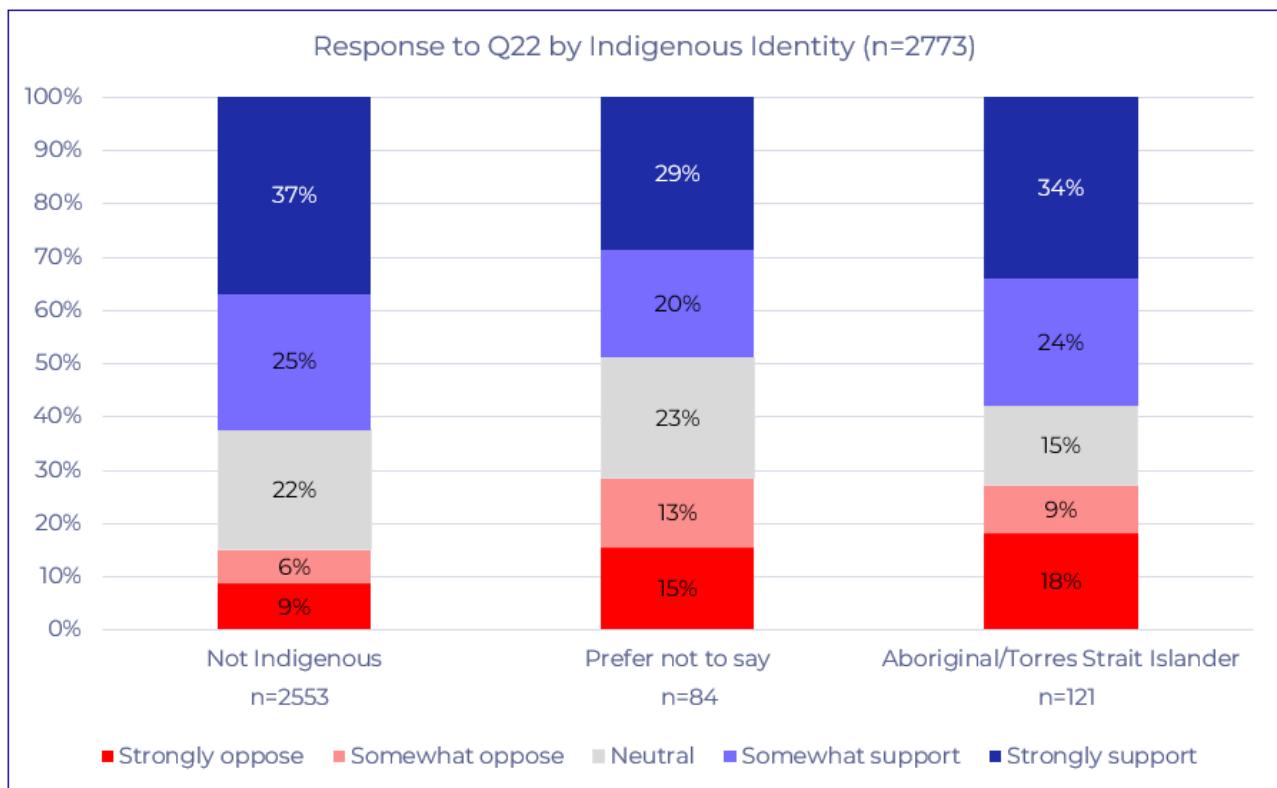


Figure 22 Level of support for approach to respecting history by Aboriginal identity (question 22)

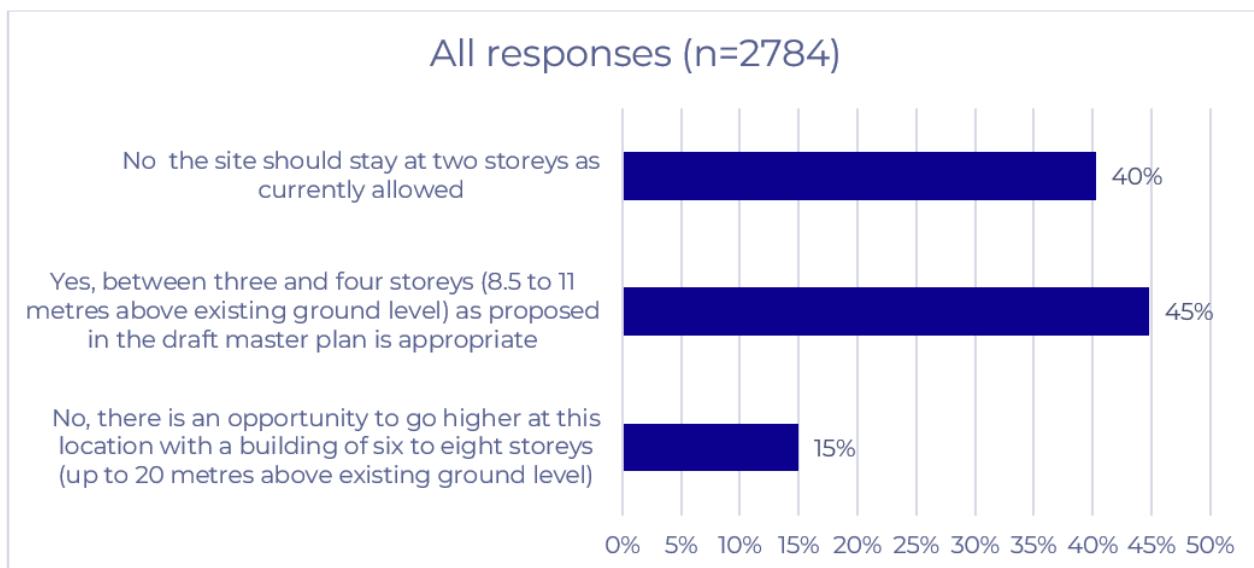
Question 23 of the survey sought feedback on the proposed new visitor destination on the Former Deep Sea Fishing Club Site and the following aspects – overall concept of a new tourist destination, publicly accessible hospitality venues, function/event spaces, short-stay tourist accommodation, and/or retail venues. **Support was expressed for all aspects, with clear preference for hospitality venues and event spaces.**

Table 9 Degree of support for elements proposed in Corambirra Point

Draft masterplan element	Strongly oppose	Somewhat oppose	Neutral	Somewhat support	Strongly support
Overall approach to concept of a new tourist destination on the site (n=2809)	15%	6%	7%	21%	51%
Publicly accessible cafes and restaurants (n=2809)	9%	3%	5%	20%	63%
Function, event, and hospitality spaces (n=2801)	9%	3%	8%	22%	57%
Short-stay tourist accommodation (n=2797)	30%	9%	9%	15%	38%
Spaces for retail shops(n=2806)	22%	9%	10%	18%	41%



Question 24 of the survey sought to determine respondents' opinions regarding the height level that should be allowed at the Former Deep Sea Fishing Club Site. **The most highly selected option was height levels of between three and four storeys (45%). Only 15% of respondents supported higher heights than proposed.**

Figure 23 Artist's impression of a new visitor destination at the Former Deep Sea Fishing Club Site**Figure 24 Response to heights proposed on Former Deep Sea Fishing Club site (question 24)**

As with many of the other questions about the proposed development in the draft masterplan, younger age groups were more likely to support height changes, as shown in the graph below.

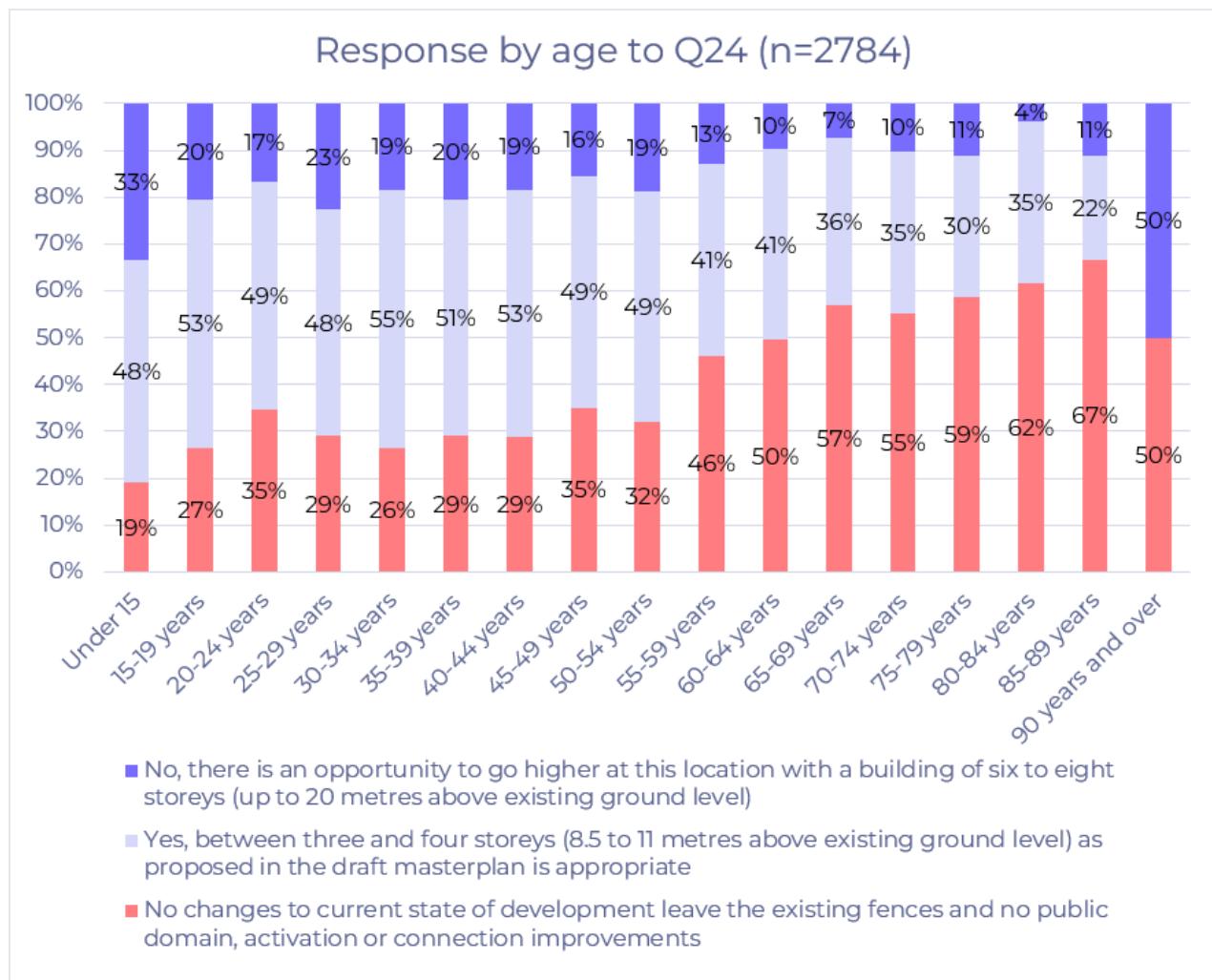


Figure 25 Response by age to heights proposed on Former Deep Sea Fishing Club site (question 24)

Question 25 of the survey sought to determine a perspective on tourist accommodation rooms that would be appropriate at the Former Deep Sea Fishing Club Site. The following options were proposed, and respondents were asked to rank them in their level of preference: no accommodation rooms, approximately 80-100 rooms, and an excess of 100 rooms.

The majority of respondents (51%) selected 'no tourist accommodation on the site' as their first option. Younger people were more likely to prefer the development of tourist accommodation.

It should be noted that the context supplied to this question referred to the area being a sacred site and this may have influenced the level of support given the proposed options compared to responses to question 23 where 53% showed support for short-stay tourist accommodation, as shown in Table 9. It is also possible that a more moderate offering of room numbers may have achieved higher levels of support.

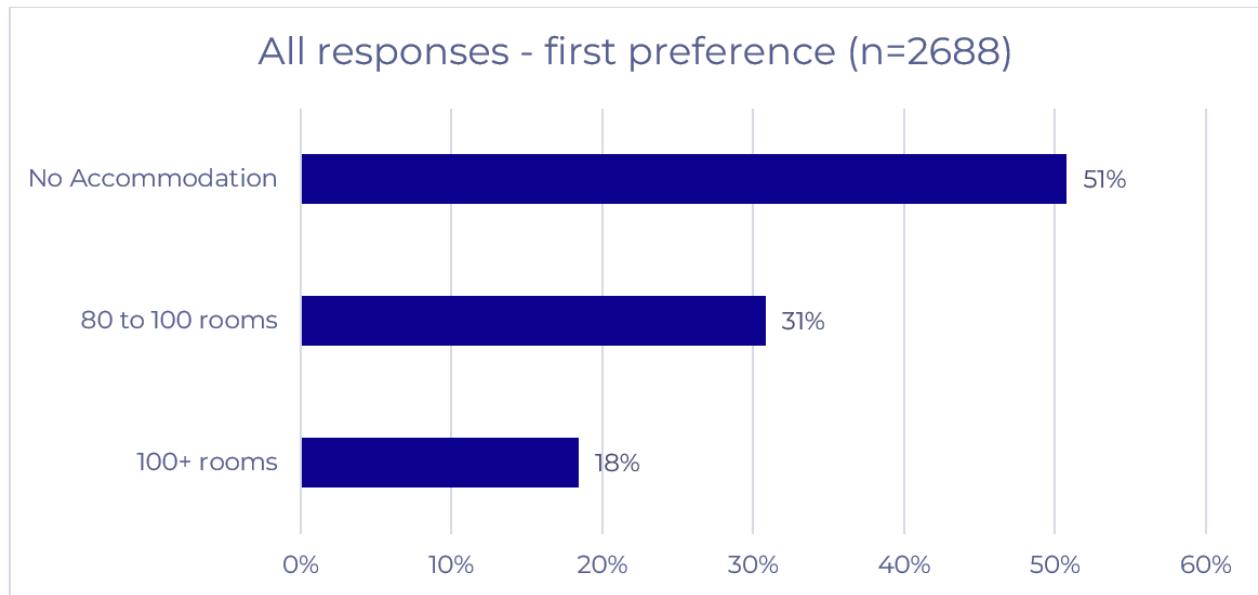


Figure 26 Preferences on the amount of tourist accommodation at the Former Deep Sea Fishing Club site (question 25)

4.7 The Marina

This section presents feedback on elements of the draft masterplan within The Marina.

Key Findings:

- Most respondents were supportive of all elements of the proposal for the Marina, with under a quarter expressing opposition
- The most favoured elements were the maintenance of a working marina, improved carparking, and improved pedestrian access.
- Over half of respondents indicated support for the proposed increase in height
- Younger respondents were far more likely to support the proposed heights

Question 26 sought feedback on the redevelopment of the Coffs Harbour Marina and to understand the level of support for the maintenance of a working marina, elevation of hospitality venues to attain views, revamping the fishing co-op, improved carparking, retail venues, improved pedestrian access, and/or inclusion of marine-related commercial business.



Overall data indicates that at least 67% of all respondents were supportive of all elements proposed for the Marina. The most favoured elements were the maintenance of a working marina (89%), improved carparking (86%), and improved pedestrian access (88%).

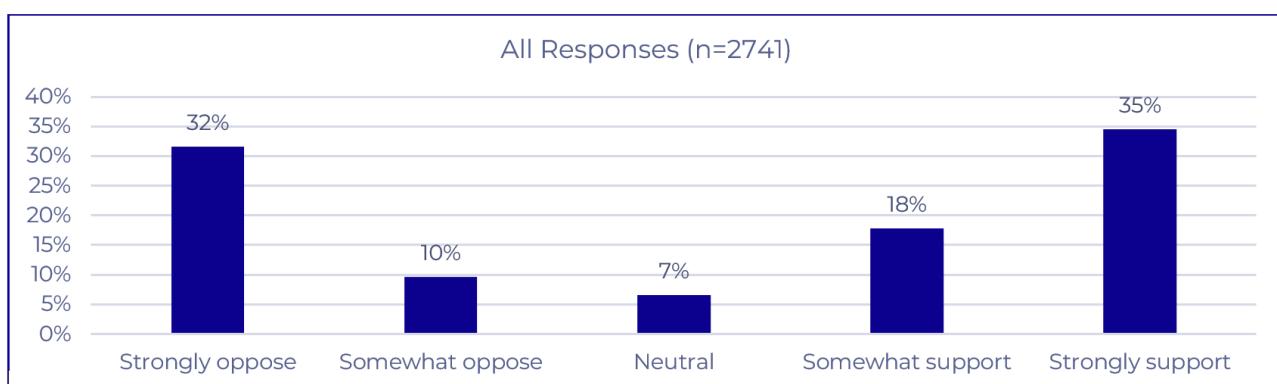
Spaces for retail shops (67%) and Elevation of hospitality venues (70%) were supported less than other Marina elements, yet still more support than opposition.

Figure 27 Artist's impression of how the Marina could look

Table 10 Support for elements of the proposed Marina development

Draft masterplan element	Strongly oppose	Somewhat oppose	Neutral	Somewhat support	Strongly support
Maintenance of a working marina with regional attraction and appeal (n=2735)	4%	2%	6%	20%	69%
Elevation of hospitality venues to ensure ocean and harbour views (n=2733)	16%	8%	8%	20%	50%
Revamped Fishing Co-op (n=2732)	4%	2%	11%	23%	59%
Consolidated and improved car parking (n=2730)	3%	3%	8%	22%	64%
Spaces for retail shops (n=2737)	12%	7%	13%	22%	45%
Improved pedestrian access along the Marina (n=2735)	3%	2%	7%	19%	69%
Inclusion of marine-related commercial business (n=2735)	7%	5%	17%	25%	46%

Question 27 sought respondents' opinions on the proposed scale of Marina development, with a height of up to four storeys proposed in the draft masterplan. **Over half (53%) of respondents indicated support for proposed height (as shown in Figure 28) with younger respondents far more likely to support the proposed heights (as shown in Figure 29).**

**Figure 28 Level of support for the proposed height in the Marina Precinct (question 27)**

As with many other questions on development proposals, younger age groups were more likely to support the proposal to increase heights to up to four storeys in the Marina precinct, as shown in the following figure.

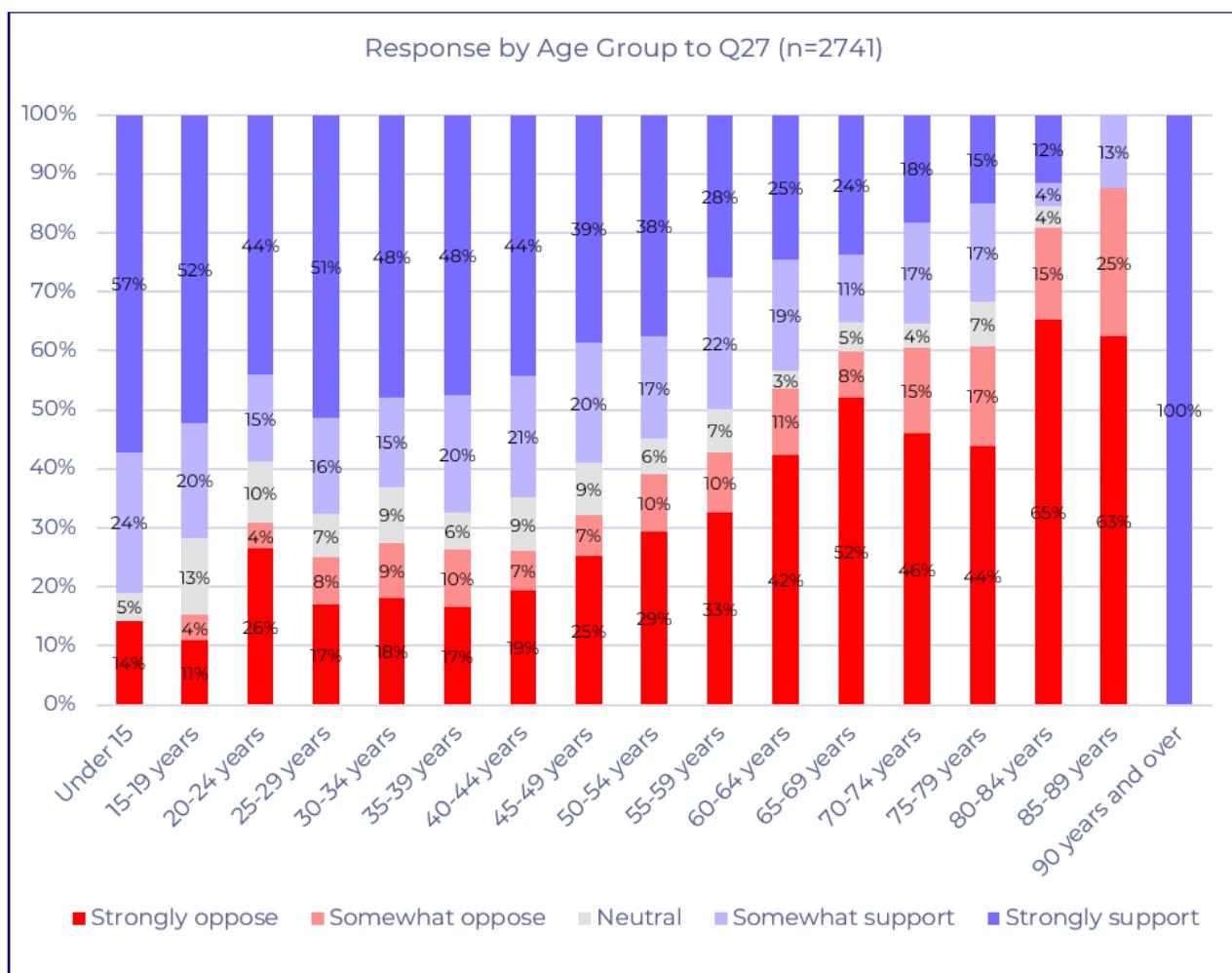


Figure 29 Level of support for the proposed height in the Marina Precinct by age group (question 27)

4.8 Connections and Accessibility

This section presents feedback on connection and accessibility improvements proposed in the draft masterplan.

Key Findings:

- The majority of respondents supported all connections and accessibility improvements proposed
- A new pathway through the foreshore was the highest supported aspect
- Beachside boardwalk was the highest prioritised aspect for the foreshore
- The majority of respondents support accessibility upgrades to the Jetty Hub to improve pedestrian movement, and manage parking overflow during major events

Question 13 sought feedback on the proposal for connections throughout the project area and support for the following pedestrian infrastructure – new pathway through the foreshore, beachside boardwalk to southern end, extension of boardwalk in central zone, and/or pedestrian connection over rail line. **Survey data indicates that the majority of respondents (at least 78%) supported all aspects of this proposal, as shown in the table below.**

Table 11 Level of support for elements of pedestrian infrastructure (question 13)

Draft masterplan element	Strongly oppose	Somewhat oppose	Neutral	Somewhat support	Strongly support
New pathway through the foreshore (n=3083)	4%	3%	8%	23%	63%
Beach side boardwalk to southern end of beach (n=3089)	7%	3%	6%	19%	66%
Extension of boardwalk with ocean views in central zone of beach (n=3085)	8%	4%	7%	18%	64%
Pedestrian connection over the rail line (n=3073)	7%	3%	12%	20%	58%

**Figure 30 Proposed pedestrian connections**

Question 14 sought to understand the respondents' biggest priorities for pedestrian connections throughout the project area – respondents were asked to select their top two priorities from a list of four. **The most popular choice was the beachside boardwalk.**

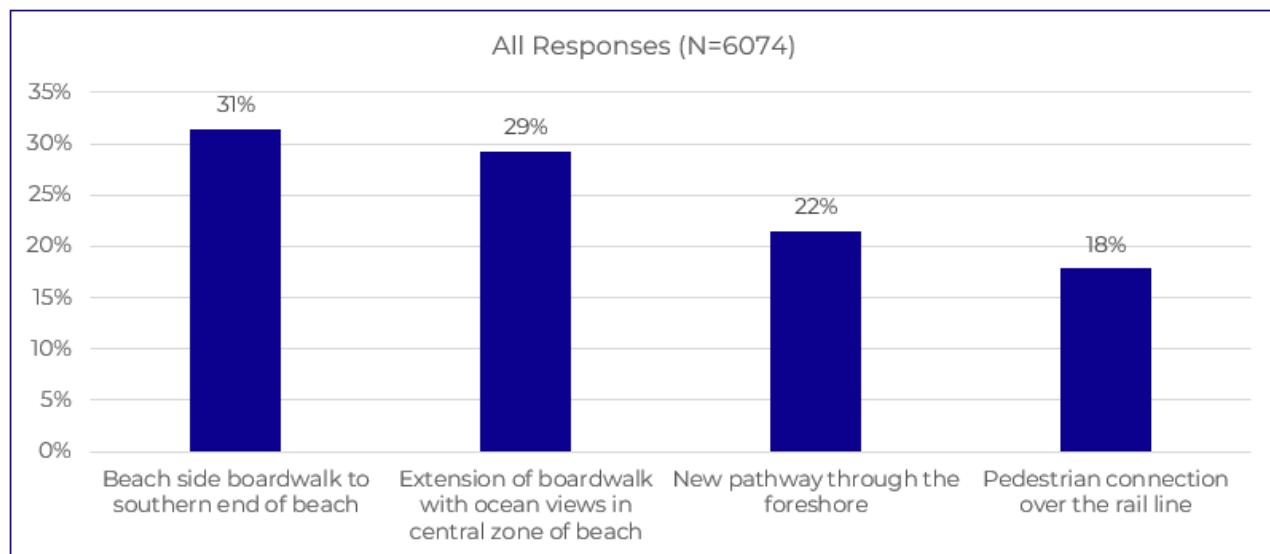


Figure 31 Top priorities for pedestrian connections (question 14)

Question 21 sought to understand the level of support for different accessibility improvements for the public domain outcomes in the Jetty Hub. **Over 72% respondents support each proposal to support accessibility improvements in the Jetty Hub.**

Table 12 Level of support for accessibility upgrades in the Jetty Hub (question 21)

Draft masterplan element	Strongly oppose	Somewhat oppose	Neutral	Somewhat support	Strongly support
Improved pedestrian and bicycle access (n=2888)	3%	1%	6%	19%	71%
Increased formalised parking, spread across the precinct (n=2882)	4%	3%	9%	26%	59%
New pedestrian connection across the rail line adjacent the station (n=2886)	7%	3%	16%	25%	50%
Increased public open space within laneways (n=2869)	4%	2%	13%	25%	55%
Multi-purpose outdoor spaces, including a mix of ball sports and landscape that can be used for overflow parking during events (n=2883)	8%	5%	14%	24%	48%

4.9 Priorities for Delivery

This section presents feedback on respondent's priorities for the delivery of different elements within the draft masterplan.

Key Findings:

- Respondents support the proposed community benefits in the draft masterplan
- Respondents wanted most elements delivered in the short term, with priority given to foreshore parkland improvements, pedestrian connections and improved carparking
- In line with earlier results, there was polarity regarding the delivery of residential accommodation

Question 28 asked respondents to prioritise each element of the overall project on a time scale for delivery, assuming that they will be delivered over time as funding becomes available.

Respondents wanted most elements to be delivered in the short term, with a focus on the public realm, such as the North Park area, Billabong/Community Building, Dune Care/Wild Play area, Family Zone, pedestrian connections and carparking, as shown in the following table.

In line with earlier results there was also polarity regarding the delivery of residential accommodation – 38% did not want this upgrade, while 55% wanted this over the next 10 years.

There is a clear desire for the proposed community benefits in the draft masterplan to be delivered sooner rather than later. As such, it will be important to consider how such benefits are delivered in balancing development outcomes.

Table 13 Priorities for delivery (question 28)

Draft masterplan element	Short term (0-3 years)	Medium term (3-6 years)	Long term (6-10 years)	Very long term (10+ years)	I do not want this upgrade
North Park, Foreshore Parkland (n=2413)	70%	18%	4%	1%	6%
The Billabong and Community Building (n=2339)	52%	28%	8%	3%	10%
Dune Care and Wild Play area (n=2405)	58%	25%	7%	2%	8%
Family and Youth Play zone (n=2417)	59%	25%	6%	2%	8%
Movement and connectivity upgrades (n=2393)	63%	24%	6%	1%	6%
Proposed pedestrian bridge to Coffs Harbour station (n=2407)	39%	30%	14%	6%	11%
Carparking improvements (n=2394)	72%	19%	4%	1%	4%
Multi-purpose outdoor spaces, including sporting uses and overflow parking (n=2421)	40%	34%	12%	4%	11%
Marina carparking and access improvements (n=2438)	52%	30%	10%	3%	6%
New Fishing Co-op, Marina precinct (n=2397)	38%	32%	17%	5%	8%
Development of mixed-use tourist destination on Former Deep Sea Fishing club site (n=2433)	40%	24%	14%	4%	17%
Spaces for retail shops (n=2427)	29%	27%	16%	5%	22%
Restaurants, cafes, food and beverage across Jetty Hub (n=2429)	50%	24%	8%	3%	14%
Pub/restaurant with dedicated outdoor areas adjacent to Coffs Harbour station (n=2429)	38%	22%	13%	5%	22%
Residential development, Jetty Hub (n=2411)	23%	18%	14%	7%	38%
Additional community/cultural building (n=2402)	28%	26%	21%	9%	17%

4.10 Free Text Survey Responses

Respondents were able to provide free text responses to two questions in the survey – questions 29 and 30. The high response to both questions after a long survey indicates the degree of interest and care in Coffs Harbour's future.

Coffs Harbour Character

Question 29 asked respondents what makes the Jetty Foreshore area special, and what should be given priority in relation to its future. Survey responses were articulate and detailed, demonstrating a high level of local engagement and investment in the process to shape a masterplan that reflects community priorities for the future Jetty precinct. 1991 people responded to this question, and 1689 skipped this question.

The top two occurring words were 'open space' and 'beach', suggested that the area's natural assets are an important aspect of its identity, and are of high value to the community. This is consistent with the findings from the Shared Vision and Place Principles Consultation Outcomes Report in May / April 2021. The words 'community' and 'people' were also commonly occurring, which may point to the prioritisation of public/community facilities. The most commonly used words are shown in Figure 32. Some quotes from respondents are included over the following pages.

Table 14 Most common phrases (question 29)

Top 10 words and phrases*	Percentage of responses	Number of responses that mention this word or phrase
Open space	12.10%	241
Beach	8.04%	160
Jetty	7.43%	148
Community	6.68%	133
People	5.78%	115
Views	5.47%	109
Harbour	5.47%	109
Natural beauty	4.87%	97
Families	3.26%	65
Unique	3.16%	63

*Note that only words and phrases that speak to the character of Coffs Harbour have been included in the above table. Linking words like 'think', 'much', 'Coffs Harbour' and so on, have been excluded for clarity.

beautiful trees Jetty area city ocean character maintained activities
natural environment opportunities unique love families
Jetty Beach developed beauty keep family friendly foreshore want
open locals tourists place live natural beauty town
enjoy location views walk space many
development enhance jetty local buildings
tourism open space nature area ocean views
needs environment beach important parking
accessible community allow people tourists harbour
way great plan Jetty Foreshore relaxed good public
natural history make safe green space improved high rise
future access protected feel marina Gold Coast visit water land
parkland everyone time

Figure 32 Most common phrases (question 29)

COFFS HARBOUR JETTY FORESHORE

What you told us about the character of Coffs Harbour

"We have beautiful beaches with mountains in the background but currently there are few facilities that make use of the views."

"The Foreshore is a unique local landmark that we must strive to maintain for its simple almost historical charm and still provide the wider community with access to the natural beauty."

"As long as we maintain adequate green public space to picnic, lounge about, throw a ball, fly a kite and play with kids or host grandparents, we will be fine."

"Connection to the marine environment with spectacular vantage points up and down the coast as well as back to the hinterland with broad areas of open community space."

"It has safe swimming waters, history and a relative blank canvas that enables something truly special to be created."

"It is a wonderful place to spend with family and friends. It needs to be celebrated. The whole foreshore needs to be connected in a safe and accessible way."



COFFS HARBOUR JETTY FORESHORE

What you told us about the character of Coffs Harbour

"The natural environment. The fact that it is not overdeveloped and retains its classic look and feel."

"We are called Coffs HARBOUR. It is time to completely enhance and develop this area to make it the jewel of Coffs HARBOUR and something we can all be proud of. "

"When I first arrived in Coffs Harbour someone mentioned that you can stand on the jetty and watch the same sunset that's happened for millenia. Any proposed changes to height limits should be graded so you can always watch the sun set behind the hills."

"It is not built up like a lot of beachside tourist destinations. It needs to be kept clean and inviting to users of the area, but should not be over-developed."

"It's a beautiful area offering something for everyone, but does need upgrading and improving."

"The beautiful beaches, parklands but is just missing some atmosphere for locals as well as tourists."



Further Feedback

Question 30 asked respondents if they had any further feedback regarding the draft masterplan. 1678 people responded to this question, and 2002 skipped this question. While over half (57%) did not provide any further feedback, 11% provided positive feedback on the draft masterplan, 21% provided neutral or mixed feedback on the draft masterplan, and 11% provided negative feedback on the draft masterplan.

These comments have been thematically analysed. Note that participants responses may have addressed multiple themes, so the number of comments below represents how many different respondents mentioned the theme. The most common themes (over 100 comments) were:

- **Development is overdue and needs to happen (280 comments)** – These respondents tended to be younger people and parents of young children, who wanted more activation in Coffs Harbour, and wanted Government to get on with improving Coffs Harbour. Some of these respondents stated that a vocal minority had been preventing development in Coffs Harbour.
- **Opposition to bulk and height (215 comments)** – These respondents were opposed to the proposed heights of development, either in all cases or only in some locations of the precinct. Reasons for this included that they didn't want changes to the existing character, any overshadowing, and impacts to views.
- **Need for carparking (164 comments)** – These respondents were concerned about the existing lack of parking, and how this may be exacerbated if there is increased development. For instance, less parking availability, more traffic and congestion. These respondents often wanted increased and improved additional vehicular access to the precinct.
- **Protection of flora and fauna and the natural environment (145 comments)** – Respondents have identified that the natural aspects of the precinct are integral to the identity and character of Coffs Harbour and highly valued by the community. People are concerned that over development will result in damage of the natural environment, including loss of the tree canopy, native animals (especially birds), and native vegetation.
- **Opposition to new residential development (123 comments)** – These respondents opposed new residential development. Counter to the proposition in the draft masterplan, they believe that funding should be made available for projects that actively support the community without any further development occurring.
- **Opposition to new tourist accommodation (120 comments)** – These respondents opposed new tourist accommodation in the Jetty Foreshore. These respondents are concerned that the interests of tourists and developers are being placed above the needs of locals.
- **Prioritise community and public spaces rather than private development (111 comments)** – These respondents say the community would like public spaces to be prioritised over private development.

All the themes that were raised across respondents' further feedback on the draft masterplan are available in Appendix B.1. Quotes from respondents that represent the breath of feedback are provided over the following pages.

COFFS HARBOUR JETTY FORESHORE

What you told us about the draft masterplan

"It is such a beautiful space for people to connect to each other and the environment and this needs to be supported. Which I think this plan does very well."

"It is there for the public to use and should not be turned into another Gold Coast with high-rise buildings. We should never forgive ourselves if we let this happen to our space."

"I think it's a good mix of sensitive and sensible development that enhances the natural attractions of the jetty and beaches."

"Don't overbuild. This should be an area to enjoy the natural beauty of the landscape and proximity to water without being overshadowed by high rise and too much urban development."

"I have lived in greater Coffs Harbour area for 41 years and it is good to see finally some progress on what was basically a dump, between Jordan Esplanade and the railway line, then becoming no-mansland, and finally some hope for improvement on what has been for so long an embarrassment for Coffs Harbour! No, we don't want Gold Coast style development, but we also don't want to be embarrassed. Coffs could be totally unique and amazing if done right."



COFFS HARBOUR JETTY FORESHORE

What you told us about the draft masterplan

"I am 100% opposed to any tourist or residential development. The Jetty area should be for the community, not those that have money. Also I think The Deep Sea Fishing Club should be handed back to the Gumbaynggirr Community. It is their land and they could develop their own site into a beautiful cultural centre."

"Great opportunity to use currently wasted space west of Jordan Esplanade to increase density and mixed use, improve sustainable urban design, passive surveillance, improved links between north and south parts of Jetty area."

"By allowing a unique community to thrive in this location the commercial spaces will have integrity and a local heart. It will become vibrant, active and a safe environment. Take away a live/work/play community from this zone then the place will become unsafe, lifeless and unfriendly. The balance of residential and commercial are critical. Though the key objective must be to create a local community. Then a place will develop a rich character that can be shared by all."

"This area has the potential to put Coffs Harbour on the tourist map on the eastern board of this country. At the moment it's a disgrace."



5.0 Other Consultation

5.1 Written Feedback

In addition to the survey, PDNSW provided further opportunities for written feedback through the project enquiries channel. While this was not formally promoted, the decision to accept written feedback enabled community members and stakeholders to provide open and detailed feedback on the draft masterplan and demonstrates PDNSW's firm commitment to open, transparent and equitable engagement opportunities for the local community.

During the consultation period, PDNSW received 26 emails from members of the community.

5.1.1 Summary of Written Feedback

The community member emails have been thematically analysed in Table 15 below, which shows the top 10 themes. The full thematic analysis is provided in Appendix B.2.

Table 15 Thematic analysis of written feedback from community members

All themes	Number of responses
1 Need for carparking	12
2 Support for open space provision	11
3 Issue with congestion, traffic speeds, foot traffic currently	10
4 Lack of community representation in draft masterplan process	10
5 Protection of flora and fauna and the natural environment important	9
6 Opposition to new residential accommodation	8
7 Opposition to bulk and height	7
8 Opposition to privatisation of crown lands	6
9 Support for active transport infrastructure	6
10 Demand for better retail, food and beverage offerings	5

5.2 Stakeholder Briefings

This section includes information on targeted stakeholder outreach and briefings that took place during the consultation period.

5.2.1 Approach

Building on relationships developed during previous consultation was a critical component in the engagement approach and process. Regular upkeep in communication and engagement activities between the project team and key stakeholders promoted trust, transparency and exchange of knowledge in the consultation process and ensured any feedback provided was better informed and considered.

An email was sent on 21 April 2022 to several key community interest groups to provide an update on the draft masterplan and invite them to a project briefing and offer consultation materials and collateral to share with their group members and wider networks. These stakeholder groups were approached (many of which were familiar with the project from previous consultation):

- Business Professional Women's Association
- Coffs Climate Action Group
- Coffs Coast Business Women's Network
- Coffs Harbour Chamber of Commerce & Rotary Clubs
- Coffs Harbour Fishermen's Co-Op
- Coffs Harbour International Marina
- Coffs Harbour Jetty Dunecare
- Jetty Beach sports/user groups
- Coffs Harbour LGA Residents and Ratepayers Association
- Coffs Harbour Lions Club
- Coffs Harbour Men's Shed
- Coffs Harbour Neighbourhood Centre
- Coffs Harbour Surf Life Saving Club
- Coffs Harbour Yacht Club
- Park Jetty Residents Group.

Briefings were organised at local community venues depending on group capacity and venue availability, with senior project representatives from PDNSW in attendance to ensure specific project queries from stakeholder groups were appropriately addressed.

In addition to community interest groups, youth participation has been an important focal point for this consultation, given the draft masterplan will shape the long-term future of the Coffs Harbour Jetty precinct. Youth engagement is covered in further detail in Section 4.6.

5.2.2 Stakeholder Briefings

Of the briefings offered, the following stakeholders accepted:

- Coffs Climate Action Group
- Coffs Harbour Chamber of Commerce & Rotary Clubs
- Coffs Harbour Fishermen's Co-Op
- Coffs Harbour LGA Residents and Ratepayers Association
- Coffs Harbour Neighbourhood Centre
- Coffs Harbour Yacht Club
- Coffs Jetty Dunecare
- Park Jetty Residents Group.
- Jetty Beach sports/user groups

These stakeholder briefings provided information about the project, including outcomes from previous engagement, presentation of the draft masterplan. Groups were encouraged to share their views and provide feedback.

At briefings where space permitted, a model of the Coffs Jetty Foreshore was on display. The model was a practical tool for illustrating and explaining the options proposed under the draft masterplan.

The infographic over the page provides a high-level snapshot of discussion points from the stakeholder briefings.

COFFS HARBOUR JETTY FORESHORE

What stakeholder groups told us about the draft masterplan

They liked...



The proposed public amenity benefits – such as North Park improvements, boardwalks, Marina upgrades



The improved pedestrian and vehicle accessibility and parking provision to make it easier to get around the area



That important current uses that the community currently enjoy could continue, such as boating and enjoying public open space

They thought we must keep in mind...



Protecting the Coffs Harbour character – with some groups opposed to development and others supporting 'appropriate' development



Ensuring accessibility improvements factor in business and Marina access, and peak period demand due to community events like markets



Protecting the environment and cultural heritage of the area



5.2.3 Summary of Stakeholder Briefings

The following table summarises key comments and feedback raised throughout stakeholder briefings. Stakeholder groups were contacted prior to finalisation of this report to confirm they were satisfied with the summary of their feedback presented here.

Table 16 Stakeholder engagement outcomes

Date	Stakeholder	Feedback
28 April	Coffs Harbour Chamber of Commerce and Rotary Clubs	<ul style="list-style-type: none"> • Desire to see progress happen • Majority support for the opportunities the draft masterplan brings in terms of tourism and local amenities and interest in how to accelerate positive outcomes • Interest in similar precincts that have delivered positive outcomes and the benefits of such precincts on their local areas • Interest in heritage design considerations including Designing with Country, integration of Aboriginal culture into the foreshore, and recognition of maritime roots and history • Interest in traffic management and access points, with an additional entrance/exit suggested • Parking was raised as an important consideration, particularly with residents parking in Western facilities. Commentary was shared around how the plan spread out the activations of the foreshores across the whole precinct and implementing improved traffic management planning would help to address these concerns. • Concerns about missed opportunity for 270-degree views, which could be iconic, due to proposed heights at former Deep Sea Fishing Club site • One suggestion to move Jordan Esplanade adjacent to rail line and extension of foreshore area
28 April	Fishermen's Co-Op	<ul style="list-style-type: none"> • Interest in funding for The Marina development • Support for boardwalk on dunes and 'scooter uses', with Townsville offered as an example • Interest in maintaining access to North Wall Beach and Jetty Beach for mullet fishing and emergencies • Concerns expressed over long-term parking arrangements • Concerns about traffic and access points particularly during peak events like markets, with members noting they would be supportive of lifting heights to accommodate more parking • Suggestion of Howard Street connection, although members agreed cash flow directed towards The Marina and broader precinct was a higher priority
4 May	Coffs Harbour Jetty Dunecare	<ul style="list-style-type: none"> • Understanding of the proposed funding model • Support for the direction of the Billabong and the need for Water Sensitive Urban Design to improve stormwater quality • Appreciation for the acknowledgement of Dunecare and its efforts in the draft masterplan and interest in ongoing discussions to consider group's needs, which could also be potentially included in the Coffs Jetty Community Building • Initial concern that the existing Dunecare shed may not be included in the draft masterplan, which PDNSW clarified was not the intention • Concern about proposed southern boardwalk through dunes due to damage to recovering littoral rainforest, cost, and appropriateness to surrounding ecological context

Date	Stakeholder	Feedback
		<ul style="list-style-type: none"> Desire to investigate more sustainable options for Navigation Beacon in lieu of continued disturbance to dune vegetation, with suggestion to raise lower marker above current view line in order to maintain compliance with Harbour Authority
4 May	Coffs Harbour Yacht Club	<ul style="list-style-type: none"> Concerns about existing and impending private developments, and ongoing impact to community, with attendees generally in favour of low scale development Concerns about traffic congestion and access points, with suggestion for dispersion across site Desire for more amenable access for boat users, with suggestion for access point at southern end of the beach for emergency vehicles and fisherman Concerns about potential loss of open and green space for safe children's play, with interest in recreational space design and a desire for more public access on southern end to address safety concerns Concerns about sand movement, with desire for a fixed solution to address this Concerns about survey design and further opportunities to provide feedback
5 May	Coffs Harbour Neighbourhood Centre	<ul style="list-style-type: none"> Interest in how draft masterplan considers and increases safety for rough sleepers and vulnerable community members Desire for draft masterplan to reflect the Jetty as a welcoming and accessible area for the diverse population of users
12 May	Coffs Harbour LGA Residents and Ratepayers	<ul style="list-style-type: none"> Concern indicated over proposed residential development and tourist accommodation and support expressed for potential council purchase of land Concerns about traffic currently, especially during peak events like Sunday markets Interest in how the 2008 Plan of Management has been considered in the draft masterplan Interest in housing affordability for local community groups Interest in precinct funding and relationship to crown land Interest in Aboriginal consultation Interest in potential over railway line development Concerns expressed over potential for rezoning whole site as one lot with height and use Concerns about potential residential development despite feedback from previous consultation Concerns about flexibility of survey questions, with emphasis on accurately reflecting community views Concerns about coastal inundation from climate change, with request for sea level rise mapping Concerns about contamination along jetty hub due to previous industrial uses, with interest in site testing timelines Concerns expressed over current safety of children's playground and Camperdown Street overpass Suggestion for third access point or link to the precinct

Date	Stakeholder	Feedback
13 May	Jetty Park Residents Group	<ul style="list-style-type: none"> General questions around planning and design process including rezoning uses and owner entitlements, potential for height exceedances, accuracy of proposed illustrations Expressed a broader concern that NSW Government is not really listening to community views. Concerned that community has not been fully engaged and that PSAC does not represent community views. Supported positive initiatives in the draft masterplan: <ul style="list-style-type: none"> Public domain improvements around North Park and pavilion, Approach to former Deep Sea Fishing Club site The Marina proposals including recognition of the Co-op. Family play area was supported with suggestion to relocate away from Camperdown St junction Pedestrian access with additional parking on the west of the rail line Noted absence of Yacht Club in the plan but recognised discussions were continuing between CHCC, Club and NSW Government. Concern around NSW Govt funding for the precinct generally, with clarification provided, that proceeds from any approved development be re-invested in the Coffs Jetty Foreshore General concern around development of the Jetty Hub. Expressed community support for low rise, up to 4 levels with site controls required to maintain certainty into the future. Concern around Council's ability to maintain limits in planning controls. Concerns that access, traffic, connections and parking have not been adequately addressed in the plan. Traffic was recognised as a key issue for any plan going forward and to be addressed in any final plan proposed. Issues for further consideration: <ul style="list-style-type: none"> How the south-west corner of the harbour could be accessed/ improved Potential relocation of Jordan Esplanade Pedestrian access at the southern end of foreshore south of Camperdown St General concerns were expressed about survey design and questions.
26 May	Coffs Climate Action Group	<ul style="list-style-type: none"> Support for proposed shared pathway upgrades and access over the railway line, with exception of pathway on beach side of dunes, Support for preservation of recreational green space Concerns about location of community building and café given close proximity to the beach and low position above sea level Concerns about impacts to Muttonbird population and potential for migration disturbance from further residential or business development Concerns about proposed residential accommodation along Jetty foreshore, although some support expressed for limited tourist accommodation at already-developing former Deep Sea Fishing Club, although acknowledgement that Aboriginal consultation needs to be sought and respected with regards to future development in this area Concerns about habitat loss from connecting beach zone from rainforest to the south of Camperdown Street and railway line

Date	Stakeholder	Feedback
		<ul style="list-style-type: none"> • Concerns about potential for dead business zones created from further food and beverage developments beyond Jetty Strip • Interest in project timelines for draft masterplan approval and construction • Interest in considerations for future public transport • Interest in outcomes of future climate change reporting and analysis • Interest in exploring other parking options beyond the proposed redevelopment sites, with suggestion to encourage public and shuttle transport options
2 June	Jetty Beach Sports/User Groups	<ul style="list-style-type: none"> • Desire for draft masterplan to reflect the Jetty's potential as a water sports destination, with reference to Shoal Bay and Mooloolaba as examples for consideration • Desire for increased, specialised, and inclusive access points, including rollout mat at southern end of the beach, more disabled and trailer parking options • Interest in opportunities to make Jetty a safe space for all users, linking northern and southern ends through amenities • Suggestion for improved and relevant infrastructure to support water sports users, including storage facilities • Support for mixed use development west of Jordan Esplanade

5.3 Community Information Webinar

Ethos Urban facilitated an online community information session ('webinar') on 10 May 2022. This provided community members with an opportunity to learn about the draft masterplan in more detail and ask questions of the project team, ensuring those who attended were equipped with accurate information to make an informed survey response.

5.3.1 Approach

Local residents were informed of the webinar via the postcard letterbox drop issued on 3 May. The webinar was also promoted on the project website and via email newsletters (EDMs) to ensure interested community members were abreast of the opportunity to attend and provide feedback in a public forum.

In the evolving COVID-19 context, online video conferencing has emerged as a safe, flexible, and accessible way to conduct community consultation. The community information webinar provided the opportunity for more diverse levels of attendance and engagement. It also offered an online engagement avenue for those members of the community that did not feel comfortable talking to the team in person due to COVID-19 concerns. To encourage participation and maximum reach, the webinar was held via Zoom, a video conferencing platform that has been widely adopted by and is familiar for community members.

The webinar followed this structure:

- Project overview, including the strategic context, existing planning uses, overview of design vision and principles developed in previous consultation, presented by PDNSW
- Masterplan overview, including key benefits and outcomes for the proposed zones: Coffs Marina, Foreshore Parkland, Jetty Hub, and Corambirra Point, presented by PDNSW
- Questions and Answers (Q&A), facilitated by Ethos Urban
- Wrap up and next steps, including further opportunities for community consultation, presented by Ethos Urban

A copy of the community webinar presentation can be found in Appendix A.10

5.3.2 Results

In the lead up to the webinar session, approximately 70 community members registered their interest, with approximately 22 community members attending.

The Q&A tool was enabled to provide community members with a channel to direct their questions and comments during the live Q&A portion of the webinar. This tool was also designed to encourage further participation and interaction from quiet members of the community who may not have felt comfortable verbalising questions or providing feedback in other forums.

Relevant questions and comments were acknowledged and addressed by the project team, with approximately 32 questions and comments submitted during the session.

A copy of questions submitted during the webinar and PDNSW responses can be found in Appendix B.3.

The webinar was recorded and subsequently uploaded on the project website during the consultation period. The video has been viewed approximately 95 times and can be accessed [here](#).

Figure 33 Community webinar



5.3.3 Summary of Community Information Webinar

The following table summarises the feedback provided during the community webinar, noting that there were a range of views expressed by attendees. The responses provided by PDNSW can be found in Appendix B.3

Table 17 Community Information Webinar Engagement Outcomes

Feedback Theme	Detail
Jetty Strip	<ul style="list-style-type: none"> Interest in how draft precinct masterplan integrates with Jetty Strip masterplan Interest in a bridge over Whale Tail land to shift pedestrian access away from rail line
Traffic, parking, and vehicle access	<ul style="list-style-type: none"> Interest in additional vehicle access over railway line Suggestion for increased parking options to accommodate increased activity Interest in access and loading zone arrangements and movements for truck vehicles, particularly around residential and commercial areas
Building heights	<ul style="list-style-type: none"> Some concern about proposed building heights in relation to previous community feedback and desire for lowering heights to two to three storeys Concerns about pedestrian view loss and change to natural aesthetic of the harbour
Jetty Hub North	<ul style="list-style-type: none"> Questions about potential impacts to Pacific Marina apartments, specifically solar access loss and increased noise
Planning pathway	<ul style="list-style-type: none"> Interest in whether proposed development planning pathway will be Council or State-led
Community character and offering	<ul style="list-style-type: none"> Interest in how proposed developments will be in keeping with Coffs' local character Support for proposed community benefits, including revitalisation of the former Deep Sea Fishing Club site Suggestion for night and food markets, similar to international food halls and market buildings
Open space and activation	<ul style="list-style-type: none"> Interest in open space provisions to cater for future population growth Interest in sustainable ratio between tourist and residential developments to create appropriate levels of precinct activation

5.4 Community Pop Ups

The project team undertook eight days of community pop up stalls across the consultation period at the Coffs Coast Growers Market, Park Beach Plaza, Coffs Central, and the Harbourside Markets to take advantage of high areas of pedestrian foot traffic.



Figure 34 The team at a community pop up with the Jetty Foreshore model

5.4.1 Approach

Pop up events were advertised via the project website, emailed newsletters (EDMs), in the local newspaper, the News of the Area and in the Aboriginal & Torres Strait Islander newspaper, the Koori Mail.

Stalls were staffed by members of the project team, including senior representatives from PDNSW and Ethos Urban, who were available to provide further information about the project, answer questions and listen to community feedback.

At Park Beach Plaza and Coffs Central, a model of the Jetty Foreshore was on display. The model was a practical way to demonstrate the proposed scale of development and explain the options proposed in the draft masterplan. Information boards were also displayed to provide an overview of the project and draft masterplan, with supplementary collateral, including postcards, the draft masterplan document and draft masterplan summary brochure available for visitors to take with them.

Community members were encouraged to formalise their feedback via the online survey. Hard copies of the survey were provided to those that advised they could not complete the online version.

Copies of the collateral are available at Appendices:

- Postcard – Appendix A.1
- Display boards – Appendix A.6
- Summary Brochure – Appendix A.7
- Survey – Appendix A.9.



Figure 35 Community pop up set up

5.4.2 Participation

The following table outlines approximate attendance rates for the community pop up stalls. Attendance refers to those community members that actively engaged with and asked questions of the project team.

Table 18 Community Pop Ups - estimated attendance

Date	Pop up	Estimated number of visitors
12 May	Coffs Coast Growers Markets	68
13 May – 15 May	Park Beach Plaza	1148
15 May	Harbourside Markets	150
27 May	Coffs Central	100
5 June	Park Beach Plaza	271
5 June	Harbourside Markets	155



Figure 36 Showing the draft masterplan



Figure 37 Meeting community members



Figure 38 Meeting community members

5.4.3 Summary of Community Pop Ups

The following table summarises key feedback provided across all pop ups from the project team's perspective. However, it is noted that pop up attendees were all encouraged to formalise their feedback and provide further details via a survey completion.

The Community Survey key findings section provides detail and analysis on views expressed.

Table 19 Pop up feedback

Feedback Theme	Detail
Accommodation	<ul style="list-style-type: none"> There were mixed views regarding accommodation at the site. For the majority of community members, being able to speak to the team about the rationale for the inclusion of accommodation and view a model of the Jetty Foreshore that explained potential heights and uses, alleviated their concerns. A minority expressed the view that the jetty foreshore should not include residential and tourist accommodation. While an equal amount also wanted to know when residential would be available to purchase.
Traffic, parking, and vehicle access	<ul style="list-style-type: none"> General concern and interest about proposed traffic, parking, and access arrangements Interest in understanding how the ad-hoc parking that currently occurs is accounted for in the draft masterplan Support for angled / perpendicular parking along the length of the Foreshore Parkland The majority of feedback regarding parking problems related to traffic on Sunday mornings Feedback that the proposed pedestrian bridge is too far down Camperdown Street for feasible utilisation Concern about loss of street parking due to increased activity and proposed buildings

Feedback Theme	Detail
Corambirra Point and Former Deep Sea Fishing Club	<ul style="list-style-type: none"> Interest in management of traffic access over rail line Support for site's potential as an area for all community members and visitors to enjoy Both support and concern expressed for redevelopment into tourist accommodation Recognition that the building is disconnected from the area and support of the pedestrian access proposed in the draft masterplan Desire for public views to be maintained
Foreshore Parkland	<ul style="list-style-type: none"> Support for activation and improvements to the foreshore parkland, with recognition that accommodation and food and beverage offering is currently limited Desire for future design to consider how to attract and retain visitors and young community through offering Suggestion for further shade, barbecue facilities, and amenities along the length of the parkland Suggestion that tree removal would offer ocean views
Coffs Marina	<ul style="list-style-type: none"> Acknowledgement that development and activation will benefit the area Concerns about potential for cruise ship entry to the area
Heights and Precinct views	<ul style="list-style-type: none"> A mix of views about proposed height limits, with preferences expressed for a maximum of 3-4 storeys. The 3D model, used at selected pop ups, was also used to help community members understand the proposed scale of development across the site Acknowledgement that additional height in the Marina would allow for underground parking spaces A desire to maintain precinct views for community benefit and wellbeing and not just for private or short-term accommodation guests Suggestion for landscaped public lookout at the top rather than proposed infrastructure Suggestion that any food and beverage areas be relocated to the top of any development at Corambirra Point to ensure continued public access to precinct views
Connecting and Designing with Country*	<ul style="list-style-type: none"> Suggestion that space on ridge could represent cross section point between Aboriginal heritage and modern Coffs Harbour, with public art and dwelling areas for visitors
<small>* Please also note a separate Murawin report on Aboriginal Engagement, contains Aboriginal community feedback in further detail, including specific elements related to potential options addressing appropriate respect and enabling connection to Country.</small>	
Detailed design	<ul style="list-style-type: none"> Desire for future architectural detail design to address community concerns and feedback
Development on rail (NSW Transport) land (fenced off land)	<ul style="list-style-type: none"> Interest in understanding the extent of development, including building heights and proposed uses As per comment above under 'Accommodation', there were mixed views regarding development. The majority of people the team spoke to understood the benefits that accommodation brought to the area and were supportive of the options proposed, while a minority were against development of this land.
Consultation	<ul style="list-style-type: none"> Acknowledgement that the master planning and future planning phases is a complex and staged process. There is a need and benefit in educating and clarifying intentions and outcomes with the community to ensure all understand what is proposed

Feedback Theme	Detail
Future development	<ul style="list-style-type: none"> View that previous community feedback has not been acknowledged, addressed and considered in the draft masterplan Questions regarding the survey design (<i>refer to section 4.1.2 for further detail on the survey</i>) Wanted to understand Interest in further opportunities to provide detailed feedback <ul style="list-style-type: none"> Interest in project timeline and how to deliver short-term development benefits Concern the draft masterplan will facilitate further unwanted development Concern about implications on Council's planning approval processes and ability to manage incoming proposals



Figure 39 Meeting community members

5.5 Youth Consultation

Youth participation has been an important focal point for this consultation, given the draft masterplan will shape the long-term future of the Coffs Harbour Jetty precinct. The inclusion and involvement of young people in the engagement process has provided opportunities for them to actively shape their communities and surroundings by providing insights into what they prioritise and value most in precinct planning and outcomes.



Figure 40 Showing the draft masterplan model

5.5.1 Approach

Several 'youth / student-focused' events and locations were targeted to ensure young people were informed about the draft masterplan and given opportunities to actively participate in the feedback process. This targeted approach has provided access to a core demographic, many of which are now cognisant of the project and more likely to participate in future engagement opportunities as the project progresses, ultimately strengthening engagement processes and outcomes.

Opportunities like the Coffs Coast Careers Day and a second high school presentation arose organically throughout the consultation period, a result of community members participating in concurrent engagement activities asking PDNSW to visit their educational facilities and events. It demonstrated the ongoing value of open and transparent dialogue, an appreciation of the impact on future adults, and will facilitate further opportunities for long term community benefits.

Coffs Harbour Education Campus (CHEC) Pop Up

The CHEC encompasses Southern Cross University, TAFE NSW, and Coffs Harbour Senior College, providing access to a large, active student population. A pop up with the project team in attendance was held in the CHEC Theatre Foyer from 8am to 5pm on 1 June 2022 and provided visitors with access to view the 3D model.

Coffs Coast Careers Day Pop Up

The Coffs Coast Careers Day on 2 June provided exposure to approximately 1,200 senior high school students from 18 schools in the surrounding region looking to understand opportunities in the region and various pathways to employment.

The pop up was located at the entrance to the exhibition hall, from 9:30am – 12:30pm, and provided visitors with access to view and chat with the project team around the 3D model. This was designed to capture students' attention and interest as they entered the exhibition hall, and also provided an additional channel for interested teaching staff, event organisers and participants to engage with the project team.

All students were given collateral regarding the draft masterplan to take away and read at their leisure.

Local High Schools Focus Groups

Briefing sessions and student focus groups were held at Coffs Harbour High School and Bishop Druitt College. These sessions were designed to present the project in a student-friendly, educational context and facilitate meaningful exchange between students and members of the project team.

It should be noted that there was additional interest from St John Paul College in a presentation from the project team, however, this did not proceed due to scheduling conflicts. In lieu of a presentation, students were encouraged to visit the project website for further information on public engagement opportunities.

By presenting key aspects of the draft masterplan in a simplified and coherent manner, students were able to ask fundamental questions about the project in a way that allowed for 'big picture thinking'. Having this big-picture perspective enables for effective prioritisation and contributes to better decision-making. The students were highly engaged as evidenced by the insightful questions asked of the PDNSW representatives.

Similar to the stakeholder briefings, the student presentations and focus groups followed the structure below:

- Project overview, including consultation to date and development of the project vision and principles
- Draft masterplan overview
- Q&A / Discussion

5.5.2 Youth Participation

The following table outcomes approximate attendance rates for the student / youth pop ups and focus groups:

Table 20 Youth engagement - participation

Date	Pop up / Focus Group	Estimated number of visitors
1 June	Coffs Harbour Education Campus pop up	10-20 students
2 June	Coffs Coast Careers Day pop up	290 students
2 June	Coffs Harbour High School briefing	20 students
3 June	Bishop Druitt College briefing	20 students

5.5.3 Summary of Youth Participation

The following table summarises key feedback drawn from student and youth consultation activities.

The community survey also resulted in 145 responses (4% of all respondents) from people aged 19 or younger. Section 4.7 Community Survey covers this feedback in further detail.

Table 21 Youth engagement feedback

Student session	Feedback
Coffs Harbour Education Campus pop up	<ul style="list-style-type: none"> Primarily providing information regarding what was happening at the Coffs Jetty Foreshore
Coffs Coast Careers Day pop up	<ul style="list-style-type: none"> Presence of the 3D model at the entrance to the Careers Day generated a desire for the students to learn more about the project and all were keen to take brochures with them Some support expressed for the proposed benefits of the draft masterplan
Coffs Harbour High School briefing	<ul style="list-style-type: none"> Support for proposed upgrades to walking, cycling and multipurpose court facilities Understanding expressed for the push/pull nature of the different demands for the Jetty precinct Interest in the impact on the environment and existing ecology being preserved Interest in the balance of uses to maximise local business success Interest in food and beverage areas and ocean vantage points Interest in upgraded access and changeroom facilities for Gallows Beach Interest in design development process – consultants, timelines
Bishop Druitt College	<ul style="list-style-type: none"> Desire to understand the draft masterplan and general planning process Interest and discussions in 'mixed use' developments and how this could benefit the precinct Concerns about too much private residential development Interest in environmental impacts and implications on existing vegetation Interest in the Sacred Sites of the Gumbaynggirr people and understanding how that has impacted the draft masterplan

5.6 Aboriginal Consultation

A separate stream of consultation with Traditional Custodians and Aboriginal people has been conducted to ensure it is appropriate, meaningful, inclusive and respectful. Murawin, a majority Aboriginal-owned and led business who specialise in inter-cultural consultation and facilitation, led this process on behalf of PDNSW.

The focus of consultation from May to June 2022 was capturing feedback from the Aboriginal community on the draft masterplan. Activities included Yarning Circles and a community drop in space.

In addition, the community survey resulted in the percentage of survey respondents who identified as Aboriginal being slightly higher than the percentage of the Coffs Harbour population who are Aboriginal or Torres Strait Islander as per ABS Census data.

5.7 Digital Engagement

A series of digital engagement tools and activities, including use of the project website, social media platforms, emailed newsletters (EDM), and project enquiry monitoring were used to inform the wider community about the consultation process and opportunities to provide feedback on the draft masterplan.

5.7.1 Approach

The project website, <http://coffsjettyrevitalisation.com.au/>, has been an ongoing platform used to present accurate and relevant information about the project, including status updates, consultation to date, and contact information.

The website was updated with the full draft masterplan, benefits summary, link to the online survey, pop up dates and community webinar.

Four social media posts were developed and broadcast for four weeks on Facebook and Instagram. These were designed to inform the public about the draft masterplan and opportunities for consultation and feedback.

Six Electronic Direct Mail (EDM) newsletters were emailed to an expanding number of people signed up to receive updates.

The project email, precinctdevelopment@dpie.nsw.gov.au, was used as a channel for community members to contact the project team with specific queries. Requests were monitored by and responded to by PDNSW representatives.

Content for the draft masterplan, benefits summary, social media and EDMs can be found in Appendix A.

5.7.2 Participation

The following table outlines key participation metrics and reach across the digital engagement tools.

Table 22 Digital engagement reach

Tool	Date	Estimated Reach
Project website	27 April – 14 June 2022	<ul style="list-style-type: none"> 37,876 total pageviews, including 16,361 unique pageviews throughout the consultation period 9,520 clicks on the page to links (downloads, page links), including 4,679 total clicks to the draft masterplan (4,123 unique events)
Social media posts	<ul style="list-style-type: none"> 16 May – 12 June 2022 Facebook Instagram 	<ul style="list-style-type: none"> Total delivered impressions: 605,060 Total reach: 105,119 Total landing page views: 3,457 Target Audience: Coffs Harbour 40+km radius Audience 1: General 25+ Audience 2: Younger 16-24
Project email / database	27 April – 21 June 2022	<ul style="list-style-type: none"> Six EDM Newsletters - Five sent over the period 27 April – 8 June, plus 'thank you' EDM 21 June. There was staggered growth in project updates subscription database throughout the consultation period, from 1,700 to 2,600 subscribers Approximately 41 emails received, 26 which contained detailed feedback on the draft masterplan and 15 which requested mail-out copies of the survey

These digital tools and platforms were used as information-sharing mechanisms, with community members encouraged to formalise their feedback on the draft masterplan via the online survey.

Proactive communications were maintained throughout the entire engagement period, resulting in a steady increase of survey completions and subscribers for updates.

6.0 Summary of Key Findings

The engagement undertaken has provided a robust understanding of community sentiment and feedback on the draft masterplan. This section provides a consolidated summary of the feedback received on aspects of the draft masterplan as well as the key considerations for the future.

Table 23 Key findings

Topic	Key Feedback
Foreshore Parkland	<ul style="list-style-type: none"> Across the Foreshore Parkland, there was an average of ten times more support than opposition for the draft masterplan elements proposed There is clear support for all proposed elements of North Park, the Billabong, Dune Care & Wild play, and Family & Youth Play Ensure public access to natural beauty, making it a welcoming and inviting place for all Recognition that the current offering is limited
Jetty Hub	<ul style="list-style-type: none"> Overall, there was an even split between supporting the proposed development heights (or even higher heights) and those suggesting lower than proposed (or no height changes), even if it meant less public realm opportunities Twice as many respondents chose an option that included development in the Jetty Hub than choosing to have no change to what currently exists Residential accommodation, of any kind was opposed by a quarter of respondents, while the majority supported at least some form of residential accommodation Younger respondents were more likely to feel that the proposed heights and residential accommodation mix were about right or too low As respondent age increased, so did the disapproval of increased development height and residential accommodation
Corambirra Point*	<ul style="list-style-type: none"> The majority of survey respondents think the approach to enable connecting to Country and celebrating heritage significance is appropriate The majority of those who identify as Aboriginal also support the appropriateness, although the opposition of this group is higher than in the non-Aboriginal respondents Support was expressed for all proposed uses, with clear preference for hospitality venues and event spaces The height option most selected was between three and four storeys Most respondents first preference was for no accommodation at the Former Deep Sea Fishing Site, which may have been in the context of the Corambirra Point area being a sacred site or preferring a lower amount of accommodation than what is proposed in the draft masterplan
The Marina	<ul style="list-style-type: none"> Most respondents were supportive of all elements of the proposal for the Marina, with under a quarter expressing opposition The most favoured elements were the maintenance of a working marina, improved carparking, and improved pedestrian access. Over half of respondents indicated support for the proposed increase in height Younger respondents were far more likely to support the proposed heights
Connections and Accessibility	<ul style="list-style-type: none"> The majority of respondents supported all connections and accessibility improvements proposed A new pathway through the foreshore was the highest supported aspect Beachside boardwalk was the highest prioritised aspect for the foreshore The majority of respondents support accessibility upgrades to the Jetty Hub to improve pedestrian movement, and manage parking overflow during major events

*Please also note a separate Murawin report on Aboriginal Engagement, contains Aboriginal community feedback in further detail, including specific elements related to potential options addressing appropriate respect and enabling connection to Country.

Topic	Key Feedback
Traffic, Parking and Vehicle Access	<ul style="list-style-type: none"> Support for improvements to carparking and wayfinding to benefit car users, pedestrians and cyclists Some concerns about availability of street parking with future development, whereas others welcomed the parking and movement proposed improvements Interest in access and loading zone arrangements for larger vehicles Interest in traffic management over rail line
Development	<ul style="list-style-type: none"> There was more support than opposition for each of the development options outlined in the draft masterplan A proposed increase in height on the Former Deep Sea Fishing Club site was the most supported height option. A majority showed support for proposed building heights (2-6 storeys) or higher to realise moderate or significant public realm upgrades. Wider Coffs Harbour Residents and Jetty Foreshore Area Business Owners/Workers more likely to support increased building heights to allow additional public realm improvements, Visitors and Jetty Foreshore Area Residents less likely than average to support increased building heights to achieve additional public realm improvements Younger respondents more likely to support higher building heights to achieve increased public realm improvements
Zoning and Potential Uses	<ul style="list-style-type: none"> Hospitality and retail, a tourist destination at the Former Deep Sea Fishing Club site, and a pub/restaurant next to the train station received the highest level of support Tourist accommodation and residential accommodation were more polarising, with similar levels of 'strongly' supporting and opposing Younger respondents were more likely to support all land uses proposed and opposition to the proposed zoning and land uses changes increased with age
Aboriginal Culture and Engagement*	<ul style="list-style-type: none"> Interest in Aboriginal opportunities for cultural acknowledgment, return of ownership and general cultural history Support and interest in Designing for and Connecting with Country approach Support for public art, landscaping and dwelling areas inspired by Aboriginal history and heritage <p>* Please also note a separate Murawin report on Aboriginal Engagement, contains Aboriginal community feedback in further detail, including specific elements related to potential options addressing appropriate respect and enabling connection to Country.</p>
Priorities for Delivery	<ul style="list-style-type: none"> Respondents support the proposed community benefits in the draft masterplan Respondents wanted most elements delivered in the short term, with priority given to foreshore parkland improvements, pedestrian connections and carparking In line with earlier results, there was polarity regarding the delivery of residential accommodation
Environment and Sustainability	<ul style="list-style-type: none"> Interest in sustainability Concerns about ongoing impacts of climate change, sand movement. Concerns about impacts to local flora and fauna
Progressing with the masterplan	<ul style="list-style-type: none"> Support for NSW Government getting on with delivering the improvements Coffs Harbour needs, reflected through the most common 'free text' survey response being that 'development is overdue and needs to happen'
General Feedback	<ul style="list-style-type: none"> There is a need for development to activate and enhance the precinct for current and future generations, with interest in how to deliver short-term benefits for current community Ensure unique, local character and sense of community is maintained

7.0 Conclusion

This consultation program set out to present and inform the local community and stakeholders about the draft masterplan and garner feedback overall, as well as on the proposed sub-precincts and uses. The engagement objectives were to investigate proposed options in further detail, consider constraints and opportunities, and prioritise options for delivery.

This report has detailed the engagement activities and opportunities presented to the community and stakeholders to gain a clear understanding of the draft masterplan and provide feedback. It demonstrates there has been an extensive consultation with an active and engaged local community, with diverse opinions and attitudes towards the draft masterplan. The Coffs Harbour community truly care about the future of their locale, with key findings indicating the need for a continued leadership and advocacy over time to ensure community priorities and development outcomes are appropriately delivered.

The project team will consider community feedback received to progress with the revision and finalisation of the masterplan for the Coffs Jetty Revitalisation, which will consider the following sentiments:

A key message that was delivered via the survey and to the team on the ground was 'The NSW Government needs to get on with delivering the improvements needed to activate and enhance the Jetty Foreshore for current and future generations'. There was a sense that change at the Jetty is long overdue. While the survey results showed polarity on certain aspects of the draft masterplan, there was majority support for development on the basis that it would realise public realm upgrades.

There was evidence of consistent support for:

- Proposed open space and public realm benefits, particularly around the Foreshore Parkland, Marina, and Corambirra Point, with support expressed for:
 - Improvements and developments around the Foreshore Parkland, including the North Park, Billabong, Dune Care and Wild Play area, Family and Youth Play area
 - The addition of cafes and restaurants, event spaces, and the idea of creating a tourist destination around Corambirra Point.
 - Upgrades such as car parking and pedestrian improvements within a working Marina with regional attraction and appeal around the Marina precinct
- Improvements to connections and accessibility across all precincts, in line with sensible public realm upgrades, with a particular focus on car parking improvements and the provision of shared pathways.
- Ensuring that current uses the community enjoy - including boating, water sports, and use of public open space – could continue and should be protected for the future.

There was evidence of more varied views and opinions on:

- The proposal for development of some sort in the Coffs Harbour Jetty Foreshore was supported by a majority of survey respondents, however of those who supported development in some form, there were differing opinions on the degree and location of development. Other community members expressed concern development would result in a negative impact to local character and loss of views. There was also great diversity in feedback received as to what should be considered the most appropriate scale of development:
 - In the Jetty Hub precinct, there was support for the addition of development, with the most common preference being the Jetty Hub Base Option, which proposes up to six storeys of development spread over the Jetty Hub precinct but limited to the west side of Jordan Esplanade.
 - In the Marina Precinct, respondents were close to equally divided about the proposed scale of development of up to 4 storeys, with similar proportions supporting and opposing the scale of development.
 - Across all proposals presented in the draft masterplan, younger age groups (18-45) were much more likely to support development, while older age groups (55+) tended to be opposed to development.
- Using appropriate development to support public realm improvements was generally supported although there was also evidence of concern amongst a minority:

- The majority of respondents indicated support for development of 2-6 storeys buildings or higher on the basis that it delivered moderate or significant public realm upgrades. A quarter of survey respondents wanted no development even if that meant no public realm upgrades.
- Again, younger age groups (18-45) much more strongly support increased building heights if it also delivered public realm upgrades, while older age groups (55+) tended to oppose increased heights even if it meant no public realm improvements would be delivered.

The community's biggest priorities for delivery were:

- Respondents wanted most elements delivered in the short term (0-3 years)
- Priority was given to Foreshore Parkland improvements, pedestrian connections and improved carparking.

7.1 Key Considerations

In light of the extensive consultation findings outlined in this report, Ethos Urban has highlighted the following key considerations for PDNSW in progressing this Project:

Draft Masterplan

- Review some of the proposed development outcomes in the draft masterplan in terms of:
 - Heights proposed in the Marina and Jetty Hub precincts
 - The percentage of accommodation proposed in Corambirra Point and the Jetty Hub to achieve a balance between protecting the character people like and achieving a sense of vibrancy and activation in line with commercial feasibility.
- The opportunity to prioritise and front-load community investments such as Foreshore Parkland improvements, and shared pathways and connectivity, subject to funding.
- Improving the food and beverage offering to deliver community benefits subject to feasibility.
- The opportunity to review and consider further parking options as a priority for delivery.
- Improve respect for and consideration of Aboriginal people's living cultural connections.

Consultation

- Given the diversity of views, it is important to close the loop with the community and stakeholders, so they know the outcomes of consultation.
- Inform key stakeholder groups and the community of relevant changes to the draft masterplan. This will demonstrate consideration and how PDNSW has adapted to feedback provided and support achieving greater consensus.
- Clearly explain the future planning process and further opportunities to provide feedback as the project progresses. This will help inform the local community on the broader planning process and how feedback is considered throughout decision-making.

7.2 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 and align with key strategic drivers.

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.

Appendix A Engagement Collateral

A.1 Postcard letterbox drop and distribution zone



The NSW Government is pleased to share the draft community-led masterplan for the revitalisation of the Coffs Harbour Jetty Foreshore Precinct. The draft masterplan is an opportunity to create a vibrant and thriving foreshore precinct that is enhanced and activated for the benefit of the whole community, while maintaining the environmental, cultural and neighbourhood qualities the Coffs Harbour community values.

The NSW Government invites you to join the conversation and have your say from **27 April to 13 June 2022**. We will be running an online survey, a community webinar and several pop ups in popular locations around Coffs Harbour.

How can I have my say?

Scan the QR code or visit coffsjettyrevitalisation.com.au to find out all the options on how you can have your say and see more about the draft masterplan.



Figure 41 Postcard

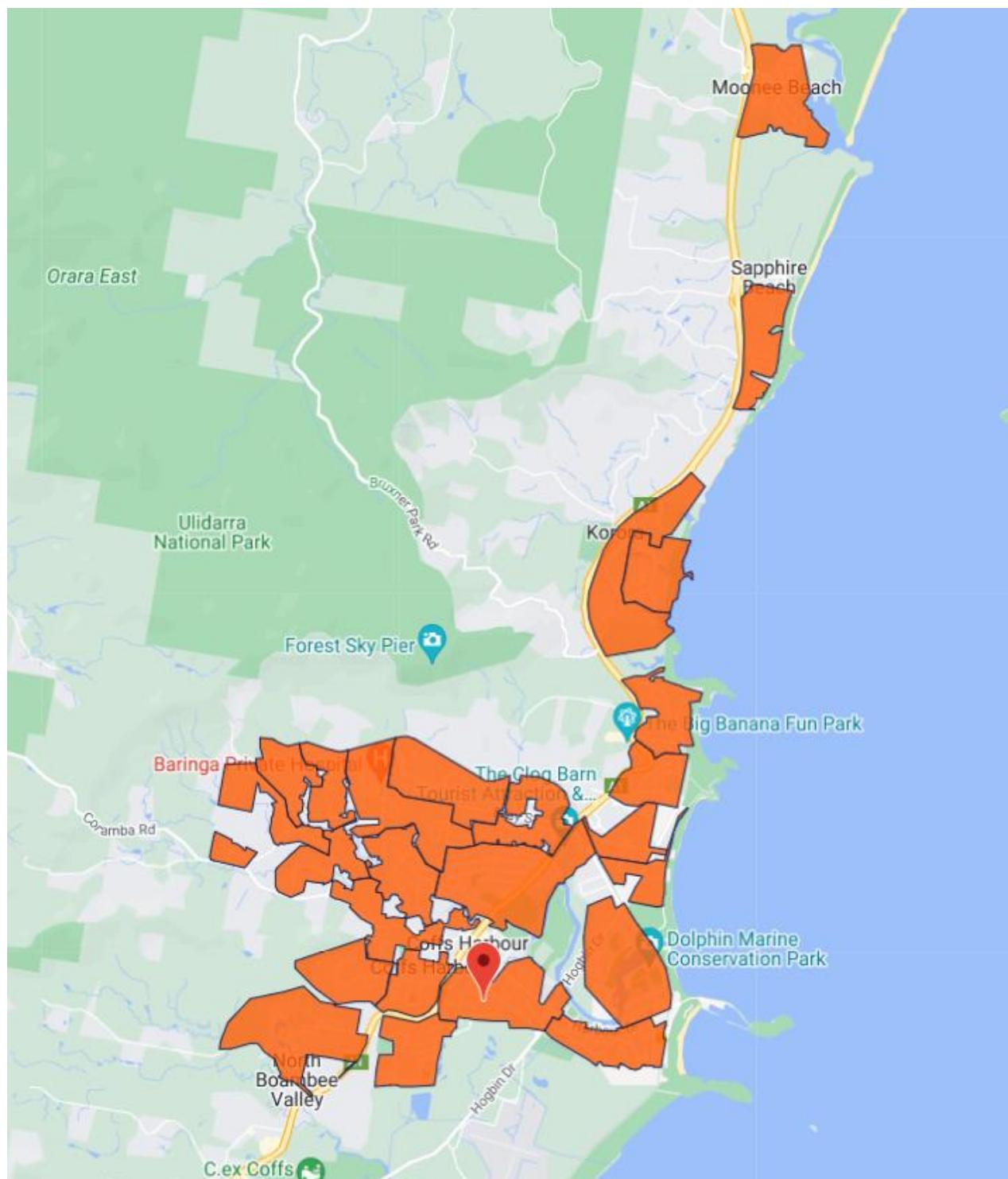


Figure 42 Postcard distribution zone

A.2 Newspaper advertisements

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News Of The Area, Team of REPORTER B

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COFFS COAST News Of The Area

Nana Glen playground brings community together

FROM Page 1

Cassie McCabe, a Nana Glen mum of two boys aged six and eight, and Winnie, aged four, told News Of The Area, "We've needed this for so long."

"All through Covid we couldn't go into school and talk with other parents... we've all been feeling disconnected from other mums, having those day-to-day chats."

Michelle Kassulke, the Bucca-based mum of Summa, seven, and Yeli, four, agreed.

"It's great, I can drop Summa at school and come down to the playground with Yeli to play, it's a really nice addition to the community."

The Nana Glen playground project is a success story of The Orana Valley Progress Association, led by President Stephanie Luck, who were instrumental in gaining the grant from the Federal Government, in partnership with Coffs Harbour City Council.

The Progress Association lobbied and consulted with Council, preparing all the paperwork and feedback to make the playground dream come to life.

Mayor Paul Amos officiated at the official opening of the playground on Tuesday 10 May.

"What I'm most excited about is the variety of new equipment here that will provide more diverse play opportunities for kids, as well as the new seating and shading that will make it a more comfortable meeting place for the community of Nana Glen," said Mr Amos.

Construction of the playground began in November 2021 on the Len Towells Oval where Nana Glen Cricket Club plays regularly.

Built by Steduplay, it features a combination unit with slides, basket, infant swing, spinner, natural play obstacle course and shade sail.

There is a small car park, picnic setting and seating, footpath and shade trees.

Mums Cassie and Michelle commented on the colour scheme of autumnal forest shades.

"I am so glad it's not bright primary shades," said Cassie.

Federal Member for Page Kevin Hogan also attended the opening and chatted with parents before making a brief speech.

"Out of the many things we do, it's these things that are the most special," Mr Hogan said, spreading his arm out to encompass the playground, "seeing community and families getting together - a community like this is more cohesive."

"Nana Glen is a growing area, with the number of children at the school increasing, so the playground is very welcome."

Alison Johnson, owner of the Idia In Café in Nana Glen, thanked Council and Kevin Hogan for supporting the development of the playground.

"A place where families can enjoy the green space, safely," she told News Of The Area.

"On behalf of the mums and dads who visit my café, we are very appreciative of what things like this bring to our village."

And the last word goes to long-time Nana Glen resident, Shirley Towells, whose late husband Len worked so hard to create the cricket ground in 2016 – hence being called the Len Towells Oval.

"It's great to get the children down here, playing safely in the fresh air, and their parents can all get together, too – that's Nana Glen community," Shirley told NOTA.

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COFFS COAST MEALS ON WHEELS INC, WOOLGOOLGA MEALS ON WHEELS
COFFS HARBOUR PH: 6648 3600 | WOOLGOOLGA PH: 6654 2870

Figure 43 Coffs Coast News of the Area – 13 May



Need help funding a community infrastructure project?

Apply for a Community Building Partnership grant.

The Community Building Partnership program invests in infrastructure projects that deliver positive social, environmental and recreational outcomes. If you're an incorporated not-for-profit community organisation or local council, you can apply for grants of between \$5,000 and \$150,000 for building, refurbishing or repairing community infrastructure.

To apply, visit nsw.gov.au/cbp by 10 June 2022.



**Have your say
Coffs Jetty Revitalisation
Draft Masterplan**

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This is an opportunity to create a vibrant and thriving foreshore precinct that is enhanced and activated for the benefit of the whole community, while maintaining the environmental, cultural and neighbourhood qualities the Coffs Harbour community values.

Join the conversation and have your say until 11.59pm 14 June 2022 by participating in our online survey and pop up events around Coffs Harbour.

Visit us in person:

- **13 May: Park Beach Plaza**
9am to 5pm
- **14 May: Park Beach Plaza**
9am to 5pm
- **15 May: Park Beach Plaza**
9am to 5pm
- **15 May: Harbourside Markets**
9am to 2pm



Scan the QR code or visit:
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to find out more and have your say.

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THE KOORI MAIL, WEDNESDAY, MAY 18, 2022 | 26

Figure 44 The Koori Mail - 18 May

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Have your say – Coffs Jetty Revitalisation Draft Masterplan

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Coffs Central
9am to 5.30pm

5 June 2022
Harbourside Markets
8am to 2pm


NSW GOVERNMENT

COFFSCOAST News Of The Area

Residents Want An Open Foreshore Precinct

By Andrew VIVIAN

SOME 200 Coffs Harbour residents attended a presentation of the NSW Government's Draft Master Plan for the Jetty Foreshore at Coffs Harbour High School on Thursday 12 May, held by the Coffs Harbour LGA Residents and Ratepayers Association (CHLGARRA).

NSW Government staff were in attendance to field questions from a passionate and engaged audience about the issues and concerns about the Draft Master Plan.

Many attendees at the meeting asserted the Plan did not reflect the outcomes of previous surveys conducted about the foreshore during the last couple of decades, particularly as the Master Plan proposes raising current zoning limits to six stories and, in one section of the online survey, eight stories is mentioned.

They said there has been an overwhelming desire to retain the precinct as an open family friendly playground for both residents and visitors.

Bruce Wair, a vocal critic of the proposed development since its announcement, said, "The people there were hugely opposed to what is being proposed."

Concern was expressed by many about the implication that, should the community not accept these zoning changes and the subsequent sale of land to private developers, no further funding would be available.

CHLGARRA President, Ann Leonard, who is also a member of the Jetty Foreshore Planning Advisory Committee, said this is misleading because there will always be opportunities for future grants and other forms of government funding.

She also pointed out, "A lot of the work previously done on the foreshore has been done by volunteers."

Access and congestion were major issues and it was pointed out that there are already extensive traffic jams on weekends and during major events.

Emergency service vehicle access during such times is also of considerable concern.

Ms Leonard said, "An extra 1500 people a day would enter the area, with no improvement in access."

It is felt this would be further exacerbated if the proposal to include 400 units along the rail line and at the site of the Deep Sea Fishing Club were to go ahead.

Concern was expressed that the Master Plan will, effectively, grow the Jetty Strip and the urban area of the Jetty into the foreshore, making preservation of the precinct as an area of passive recreation impossible.

Ms Leonard said, "The proposed amenities such as wide footpaths, billabongs, etc will reduce the open space and will impact on the ability to hold major events."

Most in attendance agreed that improvement to amenities, access, parking and landscaping needs to be undertaken.

However, many voiced their concern that the Jetty Foreshore would become a Gold Coast-style enclave.

In the end a show of hands revealed the overwhelming majority of attendees are opposed to any form of residential or tourism accommodation, with only three or four people in support of such a proposal.

Ms Leonard said she was disappointed that a prominent local resident had posted on social media that the meeting was a protest meeting and that people would not be safe attending.

Mr Wair said that while things got a bit heated, everyone had the opportunity to express their views.

He said, "It was good to see people have the opportunity to put their views opposing residential development."

CHLGARRA is urging everyone who has an interest in the Jetty Foreshore to fill out the State Government survey to ensure the best outcome for generations of residents and visitors.

Both the Draft Master Plan and the survey can be found at <http://www.dpi.nsw.gov.au/housing-and-property/divisions/property-and-development-nsw/prefect-development/coffs-jetty-revitalisation> or by an online search for 'Coffs Jetty Revitalisation Draft Masterplan Survey'.

PROPOSAL TO NAME ROADS

It is proposed to name new roads as follows:

Location	New Names
New roads of Bambara Drive and future road Evergreen Street, Bonville	<ul style="list-style-type: none"> * Nesting Hollow View * Glider Flight Place

Any submissions regarding this proposal may be lodged as a registered comment to a Survey on the Have Your Say Coffs Harbour website, at www.havemyaysaycoffsharbour.nsw.gov.au/projects

Refer to the Road Naming Proposals consultation page. Maps of the proposed roads are provided in the Document Library and Images section of the Have Your Say web page.

Alternatively, submissions regarding this proposal may be lodged in writing and addressed to the General Manager.

Submissions close on June 17, 2022.

Council welcomes and encourages community input to its decision-making processes and is committed to openness and transparency.

Any submissions received will be made publicly available unless the writer can demonstrate that the release of part or all of the information would not be in the public interest.

www.coffsharbour.nsw.gov.au | Phone 02 6648 4000

Figure 45 Coffs Coast News of the Area – 20 May

media@newsofthearea.com.au

COFFS COAST News Of The Area

Sign the Unhoused petition

By Andrea FERRARI

WOMEN and their children are homeless on the streets of Coffs Harbour; the state and the whole of Australia; an issue that now ranks as a high concern to all women who participated in Ara Media's Unhoused HERpulse poll.

The findings come as Ara Media, along with a coalition of women's sector groups including Homelessness Australia, Homelessness NSW, The Women's Housing Company, The Equanimity Project, YWCA Australia, Lokahi Foundation, Dignity and Full Stop Australia, launched the Unhoused campaign calling for increased funding of \$7.6 billion to address the national crisis that sees 49,000 Australian women homeless each night.

Ara Media, publisher of Australia's biggest magazines for women including *The Australian Women's Weekly*, *Marie Claire*, *Woman's Day*, *New Idea*, *Better Homes & Garden* and *Australian House & Garden*, has been focusing the attention of its nine million audience on the very real dangers women face when they fall into homelessness.

The issue of homelessness is a very real one for women on the Coffs Coast.

Sarah Mills, a mum to three autistic children, has spent seven months homeless due to housing affordability in the region.

Sarah had always kept a clean and well maintained home with a reciprocal relationship with her landlord of seven years.

However, "When our roof kept leaking, the owner asked us to fundraise to cover the cost of repairs," said Sarah.

"I declined."

"And from there on, the relationship shifted."

"Several days after the

repairs were finally done to the shower we received an eviction notice."

"It's not hard to join the dots."

Sarah began searching and noticed very limited rentals available.

"With every inspection I was shocked to see 30-50 other people also viewing."

She asked for a fourteen-day extension which was reluctantly given, and, still with no home, she asked for a further fourteen days.

This extension was granted too, but she was told if she didn't vacate by fourteen days she would be given an eviction notice.

With nothing but rejections, Sarah reached out to available services, including the Department of Housing.

"Because we are a high-needs family - the children's needs, plus my own health issues - we meet the 'urgent list' requirements."

"The wait time on that? Two to four years."

Sarah packed up her home.

"I don't think there's a lower feeling than standing in your children's rooms and placing their favourite things in a box, unsure of when they'll see them again. Or looking in their eyes,

unable to comfort their fears about having no home or being able to reassure them it's only temporary."

One person spoke with "has applied between 100-150 times with no success."

"Many have been enduring this battle for over a year," said Sarah.

The scary part for this area is the road works coming next year (the Coffs bypass).

"That means less rentals for locals, as the workers will secure accommodation."

"What I can't figure out is why no one is speaking about this."

"I can't work out why the local politicians aren't doing more."

"We're all out here moving heaven and hell to fight a virus with a survival rate of 99.98 percent for those aged 20-49, while thousands of families can't secure basic accommodation."

After seven months of homelessness, Sarah and her children finally have a home - almost twelve months since they first signed the lease and are still recovering from the ordeal.

"I estimate we spent well over \$18,000 whilst homeless, often paying between \$1000-1500 per week in motel fees."

Safe and sound at home, Coffs resident Sarah Mills and her family.

□ A Coffs family who fell into homelessness, Sarah Mills and her children.

"The mental toll has been harder than I ever imagined... I became a shell, just moving through the motions."

"Until you experience homelessness, you just cannot imagine the complete and utter exhaustion you feel."

"It's very easy to see how that experience could lead to people making poor choices and never recovering."

"Towards the end of our journey I became very suicidal."

"I'm grateful I somehow found the strength to survive, but I feel sad knowing someone else may not find that strength."

"I hope these stories get heard."

The Unhoused campaign calls on both the Government and the opposition to commit, within the next term of government, to invest \$7.6 billion to provide 16,810 new permanent homes for women.

The provision was recommended by the Equity Economics "Nowhere to Go" report, commissioned in July 2021 by the Everybody's Home Campaign which is supported by over 300 women's safety, homelessness and housing organisations.

If you or anyone you know needs help or advice on homelessness, contact 1800 RESPECT on 1800 737 732 or Lifeline on 13 11 14.

The Unhoused campaign is calling on all Australians to sign a petition to show support at www.unhousedwomen.com.au.





Have your say – Coffs Jetty Revitalisation Draft Masterplan

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Figure 46 Coffs Coast News of the Area – 27 May

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COFFSCOAST News Of The Area

New transport vehicle for Cancer Council

By Andrea FERRARI

CANCER Council's successful application to the Community Building Partnership 2021 grant program has seen the delivery of a new patient transport vehicle to the Coffs Harbour Cancer Council offices.

The application for funding specified the purchase of a cancer support and transport vehicle for patients in Coffs Harbour.

"The funding received from the State Government has enabled Cancer Council to purchase a car to assist with the Transport to Treatment service that is provided in the Coffs Harbour area," Louise Jeffs, Community Programs Coordinator, Coffs Coast, Cancer Council NSW, told *News Of The Area*.

Cancer Council picked up the new Toyota Rav 4 last week.

"The car will be used to transport patients to their cancer treatment at the Mid North Coast Cancer Institute (MNCCI)," she said.

Member for Coffs Harbour Gurmesh Singh personally congratulated Coffs Harbour Cancer Council back in December 2021 when the funding was allocated, applauding the Coffs Harbour team for their dedicated work assisting the community.

The \$42,482 funds are for the purchase of a vehicle enabling Cancer Council NSW volunteers to transport cancer patients from their homes to cancer treatment in Coffs Harbour.

"This is fantastic news – the funds will be of tremendous benefit for the many people who rely on the Cancer Council in this community."

Cancer Council has volunteer drivers to assist with this service.

Louise Jeffs, Cancer Council Community Programs Coordinator, with the new Transport to Treatment Vehicle bought through Community Building Partnership 2021 State Government funding.



The Transport to Treatment service could not run without the volunteers," said Louise. "The car assists patients who have no other means to get to their cancer treatment.

"The service is free and provides a safe, comfortable and supportive service for those in need."

There is an ever-growing demand on the car service which picks up patients living in Coffs Harbour and surrounding areas, which means more volunteer drivers are needed.

If you would like to volunteer, please call Louise Jeffs on 6659 8414 to discuss.

"We ask volunteers to commit to at least two days per month, training is provided," said Louise.

Economic Kick-Start Policy to be Extended

COFFS Harbour City Council's City Centre Development Incentive Policy is to be extended for twelve months.

In 2019, Council ring-fenced \$2.5m of the charges developers are obliged to pay when building new accommodation developments in the City Centre.

Since then, eligible developments have been able to offset a significant portion of those costs – with the aim of helping kick-start City Centre developments, revitalise the City Centre and grow the local economy.

"The Policy has allowed us to potentially assist five large current developments to date," said Andrew Beswick, Council's Director Business Services.

For example, the new Mission Australia housing complex in Duke Street was able to save costs through the Policy.

"A guiding principle of the policy is that the development must be issued with a final occupation certificate within three years from the date the development application is lodged.

The reason for this is that we wanted to provide a short-term boost for new residential developments which are key to helping stimulate the City Centre as a whole in the longer-term."

While a total of \$2,015,371 in exemptions is now linked to the remaining four applications, a significant portion of the original \$2.5m remains available.

"Given that we still have funds left, Council has now extended the policy for an additional twelve months until 23 May 2023, or until the maximum cap of \$2.5m is reached, whichever comes first," added Mr Beswick.

NSW councils are able to levy contributions on developments that will increase demand on Council's services and facilities.

The contributions ensure that the existing ratepayers are not required to meet the whole cost of providing new infrastructure in the Local Government Area.

Have your say – Coffs Jetty Revitalisation Draft Masterplan

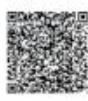
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Figure 47 Coffs Coast News of the Area – 5 June

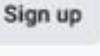
A.3 Social media posts

Figure 48 Facebook and Instagram posts 16 May – 12 June 2022

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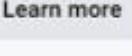


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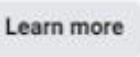


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Love going down to the Coffs Jetty Foreshore? Take our quick survey to tell us your thoughts on our draft plan.

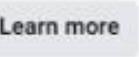


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Coffs Jetty Revitalisation
Take our survey 

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Coffs Jetty Revitalisation. Tell us what you think about our draft plan to help make the Jetty Foreshore even better.



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Coffs Jetty Revitalisation
Have your say 

A.4 Electronic Direct Mail (EDM) email newsletters

Figure 49 EDM – 27 April 2022



NSW
GOVERNMENT

Coffs Jetty Revitalisation - Community Consultation



The NSW Government has developed a community-led draft masterplan for the Coffs Harbour Jetty Foreshore.

This is an opportunity to create a vibrant and thriving foreshore precinct that is enhanced and activated for the benefit of the whole community, while maintaining the environmental, cultural and neighbourhood qualities the community values.



Working alongside community representatives, key stakeholders and the Coffs Harbour City Council, the draft masterplan is now being presented to the community as a work in progress for further feedback.

There will be many ways you can have your say, both in person and online from now until 13 June 2022.

[Find out more](#)

Community input is and always has been at the heart of this masterplan process.

This is a fantastic opportunity for the Coffs Harbour community to shape the future of the Jetty Foreshore for decades to come.

We look forward to hearing from you soon!

www.coffsjettyrevitalisation.com.au

[f](#) [i](#) [in](#) [globe](#) [envelope](#)

Department of Planning and Environment, Parramatta Square, 12 Darcy Street, Parramatta, NSW 2150, Australia
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Figure 50 EDM - 9 May 2022



The NSW Government is working with the community on a draft masterplan for the Coffs Harbour Jetty Foreshore. It's a great opportunity to create a vibrant and thriving foreshore precinct!

The draft masterplan seeks to benefit the whole community while maintaining the environmental, cultural and neighbourhood qualities that we know you value.

We want to hear your views! Have your say online and in person until 13 June 2022 (up until 11.59pm).

The community has always been at the heart of this work and we really value your feedback.

We would love you to complete our survey, join us for an online information session or chat to us in person!



Online survey

Have your say on the draft masterplan by completing the survey.

[Complete the survey](#)



Information webinar

Join us for an information session on 10 May 2022 at 6.30pm.

[Register here](#)

We're popping-up around Coffs Harbour throughout the next few weeks. Come and see us to learn more about the draft masterplan and to share your thoughts!

- 12 May Growers Market - 8am to 2pm
- 13 May Park Beach Plaza - 9am to 5:30pm
- 14 May Park Beach Plaza - 9am to 5pm
- 15 May Park Beach Plaza - 10am to 3pm
- 15 May Harbourside Markets - 8am to 2pm
- 27 May Coffs Central - 9am to 5:30pm



Over the coming weeks, we'll be shining the spotlight on aspects of the draft masterplan. This week, the focus is on how the plan will activate the foreshore for locals and visitors.

In earlier community consultation, we heard that people are keen to see more cafes, restaurants and shops on the foreshore as well as open spaces that enhance the stunning waterfront and ocean views.

The draft masterplan we've developed with the community will create a destination for locals and tourists, with opportunities for hospitality and entertainment to breathe new life into the precinct.

The range of versatile open spaces can be used for activities like night markets, live music and festivals, which will attract people and investment to Coffs Harbour, stimulating the local economy.

The draft plan strives to enhance the natural environment with water sensitive urban design, while creating family friendly open spaces with a mix of parklands, playgrounds and areas that cater for all ages.

More bike lanes, shared paths and a pedestrian friendly boardwalk will offer greater access across the foreshore and into the CBD, allowing direct access in and around the city centre, bringing more people into local businesses.

We know that parking and transport is something the community wants addressed so the draft aims to formalise parking areas, while also creating better connectivity for people to visit the Jetty Foreshore.

This is your chance to help shape the future of the Jetty Foreshore for decades to come and we really value your feedback!

[Check-out the draft master plan](#)

Figure 51 EDM - 17 May 2022



Coffs Jetty Revitalisation - join the conversation!



The NSW Government is working with the community on a draft masterplan for the Coffs Harbour Jetty Foreshore precinct.

It was fantastic to see so many people getting out and about in person last week to chat to the team about the draft masterplan and share their perspectives

We want to get as much community feedback as possible! The best way to have your say is to complete the survey via the link below.

Complete the survey



Online survey

Have your say on the draft masterplan by completing the survey.

[Complete the survey](#)



Missed the webinar?

Watch the recording of the online information webinar.

[Watch now](#)

Visit us in person!



It's not too late to come and chat to us in person!

We'll be popping up over the next couple of weeks and would love the chance to explain the draft masterplan and hear what you think.

27 May Coffs Central - 9am to 5:30pm

5 June Harbourside Markets - 8am to 2pm

Draft masterplan spotlight series



This week, we're shining the spotlight on how the draft masterplan aims to create seamless connections across the whole precinct.

We know the community is keen to see improved walking and cycling paths, carparking and connectivity across the Jetty Foreshore.

The draft masterplan we've developed with the community will create better movement and flow across the precinct allowing people to seamlessly experience the diversity of what the whole foreshore has to offer.

The proposed pedestrian bridge over the rail line will connect Camperdown Street to the foreshore, over new open spaces at the Foreshore Parkland including activities like family and youth play.

A widened shared pathway for pedestrians and cyclists is proposed to run the length of the Foreshore Parkland.

There's potential for a new beachside boardwalk with ocean views along the southern end of the beach and an option to extend north along the central part of the beach.

The draft masterplan presents options for carparking to be better managed. Jordan Esplanade will be upgraded to provide more carparking across the length of the foreshore and to include a proposed shared pathway to improve connections for pedestrians and cyclists across the precinct.

The proposed pedestrian bridge over the rail line will connect Camperdown Street to the foreshore, to new open spaces and improved family playgrounds within the Foreshore Parkland.

What do you think? We really want to know!

This is your chance to help shape the future of the Jetty Foreshore for decades to come and we really value your feedback!

[Check-out the draft master plan](#)



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Figure 52 EDM - 31 May 2022



Coffs Jetty Revitalisation - 2 weeks left to have your say!



Thank you for helping shape the future of the Jetty Foreshore!

We are over halfway through the current community consultation seeking feedback on the draft masterplan.

We've had a great response so far, but we want to hear as many views as possible!

Have your say, pop in and see us, or complete our survey online before 13 June 2022 (11.55pm).

Visit us in person this weekend!

Come and see us this weekend so we can explain the draft masterplan and answer your questions!

5 June Harbourside Markets - 8am to 2pm

Park Beach Plaza - 10am to 3pm

Complete the survey



Online survey

Have your say on the draft masterplan by completing the survey.

[Complete the survey](#)



Short of time?

Get a quick overview of the draft masterplan community benefits.

[Read the summary](#)

Draft masterplan spotlight series



This week, we're shining the spotlight on how the masterplan design process has considered the Gumbaynggirr people, the Traditional Custodians of the land that is Coffs Harbour, and their deep and ongoing connection to Country.

The Gumbaynggirr people have inhabited this land for thousands of years, which is why we're making sure the Indigenous community are integral to the draft masterplan design process and that we celebrate and respect their culture and heritage.

The draft masterplan acknowledges this with opportunities to connect people to the water, the water to the city, and the city to the highlands. These local stories can then be shared and respected for future generations.

Our goal is to support the Gumbaynggirr people to care for, celebrate and heal Country by establishing long-term community involvement, cultural activation and education, alongside respect for significant heritage sites.

These outcomes are as much about improving the Coffs Harbour Jetty Foreshore as they are about promoting the area's cultural and Indigenous heritage, character, coastal activity and driving environmental and economic sustainability.

We've developed design principles to ensure heritage protections while delivering maximum community benefits, such as protecting significant heritage sites from development impacts, maintaining and enhancing the green space east of Jordan Esplanade, and ensuring future buildings complement the contours of the land and the unique characteristics of the area.

Tell us what you think!

Have your say, pop in and see us or complete the survey online - we want to hear from you!

[Take the survey now](#)



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Figure 53 EDM - 8 June 2022



Coffs Jetty Revitalisation - final days have your say!



Less than a week to go to have your say on the draft masterplan for the Coffs Harbour Jetty Foreshore!

During the consultation period, we've had nearly 3,000 responses to the survey, over 13,500 visits to [our website](#), over 4,200 views of the draft masterplan documents and spent over 70 hours out in the community at meetings and events.

There is still time to have your say, but your time is running out! If you haven't had the chance, please remember to take the survey before 13 June 2022 (11.55pm).

Thank you for helping shape the future of the Jetty Foreshore!

[Take the survey now](#)



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Figure 54 EDM - 21 June 2022



Coffs Jetty Revitalisation - thank you from the team!



The Coffs Jetty Foreshore team would like to thank the community for your engagement during our community consultation program seeking feedback on the Coffs Jetty Revitalisation draft masterplan.

We received over 3,600 survey responses during the 7 week period, from 27th April – 13th June inclusive. We loved the opportunity to meet so many of you in person during the 70 plus hours our team spent out in the community, including meetings and pop-up events at shopping centres and markets.

Ethos Urban, a leading community engagement specialist, is now analysing the feedback and engagement generated from the survey, in-person events, emails, and letters. They will be preparing an engagement outcomes report and we look forward to sharing this with you in due course.

While the consultation period is now closed, the draft masterplan is still available on our website for those who would like to take a look.

Please stay in touch and subscribe for updates at coffsjettyrevitalisation.com.au

Thank you again for helping shape the future of the Coffs Jetty Foreshore!

[Stay in touch](#)



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A.5 Media releases

Figure 55 Media release - 27 April 2022

Community to shape new vision for Coffs Jetty Foreshore

27 April 2022

Planning

The community in Coffs Harbour has been encouraged to shape the future of the Jetty Foreshore for decades to come.

Minister for Planning and Minister for Homes Anthony Roberts said the NSW Government had listened to the community's earlier feedback and used it to develop a draft masterplan concept, which is now on public exhibition until 13 June.

"The community's voice has always been at the heart of the development of this important work and will remain so throughout," Mr Roberts said.

"We've been working closely with local stakeholders to build on their input and we're excited now to hear what people have to say about the draft masterplan and where they want to take it.

"This is a fantastic opportunity for the Coffs Harbour community to help create a vibrant, modern precinct with upgrades to foreshore parklands and the marina."

Member for Coffs Harbour Gurmesh Singh said the release of the draft masterplan was another opportunity for the community to inform the next phase of plans for the precinct, which will play a vital role in the growth of Coffs Harbour.

"It has been developed based on what we've heard from the community so far, but it's still only a concept and there's a lot of flexibility," Mr Singh said.

"We're keen to hear what they do and don't like about the draft, and how they want to revitalise the Jetty to increase opportunities to boost the local economy and create more jobs.

"The local people are the experts as they know Coffs Harbour best - what will and won't work from their lived experience. We want to tap into that local knowledge to create the best possible future for the Jetty Foreshore."

For more information, view the [draft masterplan concept and have your say](#).



Artist's impression

Figure 56 Media release - 5 May 2022

New community building on the way for Coffs

5 May 2022

Planning

Construction has commenced on the new state-of-the-art community building for the Coffs Harbour Jetty Foreshore.

Member for Coffs Harbour Gurmesh Singh said Kempsey-based Lahey Constructions had been awarded the construction contract following approval of the Development Application by Coffs Harbour City Council.

"Local residents can look forward to a modern community hub with incredible waterfront access and a view right out to Muttonbird Island," Mr Singh said.

"It will also feature a café, as well as serving as the new base for the TS Vendetta Navy Cadets.

"This is the next step in breathing new life into the Jetty Foreshore, following last week's release of the precinct's draft masterplan for community feedback."

Mr Singh said construction will support more than 30 jobs and includes a commitment to engage Indigenous workers and apprentices.

"The project is designed and set to be built by local North Coast businesses, with completion scheduled for the end of the year," Mr Singh said.

Port Macquarie architects King and Campbell designed the two-storey community building, after winning a competition for emerging regional architects. It includes:

- Extensive public domain and landscaping works, respecting the area's Aboriginal history, the environment and site's maritime roots;
- A new home for the South Solitary Island Lighthouse Optic (SSILO); and
- A dedicated space for the Navy Cadets for memorabilia from TS Vendetta, and to accommodate equipment for parade and water activities.

Minister for Planning and Minister for Homes Anthony Roberts said the new facility will be a great asset for the community, create jobs, attract tourists, and support the area's economic recovery.

"We've allocated \$20 million of stimulus funding for projects associated with the community centre as we work to continue the upgrades of the Coffs Harbour Jetty Foreshore precinct," Mr Roberts said.

"The community's voice has always been at the heart of this important work and will remain so throughout."

For information on the community centre, or to have your say on the draft masterplan, visit [Coffs Jetty Revitalisation](#).



A.6 Display Boards

Seamless Connections

New widened pedestrian pathway connecting the activity zones of the Foreshore Parkland.

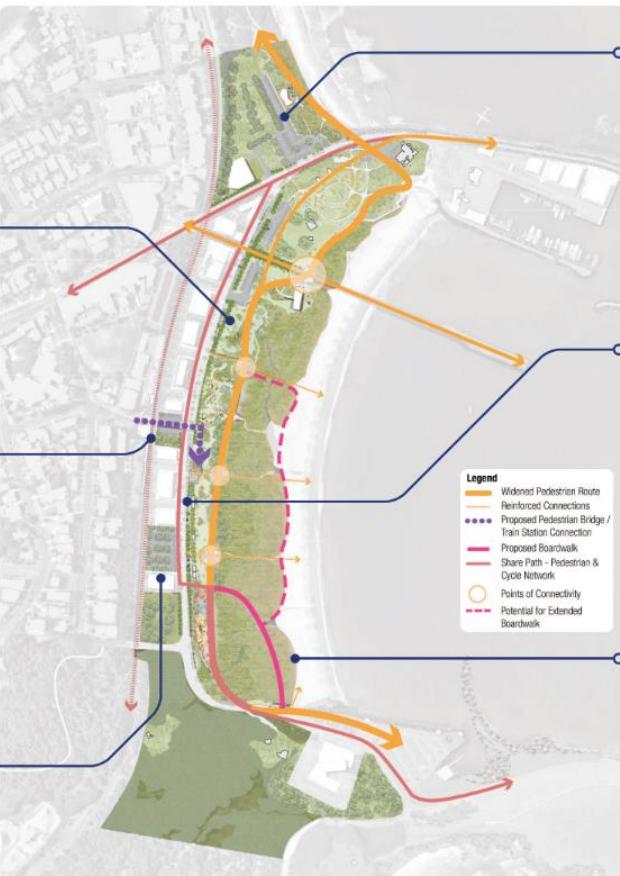


Proposed pedestrian bridge over rail line, connecting Camperdown Street to the foreshore over the new activity zone.



Multi use recreational area also providing overflow parking for events in the southern part of the precinct.





- Carparking managed and enhanced on-street and additional parking zones. Removes spaces from Foreshore Parkland and makes provision of additional on-street and formal parking.
- Jordan Esplanade upgraded to provide additional carparking across the length of the foreshore and proposed cycleway to improve connections for pedestrians and cyclists.
- Potential for a beachside boardwalk with ocean views along the southern end of the beach - with an option to extend north along central portion of the beach.

Foreshore Parkland

A precinct of Places and Spaces



- North Park**
Extends Foreshore Parkland, increases accessible green space by repurposing underutilised gravel area. A new pavilion, potentially linked to Aboriginal arts and culture.
- The Community Building**
Integrated new community building into landscaped foreshore and realigns pedestrian and cycle paths
- The Billabong**
Improves quality of water outflowing into the harbour while providing improved public open space. Reduces carparking in the parkland setting.
- Dune Care and Wild Play**
Provides a new natural play area, improved dune habitat and relocating car parking. Supported by new bridge connection over the rail line.
- Family and Youth Play**
Enhances precinct as family friendly offering new splashpark, regional playground, picnic shelters and connection to Corambeira Point with new boardwalk.

Corrambirra Point

Opportunity to transform the former Deep Sea Fishing Club site into a tourist destination with open public access.

Proposal suggests a mix of tourist accommodation with around 80 to 100 rooms, function and hospitality space, publicly accessible retail, food and beverage.

While a two storey structure is on the site, an increase in height is proposed from current zoning of 8.5 metres, to 3 to 4 storeys (up to 11 metres) stepping with the existing topography.

Respects Corrambirra Point's social and cultural heritage and celebrate the stories of the community's connections with the area.

Limits impact on current landscape, artefacts and built form in the area (focusing on the former Deep Sea Fishing Club site). Retain access to boat ramp and Corrambirra Point, limit car movements to the headland.

Coffs Marina

The Coffs Marina Precinct consists of a variety of sites, each with their associated use/business in varying states of tenure, condition and renewal.

The proposed structure plan allows them to develop their own plans and programs for redevelopment within an overall strategy.

Each development plan can evolve within certainty of the planning controls proposed for the precinct.

- Anchoring the Marina Precinct, the structure plan allows the Fish Co-Op to prepare a development plan with certainty and maintain its integral role in the working marina.
- Enhance and elevate current uses, food and beverage, retail and commercial
- Ensure continuation of a public promenade on the Marina edge.
- Proposes a change in allowed building height from 11 metres to up to 14.5 metres (approx. 4 storeys) to allow additional carparking and ensure refurbished buildings can be viable.
- Active waterfront with shared access - pedestrians, visiting cars and transport.
- A working harbour that remains connected to the community, provides regional services and attraction.





A.7 Summary Brochure



Coffs Jetty Revitalisation

A Draft Masterplan
to be Shaped by the Community

Imagine the Possibilities
Explore the Opportunities

We're Listening,
Have Your Say
27 April to 13 June 2022

Scan the QR code or visit
coffsjettyrevitalisation.com.au to
find out more





The Vision



The Jetty Foreshore will become a world-class oceanfront precinct by:



Respecting
Gumbaynggirr, environmental and maritime roots now and into the future.



Promoting
community character, coastal activity and local economic sustainability.

Connecting
people to the water, the water to the city, and the city to the highlands.

Frequently Asked Questions

Why is the NSW Government revitalising the precinct?

The precinct includes several parcels of land that are owned by the NSW Government with the potential to be enhanced to provide better uses, activities and services for the Coffs Harbour community, including residents and visitors.

The delivery of the Coffs Harbour Bypass provides a unique opportunity for structural change and potential to reimagine Coffs Harbour and the city centre. The bypass has promoted the need to create new and improved tourism facilities and attractions in Coffs Harbour, in order to continue to attract visitors to the area.

Given its locational attributes, accessibility and amenity features, the precinct presents a unique opportunity to create a thriving and vibrant foreshore precinct in the heart of Coffs Harbour, that provides improved connectivity between the waterfront, CBD and broader Coffs region.

What is the expected timeline for this project?

The NSW Government is currently delivering consultation on the draft masterplan for the precinct, that will be used to inform the final masterplan and precinct planning proposal.

Further consultation will be undertaken on the precinct planning proposal through 2022 to 2023.

What has happened so far?

Over 2021, the NSW Government consulted with the community about the draft Vision, Place Principles and 'Big Ideas' proposed to guide the future masterplan. Based on feedback from over 1500 people, we have developed a draft masterplan that reflects the aspirations of the community.

It highlights the potential for a new and revitalised Jetty Foreshore whilst maintaining the majority of the current open space in the area. Considered development options are proposed to sustainably fund improvements that deliver an active, safe and vibrant waterfront that provides an accessible and enjoyable experience for everyone in Coffs Harbour, whether resident or visitor.

We are now seeking your feedback on this draft masterplan.

What is the draft masterplan?

The draft masterplan sets out a vision for how the Coffs Harbour Jetty Foreshore can be revitalised to meet the

community's needs in the future. It proposes key design moves and development outcomes in four key precincts around the Jetty Foreshore. It also suggests possible uses, height limits and building scales. As a community-led masterplanning process, now we want to hear from you before we finalise the masterplan.

What are the key benefits proposed in the draft masterplan?

We've heard that community benefits must be at the heart of the masterplan. The community has very clearly identified that quality, accessible open space and seamless connections are key features that they want to see in the draft masterplan.

The masterplan will deliver:

- A thriving and vibrant foreshore precinct for Coffs Harbour
- Activation of public spaces for the benefit of the community, both night and day
- Enhanced cultural and existing qualities of the local area
- Improved connectivity between the foreshore and the CBD
- Additional housing opportunities
- Improvements to the public domain
- Job growth and economic activity
- Connection with Country, celebration of history and protection of heritage.

Who will deliver the masterplan?

A fundamental objective is that revenue generated from development activity within the precinct will be reinvested back into community led initiatives –such as new playgrounds, boardwalks, preservation of natural areas and infrastructure upgrades. This funding model ensures that investing in the Jetty Foreshore benefits the community in the long term, making it sustainable beyond the initial investment and providing a platform for partnership between the Government, private and not-for profit sectors.

Scan the QR code or visit coffsjettyrevitalisation.com.au to find out more



A.8 Stakeholder Email Outreach



Property & Development NSW
4 Parramatta Square, 12 Darcy Street,
Parramatta. NSW. 2150
Locked Bag 5022, Parramatta NSW 2124
Tel 1300 305 695 | www.dpie.nsw.gov.au

20 April 2022

Dear Stakeholder,

Coffs Jetty Revitalisation

Property and Development NSW (PDNSW) would like to thank you for your involvement in our first round of engagement over 2021 on the Coffs Harbour Jetty Foreshore Precinct.

We heard from stakeholders and the community that is it important to:

- Maintain Coffs Harbour as a family-friendly destination
- Preserve public space whilst improving facilities like roads, parking, play and picnic areas
- Champion economic and environmental sustainability
- Attract locals and tourists by balancing job creation with local character, breathing new life into the foreshore
- Respect and celebrate Aboriginal heritage

The draft Masterplan has been developed from this feedback and seeks to deliver on your local priorities. However, community input is and always has been at the heart of this master plan work, and we are keen to hear what you like and don't like about the draft, and suggestions you may have to improve the plan.

Community Consultation

We have planned a program of community consultation from 27 April to 13 June 2022, with activities including an online survey, a community webinar, stakeholder briefings and several pop ups in popular locations around Coffs Harbour. Ethos Urban has been engaged to support these activities over the coming months.

As a local stakeholder, we would like to offer you and your members the opportunity to attend a briefing session during May 2022 to present the draft Masterplan, listen and respond to ask any questions or feedback you may have.

We would also like to take this opportunity to seek and confirm your interest for receiving consultation materials and collateral that you can share with your group members and wider networks to encourage participation at our various community engagement activities.

If you would like to attend the briefing session*, confirm your interest in receiving collateral and / or have any further questions, please get in touch at consultation@ethosurban.com.

**Please register your interest in the briefing session by Friday 29 April. Further details on the briefing date and location will be sent to registered participants.*

You can also find out more about our consultation activities as details become live on the project website, coffsjettyrevitalisation.com.au and we encourage you to share information as it becomes available with your networks.

We look forward to meeting with you around town and hearing your feedback on the draft Masterplan.

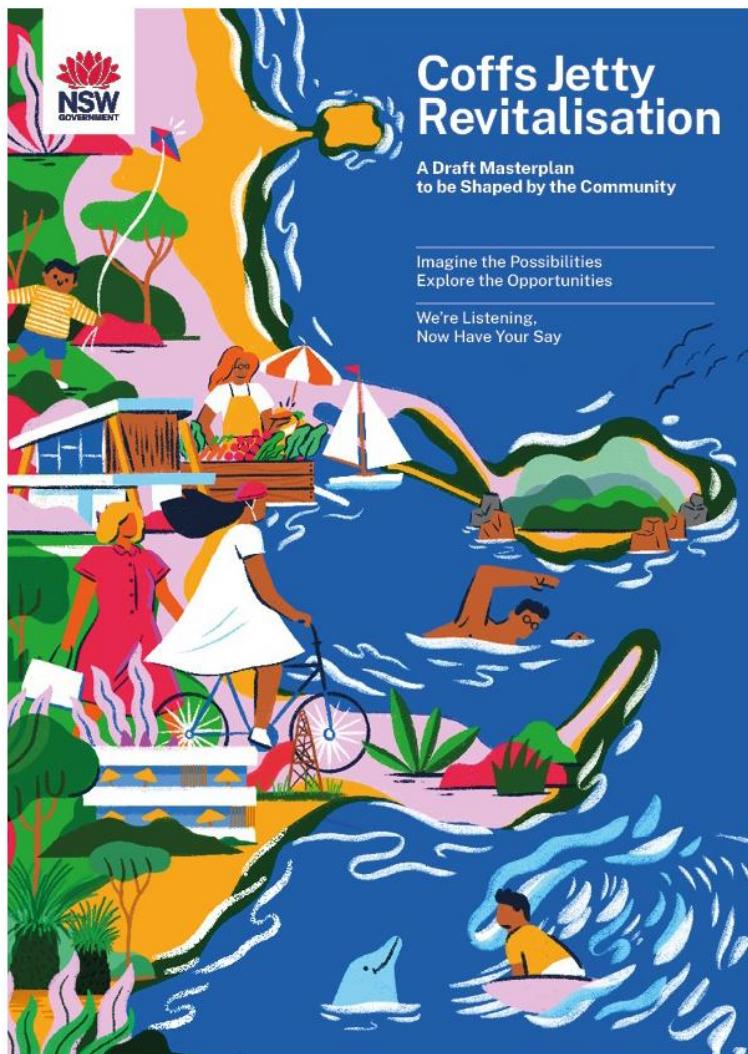
Yours sincerely,

Vy Nguyen
Executive Director, Precinct Development
Property & Development NSW

A.9 Community Survey

Coffs Jetty Revitalisation – Draft Masterplan Survey

Part A – Welcome



This survey is an integral part of a consultation program providing the opportunity for the Coffs Harbour community to inform, shape and enhance the future of the Jetty Foreshore.

Working alongside community representatives, key stakeholders and the Coffs Harbour City Council, the NSW Government and its team have prepared a draft masterplan as a work in progress for further community feedback.

The draft masterplan reflects the potential for a new and revitalised Jetty Foreshore while maintaining the majority of the current open space in the area. Considered development options provide the stimulus to fund improvements that, in time, will deliver for Coffs Harbour, its people and those that visit, the experience of an active safe and vibrant waterfront - accessible for all.

Imagine the possibilities, explore the opportunities. We're listening, now have your say.

Firstly, we need to collect a little demographic information to help us understand who participates in our consultation.

1. What is your age? (drop down menu)

2. What is your gender? (select one)

- Female
- Male
- Non-binary
- Prefer not to say

3. Do you identify as Aboriginal or Torres Strait Islander? (select one)

- Yes
- No
- Prefer not to say

4. What is your postcode?

5. What is your connection to the area? (You can select multiple options)

- Visit the Jetty Foreshore for recreational or tourism purposes
- Live in wider Coffs Harbour
- Live near the Jetty Foreshore
- Work in or run a business near the Jetty Foreshore
- Other (please specify)

* 6. Do you wish to subscribe to email updates on the Coffs Jetty Revitalisation?

- Yes
- No

Coffs Jetty Revitalisation – Draft Masterplan Survey
Subscribe to stay updated

7. Please provide your email address to receive updates on the Coffs Jetty Revitalisation.

Coffs Jetty Revitalisation – Draft Masterplan Survey

Part B – Introduction to the Draft Masterplan

About this Survey

This survey is presented in sections that highlight the opportunities and constraints in each area based around four distinct ‘zones’. You will also be able to provide consolidated feedback on the overall draft masterplan at the end of the survey.

Community Benefits

We’ve heard that community benefits must be at the heart of the masterplan with particular priority given to quality, accessible open space and seamless connections as important outcomes for any development.

Funding Model

The NSW Government is not developing land in the precinct for profit and any activity is to be balanced with paying for the community benefits. Importantly, revenue generated from staged development activity within the precinct will be reinvested back into the community, thereby delivering initiatives such as new playgrounds, boardwalks, preservation of natural areas and infrastructure upgrades. Increased density, achieved through height, may provide additional revenue to fund more enhanced community initiatives.

Connecting with Country

We acknowledge the Gumbaynggirr people as the traditional owners of the Jetty Foreshore and have developed this draft masterplan in consultation with the local Aboriginal community and their elders. The draft masterplan endeavours to show respect for elders past, present and emerging, through thoughtful and collaborative approaches to our work.

One of the fundamental principles for this masterplan is to celebrate Country by creating visible opportunities for historical education, story-telling, cultural activation, and long-term community involvement. This principle has been considered in detail and will be woven throughout the delivery of new and improved public spaces and connection within the Foreshore Parklands.

Coffs Jetty Revitalisation – Draft Masterplan Survey

Part C – Foreshore Parklands

We've heard that community benefits must be at the heart of the masterplan. The centrepiece will be new and improved Foreshore Parklands that will become the green spine that connects the community with Country and the Coffs family playground. The draft masterplan aims to give more space back to public use and not detract from it. To enhance the current environment the Foreshore Parklands have been broken into diverse areas that:

- Maintain and enhance the area of foreshore parklands east of Jordan Esplanade.
- Build on the success of the market zone already completed
- Increase amenity for people and connection with both green and blue spaces (including introducing water sensitive urban design to the landscape to naturally improve the quality of the stormwater before it is discharged into the harbour).
- Create diversity of experiences spread across enhanced open space, with stronger connections and safer separated and shared pathways.
- Minimise parking impacts within the Parklands, returning green space to the people.
- Improve parking and traffic with upgrades to Jordan Esplanade to formalise parking, spreading activity across the precinct and enhancing the street with landscaping, trees and shared pathways.
- Provide seamless connections by improving pedestrian and cyclist connectivity, through widening and continuing the paths throughout the precinct, as well as strategic connections to the north and south.

We know that the community desires a choice destination, a gathering place and a resilient environment. The draft masterplan outlines the enhancement of the Foreshore Parklands into areas that will improve, protect and maintain the environment to transform it for future attraction, including a north park, a billabong and community building, a dune care and wild play area, and a family youth play area.

North Park artist's impression



8. North Park

The North Park, north of Marina Drive, extends the Foreshore Parkland, increasing the accessible green space by repurposing the existing underutilised gravel area and providing formal parking in a landscape setting. A new pavilion, potentially linked to Aboriginal arts and culture, is proposed overlooking Park Beach.

To what degree do you support these ideas?

	Strongly oppose	Somewhat oppose	Neutral	Somewhat support	Strongly support
Increased foreshore	<input type="radio"/>				
Carparking improvements (both formal and informal)	<input type="radio"/>				
Beachside pavilion	<input type="radio"/>				

Billabong artist's impression



9. Billabong and Community Building

The Billabong area integrates the new community building into the landscaped foreshore, realigns pedestrian and cycle paths, reduces carparking in the parkland setting, and improves quality of water out-flowing into the harbour while providing improved public open space for all.

To what degree do you support these ideas?

	Strongly oppose	Somewhat oppose	Neutral	Somewhat support	Strongly support
More open space	<input type="radio"/>				
Improved landscaping	<input type="radio"/>				
Water sensitive urban design	<input type="radio"/>				

Dune Care and Wild Play artist's impression



10. Dune Care and Wild Play

The Dune Care and Wild Play area increases Foreshore Parklands by relocating car parking, providing environmental improvements and provide a new natural play area. The area is supported by new connections including a bridge over the rail line, adjacent carparking and shared pathways.

To what degree do you support these ideas?

	Strongly oppose	Somewhat oppose	Neutral	Somewhat support	Strongly support
Play area	<input type="radio"/>				
Bridge connection	<input type="radio"/>				
Community facilities	<input type="radio"/>				

Family and Youth Play artist's impression



11. Family and Youth Play

The Family and Youth Play area enhances the precinct as a family friendly destination of choice by offering a new splashpark and regional playground, picnic shelters, improved dune habitat and boardwalk link. On the west side of Jordan Esplanade, recreational facilities for ball sports can also be used as overflow carparks at busy times. The Family and Youth Play area connects to Corambirra Point with a new beachfront boardwalk proposed.

To what degree do you support these ideas?

	Strongly oppose	Somewhat oppose	Neutral	Somewhat support	Strongly support
Increased foreshore	<input type="radio"/>				
Splash park	<input type="radio"/>				
Boardwalk	<input type="radio"/>				
Recreation facilities	<input type="radio"/>				

12. Priorities for Parks and Public Spaces

The NSW Government is not developing land in the precinct for profit and any development activity is to be balanced with paying for the community-led initiatives. We'd like to better understand your priorities for delivery of public realm and open space improvements listed below.

From the following list, please select the **top three initiatives** you think should be given first priority.

- A 'North Park' relocation that increases available foreshore parklands by relocating the ad-hoc carparking.
- A new pavilion overlooking the beach, potentially linked to Aboriginal arts and culture
- A new Billabong area, including introduction of water sensitive urban design for stormwater management
- Improvements to carparking, including additional spaces spread throughout the precinct, enhanced management and more on-street parking.
- A new Dune Care and Wild Play area Improved dune habitat
- A dedicated Family and Youth Play area including a splash park and large playground
- Multi-purpose outdoor spaces serving a mix of sporting activities (which can also be used for overflow parking during events)
- None of the above

Coffs Jetty Revitalisation – Draft Masterplan Survey

Part D – Connections

Proposed pedestrian connections



13. Seamless Connections

The need for improved accessibility and safe, seamless connections across the precinct are important to the community. The draft masterplan proposes:

- Improved pedestrian and bicycle access throughout the Jetty Foreshore.
- Preserved and enhanced dedicated pathway in the Foreshore Parklands.
- A significant upgrade to Jordan Esplanade to significantly improve connections for pedestrians and cyclists, with landscaping and street trees.
- A beachside boardwalk with ocean views on the southern end of the foreshore parklands. In response to community feedback, the option for a boardwalk extension along the central portion of the beach is a consideration.
- A new pedestrian bridge to connect Camperdown Street over the rail line direct to the foreshore.

To what degree do you support these ideas?

	Strongly oppose	Somewhat oppose	Neutral	Somewhat support	Strongly support
New pathway through the foreshore	<input type="radio"/>				
Beach side boardwalk to southern end of beach	<input type="radio"/>				
Extension of boardwalk with ocean views in central zone of beach	<input type="radio"/>				
Pedestrian connection over the rail line	<input type="radio"/>				

14. Priorities for Pedestrian Connections

We'd like to better understand your priorities for delivery of these new and improved pedestrian connections. From the following list, please select the **top two initiatives** you think should be given first priority.

- New pathway through the foreshore
- Beach side boardwalk to southern end of beach
- Extension of boardwalk with ocean views in central zone of beach
- Pedestrian connection over the rail line

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Part E - Built Form

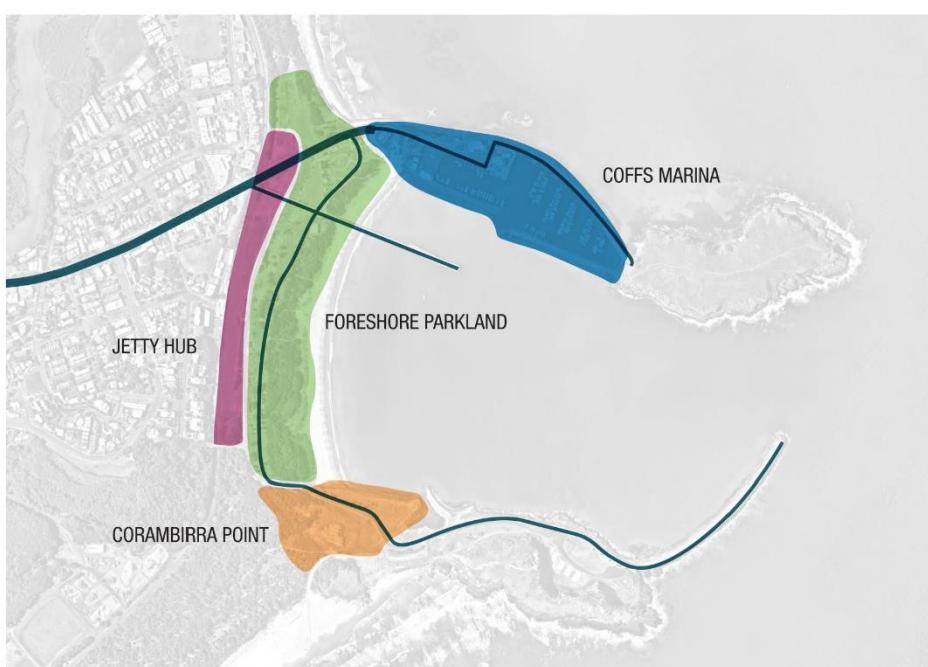
Places and Proposed Uses

The community has supported the revitalisation of the Jetty Foreshore into a choice destination with a sustainable local economy focused on a mix of land uses catering for tourists and local customers. These include businesses, food and retail, hospitality/function space and tourist services, as well as residential accommodation and recreational activities.

The draft masterplan proposes to open up and activate the land currently fenced off adjacent to the rail line and return this to public access alongside development and built form. This new area is referred to as the Jetty Hub.

Development options proposed in the draft masterplan consider the inclusion of tourist accommodation (such as a short-stay destination), as well as residential use and associated publicly accessible active uses. The Jetty Hub specifically considers inclusion of some residential housing at a balanced scale to support the sustainability of businesses in the area and provide permanent onsite activity that increases perceptions of safety in the area. The draft masterplan proposes a broad zoning for the area that allows a wide range of uses in the precinct. A future planning proposal that will result from this draft masterplan can specifically include or preclude particular uses across the site or limit uses to specific locations.

The four main precincts

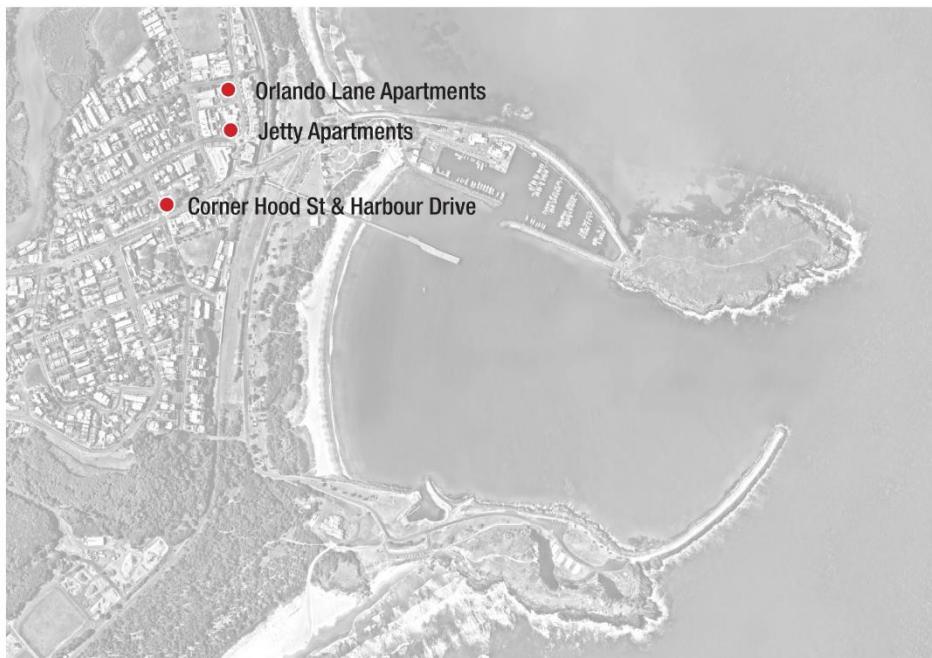


Local character and precedent

The draft masterplan proposes a balance of development and uses that will deliver the desired activation of the area, while maintaining and enhancing the community access, use and enjoyment of the precinct. The scale and type of development proposed can realise the return on investment, to ensure the community initiatives proposed in the draft masterplan are delivered.

Development in the Jetty strip area, west of the rail line has already been approved for up to six storeys (Planning Control of 19.5 metres). The Coffs Harbour community has resisted any plans for 'high-rise or Gold Coast-style development' and want the masterplan to ensure that any development proposed is balanced and in context with the Coffs Harbour area.

Location of precedent buildings shown over the following images



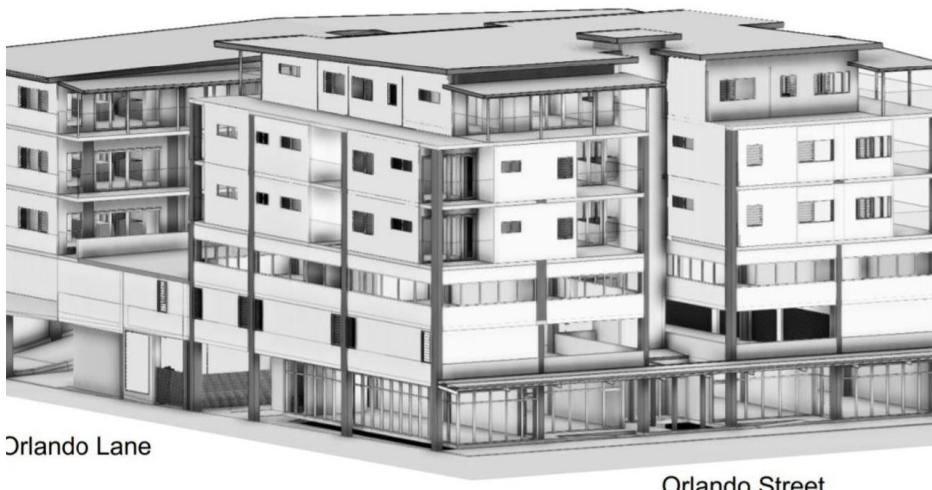
Corner of Hood Street and Harbour Drive



Jetty Apartments



Orlando Apartments



15. Balance of Development to Improvement Investments

To what degree do you support balancing development of up to six storeys in some locations with improved public benefits so that the project can fund a broader range of community-led public realm improvements?

Slide the scale to indicate your views.



Built form height and scale

The draft masterplan proposes a range of low-scale development of up to six storeys across the Jetty Hub, in line with the zoning in adjacent areas and ensuring the existing character and scale of Coffs Harbour is maintained and enhanced.

Slightly higher development is proposed in the northern part of the Jetty Hub to reflect most strongly the scale of the Jetty Strip. This area is proposed as up to six storeys. This would scale down to four-, three- and two-storey development heading south between the rail line and Jordan Esplanade. The community may consider opportunity for additional height in the southern part of the site.

In addition, the draft masterplan proposes increases in height limited to specific uses in both the Marina zone and on the site of the former Deep Sea Fishing Club.

Increasing height in some areas of the precinct may provide additional revenue to fund a broader range of community initiatives and infrastructure improvements.

Proposed scale of development - building massing



16. Development Outcomes

To what degree do you support the following approaches to balanced development that is reflected in the draft masterplan?

	Strongly oppose	Somewhat oppose	Neutral	Somewhat support	Strongly support
Development consistent with current planning controls in the area of up to 6 storeys	<input type="radio"/>				
Overall massing proposed in the draft masterplan	<input type="radio"/>				
Inclusion of low scale accommodation adjacent to North Park, north of Marina Drive	<input type="radio"/>				
Concentration of height to the north of the Jetty Hub, adjacent to the Jetty Walkway	<input type="radio"/>				
Increase of one storey in height to the marina precinct	<input type="radio"/>				
Increase in height allowed on former Deep Sea Fishing Club from 2 storeys to 3 storeys.	<input type="radio"/>				

Coffs Jetty Revitalisation – Draft Masterplan Survey

Part F – Zoning and Potential Uses

The draft masterplan proposes a broad zoning for the area that allows a wide range of uses to result in the precinct.

A future planning proposal that will result from this draft masterplan can specifically include or preclude particular uses, across the site or in specific locations.

17. Proposed uses

To what degree do you support the following options with respect to new and additional uses considered under the draft masterplan?

	Strongly oppose	Somewhat oppose	Neutral	Somewhat support	Strongly support
Inclusion of tourist accommodation	<input type="radio"/>				
Shops, cafes and associated retail that support an active place	<input type="radio"/>				
An activity hub located adjacent to Coffs Harbour Station with carparking	<input type="radio"/>				
Pub/restaurant with dedicated outdoor areas adjacent Coffs Harbour Station	<input type="radio"/>				
Residential accommodation limited to specific areas within the Jetty Hub	<input type="radio"/>				
A tourist destination proposed for the former Deep Sea Fishing Club site, including food and beverage, function space and tourist accommodation	<input type="radio"/>				

Coffs Jetty Revitalisation – Draft Masterplan Survey

Part G – Jetty Hub-Specific Feedback

18. Jetty Hub Proposed Height and Scale

The Jetty Hub presents options to activate and develop the land currently fenced off adjacent to the rail line and return this to public access with some private areas. It also proposes revitalisation of the gravel carpark area north of Marina Drive.

The draft masterplan proposes a range of low-scale development, between two to six storeys, across the Jetty Hub, ensuring the existing character and scale of Coffs Harbour is maintained and enhanced.

Six-storey development is proposed in the northern part of the Jetty Hub, to most strongly reflect the scale of the Jetty Strip. The draft masterplan proposed development scaling down to four-, three- and two-storey development heading south between the rail line and Jordan Esplanade.

To what degree do you support this approach to achieving a balanced development outcome together with public realm improvements?

Slide the scale to indicate your views.

Too high: development heights proposed are too high, and lower development is preferred at the cost of reduced public realm benefits

About right: development heights proposed are about right, and endorse development of between 2 to 6 storeys

Too low: development heights proposed could be higher if this can deliver more public realm benefits, and support increased development on select sites beyond 6 storeys

Development scale - base option - lower development spread over more area



Development scale - alternative option - higher development spread over less area



19. Preferred Jetty Hub Development Options

We are also interested in hearing the community's feedback on the opportunity for additional height in the southern part of the site.

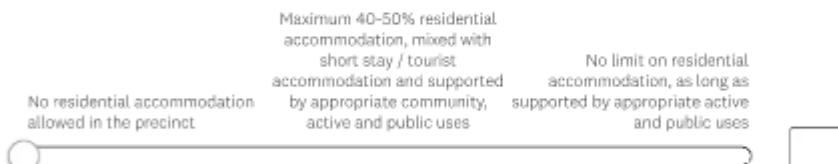
Given that new development will support the public benefit improvement to the foreshore parklands, public open space and additional facilities, **what is your preferred option for the future of the Jetty Hub area?**

- No changes to current state of development – leave the existing fences and no public domain, activation or connection improvements
- Jetty Hub Base Option – as proposed in the draft masterplan – with up to six storey low scale development spread over the Jetty Hub but limited to west side of Jordan Esplanade
- Jetty Hub Alternative Option – increasing development in the north part of the Jetty Hub to eight storeys, moderate development and opening up additional land for public and recreation uses

20. Preferred mix of uses including residential use

If residential development was to be included as part of the future development of the Jetty Hub area, how would you see its relative weighting as a use of built form within the zone?

Slide the scale to indicate the general mix you would prefer.



21. Jetty Hub Public Domain Outcomes

What is your level of support for introducing the following proposed public domain outcomes through the development of the Jetty Hub precinct?

	Strongly oppose	Somewhat oppose	Neutral	Somewhat support	Strongly support
Improved pedestrian and bicycle access	<input type="radio"/>				
Increased formalised parking, spread across the precinct	<input type="radio"/>				
New pedestrian connection across the rail line adjacent the station	<input type="radio"/>				
Increased public open space within laneways	<input type="radio"/>				
Multi-purpose outdoor spaces, including a mix of ball sports and landscape that can be used for overflow parking during events	<input type="radio"/>				

Coffs Jetty Revitalisation – Draft Masterplan Survey

Part H – Corambirra Point-Specific Feedback

The draft masterplan recognises the cultural significance of this area, particularly the Aboriginal heritage of the Gumbayggirr people.

In response the draft masterplan proposes to:

- Limit impact on current landscape, artefacts and built form of the area (excluding the current Fishing Club building), and revegetate the area where appropriate.
- Respect Corambirra Point's social and cultural heritage and celebrate the stories of the Aboriginal community's connections with the area.
- Limit any new built form interventions east of the boat ramp that don't support community or Aboriginal initiatives
- Ensure any built form development proposal is considered and balanced.
- Retain access to boat ramp and Corambirra Point, reinforce pedestrian and cycleways and limit car movements to the headland.

Corambirra Point proposal



22. Do you think that the proposed initiatives in the draft masterplan that respect the history of the area are appropriate responses to connect with Country, celebrate history and protect the heritage of this area?

- I strongly support this approach
- I somewhat support this approach
- Not sure
- I somewhat oppose this approach
- I strongly oppose this approach

Proposed layout - Former Deep Sea Fishing Club Site



Artist's impression - new mixed use building at Former Deep Sea Fishing Club Site



Precedent image - creating a new visitor destination at Former Deep Sea Fishing Club Site



Precedent image - creating a new visitor destination at Former Deep Sea Fishing Club Site



23. New visitor destination at Former Deep Sea Fishing Site

The strategic plans for Coffs Harbour recognise the need and opportunity for enhanced tourist accommodation and associated public facilities on the area. The community has highlighted the importance of increasing the appeal of Coffs Harbour through delivering economic activation, jobs and tourism and the benefits of delivering the associated dining, retail and leisure activities it supports.

The draft masterplan identifies the opportunity to transform the former Deep Sea Fishing Club site into a tourist and community destination. The proposal suggests a mix of tourist accommodation (short stay with around 80 to 100 rooms), function and hospitality space, and publicly accessible retail, food and beverage outlets, which together provide the opportunity to create a new facility attractive to local, regional and national visitors.

Do you support the proposal for a new tourist destination on the site of the Former Deep Sea Fishing Club? Select your level of support for each element.

	Strongly oppose	Somewhat oppose	Neutral	Somewhat support	Strongly support
Overall approach to concept of a new tourist destination on the site	<input type="radio"/>				
Publicly accessible cafes and restaurants, including outdoor terrace overlooking the beach	<input type="radio"/>				
Function, event and hospitality spaces	<input type="radio"/>				
Short stay tourist accommodation	<input type="radio"/>				
Spaces for retail shops (such as clothes, souvenir, tourism related businesses)	<input type="radio"/>				

24. Preferred Former Deep Sea Fishing Club Site Development Heights

The draft masterplan proposes an increase in height for any proposed development on the site – to between three storeys (up to 8.5 metres) and four storeys (up to 11 metres).

Do you believe this is the appropriate scale for future development on the Former Deep Sea Fishing Club precinct?

- Yes, between three and four storeys (8.5 to 11 metres above existing ground level) as proposed in the draft master plan is appropriate
- No the site should stay at two storeys as currently allowed
- No, there is an opportunity to go higher at this location with a building of six to eight storeys (up to 20 metres above existing ground level)

25. Preferred Former Deep Sea Fishing Site Development Room Numbers

The Former Deep Sea Fishing Club site is an iconic location with commanding views to beaches north and south and to the ocean. The site is set amongst an area that is culturally significant.

Balancing the potential of the location, the character of Coffs Harbour and respect for the site's cultural significance, the draft master plan proposal could be considered as three options that vary the scale of development, its impact and tourist appeal.

Please rank from the most appropriate option to the least appropriate option for the former Deep Sea Fishing Club site, where 1 is the most appropriate.

- | | | |
|---|---|--|
| ≡ | ▲ | Publicly accessible Food and Beverage offering alongside hospitality and function space – no accommodation included |
| ≡ | ▲ | Publicly accessible food and beverage offering alongside hospitality and function space – and supported by around 80 to 100 rooms for tourist accommodation – as reflected in the draft masterplan |
| ≡ | ▲ | Publicly accessible food and beverage offering alongside larger hospitality and function spaces – and supported by in excess of 100 rooms for tourist accommodation – larger than that reflected in the draft masterplan |

Coffs Jetty Revitalisation – Draft Masterplan Survey

Part I – Marina Specific Feedback

The Marina contains a variety of local businesses, marine based industry, and marine based operations that create a vibrant working Harbour whilst supporting community connection and enjoyment.

Each of these businesses and the buildings they are accommodated in are varying states of repair and renewal, and subject to varying periods of committed tenure. A number of these buildings are subject to their own plans and programs for redevelopment.

The draft masterplan for the Marina recognises these varied conditions and proposes principles that will guide future development.

The draft masterplan proposes to:

- Maintain the Marina as a working Harbour that remains connected to the community and provides community and regional services and attraction.
- Maintain the zone as an active waterfront with shared access for both pedestrians, visiting cars and transport related to business operations.
- Consolidate food and beverage, retail outlets and commercial opportunities north of Marina Drive, enhancing the current uses, and elevating hospitality uses to ensure they enjoy ocean views.
- Consolidate uses in the centre of the Marina with active ground level uses supporting commercial functions on a deck over additional car parking.
- Provide a framework for a future revitalised Fishing Co-op with active and functional uses on the ground level and provision for associated support uses on two upper levels.
- Introduce and concentrate new standalone marine buildings on the western edge.
- Ensure the continuation of a public promenade walkway along the Marina edge.

To ensure the delivery of these outcomes, allow for the additional carparking on ground level and include tourist accommodation, the draft master plan proposes an additional storey of height to current zoning controls.

Proposed Marina layout



Artist's impression of how the Marina could look



Precedent image - an active public realm around the marina



26. Marina Proposed Uses

What is your level of support for these elements proposed in the draft masterplan for the Marina precinct?

	Strongly oppose	Somewhat oppose	Neutral	Somewhat support	Strongly support
Maintenance of a working marina with regional attraction and appeal	<input type="radio"/>				
Elevation of hospitality venues to ensure ocean and harbour views	<input type="radio"/>				
Revamped Fishing Co-op	<input type="radio"/>				
Consolidated and improved car parking	<input type="radio"/>				
Spaces for retail shops (such as clothes, souvenir, tourism related businesses)	<input type="radio"/>				
Improved public pedestrian access along the marina	<input type="radio"/>				
Inclusion of marine-related commercial business	<input type="radio"/>				

27. Marina Proposed Scale

Currently, zoning in this area allows for buildings up to 11 metres high (approximately three storeys). Most of the existing buildings in the Marina zone are around 5 metres high (approximately two 2 storeys).

What is your level of support for changing the allowed building height to up to 14.5 metres (approximately four storeys) to allow additional carparking, ensure hospitality venues have ocean views and connection to the seaside walkway, and to accommodate tourist accommodation?

Strongly oppose	Somewhat oppose	Neutral	Somewhat support	Strongly support
<input type="radio"/>				

Coffs Jetty Revitalisation – Draft Masterplan Survey

Part J – Final Thoughts

28. Proposed master plan outcomes – priority over time

Listed below are the main outcomes the draft masterplan is proposing for the Coffs Jetty Revitalisation. These community-led initiatives will be delivered over time as funding becomes available from development and reinvesting into the precinct.

How would you prioritise these community outcomes for delivery in terms of timeframes? Please select the timeframe for each outcome from the drop-down list.

Preferred timeframe	
North Park, Foreshore Parkland	<input type="text"/>
The Billabong and Community Building, Foreshore Parkland	<input type="text"/>
Dune Care and Wild Play area, Foreshore Parkland	<input type="text"/>
Family and Youth Play zone, Foreshore Parkland	<input type="text"/>
Movement and connectivity upgrades, Foreshore Parkland	<input type="text"/>
Proposed pedestrian bridge to Coffs Harbour Station	<input type="text"/>
Car parking improvements	<input type="text"/>
Multi-purpose outdoor spaces including a mix of sport activities and landscape that can be used for overflow parking during events	<input type="text"/>
Marina carparking	

and access improvements, Marina Precinct	<input type="text"/>
New Fishing Co-op, Marina Precinct	<input type="text"/>
Development of mixed-use tourist destination on former Deep Sea Fishing Club site, Corambirra Point	<input type="text"/>
Spaces for retail shops (such as clothes, souvenir, tourism related businesses)	<input type="text"/>
Restaurants, cafes, food and beverage services across Jetty Hub	<input type="text"/>
Pub/restaurant with dedicated outdoor areas adjacent to Coffs Harbour station	<input type="text"/>
Residential development, Jetty Hub	<input type="text"/>
Additional community / cultural building	<input type="text"/>

29. Coffs Harbour Character

What is it about the Jetty Foreshore's unique character that makes this area special and should be given particular attention the future?

30. Further feedback

Do you have any further feedback on the draft masterplan?

Thank you for taking the time to share your feedback. The NSW Government is keen to ensure the final masterplan is community-led.

Our engagement period is 27 April to 13 June.

After the engagement period ends, our team will prepare an engagement report that summarises what we heard and will make this available on our project website:
www.coffsjettyrevitalisation.com.au

A.10 Community Webinar

The community webinar held on 10 May 2022 is available for viewing at [this link](#)



Appendix B Engagement Results

B.1 Survey Results

Question 15 – Development together with public realm improvements, by age group

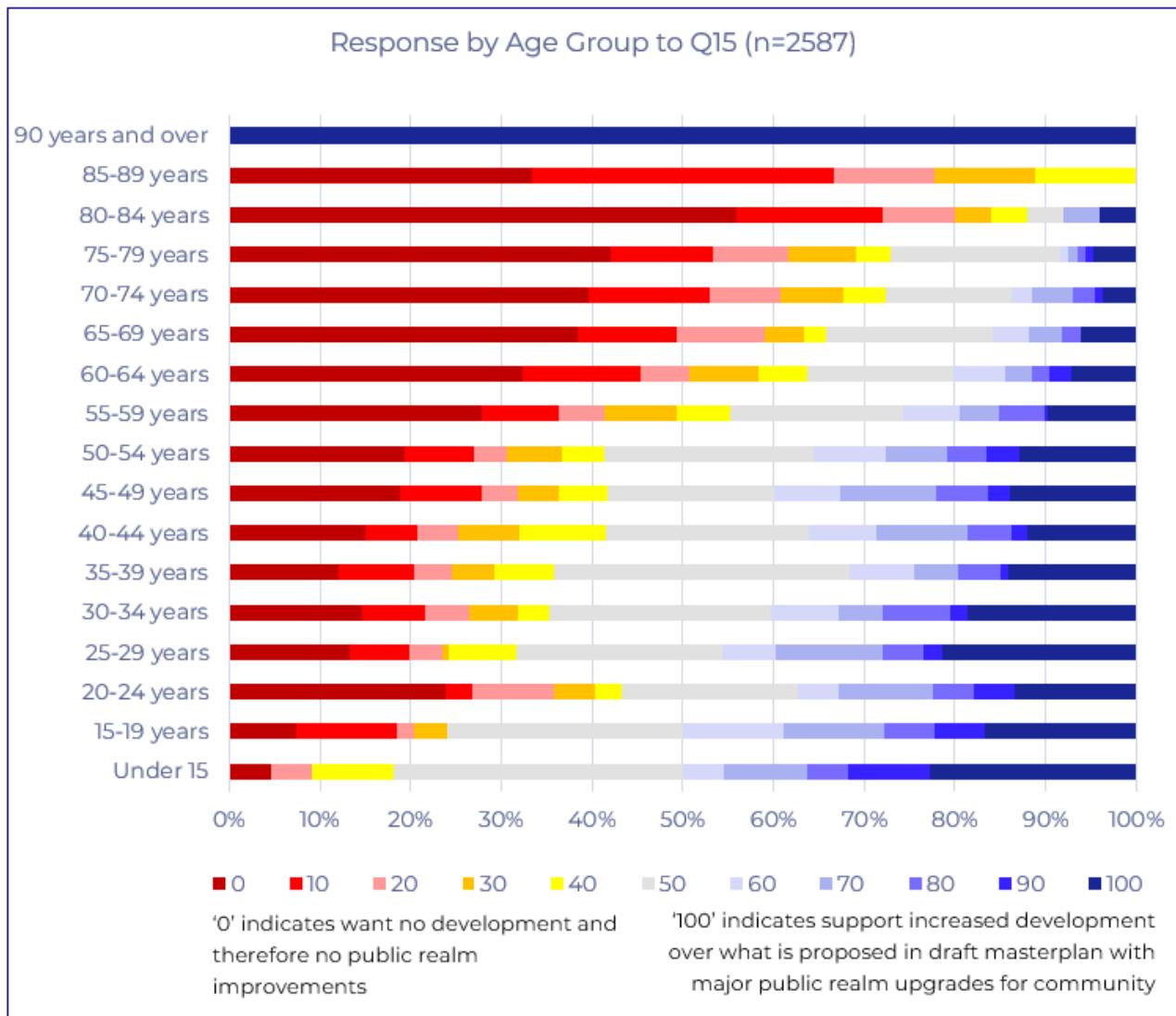


Figure 57 Level of support for development with public realm improvements by age group (question 15)

Question 18 – Building height increases together with public realm improvements in Jetty Hub precinct

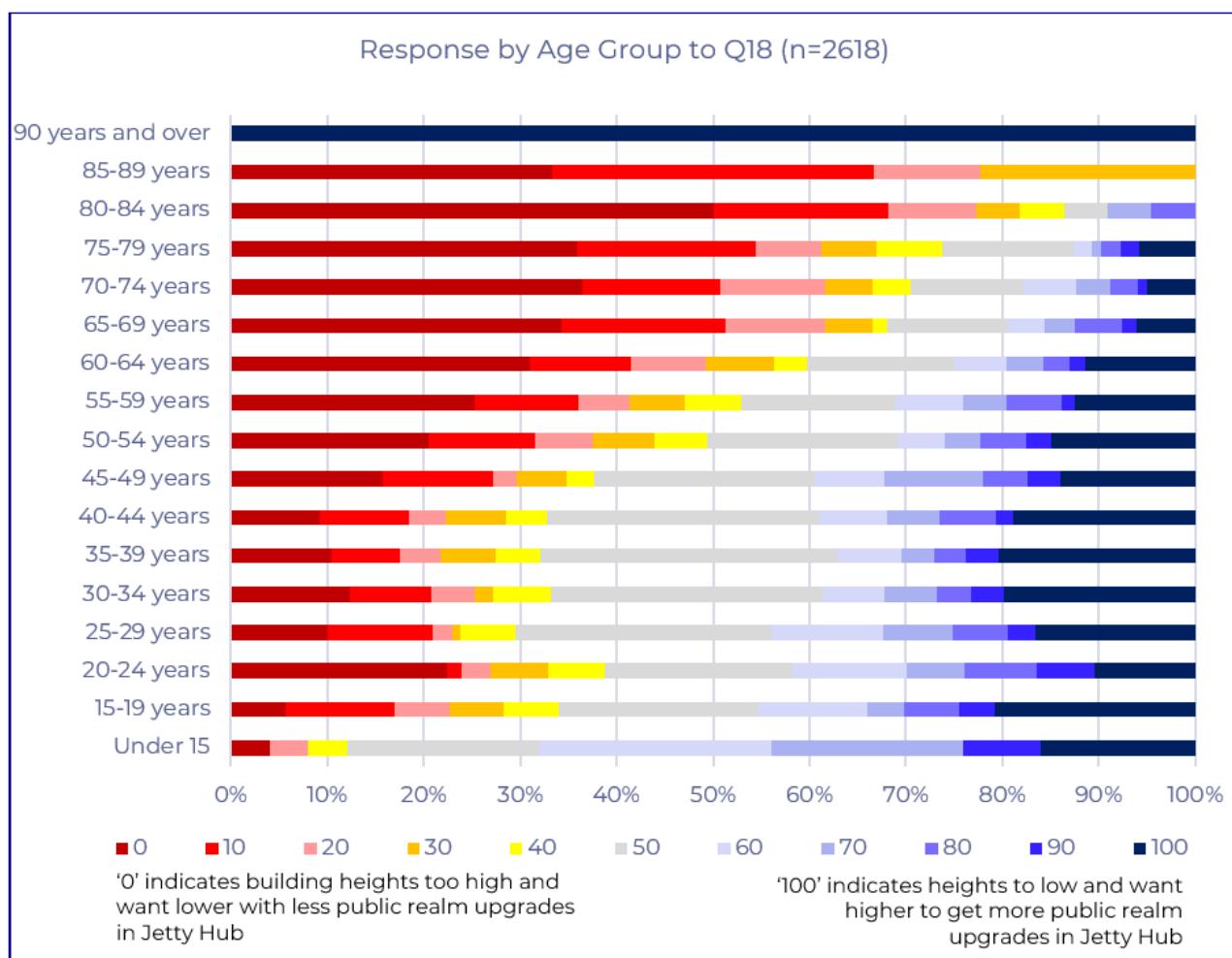


Figure 58 Opinion on balancing building heights with public realm upgrades in the Jetty Hub by age group (question 18)

Question 20 – Preferred amount of residential accommodation in Jetty Hub

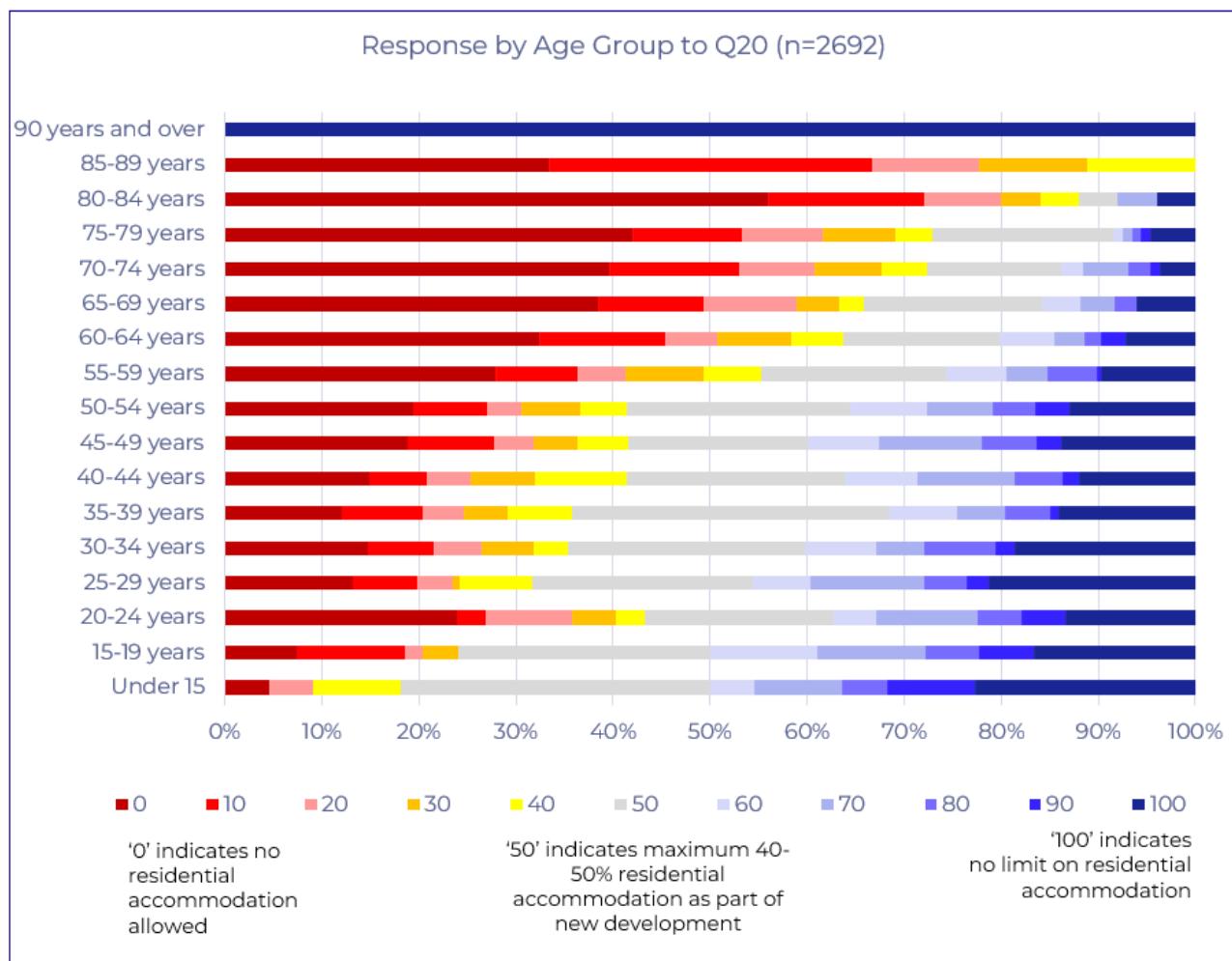


Figure 59 Preferred amount of residential accommodation by age group in the Jetty Hub (question 20)

Question 30 - Analysis of all further comments by community members

Table 24 Thematic analysis of all 'further comments' on question 30 of survey

Theme	Number of responses
1 Development is overdue/needs to happen	280
2 Opposition to bulk and height	215
3 Need for carparking	164
4 Protection of flora and fauna/natural environment	145
5 Opposition to new residential accommodation	123
6 Opposition to new tourist accommodation	120
7 Prioritise community/public spaces rather than private development	111
8 Support for open space improvements	98
9 Issue with congestion, traffic speeds, foot traffic	97
10 Support for active transport infrastructure	86

Theme	Number of responses
11 Development does not suit local character, 'small town' feel, fear of losing community atmosphere	73
12 Lack of community representation/ voice	67
13 Demand for better retail/food/beverage offerings	65
14 Additional vehicular access	63
15 Aboriginal cultural acknowledgement, returning ownership, learning/expression	51
16 Opposition to development east of the rail line	49
17 Appropriate size, scale, level of development	46
18 Opposition to privatisation of crown lands	44
19 Opposition to new commercial development in general	43
20 Satisfaction with existing site/condition	42
21 Opposition to Jetty Hub development	40
22 Support for housing/accommodation	40
23 Climate change/ sea level rising	39
24 Enhancing views	39
25 Children, family and youth spaces	38
26 Class division and concern that locals and regular users will be excluded through gentrification	37
27 Shading needed	34
28 Demand for entertainment/creative/cultural spaces, public art	33
29 Ocean bath/water play opportunities	31
30 Consideration of boat access/water sports	31
31 CPTED/ other safety concerns	28
32 Support for new commercial development	28
33 Housing crisis, unaffordability problems	26
34 Sports courts and skate parks, recreation opportunities	26
35 Putting locals first instead of tourists	25
36 Vocal minorities hindering progress	24
37 Support for economic stimulation/ growth of Coffs Harbour	21
38 Support for mixed-use, balance of land uses	21
39 Landscaping/ public domain maintenance	21
40 Wants to get rid of vegetation on dunes and/or vegetation	19
41 Lack of transparency	19
42 Accessible public amenities	17
43 Support for taller buildings and/or expanded development	17

Theme	Number of responses
44 High-quality, aesthetic design	16
45 Public transport	15
46 Dissatisfaction with current site	15
47 Alignment of rail line	14
48 Opposition to pedestrian bridge	13
49 Location of development	13
50 Consideration of elderly/disabled people in design	13
51 Waste Management	11
52 Dog-friendly areas	10
53 Dune protection	9
54 Move Jordan Esplanade	8
55 Planning too fast/not thorough enough	8
56 Construction staging and access	4
57 Private development is necessary for the project, general acceptance	3

B.2 Written Feedback Results

Table 25 Thematic analysis of 26 written feedback by community members

All themes	Number of responses
1 Need for carparking	12
2 Support for open space	11
3 Issue with congestion, traffic speeds, foot traffic	10
4 Lack of community representation	10
5 Protection of flora and fauna and the natural environment	9
6 Opposition to new residential accommodation	8
7 Opposition to bulk and height	7
8 Opposition to privatisation of crown lands* (*noting that the draft masterplan does not propose this)	6
9 Support for active transport infrastructure	6
10 Demand for better retail, food and beverage offerings	5
11 Spaces for children and youth needed	4
12 Consideration of boat access and ports needed	4
13 Opposition to new tourist accommodation	3
14 Prioritise community and public spaces rather than private development	3
15 Need further vehicular access	3
16 Move Jordan Esplanade	3

All themes	Number of responses
17 Enhance the visual amenity of the area	3
18 Need landscaping and public domain maintenance	3
19 Concern about climate change and sea level rising	3
20 Need accessible public realm and open space	3
21 Crime Prevention Through Environmental Design needed and safety concerns	3
22 Opposition to new commercial development	2
23 Need sports courts and skate parks, recreation opportunities	2
24 Aboriginal cultural acknowledgement, returning ownership, cultural learning/expression needed	2
25 Development is overdue	1
26 Wants to better utilise the area taken up by dunes and vegetation	1
27 Supports dune protection	1
28 Support for sea bath and water play opportunities	1
29 Opposition to development east of the rail line	1
30 Questioned chosen location of development	1
31 Change alignment of rail line	1
32 Development does not suit small town character	1
33 Demands more housing and more accommodation	1
34 Need entertainment and cultural spaces	1
35 Supports the economic stimulation of the area	1

B.3 Community Information Webinar – questions and comments provided and project response

No	Question / Comment	Project Response
1.	Has consideration been given to the integration into the Jetty Strip structure plan? More specifically a bridge over the whale tail land to shift pedestrian access away from the rail?	<ul style="list-style-type: none"> The Jetty Strip Structure Plan will continue to be considered as the process continues Options were considered for other location for the foot bridge but the current alignment further south at the train station was selected based on the topography. Despite this, it will continue to be floated as an option as the Whale Tail site evolves.
2.	Are there any additional vehicle access crossings over the railway line in the draft plan?	<ul style="list-style-type: none"> The distribution of cars across the site has been designed to prioritise pedestrians PDNSW is interested in hearing the community consensus about the Foreshore Parkland as the 'centrepiece'
3.	Jetty Hub North - Distance from Pacific Marina? Loss of sunlight to the units and also echoing of train noise?	<ul style="list-style-type: none"> Appropriate setbacks have been included to avoid any overshadowing and echoing.
4.	Possibly more carparking around the children's water area.	<ul style="list-style-type: none"> There is carparking opposite the playgrounds on the eastern site. There is also a large parking facility across the road adjacent to the play area at the southern end of the precinct.

No	Question / Comment	Project Response
5.	The rail land change requires specific legislation. What are you proposing by way of planning control at Council or State planning level and what will be in the legislation	<ul style="list-style-type: none"> Should the feedback come back supportive of the draft masterplan, a planning proposal would be pursued. This would be subject to further discussions with Council and the Department of Planning and Environment
6.	How does this proposed development dovetail with the Jetty Strip master plan	<ul style="list-style-type: none"> The Jetty Strip Structure Plan will continue to be considered as the process continued.
7.	Has consideration been given to extra parking options? as with the new amenity will increase the parking need?	<ul style="list-style-type: none"> All uses, including any potential residential, must provide parking as dictated by council. Car parking considerations are dealt with for each additional use
8.	Why is there no option to lower the proposed heights of built forms. The six stories is far too high, especially at the Southern end of the Jetty Hub, yet once the zoning limits are set, developers will push for maximum heights along all of the Jetty Hub. This WILL look like the Gold Coast if allowed to be more than 2 or 3 stories and that is NOT what the community wants.	<ul style="list-style-type: none"> There are a variety of height limits proposed (2-6 Storeys), but the starting point has been the existing height limits across the railway extend the city towards the foreshore. This has been suggested to allow uses and businesses to be viable in this area.
9.	Have you considered the view lines for pedestrians walking along north wall with views to Muttonbird and south to gallows which will most likely be removed with your proposed building heights in the harbour	<ul style="list-style-type: none"> The existing building heights preclude the views to the south and the setbacks are not proposed to change. The masterplan only suggests site envelopes, but detailed DAs would include considerations for views. The height is also being considered against other limiting factors such as the flight path.
10.	How do you propose to maintain a village feel with the architecture in the Jetty Hub North? We have had warmth with timber and weatherboard rather than sterile steel. Is a Cedar Key/ Florida Key style more in keeping? Also the connection between food and community is really big - The community really want night and food markets like a Copenhagen style food hall and market building. What's the thoughts here?	<ul style="list-style-type: none"> There is a diversity of experience and character in Coffs – we will look to establish what the character of Coffs is through the ongoing survey so that this can be integrated at a later architectural design stage. These factors are subject to the detailed DA stage and will not be established in the draft masterplan, but the focus remains on making sure the scale and feel of the precinct is appropriate for Coffs.
11.	What allowance has been made to provide additional open space to cater for anticipated growth in Coffs Population?	<ul style="list-style-type: none"> The survey and the draft masterplan have a focus on parks and places with a large emphasis placed on the needs of the community now and in the future.
12.	The community is asking for greater restrictions on heights in the Jetty Hub.	<ul style="list-style-type: none"> Comment, noted
13.	I love all the thought put into the design and marina and foreshore and railway land. Its very thoughtful. The Deep Sea Fishing Club site must be the most underutilised site on the East Coast	<ul style="list-style-type: none"> Comment, noted
14.	Why are there no options to decrease height limits in the Jetty Hub as opposed to increasing them. The larger community is concerned with heights being too high.	<ul style="list-style-type: none"> There are a variety of height limits proposed (2-6 Storeys), but the starting point has been the existing height limits across the railway extend the city towards the foreshore. This has been suggested to allow uses and businesses to be viable in this area.
15.	thanks. You mentioned a community building next to the outdoor courts on the southern and west side of the esplanade. What is being considered and what height?	<ul style="list-style-type: none"> The community building is as yet unprescribed, we feel it is more appropriate to leave this in the hands of the community
16.	Why are you proposing to limit the heights?????	<ul style="list-style-type: none"> There are a variety of height limits proposed (2-6 Storeys), but the starting point has been the existing height limits across the railway extend the city towards the foreshore. This has been suggested to allow uses and businesses to be viable in this area.
17.	Where has the community consultation feedback supported having built up areas in the railway land west of Jordan esplanade.	<ul style="list-style-type: none"> Comment, noted.

No	Question / Comment	Project Response
	Once given over to development it is lost to the community for ever	
18.	Developers have more ability to push for heights the overall community doesn't want. The plan should address community concerns around height and not allow scope for future developers to go to the max of six stories all the way along the Jetty Hub.	<ul style="list-style-type: none"> Comment, noted
19.	In regards to traffic management, around all these new residential and commercial areas; how much thought has gone into all the trucks needing access and loading zones?	<ul style="list-style-type: none"> Truck access has been considered, with capacity built in for loading. Maintaining truck access has been a focus for the Marina precinct in particular
20.	I have to totally disagree with David, even the backdrop image you're using shows the mass model affecting views of Muttonbird.	<ul style="list-style-type: none"> Comment, noted
21.	The community did not want built forms along the West of Jordan Esplanade.	<ul style="list-style-type: none"> Comment, noted
22.	Lower height limits were requested by the majority of the community.	<ul style="list-style-type: none"> Comment, noted
23.	Will the proposed residential building provide parking within the sites.	<ul style="list-style-type: none"> All residential buildings must provide parking within the building envelope for residents and visitors. All uses, including any potential residential, must provide parking as dictated by council. Car parking considerations are dealt with each additional use
24.	Our feedback is clear - lower the heights!!	<ul style="list-style-type: none"> Comment, noted
25.	The survey does not cater for lower height limit suggestions by the community	<ul style="list-style-type: none"> Comment, noted
26.	What do you think is the best ratio of residential to commercial/tourist accommodation to provide a critical mass for activity	<ul style="list-style-type: none"> Hard to determine at this stage – businesses in this area must be sustainable, therefore there must be local accommodation whether it be tourist, residential or a combination. Once the community has made clear their preferences, further detailed studies will look into appropriate land use mixes.
27.	Draft plan does not specify the "stepped" height limits... it leaves them open to be continuously fought by the community!	<ul style="list-style-type: none"> Comment, noted
28.	Limit the height to 2 / 3 stories!	<ul style="list-style-type: none"> Comment, noted
29.	Thank you for your vision	<ul style="list-style-type: none"> Comment, noted
30.	Less people - not more!	<ul style="list-style-type: none"> Comment, noted
31.	Just a comment: The plan looks fairly standard compared to other seaside towns. However, the rail line IS a problem. It would be fine to develop the foreshores under normal circumstances but with the rail line being there I don't think it's going to work.	<ul style="list-style-type: none"> Comment, noted
32.	Thanks team looking great	<ul style="list-style-type: none"> Comment, noted

Conclusion of Appendix