

# Coffs Harbour Jetty Revitalisation

---

Phase 1 Outcomes Report  
Highlights Snapshot



# Phase 1 Consultation Outcomes Summary

## About the Project

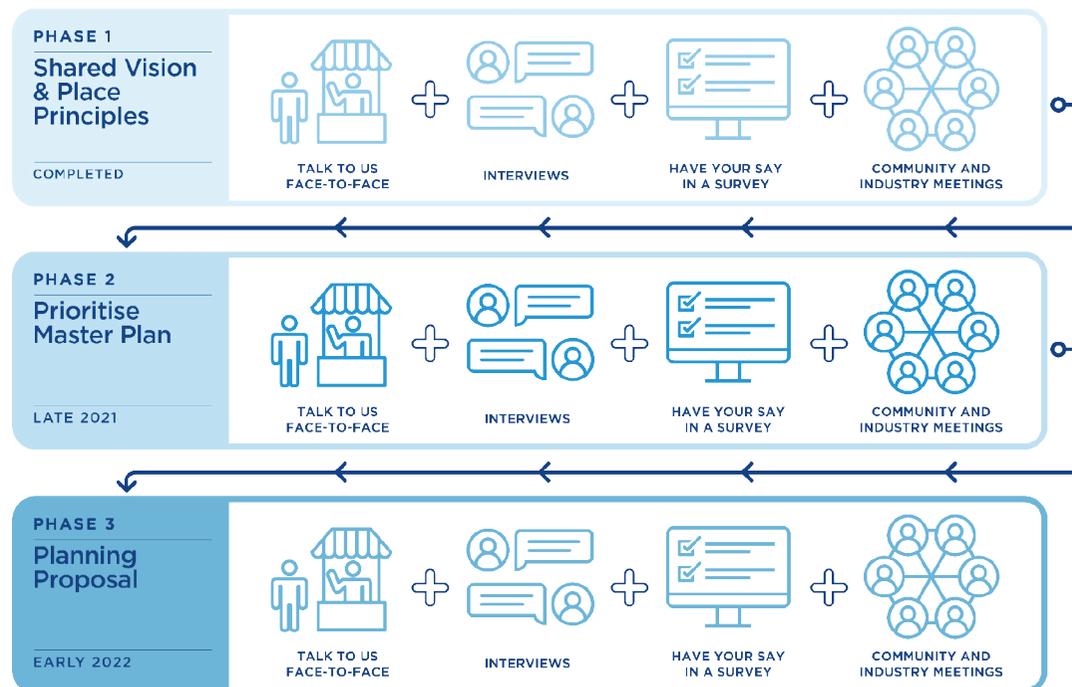
Property and Development NSW (PDNSW), part of the Department of Planning, Industry and Environment, is consulting on a community-led Master Plan for the revitalisation and activation of the Coffs Harbour Jetty Foreshore Precinct. This is a whole of community opportunity to create a vibrant and thriving foreshore precinct that maintains the cultural and community qualities of this much-loved local area.

Public consultation is being conducted in three phases to guide the future activation and revitalisation of the precinct, comprising:

- Phase 1: Shared Vision and Place Principles that will guide all key decisions about any future uses and masterplan at the Coffs Harbour Jetty Foreshore Precinct

- Phase 2: Master Plan that will bring effect to the Shared Vision and Place Principles and gather community feedback on initial design
- Phase 3: Planning Proposal that will finalise the masterplan with community input from Phase 2 and gain formal planning approval

During April & May 2021, PDNSW consulted with the community to develop a Vision and Place Principles to guide the Master Plan as part of Phase 1.



The community consultation process and our progress to date.



## Phase 1 Community Engagement Summary

A range of engagement methods were used to ensure community consultation was inclusive, accessible and encouraged participation. These methods included:

- An online survey of people's current experience of the precinct and their views on the proposed Vision, Place Principles and 'Big Ideas'
- Nine briefings with community organisations and interested stakeholder groups
- Five days of pop-up stalls at various markets and shopping centres in Coffs Harbour

- Intercept surveys at locations throughout the Coffs Harbour Jetty Foreshore Precinct and along the Jetty Strip
- Operation of a community email address and phone hotline to field enquiries
- Electronic direct emails to 1,700 recipients signed up through the project's mailing list and a letterbox drop to 28,000 Coffs Harbour residents
- Regular website and social media updates

### NOTIFICATION



4

newspaper  
adverts



28k

residents  
letterbox drop



1.7k

electronic  
direct mailers  
sent out

### ENGAGEMENT ACTIVITIES



9

community  
group  
meetings



5

days of pop-up  
stalls and  
intercept surveys



9

website and  
social media  
updates

### FEEDBACK RECEIVED



1,441

online  
surveys



115

written  
surveys



791

pieces of  
feedback on our  
moodboard



## Phase 1 Community Feedback

PDNSW received valuable community feedback during each consultation event as well as a total of 1,556 completed surveys during the survey period. Key themes of common feedback from the community included:

- Broad community support for the draft Vision and Place Principles
- That the precinct should be considered first and foremost as a family-friendly destination and that this is built upon to guide the development of other uses
- Desire for improved public amenity, accessibility and supporting infrastructure throughout the precinct
- Recognition that development may provide economic as well as environmental sustainability including the creation of jobs in the short, medium and long term

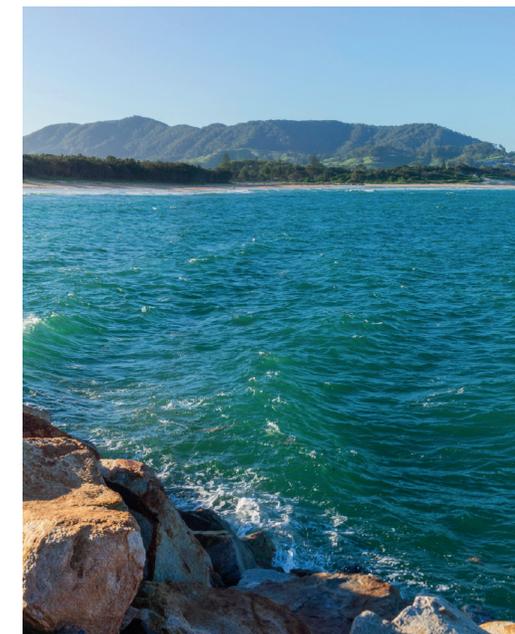
- Concern that opportunity for economic development and job creation was balanced by concerns about the potential for character or environmental impacts and additional pressure on local infrastructure
- Strong preferences for balanced development outcomes that are appropriate for the character of Coffs Harbour
- The importance of preserving existing public open space within the precinct



## Community-led Priorities

Community feedback has also helped to establish a number of key directions and priorities for future stages of the Master Planning process, that include:

- 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 suitable mix of uses and a preference for development appropriate to the existing character of Coffs Harbour



## Connection with Country

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

A separate stream of consultation with Traditional Owners has been established to ensure it is appropriate, meaningful, inclusive and respectful. This is being led by Murawin on behalf of PDNSW – a majority Indigenous owned business who specialise in inter-cultural consultation and facilitation.

This stream will continue throughout the lifetime of this project and will be reported in the next phase of this project – Phase 2: Master Plan.

## Updated Vision and Place Principles

As a result of feedback received during this Phase 1 consultation, the project's guiding Vision and Place Principles have now been further developed to respond to community views, aspirations and sensitivities.

The Vision and Place Principles created by McGregor Coxall for the project have been updated to give a greater priority to:

- Connecting with Country, local Aboriginal culture and recognition
- Environmental preservation and sustainability
- The maritime history and working harbour aspects of the Jetty Foreshore
- A focus on family friendly destinations, activities and recreation
- Providing for an economically sustainable and resilient precinct

### The Revised Vision

Coffs Harbour Jetty Foreshore will become a world-class ocean-front precinct by...

#### Respecting

Gumbaynggirr, environmental and maritime roots now and into the future;



#### Promoting

community character, coastal activity and local economic sustainability; and



#### Connecting

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

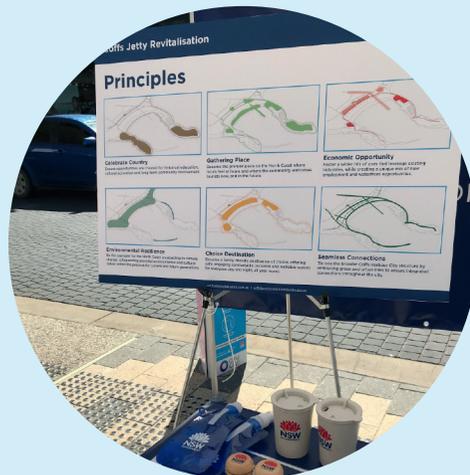


## Updated Vision and Place Principles

### Key adjustments made to the Place Principles include:

- Choice Destination – better reflect the Jetty’s potential day and night-time economy offering, comfort and safety
- Celebrate Country – place a greater focus on recognition of Country, healing and the long-term involvement of Aboriginal people
- Gathering Place – prioritise spaces that are open, attractive and welcoming for the local community and visitors
- Seamlessly Connected – prioritise improvements to the Jetty’s accessibility and enhancing connections across the wider Coffs Harbour area

- Resilient Environment – highlight the importance of protecting the existing natural environment while planning for future climate change risks
- Sustainable Economy – clarify the important role of economic sustainability and focus on establishing a mix of land uses that could provide local employment opportunities



## The Revised Place Principles



### 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.



### Seamlessly Connected

Tie the city structure and regional networks into the precinct and provide accessibility for all abilities throughout the site.



### Resilient Environment

Be the exemplar for the North Coast on adapting to climate change by safeguarding existing assets and mitigating future risk.



### Celebrate Country

Ensure opportunities for Gumbaynggirr to Care for Country and heal Country, with long term community involvement, Cultural activation and education, and protection of significant heritage sites.



### Gathering Place

Become the premier place on the North Coast where all are welcome and feel at home, now and in the future.



### Sustainable Economy

Foster a wider mix of uses that leverage existing industry to create a balance of local employment opportunities and waterfront activation.

## Summary of Key Feedback and Outcomes

### Choice Destination

#### WHAT WE HEARD

- Maintain the family friendly nature of the area
- Foster a greater mix of uses within the precinct that caters for tourists and local customers i.e. food, retail, recreation activities
- Promote safety particularly at night is important
- Upgrade public transport opportunities and improve pedestrian and cycle links
- Consider opportunities for more parking
- Ensure disabled access is a priority

#### THE MASTER PLAN WILL RESPOND BY

- Revising the Choice Destination principle to better reflect the Jetty's potential day and night-time economy offering, comfort and safety
- Improving public amenity through possibilities such as improved lighting, BBQ areas, shade structures, showers, and picnic areas

### Seamless Connections

#### WHAT WE HEARD

- Upgrade public transport opportunities and improve pedestrian and cycle links
- Consider opportunities for more parking
- Ensure disabled access is a priority

#### THE MASTER PLAN WILL RESPOND BY

- Revising the Seamlessly Connected principle to prioritise improvements to the Jetty's accessibility and enhancing connections across the wider Coffs Harbour area
- Improving pedestrian and cyclist connectivity through widening and continuing the paths throughout the precinct as well as strategic connections to the north and south

### Celebrate Country

#### WHAT WE HEARD

- Protect areas with Aboriginal significance
- Encourage greater Aboriginal story-telling, interpretation and recognition in the precinct and provide a greater role for Indigenous recognition
- Closely engage with the Gumbaynggirr people as Traditional Owners
- Make Connecting with Country a central part of the project

#### THE MASTER PLAN WILL RESPOND BY

- Revising the Celebrate Country principle to place a greater focus on recognition of Country, healing and the long-term involvement of Aboriginal people
- Appointing Murawin – a majority Indigenous owned business - to deliver appropriate, meaningful, inclusive and respectful consultation with Traditional Owners.

### Gathering Place

#### WHAT WE HEARD

- Ensure people are welcome from a diversity of backgrounds and areas, including tourist visitors as well as locals
- Support the precinct becoming a renowned cultural hub and promote more live music and arts
- Create outdoor areas for a mix of sports activities
- Allow for more access to the beach, open space and community centres
- Allow more entertainment and dining with ocean views

#### THE MASTER PLAN WILL RESPOND BY

- Revising the Gathering Place principle to prioritise spaces that are open, attractive and welcoming for the local community and visitors
- Enhancing the event space offering by providing additional supporting infrastructure such as essential utility connections and multi-purpose spaces
- Updating the play offering for children and youth through possibilities such as a refreshed playground and new multi-use sporting facilities

### Sustainable Economy

#### WHAT WE HEARD

- Support economic activation, jobs and tourism as well as dining and retail
- Ensure any development is balanced and in keeping with local character of Coffs Harbour
- Carefully consider potential impacts of future development
- Provide new infrastructure to support any renewal
- Consider long term sustainability and the benefit of economic development for younger and future generations

#### THE MASTER PLAN WILL RESPOND BY

- Revising the Sustainable Economy principle to clarify the important role of economic sustainability and focus on establishing a mix of land uses that could provide local employment opportunities
- Investigating balanced development outcomes through a suitable mix of uses that is appropriate to the existing character of Coffs Harbour

### Environmental Resilience

#### WHAT WE HEARD

- Preserve the natural beauty of the site
- Maintain existing vegetation, preserve natural environment including sand dunes and maximise the opportunity of natural spaces and more nature walks
- Be respectful of Aboriginal significance on Mutton Bird Island and preserve its natural setting
- Include recognition of post-settlement European heritage

#### THE MASTER PLAN WILL RESPOND BY

- Revising the Resilient Environment principle to highlight the importance of protecting the existing natural environment while planning for future climate change risks
- Preserving existing open space through the protection of existing parks, environmental areas and sand dunes

## Ongoing Consultation and Next Steps

Building from previous work on the project in 2018, this Phase 1 engagement on the Vision and Place Principles has provided opportunity for the community to play a leading role in shaping the future of the Coffs Harbour Jetty Foreshore Precinct.

The Project Advisory Steering Committee (PSAC) comprising of representatives of Coffs Harbour City Council, community, indigenous custodian and business representatives have provided input to the revisions to the proposed Vision and Place Principles to support the engagement process. Feedback provided at this stage has now informed a collective Vision and Place Principles that will act as a foundation for all future work in developing a truly community-led Master Plan that responds to local aspirations and priorities.

Following the detailed analysis of feedback received in Phase 1, the project team has commenced preparation of a concept Master Plan that will guide a future Planning Proposal and precinct revitalisation over the short, medium and long term.

The determination of potential future land use, degree of development and activation outcomes for the wider precinct will be shaped by the Vision and Place Principles. The next stage of the Master Plan will be developed in line with PSAC feedback, further engagement with the Coffs Harbour community and, ultimately, subject to a formal planning process that will include statutory public exhibition periods. Ensuring community review and comments inform the precinct's long-term permissible uses is therefore fundamental to the process of revitalisation.

### Next Steps

PDNSW, through the Coffs Harbour Jetty Revitalisation Project Team and Ethos Urban will continue to work to ensure stakeholders and the wider community are informed and engaged.

Community engagement will continue to support and inform this work and additional opportunities to provide feedback are proposed during Phase 2 in late 2021 or early 2022, subject to ongoing COVID-19 restrictions on travel and social distancing. It is expected this will consist of:

- online consultations with residents and wider Coffs community
- ongoing liaison with agencies and relevant authorities
- pop-up information sessions at popular events and high traffic areas in Coffs Harbour
- in-depth engagement with local Indigenous groups and the Local Aboriginal Land Council



### Thank You

Property and Development NSW thank the Coffs Harbour Community for their interest and participation during this phase of consultation for the Coffs Harbour Jetty Revitalisation.

We have received significant amounts of valuable feedback to inform the Vision and Place Principles that will guide the future for this much-loved part of Coffs Harbour.

### How can I have my say?

PDNSW, through the Coffs Harbour Jetty Revitalisation Project Team and Ethos Urban will continue to work to ensure stakeholders and the wider community are informed and engaged.



#### Online

For the latest project news, updates and to subscribe to our mailing list, please visit:  
[coffsjettyrevitalisation.com.au](https://coffsjettyrevitalisation.com.au)



#### Email

To get in touch with the project team, please email:  
[coffsforeshore@property.nsw.gov.au](mailto:coffsforeshore@property.nsw.gov.au)