

The NSW Government is pleased to share the draft community-led masterplan for the revitalisation of the Coffs Harbour Jetty
Foreshore Precinct (Jetty
Foreshore). 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, stakeholder briefings and several pop ups in popular locations around Coffs Harbour.

## **Acknowledgement of Country**

We acknowledge that today we meet on many Aboriginal lands. At the Jetty Foreshore, we acknowledge the Gumbaynggirr People, the traditional owners.

We acknowledge the traditional custodians of the lands and we show our respect for elders past, present and emerging through thoughtful and collaborative approaches to our work.

# 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.



### **Ambition and Direction**

### Strategic Plan

The North Coast Region, Coffs Harbour and the Jetty Foreshore are great places. However, a number of global and local trends are affecting Coffs Harbour. If these trends are not managed well, they can undermine Coffs Harbour as a great place and limit its ambition in the future.

As Coffs Harbour transitions to a Regional City, there is a need to grow a more sophisticated and diverse economy. There is a desire to create more higher value, knowledge-based jobs. There is also a need to attract people, and retain business and skills, in particular young people.

Tourism is a key industry. There are opportunities to enhance and strengthen the city's tourism offering, including nature based activities and improved accommodation options and recreational activities.

A growing and changing population is a key local trend. The city faces challenges with housing affordability. This requires the delivery of a greater number and choice of homes in accessible locations. Population growth is also driving a need for more jobs.

Coffs Harbour is at present a car-oriented city. Intensification of land uses provides the opportunity to make more sustainable active and public transport choices viable.

The Pacific Highway Bypass provides a city-shaping opportunity to re-imagine Coffs Harbour, and can promote the evolution of Harbour Drive as the city's main east-spine connecting the Central Business District (CBD) to the water via the Jetty and Jetty Foreshore.

The main challenge for Coffs Harbour in responding to these challenges and opportunities is encouraging growth and harnessing its benefits without losing the things that make the city special. Targeted growth in key precincts can help deliver this balance.

The Jetty Foreshore is a key precinct, being a large, strategically located precinct wholly within State government ownership. Due to this, it has the capacity to meaningfully deliver on important State and local government planning policy aspirations, including the Connecting with Country Draft Framework.



Artist impression

# **Draft Masterplan and Consultation Process**



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.

This document sets out the ambition and opportunity for the future of the Jetty Foreshore. We encourage you to inform, shape and enhance the draft masterplan by providing feedback.

We look forward to engaging with you.

We look forward to hearing your responses.

We look forward to your views shared through our survey.



## **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.

Coffs Jetty Revitalisation Draft Masterplan for Consultation

### **Key Objectives**

Retaining and upgrading of the foreshore parkland area between Jordan Esplanade and the beach.

Opening up of the fencedoff railway lands to provide opportunity for precinct activation.

Realigning and managing of carparking across the precinct.

Creating a more coherent and accessible connection to the Jetty Foreshore that connects the city with the harbour.

Limiting any development to similar planning controls applied to areas immediately west of the rail line along Orlando Street and Harbour Drive.

### **Key Outcomes**

Maintain and enhance the green space east of Jordan Esplanade.

Extend the foreshore zone to the north and create nodes of activity along the full length of the Foreshore Parkland.

Balance development outcomes with the funding of foreshore improvements and community initiatives to ensure a considered outcome for the area.

Deliver a structure plan for the Marina precinct which informs a future development plan that enhances interactions with, and offerings and experience of, the working harbour while delivering sustainable local businesses.

Connect with Country and recognise the history and stories of this place, strengthen and grow culture on Country, heal the landscape and respect the local peoples-past, present and future.

Enhance connectivity across the precinct, linking dispersed attractions by safe pathways, managing carparking across the site and providing additional opportunities for beachfront boardwalks.

Create the opportunity for a hospitality and tourism destination on the southern headland that provides local, regional and national attraction.



### **Place Principles**

We agreed with the community on the Place Principles that guided the formation of the draft masterplan.







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 abilities throughout











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





Coffs Jetty Revitalisation Draft Masterplan for Consultation



# **Draft Masterplan Outcomes Community Benefits**

#### **Jetty Foreshore Transformation**

The Jetty Foreshore is a well-loved and well-visited part of Coffs Harbour. While home to attractions, activities and events that draw people to it, it suffers through a lack of coherent access, haphazard traffic management, less than expected community facilities and perceptions of safety.

While there are some nice, well-maintained parts in this area, there is much that can be done to enhance the Jetty Foreshore.

#### **Current State**

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.

There are substantial areas throughout the Foreshore Parkland waiting to be improved. Pathways, connections and access are constrained, restricted and at points unsafe, especially at night.

Except for the recently completed market space, existing open space is tired and poorly connected with inadequate facilities and maintenance. It bubbles at busy times but in quieter times is removed, detached and poses a safety concern.













#### **Ambition and Opportunity**

We've heard that community benefits must be at the heart of the masterplan. The centrepiece will be a new and improved Foreshore Parkland 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 Parkland has been broken into diverse areas that:

- Maintain and enhance the area of Foreshore Parkland 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 across an enhanced open space with stronger connections and safer separated and shared pathways
- Minimise parking impacts within the parkland, 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.



















#### 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.



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 outflowing into the harbour while providing improved public open space for all.





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



#### **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. This Family and Youth Play area connects to Corambirra Point with a new beachfront boardwalk proposed.



Artist's impressions

## **Seamless Connections**

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

#### **Pathways and Cycleways**

Seamless connections are embedded in the draft masterplan with improved pedestrian and bicycle access throughout the Jetty Foreshore. A dedicated pathway is preserved and enhanced in the Foreshore Parkland.

#### **Jordan Esplanade**

A significant upgrade is proposed to Jordan Esplanade to significantly improve connections for pedestrians and cyclists, with landscaping and street trees.

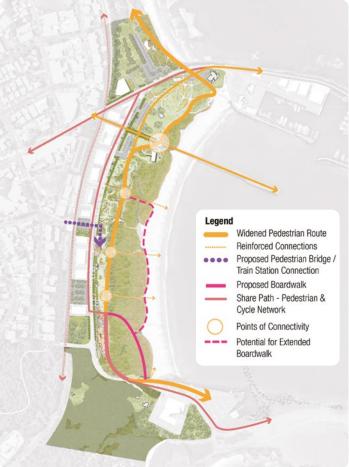




#### **Beachside Boardwalk (Southern and Central)**

A beachside Boardwalk with ocean views on the southern end of the Foreshore Parkland is proposed. In response to community feedback, the option for a boardwalk extension along the central portion of the beach is a consideration.







#### **Pedestrian Bridge over Rail Line**

A new pedestrian bridge is proposed to connect Camperdown Street over the rail line and directly to the foreshore.

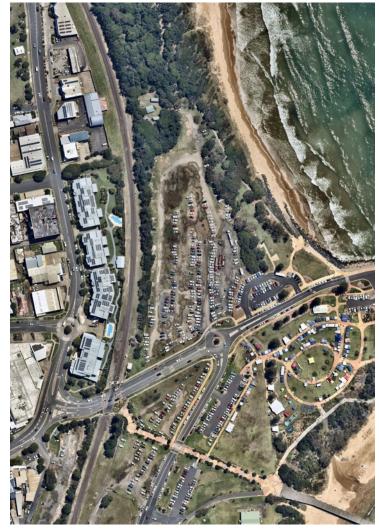


#### **Parking and Traffic**

The Jetty Foreshore currently suffers from poor parking arrangements and inadequate traffic management, especially during peak events such as the Harbourside Markets on Sundays. This is exacerbated by the ongoing use of the gravel carpark area north of Marina Drive and a concentration of activity solely in this portion of the Foreshore Parkland.

The community wants to improve parking and traffic and the draft masterplan:

- Manages and enhances current parking zones
- Realigns Jordan Esplanade with carparking in zones along its length
- Makes provision of additional on-street and formal car parking zones
- Removes car parking spaces from the parkland zone
- Provides additional car parking in the southern part of precinct to provide overflow parking





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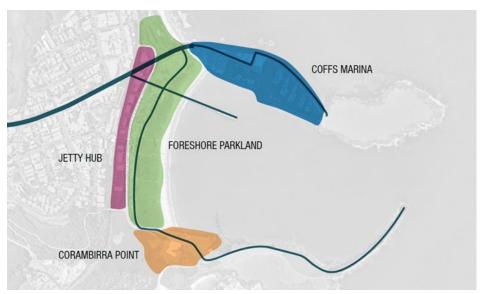


# **Draft Masterplan Outcomes Uses and Built Form**

#### Activation

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.



## **Balancing Development with Community Benefit**

Considered development options provide the stimulus to fund improvements.

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 the adjacent area and ensuring the existing character and scale of Coffs Harbour is maintained and enhanced.

Future expansion of built forms within the Marina zone, and on the site of the Former Deep Sea Fishing Club are proposed, with marginal increases in height that meet the requirements of these sites.

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.

#### **Funding Model**

The NSW Government is not developing land in the precinct for profit and any activity will be balanced with paying for 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.









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## **Jetty Hub**

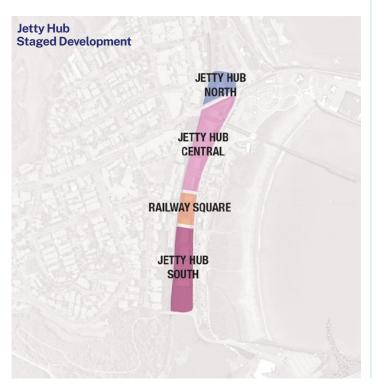
The Jetty Hub presents options to activate and develop the land currently fenced off adjacent to the rail line and return this to public access with some private areas. It also proposes revitalisation of the gravel carpark area north of Marina Drive.

#### **Scale and Character**

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.

The draft masterplan illustrates the area broken down into separate parcels that may be developed over time. Each parcel includes its own carparking if required, as well as adding to publicly available parking across the precinct. Public landscape laneways separate each parcel and ensure permeability and accessibility across the site.























#### **Diversity of Active Uses**

The options proposed in the draft masterplan consider the inclusion of tourist accommodation (such as a short-stay destination) and associated publicly accessible active uses, including restaurants, cafes and convenience retail. These uses are balanced across the site to ensure what is delivered is sustainable and does not detract too much from the current activities of the Jetty Strip.

Across the Jetty Hub are locations specifically for streetside cafes, a free standing pub/restaurant, an activity hub adjacent to the Coffs Harbour Station, and opportunities for community facilities that may be identified for future inclusion.

The Jetty Hub also proposes inclusion of some residential accommodation 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.

No prescriptive amount of residential accommodation is proposed at this point and the amount proposed will evolve in consideration of community feedback.

The draft masterplan proposes the following range of uses, built form and character across the Jetty Hub:

- Low-scale accommodation adjacent to North Park, proposed north of Marina Drive and replacing the unfinished gravel parking area
- Concentration of height to the northern portion of the site south of Marina Drive and adjacent to the Jetty Walkway

- Inclusion of tourist accommodation primarily in the north of the Jetty Hub precinct
- Publicly accessible uses throughout the precinct that support an active place including:
  - Restaurants, cafes, food and beverage services
  - Streetside cafes adjacent to the Jetty Walkway
  - An activity hub located adjacent to Coffs Harbour Station, with convenience retail shops and tourism-related outlets, local business and shop-top apartments, supported by carparking and linked by a new pedestrian bridge over the rail line
  - A pub/restaurant with dedicated outdoor areas located adjacent to Coffs Harbour Station and foreshore play areas
- Opportunities for residential accommodation limited to specific parts of the area including apartments (up to six storeys in north and four storeys elsewhere) and townhouses (two and three storeys)
- Public parking reallocated across the precinct
- Multi-purpose outdoor spaces including a mix of ball sports and landscape that can be used for overflow parking during events.

#### **The Marina**

The Marina contains a variety of local businesses and marine-based industry and operations which create a vibrant working harbour while supporting community connection and enjoyment.

Each of these businesses and their buildings are in 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 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 these venues 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 and to allow for additional carparking on ground level as well as tourism accommodation—the draft masterplan proposes an additional storey of height to current zoning controls.

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

The draft masterplan proposes changing the allowed building height to up to 14.5 metres (approximately four storeys) to allow additional carparking to be included and ensure refurbished buildings can be viable and sustainable proposals, and hospitality venues have ocean views and connection to the seaside walkway.











## **Corambirra Point and the Former Deep Sea Fishing Club**

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

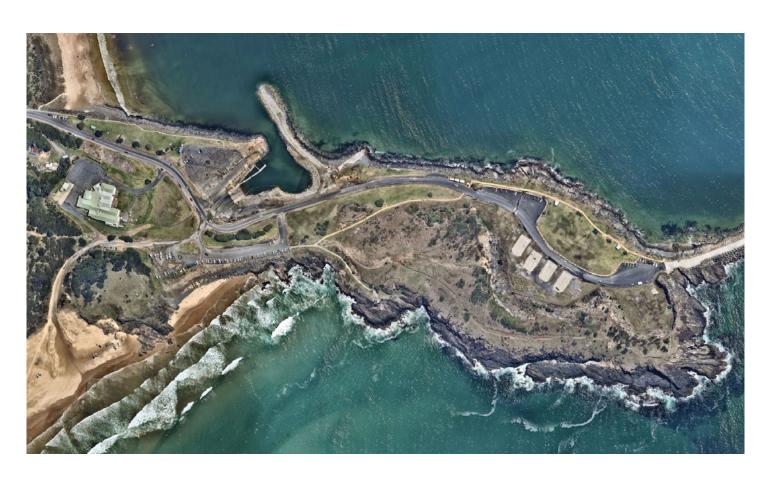
In response the draft masterplan proposes to:

- 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

We will continue to engage with all stakeholders and have conversations with Aboriginal people. This will continue to ensure impactful and respectful outcomes can be developed through the revitalisation.







Coffs Jetty Revitalisation Draft Masterplan for Consultation

#### The Former Deep Sea Fishing Club

The strategic plans for Coffs Harbour recognise the need and opportunity for enhanced tourist accommodation and associated public facilities in 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 function, dining, retail and leisure activities it supports.

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 among 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 masterplan proposes a measured development proposal that can increase its impact and tourist appeal.

The draft masterplan identifies the opportunity to transform the former Deep Sea Fishing Club 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.

This new destination can be a real attraction, with its core uses supporting bars, cafes and restaurants that open out onto landscaped terraces overlooking the Jetty and Gallow beaches.

While currently a refurbished two-storey structure is on the site, the draft masterplan proposes an increase in height for proposed development from current approved two to three storeys (up to 8.5 metres) to three to four storeys (up to 11 metres) above the existing natural ground level.

This will allow a development that steps down the topography of Corambirra Point and reflects the form of the natural landscape, while also creating a new physical identity. The food and beverage uses will be on the lower levels, easily accessible by ramps and stairs from the beach and boat ramp area, with the hospitality spaces benefitting from the far reaching views and accommodation sculpted to maximise the perspective but minimise impact.















# Massing and Context

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.

The draft masterplan proposes a range of low scale development between two to six storeys, across the Jetty Hub, in line with the zoning in the adjacent area and 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 proposes development scaling 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 precinct and on the site of the former Deep Sea Fishing Club.













Site Aerial



**3D Proposal** 

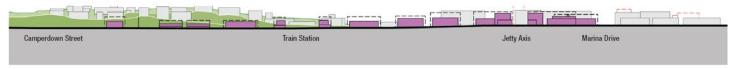


Site Aerial

3D Proposal



View impacts from existing residences, overlooking the Jetty Foreshore, as well as the beach, have been assessed and minimised to ensure the precinct can be shared by all.



Proposed Max Building Height
Proposed DA Developments
Building Massing



The NSW Government encourages you to join the conversation and have your say from 27 April to 13 June 2022.

**Imagine the possibilities Explore the opportunities** 

# We're Listening, Have Your Say.

Scan the QR code or visit **coffsjettyrevitalisation.com.au** to find out all the options on how you can have your say.



We're listening to the community's feedback and the draft masterplan for the Jetty Foreshore provides the potential for:

# Amazing 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 and 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 ensuring, maintaining and enhancing the existing character and charm of Coffs Harbour

# Protecting Indigenous 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 with a natural stormwater treatment billabong, retention of all existing dunes and continued rehabilitation with land care and dune care
- Indigenous landscaping opportunities, such as the new community building
- Potential for a boardwalk weaving through the dunes, billabong and mini rainforest, with incredible beach views to enjoy.



#### **DISCLAIMER**

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