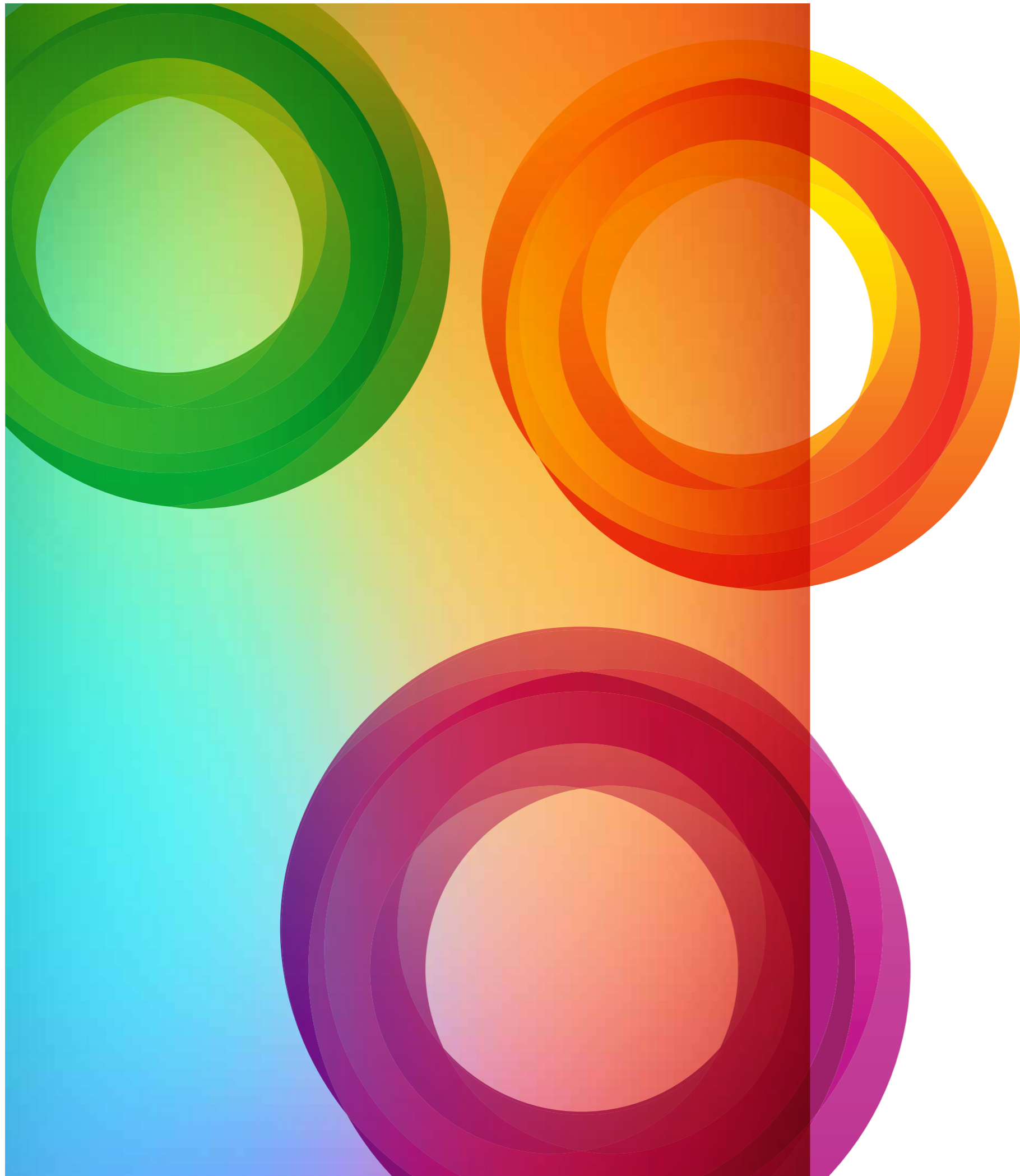


Coffs Harbour City Centre



our **city**
our **culture**
our **centre**





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Coffs Harbour City Centre Masterplan 2031

The Coffs Harbour City Centre Masterplan 2031 provides a vision for our Regional City to provide world class experiences to encourage residents and visitors to live, work, stay and play.

Live, work, stay and play

Acknowledgement of Country

Coffs Harbour City Council acknowledges the traditional custodians of the land, the Gumbaynggirr people, who have cared for this land since time immemorial. We pay our respects to their elders, past, present and emerging, and commit ourselves to a future with reconciliation and renewal at its heart.

The principles and objectives of the Masterplan align with State and Federal planning directions that support the development of thriving Regional Cities with a strong vibrant cores, rich in cultural and recreational lifestyle facilities.

A city centre that offers higher density residential living, more homes, along with a range of connected, green pedestrian spaces with parking around the perimeter, encouraging an active biking and walking urban lifestyle.

Coffs Harbour City Council sees the city centre as playing a pivotal role in urban renewal, growing upwards in height. Green buildings with vertical gardens and roof terraces that create a range of economic, social and cultural opportunities for the community, by day and by night.

The community has told Council through numerous consultation processes that quality cultural facilities, walkable precincts and creative spaces make essential contributions to Coffs as a Regional City. Council strongly believes in making that future happen for residents and visitors - connected, sustainable and thriving.

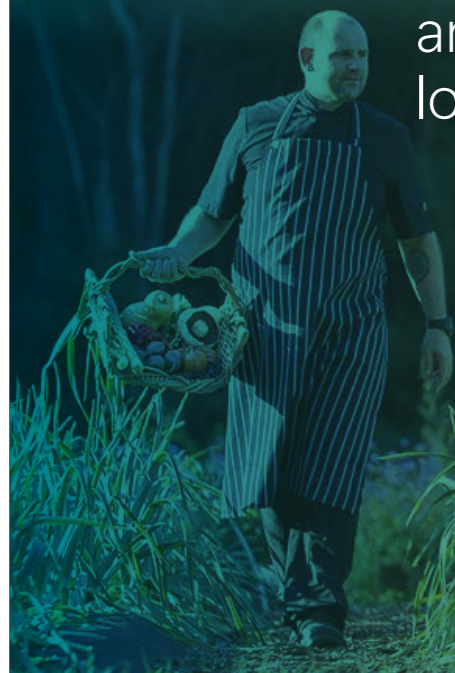


The City Centre will be a destination featuring world class design that creates a streetscape that inspires all who visit.



A Cultural City Centre

The Coffs Harbour City Centre Masterplan 2031 makes a number of strong statements regarding the importance of culture in the heart of the city. A key part of the vision is a core cultural and entertainment precinct that hosts events and encourages the talent of Coffs artists, musicians, chefs and local providers.

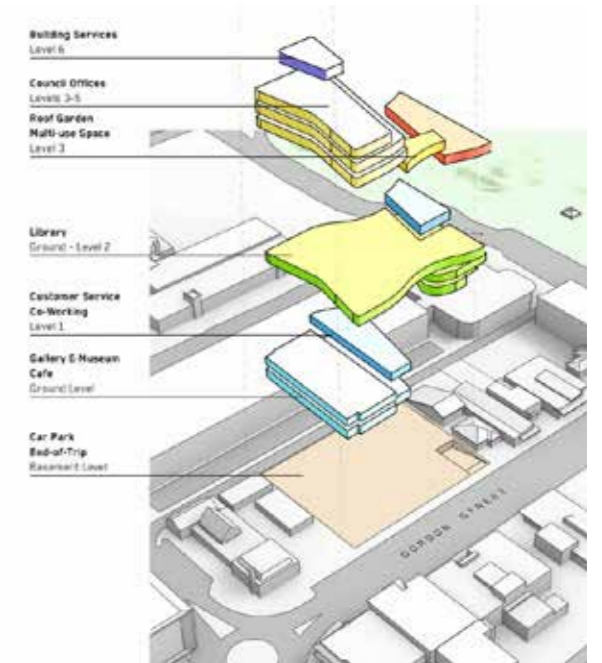


Let's live and work in a place where environmentally sustainable practices, healthy living and a greening of the City Centre become the new benchmarks in our daily lives.

Looking at cities around Australia and the world it is clear that cultural infrastructure is best located in central active locations. This encourages accessibility and visitation to local restaurants, cafes, retail, accommodation and entertainment.

Several strategic sites in the city centre have been identified to deliver a critical mass of new cultural, entertainment and creative spaces. The selection of the site of the Cultural and Civic space encompassing a new Regional Gallery, Museum and Library among other community uses bodes well for Coffs cultural and creative future.

As well as the Cultural and Civic Space the provision of larger theatre and performance venues has been consistently raised as desirable by members of the community.



Cultural Events and Tourism

Creating this cultural heart in Coffs Harbour City Centre will further strengthen the major events Coffs is famous for and create flow-on tourism benefits.



An events calendar boosted with touring exhibitions, festivals, concerts, plays, conferences and musicals to name but a few has proven to be highly beneficial for key destinations.

Having the right facilities in the city centre precinct to cater for different forms of entertainment will provide a competitive advantage for Coffs Harbour over other Regional Cities competing for the same shows.

Coffs is already a popular domestic tourism destination, voted #1 most popular Australian tourism destination on Wotif in 2020. Enhanced cultural facilities will enrich the visitor experience through additional arts, culture and entertainment offerings, lead to increased visitation, longer length of stay and visitor spend in the region.

The flow-on opportunities for local businesses and the night-time and weekend economy will be significant. CBD businesses will be able to cater to local and visitor markets, increasing the need for arts, retail, tourism and hospitality jobs.

At night, Coffs City Centre will come vibrantly to life with decorative lighting and light shows playing within the iconic shade sails whilst enhancing the safety and security of those enjoying cafes and al fresco dining that spills into the public domain.



Coffs City Centre Precincts

Community Support Precinct (West)

- Community Support and Medical Focus
- Adjoins Medium and High Density Residential Uses
- Fine Grain Subdivision Pattern

Eat, Beat, Sleep Precinct

- Food, Drink & Motel Focus
- Proximity to Pacific Highway
- Medium to Fine Grain Subdivision Pattern

City Heart Precinct

- Commercial Focus
- Building Height Controls up to 17m
- Fine and Medium Grain Subdivision Pattern

Commercial Living Precinct

- Commercial and Medical Focus
- Existing and Future Residential Uses
- Proximity to Active Green Space
- Fine and Medium Grain Subdivision Pattern

Civic Cultural Hub Precinct

- Civic and Community Service Focus
- Proximity to City Heart
- Strong Pedestrian Connectivity
- Proximity to Passive Green Space
- Proximity to Public Parking
- Building Height Controls between 28 to 40m
- Medium to Large Grain Subdivision Pattern

Active Public Use Precinct

- Active Public Use Focus
- Passive Recreation Focus
- Community and Civic Events
- Proximity to Existing and Desired Residential Uses

Office Living Precinct

- Commercial Focus
- Adjoins Passive Green Space
- Proximity to Community Facilities
- Building Height Controls up to 40m
- Fine to Medium Grain Subdivision Pattern
- Existing and Future Residential Uses

Community Support Precinct (East)

- Community Service Focus
- Medium to Large Grain Subdivision Pattern
- Proximity to Passive Green Space
- Proximity to City Heart



Coffs City Centre Masterplan key strategies to 2031

✓ Develop a Development Incentive Policy

+ Develop a Living Laneways Strategy

✓ Complete upstream detention basins to reduce flooding impacts

✓ Develop an Events Activation program

+ Develop a mixed use cultural and civic building within the city centre

+ Investigate opportunities for an entertainment centre within the city centre

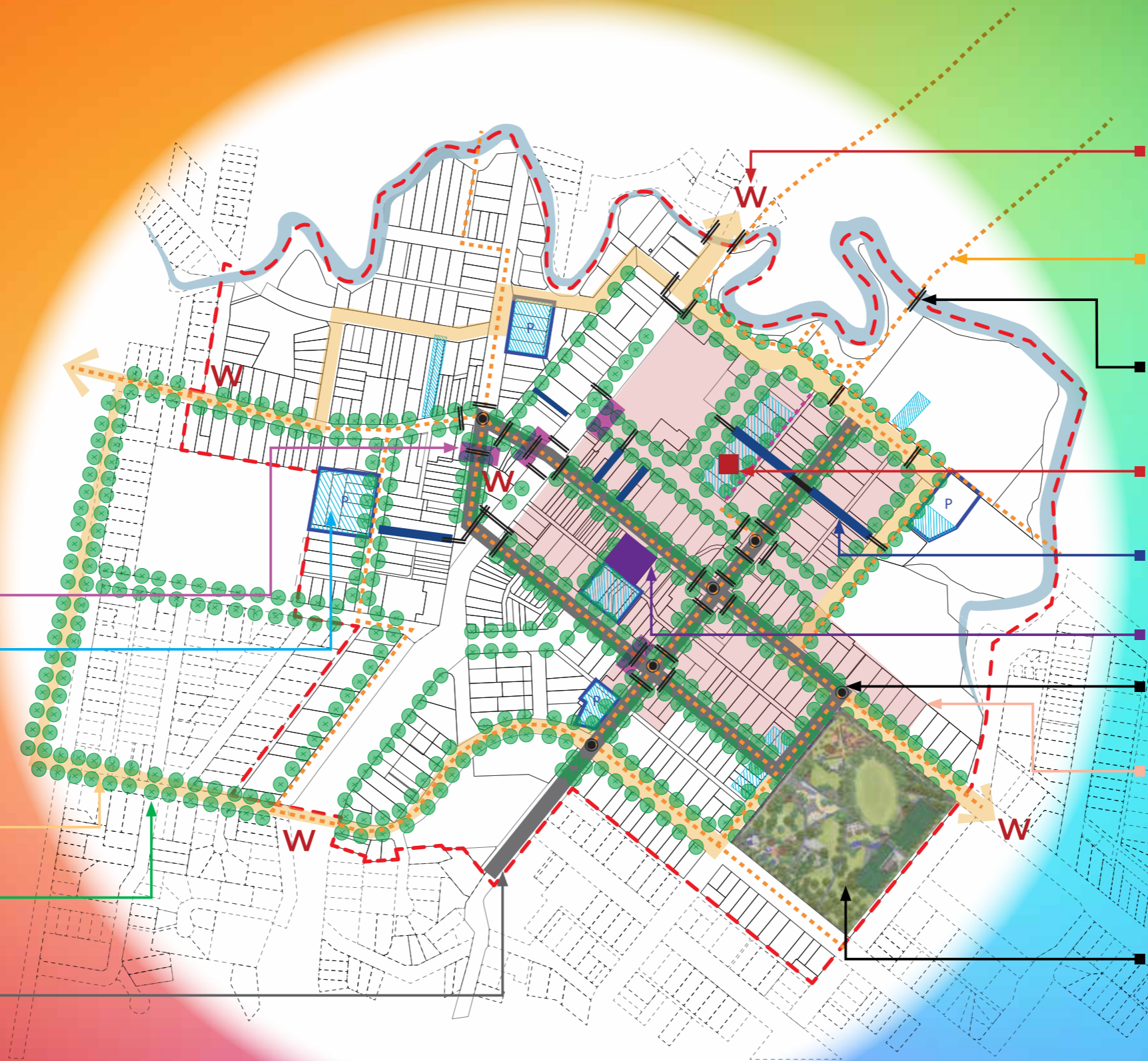
+ Provide new shade sails

+ Provide for car parking around the edges of the city centre

Create an outer 'ring road' to allow traffic to move around the city centre easily

Provide street tree greening throughout the city centre

Reconfigure key streets in the city centre to allow for improved pedestrian and cyclist experiences



✓ Completed

+ Underway

+ Provide wayfinding signage to assist movement in and around the city centre

+ Provide cycle opportunities to encourage cycling to and within the city centre

+ Improve pedestrian crossings and connections in key locations

✓ Provide lift and shade sails at Castle Street carpark

+ Improve pedestrian links in key locations

✓ Update City Square

+ Retrofit roundabouts to improve pedestrian access

✓ Increase permissible building heights in key locations to allow for increased residential accommodation opportunities

✓ Update the Brelsford Park masterplan with detailed survey

Beyond the Bypass

The relocation of the Pacific Highway will provide significant economic, environmental and community benefits as Coffs Harbour grows as a Regional City. This will be a transformational opportunity for Coffs Harbour City Centre, returning and widening local streets for the community and further strengthening the city core.



Beyond the bypass we will see:

- ✔ better connections between the eastern and western side of the highway strip, with extensions from west of the City Centre down to the Jetty foreshores area;
- ✔ creative placemaking in the form of public art and entry statements and streetscaping along both the north-south and east-west city spines; and
- ✔ establishment of a pedestrian and cycle friendly, high amenity recreational environment.

The time has come to reimagine the Pacific Highway Strip through the City Centre and form a single precinct. The reduced traffic and heavy vehicles numbers, will enable easier crossings for pedestrians and opportunities for rejuvenating the street through: additional street trees; protected bike lanes, wider footpaths for gathering and commercial opportunities for business. A revitalised Pacific Strip could become one of Coffs Harbour's most vibrant retail and dining destinations.

This will be a transformational opportunity for Coffs Harbour City Centre



