

# Shire of Dandaragan

## LOCAL TOURISM PLANNING STRATEGY



*December 2012*

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## Executive Summary

The Shire of Dandaragan Local Tourism Planning Strategy is the guiding strategic document for tourism planning matters within the Shire of Dandaragan. The Strategy is specifically focussed on land use planning issues within the Shire, stemming from the broader strategic tourism context of the Central Coast Strategic Tourism Planning Study.

The Strategy has been formed through an analysis of the existing state, regional and local framework and the development of a tourism profile. This has enabled the identification of the key tourism planning issues, currently not adequately addressed within the Shire's local planning framework and the development of associated recommendations and actions.

The main purpose of travel to the Shire of Dandaragan is for holidaying and leisure purposes, where the predominant accommodation type offered is holiday homes, caravan and camping grounds and self-contained apartments. The Strategy identifies a number of vacant Tourist zoned sites in suitable locations within Jurien Bay and Cervantes which should adequately cater for medium/long term demand and focuses on the retention of these sites for future tourism development.

A Strengths, Weaknesses, Opportunities and Threats assessment of the Shire's local tourism industry identified

- Jurien Bay and Cervantes are adequately supplied with affordable accommodation, however lack high quality and branded short stay accommodation;
- Suitably located vacant Tourist zoned sites are currently not protected from redevelopment through Local Planning Scheme No. 7; and
- The completion of Indian Ocean Drive is expected to increase visitation to the Shire, however accommodation and attractions are currently not developed to meet this demand.

The need for the retention of Tourist zoned lots and achieving quality tourism outcomes is a key concern raised within the Strategy. To address this, the Strategy proposes the inclusion of an additional tourist zone to protect caravan parks within the Shire and Special Use zone to sites with local tourism significance.

The Strategy also identifies the need to include standard requirements within the local planning framework to facilitate a higher quality of development. These provisions will address the design of residential components in tourism developments, strata titled tourist accommodation and the subdivision/amalgamation of Tourist zoned lots.

Additionally, holiday homes and caravan parks are not adequately addressed within Local Planning Scheme No. 7 or the supporting policy framework. Through an analysis of the key issues involving holiday homes and caravan parks within the local context of the Shire, the Strategy identifies the need to regulate commercial holiday homes and protect caravan parks through various mechanisms within the local planning framework.

The following recommendations have arisen from the analysis and investigations involved in the preparation of the Shire of Dandaragan Local Tourism Planning Strategy:

## **Summary of Recommendations**

### General Scheme Modifications

#### **Recommendation 1**

**Initiate a Scheme Amendment to the Shire of Dandaragan Local Planning Scheme No. 7 (or omnibus amendment) to include an aim for the development of the local tourism industry under Clause 1.6 Aims of the Scheme.**

#### **Recommendation 2**

**Initiate a Scheme Amendment to the Shire of Dandaragan Local Planning Scheme No. 7 (or omnibus amendment) to include the following site and development requirements within the Tourist zone in Part 5: General Development Requirements:**

**The site and development requirements for the Tourist zone shall include, but not be limited to:**

- **The occupation of any tourist accommodation unit by any person is limited to a maximum of three months in any 12-month period.**
- **The maximum proportion of residential restriction units shall be such that the site retains a dominant tourism function and character as determined by the Council.**

#### **Recommendation 3**

**Introduce new land use definitions for tourism land uses within Schedule 1: Dictionary of Defined Words and Expressions of the Shire of Dandaragan Local Planning Scheme No. 7 including definitions for Short-stay Accommodation; Holiday Home (standard); Holiday Home (large); Guesthouse; Farm-stay; hostel (Backpacker) Accommodation; Tourist Resort; Café (Tearooms); Art Gallery and Sales; Experiential Use; Cabin; Eco-tourist facility; Events; Lodge; and Serviced Apartment.**

#### **Recommendation 4**

**Initiate a Scheme Amendment to the Shire of Dandaragan Local Planning Scheme No. 7 (or an omnibus amendment) to incorporate the additional Caravan Park zone, and tourism land use definitions within Table 1: Zoning Table.**

#### **Recommendation 5**

**Initiate a Scheme Amendment to the Shire of Dandaragan Local Planning Scheme No. 7 (or an omnibus amendment) to include the following height restriction for the Tourist and Commercial zones in the site and**

**development requirements of Part 5: General Development Requirements:**

- **No structure within 300 metres of the high water mark (Horizontal Setback Datum) shall exceed a building height of 5 storeys and 17.5 metres measured from natural ground level.**

*Note: All proposed development within the Tourist and Commercial zones projected to exceed 5 storeys and 17.5 metres in height shall (if supported by Council) be subject to a change in zoning to Special Use zone.*

**Recommendation 6**

**Initiate a Scheme Amendment to the Shire of Dandaragan Local Planning Scheme No. 7 Maps (or an omnibus amendment) to reflect the introduction of the proposed Caravan Park zone, Special Use zone and rezone the sites no longer suitable for tourism purposes.**

Local Planning Policy Framework

**Recommendation 7**

**Prepare a Local Planning Policy for Holiday Homes within the Shire of Dandaragan.**

**Recommendation 8**

**Prepare a Local Planning Policy for Tourism Development to provide guiding criteria for the assessment of tourist development proposals in rural areas, strata titling and subdivision/amalgamation of Tourist zoned sites.**

Additional Recommendations

**Recommendation 9**

**Initiate a review of the long term status (5-10 years) of the Jurien Bay and Cervantes Caravan Parks from a land use perspective based on long term growth of the respective town centres, surrounding commercial development pressures and increasing tourist demand for caravan and camping facilities in the Shire. The review should also incorporate suitable alternate sites close to areas of tourist and recreation interest to be zoned 'caravan park' to cater for long term demand and prosperity.**

**Recommendation 10**

**That Council will encourage and support further reinvestment into the caravan parks by the lessees/operators, where this will achieve a good tourism outcome. As a requirement for further redevelopment of the Jurien Bay and Cervantes caravan parks, Council will require a master plan for the caravan park.**

**Recommendation 11**

**Investigate the need for additional nature based camping areas with specific focus on a possible expansion of the Sand Cape camping area and potential establishment of a new camping area at the Hill River (mouth).**

#### **Recommendation 12**

**Any proposal to rezone a site zoned for tourism purposes will require the proponent to provide adequate justification to determine whether the site is surplus to demand or will be required for tourism development in the future.**

#### **Recommendation 13**

**Continue to support the removal of the squatter shacks at Wedge and Grey and lobby the state government to implement the Master Plan for Wedge and Grey (2000) to facilitate the development of an accommodation site for low impact coastal accommodation at Wedge Island and Grey settlements.**

#### **Recommendation 14**

**Lobby the state government for extension and improvements to the reliability of the power supply and sewerage facilities to Cervantes and Jurien Bay.**

#### **Recommendation 15**

**Initiate a review of the Shire of Dandaragan Local Tourism Planning Strategy every five years in conjunction with the Local Planning Scheme and Local Planning Strategy.**

#### **Site Assessments**

#### **Recommendation 16**

**Initiate a Scheme Amendment to the Shire of Dandaragan Local Planning Scheme No. 7 (or omnibus amendment) to rezone the following Lots from 'Tourist' to 'Special Use' and include additional site and development requirements in Schedule 4: Special Use Zones:**

- **Lot 62 Roberts Street, Jurien Bay**
- **Lot 58 Oceanic Way, Jurien Bay**
- **Lot 861 Seville Street, Cervantes**

#### **Recommendation 17**

**Classify the following sites 'Non-Strategic Tourism Site' and retain their existing 'Tourist' zone under the Shire of Dandaragan Local Planning Scheme No. 7:**

- **Lot 340 Hill Street, Jurien Bay**
- **Lot 341 Dalton Street, Jurien Bay**
- **Lot 337 Dalton Street, Jurien Bay**
- **Lot 349 Dalton Street, Jurien Bay**
- **Lot 671 Dalton Street, Jurien Bay**
- **Lot 450 Hill Street, Jurien Bay**
- **Lot 63 Heaton Street, Jurien Bay**
- **Lot 437 Bashford Street, Jurien Bay**
- **Lot 438 Bashford Street, Jurien Bay**
- **Lot 1136 Casuarina Crescent, Jurien Bay**
- **Lot 1137 Casuarina Crescent, Jurien Bay**

- **Lot 645 Catalonia Street, Cervantes**
- **Lot 890 Catalonia Street, Cervantes**
- **Lot 879 Seville Street, Cervantes**

**Recommendation 18**

**Initiate a Scheme Amendment to the Shire of Dandaragan Local Planning Scheme No. 7 to rezone the following sites from 'Tourist' to 'Residential R17.5' under the Scheme:**

- **Lot 480 Hasting Street, Jurien Bay**
- **Lot 2 Casuarina Street, Jurien Bay**

**Recommendation 19**

**Prepare a strategic plan for the Jurien Bay Marina Precinct in conjunction with key stakeholders to identify and capitalise on increased opportunity for tourism in the region.**

## **1 Introduction**

The Shire of Dandaragan Local Tourism Planning Strategy (the Strategy) is the strategic planning document on tourism land use planning and development issues for the Shire of Dandaragan. The Strategy recognises the economic, environmental and social importance of tourism within the local community and provides recommendations aimed at the development of a sustainable tourism industry within the Shire.

The Tourism Planning Taskforce Report (Taskforce Report) released in 2006, identified the need for local governments to address local tourism issues in land use planning through the preparation of a Local Tourism Planning Strategy, which is to form a component of a local planning strategy. The preparation of a Local Tourism Planning Strategy in accordance with the Taskforce Report is identified as a key action within the Shire of Dandaragan Strategic Plan.

The Strategy will be used by the Shire in the consideration of planning proposals including outline development plans, rezoning applications and development applications which have a tourism element. As a component of the Shire's local planning framework, the Strategy will inform the preparation of planning documents including the Local Planning Strategy, revised Local Planning Schemes and Local Planning Policies where intended.

### **1.1 Background**

The Shire of Dandaragan is located along the central coast of Western Australia comprising of an area of 6,934km<sup>2</sup> with the southern boundary of the Shire approximately 130 kilometres from Perth and encompasses the town sites of Jurien Bay, Cervantes, Dandaragan, Badgingarra and Regans Ford.

Established in 1858, the settlement of the Shire occurred gradually as pastoral leases were granted. The Shire's local tourism industry has been established predominantly within the coastal fishing towns of Jurien Bay and Cervantes.

Today, the Shire has a population of 3,185 and a diverse industry base including grain and pastoral farming, rock lobster fishing, tourism, mining, viticulture, agriculture, horticulture and floriculture. The primary tourist attraction within the Shire is the Pinnacles Desert located within Nambung National Park. Other attributes of the area include the marine park within Jurien Bay, national parks, native flora and fauna, bushwalks, heritage buildings, fishing, snorkelling and windsurfing.

## 1.2 Vision

The vision for the Strategy is:

*"The Shire of Dandaragan develops a sustainable tourism industry that celebrates its natural assets, supports the local community and meets the needs of the visitor."*

## 1.3 Objectives

The Strategy will outline strategic land use recommendations to provide the Shire of Dandaragan and the tourism/development industry with direction on tourism planning and development issues.

The objectives of the Strategy are to:

- Provide for the sustainable growth of tourism by identifying and retaining sites for the future development of a range of tourist accommodation to meet the projected demand for the Shire of Dandaragan;
- Encourage affordable holiday accommodation through the provision of suitable land and retention of existing caravan parks and camping grounds in prime locations;
- Protect identified tourism locations or sites from the encroachment of uncomplimentary or conflicting land uses;
- Encourage best practice tourism development through a high standard of design and layout and the provision of facilities;
- Acknowledge the importance of tourism to the local economy in the preparation of strategic plans and policies;
- Identify and address the anticipated growth of tourism to the Shire of Dandaragan, and to encourage development that provides a competitive advantage to other tourist destinations; and
- Address the importance of tourism to the Shire of Dandaragan through its local planning scheme zones and provisions.

## 1.4 Study Area

The Strategy study area encompasses the coastal towns of Jurien Bay and Cervantes and interior towns of Badgingarra, Dandaragan and Regans Ford. Given the majority of the Shire's tourism assets, infrastructure and land use/development pressures are located along the coast; this Strategy will primarily focus on the town sites of Jurien Bay and Cervantes.

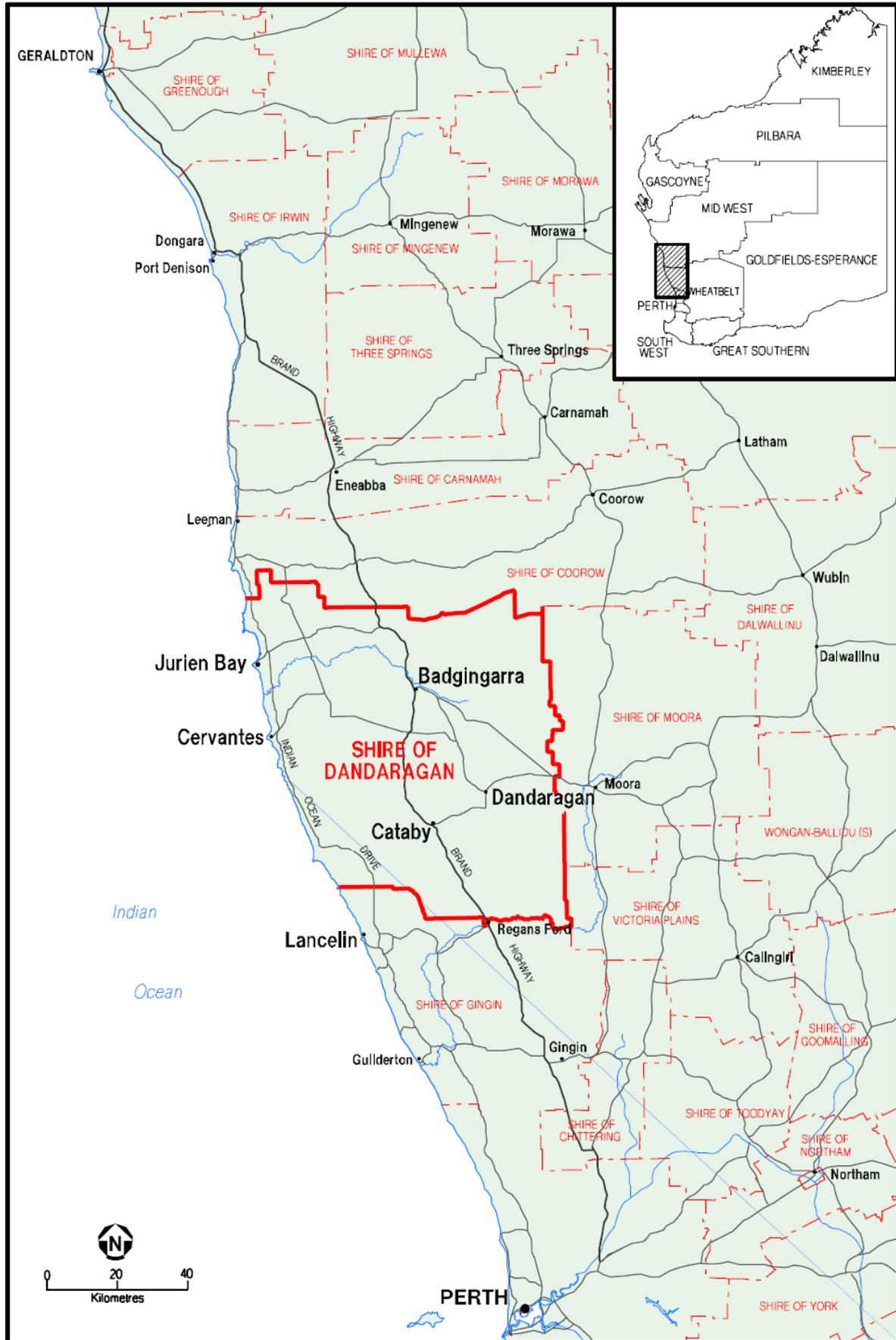


Figure 1.1: Regional Context Map

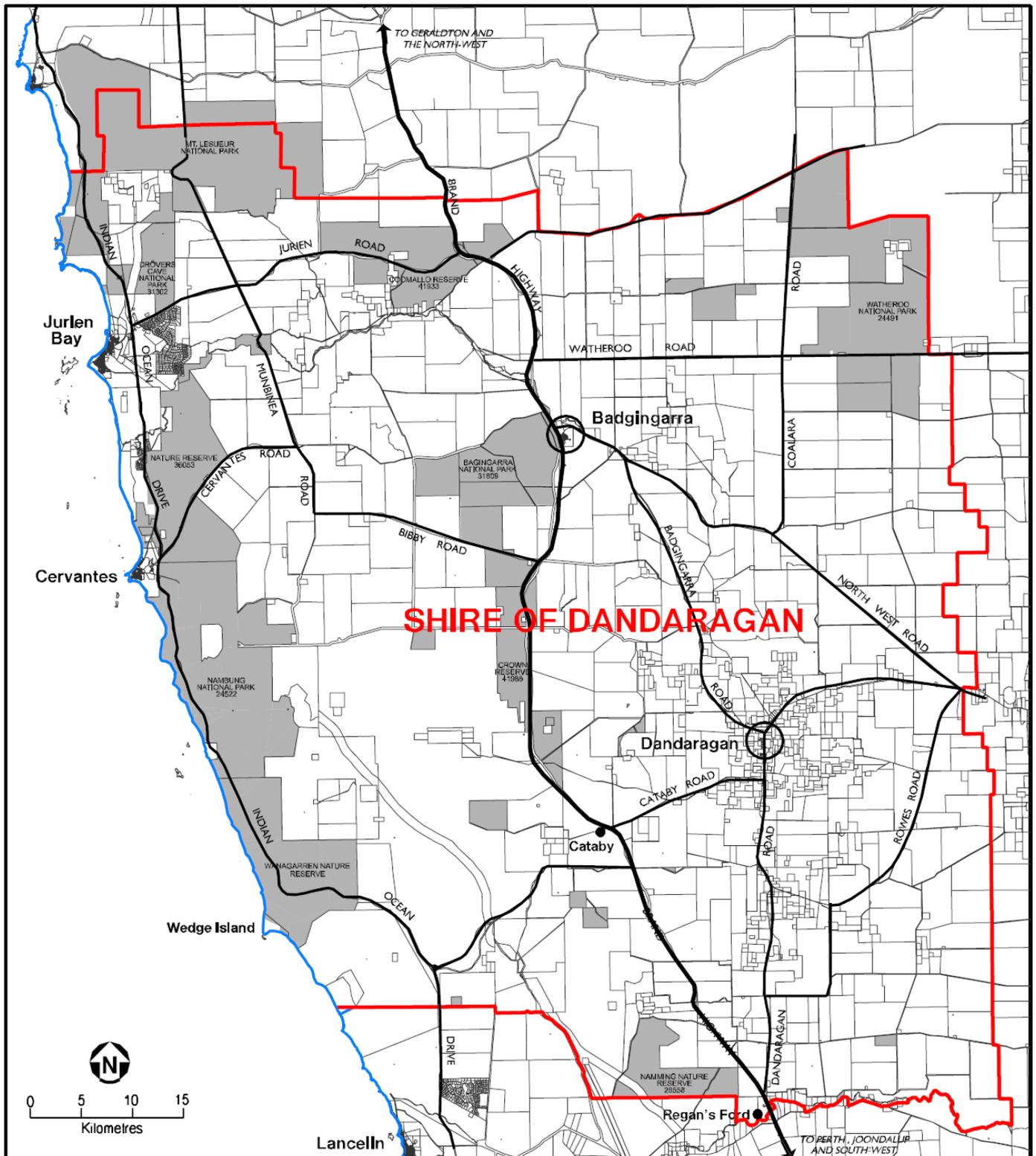


Figure 1.2: Study Area Map

### *1.4.1 Badgingarra*

Badgingarra is a small service centre which is located on the Brand Highway and surrounded by agricultural and mining uses and bordered by the Badgingarra National Park, extending 30km along the Brand Highway. The existing roadhouse and caravan and camping ground service passing tourist, business and other traffic. The Emu Downs Wind Farm has 48 turbines which can be viewed from the car park at Bibby Road, 30km east of Cervantes.

The name Badgingarra is Aboriginal in origin, 'Badgin' meaning Manna Gum which grew in the surrounding flats and 'garra' meaning water. While the Hill River area at Badgingarra was initially surveyed in the 1880's and the first freehold land purchased by William McNamara in 1895, it remained largely isolated and undeveloped.

It was not until the early 1950's that this sense of isolation began to change and in September 1952 the then Midland Railway Company auctioned some 24,000 acres. The Lands Department made further releases in subsequent years, and was in such demand that interviews were conducted to determine the most suitable applicants.

### *1.4.2 Cervantes*

Cervantes is more than just a low-key fishing village located in close proximity to the Pinnacles Desert, a world famous tourist attraction in Nambung National Park. Hangover Bay and Kangaroo Point provide fishing opportunities, whilst the sand dunes between Lancelin and Cervantes provide for licensed four wheel driving in permitted areas. During late winter and spring, coastal wildflowers can be seen in Nambung National Park. Cervantes also offers a variety of offshore activities, located in the Marine Park including fishing, windsurfing, boating, surfing and diving activities.

### *1.4.3 Dandaragan*

Dandaragan is located 20km inland from the Brand Highway and is surrounded by predominantly broadscale agricultural uses, which have started to diversify in recent years.

The name Dandaragan is derived from the title of a watering hole, 9km north of the present town site of Dandaragan, "Dandaraga" Spring, which, according to local Aboriginal language, meant "good kangaroo" country.

The first recorded land lease was granted to William Brockman of Gingin, who in 1848 took out a 6000 acre lease at "Muchamulla" Spring, 6 miles east of Regans Ford. Brockman later abandoned this lease in favour of a 4000 acre lease at "Yatheroo" Spring. From this time on, the Shire of Dandaragan was gradually settled as more pastoral leases were granted.

### *1.4.4 Jurien Bay*

Jurien Bay, the biggest sheltered bay along the central west coast, is located 256km north of Perth and offers fishing, windsurfing, boating, surfing and diving activities. The Jurien Bay coastline is characterised by stretches of sandy beaches between low limestone headlands. Lesueur National Park is located 23km east of Jurien Bay, and is home to over 800 species of native flora. Offshore is the Jurien Bay Marine Park which includes a number of islands and reefs surrounding the bay. Sea Lion viewing tours are available, as well as diving activities in the marine park. The Jurien Bay Marina is home to rock lobster fleet, lobster receival depots, boat repair facilities and pleasure craft facilities.

## 2 State, Regional and Local Context

The Strategy seeks to recognise and address the importance of tourism within the Shire of Dandaragan through an analysis of the state, regional and local documents which impact on the industry.

In addition to providing a context for the Strategy, the existing policy framework will have a direct and indirect influence on the objectives, content and recommendations of the Strategy.

### 2.1 State and Regional Planning Framework

#### 2.1.1 *State Planning Strategy*

The State Planning Strategy was prepared and adopted by the Western Australian Planning Commission (WAPC) in 1997. The Strategy establishes a vision for future development in Western Australia through an overview of the challenges currently facing the State and regions in relation to land use planning.

In regard to the Wheatbelt region, the State Planning Strategy states:

*"In the next three decades, the Wheatbelt Region will be categorised by a range of expanded towns linked by improved transport and corridor links to Perth. A range of consolidated service centres will grow throughout the region. The Wheatbelt will become an area of innovation in agriculture, environmental management and the development of downstream processing of agriculture and mining products. The region will develop stronger inter-regional and interstate linkages for both road and rail. Extensive rehabilitation of environmental damage to farmlands in the region will be undertaken."*

Specifically relating to tourism within the Wheatbelt, the State Planning Strategy's established strategy and action is:

Strategy: Promote opportunities for economic development  
Action: Recognise tourism as a legitimate land use compatible with a range of existing land uses and incorporate into future regional planning strategies and town planning schemes.

#### 2.1.2 *State Planning Policy No. 1 State Planning Framework*

State Planning Policy No. 1 State Planning Framework, made pursuant to Section 5 of the Planning and Development Act 2005, sets out the key principles relating to the environment, community, economy, infrastructure and regional development which should guide the way in which future planning decisions are made. State Planning Policy No. 1 informs the WAPC, local governments and others involved in the planning process on those aspects of State level planning policy which are to be taken into account across all spheres of planning.

### *2.1.3 State Planning Policy No. 2 Environment and Natural Resources Policy*

State Planning Policy No. 2 Environment and Natural Resources defines the principles for consideration in terms of planning for the environment and natural resources within the framework of the State Planning Strategy.

State Planning Policy No. 2 outlines general policy measures for planning strategies, regional and local schemes and decision making which include:

- Avoid development that may result in unacceptable environmental damage;
- Actively seek opportunities for improved environmental outcomes including support for development which provides for environmental restoration or enhancement;
- Protect significant natural, indigenous and cultural features, including sites and features significant as habitats and for their floral, cultural, built, archaeological, ethnographic, geological, geomorphological, visual or wilderness amenity;
- Take into account the potential for economic, environmental and social (including cultural) effects on natural resources; and
- Ensure use and development on or adjacent to the coast is compatible with its future sustainable use for conservation, recreation and tourism in appropriate areas.

### *2.1.4 State Planning Policy No. 2.5 Agricultural and Rural Land Use Planning*

State Planning Policy No. 2.5 Agricultural and Rural Land Use Planning applies to the planning of rural and agricultural land, focusing on the identification of agricultural land through appropriate zoning.

The objectives of State Planning Policy No. 2.5 are:

1. To protect agricultural land resources wherever possible;
2. To plan and provide for rural settlement;
3. To minimise the potential for land use conflict; and
4. To carefully manage natural resources.

State Planning Policy No. 2.5 identifies policy mechanisms for tourism which include:

- Tourist accommodation associated with farm operations should be located so that it does not jeopardise or diminish the function of the farm. All impacts should be contained on-site;
- The need to foster the economic well-being of rural communities, particularly through economic diversification and value adding, including tourist opportunities;
- Local governments using the General Agriculture zone should include town planning scheme provisions to allow tourist activities, including farm stay, chalets, and bed and breakfast, where these are complimentary uses to agricultural use of the land. Impacts associated with these tourist activities should be contained on-site; and
- The need to develop subdivision and development criteria for the identified agricultural, tourist and closer settlements.

### *2.1.5 State Planning Policy No. 2.6 State Coastal Planning Policy*

State Planning Policy No. 2.6 addresses land use planning and development pressures in relation to the protection and management of Western Australia's coastline.

The objectives of State Planning Policy No. 2.6 are to:

- Protect, conserve and enhance coastal values, particularly in areas of landscape, nature conservation, indigenous and cultural significance;
- Provide for public foreshore areas and access to these on the coast;
- Ensure the identification of appropriate areas for the sustainable use of the coast for housing, tourism, recreation, ocean access, maritime industry, commercial and other activities; and
- Ensure that the location of coastal facilities and development takes into account coastal processes including erosion, accretion, storm surge, tides, wave conditions, sea level change and biophysical criteria.

Policy measures within State Planning Policy No. 2.6 specifically related to tourism development include:

- Maintain and enhance public enjoyment of the coast where this is consistent with the objectives of this Policy;
- Ensure that any structure plan, zoning, subdivision, strata subdivision or development proposal for public purposes, residential, industrial, commercial, tourist, special rural and similar uses on the coast is only approved based upon or in conjunction with a current detailed coastal planning strategy or foreshore management plan (whichever is appropriate for the stage and scale of development);
- Ensure that the use of the coast, including the marine environment, for recreation, conservation, tourism, commerce, industry, housing, ocean access and other appropriate activities, is sustainable and located in suitable areas;
- Ensure that when identifying areas suitable for development, consideration is given to strategic sites for coastal access and commercial development that is demonstrably dependent on a foreshore location including ports, boat harbours and regional boat ramps;
- Ensure that land use and development, including roads, adjacent to the coast is sited and designed to complement and enhance the coastal environment in terms of its visual, amenity, social and ecological values; and
- A restriction in building heights to 5 storeys within 300 metres of the coast, or in special circumstances, 8 storeys, with broad community support.

### *2.1.6 State Planning Policy No. 3 Urban Growth and Settlement*

State Planning Policy No. 3 is a broad sector policy which sets out the principles which apply to planning for urban growth and settlement.

The objectives of State Planning Policy No. 3 are:

- To promote a sustainable and well planned pattern of settlement across the State, with sufficient and suitable land to provide for a wide variety of housing, employment, recreation facilities and open space;

- To build on existing communities with established local and regional economies, concentrate investment in the improvement of services and infrastructure and enhance the quality of life in those communities;
- To manage the growth and development of urban areas in response to the social and economic needs of the community and in recognition of the relevant climatic environmental, heritage and community values and constraints;
- To manage the growth and development of a sustainable and liveable neighbourhood form which reduces energy, water and travel demand whilst ensuring safe and convenient access to employment and services by all modes, provides choice and affordability of housing and creates an identifiable sense of place for each community; and
- To coordinate new development with the efficient, economic and timely provisions of infrastructure and services.

The policy measures set out in State Planning Policy No. 3 which relate to tourism development include:

- Creating sustainable communities;
- Managing urban growth and settlement in Western Australia; and
- Coordinating services and infrastructure.

#### *2.1.7 Planning Bulletin 49: Caravan Parks*

Planning Bulletin 49: Caravan Parks, issued in February 2001 by the WAPC, identifies matters to be taken into consideration in planning for the development of caravan parks. Planning Bulletin 49 recognises the traditional use of caravan parks for tourists and the now common trend for caravan parks to provide permanent accommodation for residents.

The key planning objectives of Planning Bulletin 49 for the development of caravan parks are:

- To provide short-term accommodation for tourists in locations which complement existing tourist and recreation facilities;
- To provide long-term accommodation for permanent residents in locations with access to services normally available to conventional residential development; and
- To encourage development of caravan parks in a manner which is compatible with existing land uses, and which does not have a detrimental impact on the environment or the amenity of the locality.

Planning Bulletin 49 identifies a range of factors to be taken into consideration in the determination of suitable sites for caravan parks:

1. Tourist and Permanent Accommodation – the mix of tourist and permanent accommodation is a key factor in planning for caravan parks. Caravan parks which are primarily designed to cater for tourists should be located with good access to key tourist attractions whilst predominantly permanent parks should be assessed in the same way as conventional residential development.
2. Visual Impact and Amenity – caravan parks have a prominent repetitive image, where the use of vegetation buffers and landscaping are important in achieving integration with surrounding land uses, whilst reducing visual and noise impacts, providing privacy for the park.
3. Topography, Drainage, Soils and Vegetation – caravan parks should generally not be located on steep slopes due to potential drainage

problems which can increase the cost of development and present bushfire hazards. Some soil types may not be suitable for development if they are susceptible to slipping and slumping.

4. Utility Services – utility services should be made available including electricity supply, telephone service, water supply and reticulated sewerage.
5. Pedestrian and Vehicular Access – suitable access to and from caravan parks should be provided to ensure traffic, cyclist and pedestrian safety within the vicinity of the park.
6. Environment, Setting and Land Capability Considerations – caravan parks should not be sited in areas where the development is likely to have an adverse impact on the environment, including impacts on regionally significant vegetation, locally significant vegetation, wetlands or other environmental values.

The strata titling of caravan parks is not permitted under the *Caravan Parks and Camping Grounds Act 1995* and *Strata Titles Act 1985*. A local government town planning scheme may provide for caravan parks in the following manner:

- A permitted use (P use) in a Tourist or Caravan Park zone;
- A discretionary use (D or A use) or an additional use in appropriate zones; or
- A use in a Special Use zone.

#### *2.1.8 Planning Bulletin 99: Holiday Homes Guidelines*

Planning Bulletin 99 Holiday Homes Guidelines, issued in 2009, sets out the interim policy position of the WAPC in relation to the planning and regulation of holiday homes in Western Australia.

The objectives of Planning Bulletin 99 are:

- To facilitate a consistent, equitable and efficient planning process for the regulation of holiday homes in Western Australia;
- To support the tourism industry by the promotion of voluntary accreditation of holiday homes;
- To encourage good quality, well managed holiday homes for use by short-term visitors generally in locations that will enhance the tourism experience while minimising the potential impacts on adjoining residents; and
- To support the role of holiday homes as part of the tourism industry.

The Planning Bulletin proposes the introduction of the following holiday homes definitions in local planning schemes and the Model Scheme Text:

**Holiday Home (standard)** means a single house (excluding ancillary accommodation), which may also be used for short stay accommodation for no more than six people (but does not include a bed and breakfast, guesthouse, chalet and short stay accommodation unit)

**Holiday Home (large)** means premises conforming to the definition of holiday home (standard) with the exception that the premises provide short stay accommodation for more than six people but not more than 12 people at any one time.

Further, holiday homes are to be introduced as a use class in the zoning table of a local planning scheme as a 'D' or 'SA' use. Approval timeframes for holiday

homes should be such that initial approval is granted for a year and renewed on a 3 to 5 year basis, as determined by the local government. Planning Bulletin 99 encourages local governments to prepare a local planning policy to address holiday homes including their preferred locations, registration and accreditation.

### *2.1.9 Tourism Planning Taskforce Report*

The Taskforce Report, released in 2006 by the Minister for Planning, recognised the need to place greater emphasis on tourism issues in land use planning throughout Western Australia. Specifically, the Taskforce examined issues surrounding the trends of introducing residential components to tourism development on tourism zoned land and the strata titling of tourist development. The Taskforce Report recommends a significant reform of tourism land use planning in Western Australia.

A key recommendation of the Taskforce Report is for local governments to prepare a Local Tourism Planning Strategy or a tourism component to a local planning strategy. An objective for undertaking local tourism planning strategies is to identify and categorise tourism sites based on their physical characteristics and the tourism demand in the locality. The categories include:

- *Strategic Tourism Sites*: those sites that are critical to the future growth and community benefit of tourism in an area and the State, and where development shall be for tourism purposes only.
- *Non-strategic Tourism Sites*: those sites that have an important tourism function but where their retention for tourism only purposes is not in all cases critical.
- *Strategic Tourism Locations*: those areas identified as having future tourism potential and where further planning is required for the identification of specific tourism sites and other uses.
- Sites for the development of integrated-tourist resorts.
- Those sites that have a general zoning that provides for the development of tourist accommodation, such as Town Centre and some Rural zones, and the role such zonings have in accommodating future tourist demand.
- Those sites zoned for tourism purposes but no longer have an existing or potential tourism function, and where rezoning of the whole or part of the site for an alternative use is appropriate.

The Taskforce Report provides a set of criteria to guide assessment of the strategic value of tourism sites and/or locations (Appendix 2).

### *2.1.10 Planning Bulletin 83: Planning for Tourism*

Planning Bulletin 83: Planning for Tourism, published by the WAPC in June 2007, reviewed in 2011, is the interim policy to implement the recommendations of the Tourism Planning Taskforce Report (see 2.1.9). Planning Bulletin 83 provides guidance to the WAPC and local governments in the decision making process for subdivision, development and scheme amendments for tourism proposals in the short term, pending the endorsement of a Tourism State Planning Policy.

The key focus areas of Planning Bulletin 83 include:

- Strategic planning for tourism;
- Local planning schemes;
- Scheme amendments;
- Subdivision and strata subdivision;
- Existing scheme provisions; and
- The referral of proposals to Tourism Western Australia.

Specifically, Planning Bulletin 83 encourages local governments to prepare local tourism planning strategies or tourism components of local planning strategies, to inform tourism planning and development processes in their area.

## 2.2 State and Regional Tourism Framework

### 2.2.1 *Understanding the Caravan Industry in WA Research Report 2007*

The Caravan Industry WA Research Report 2007 identified an undersupply of Caravan Park accommodation in Western Australia. The Research Report highlighted the following strategies to be applied to increase the supply of future caravan parks for short stay accommodation:

- Making crown land available for caravan park developments on a leasehold basis;
- The zoning of the land for use as a caravan park;
- Gaining local government and regional development commissions support;
- Providing financial support for caravan parks only operating for tourism purposes;
- Exploration of nature based caravan parks; and
- Incentives could be given to operators to establish more sites.

### 2.2.2 *Australia's Coral Coast Tourism Development Priorities 2010-2015*

Tourism WA's Tourism Development Priorities, prepared for each of the five regions in Western Australia, incorporate Tourism WA's six major priorities, including:

- Improve the quality of visitor experiences;
- Secure the future of regional tourism;
- Grow visitor expenditure faster than visitor nights (numbers);
- Accelerate the development of Aboriginal tourism;
- Influence major infrastructure priorities and attract private investment; and
- Build recognition that tourism and events enhance the unique Western Australian lifestyle and supports the natural environment.
- 

The Australia's Coral Coast Tourism Development Priorities identifies the following priorities for development in the Shire of Dandaragan:

#### 1. Improve visitor safety on existing sections of the Indian Ocean Drive

Access to the Cervantes and Jurien Bay region will be greatly improved with the development of the Indian Ocean Drive linking Lancelin to Cervantes. However, additional work is required on the existing section of the Indian Ocean Drive between Leeman and Dongara to improve visitor safety.

Priority	Project	Responsible Agency	Timeframe
High	Provide additional passing opportunities and rest areas on the Indian Ocean Drive between Leeman and Dongara	Main Roads	1-5 years

2. Facilitate the improvement of utility provision in the Cervantes and Jurien Bay region

While the development of the Indian Ocean Drive provides the opportunity for a significant investment in tourism accommodation in the region, a lack of adequate power supply and sewage provision limits the desirability of the region as a place for investment. It is recommended that the Shire of Dandaragan and Tourism WA liaise with utility providers to lobby for improved services in the region.

Priority	Project	Responsible Agency	Timeframe
High	Improve the reliability and delivery of power supply in the Cervantes and Jurien Bay townships	Verve Energy, Shire of Dandaragan, Tourism WA	1-5 years
High	Improve access to adequate sewage facilities in the Cervantes and Jurien Bay townships	Water Corporation, Shire of Dandaragan, Tourism WA	1-5 years

3. Facilitate the development of additional accommodation in the area

With the expected increase in numbers brought about by the Indian Ocean Drive, there is seen to be significant opportunity for the development of additional accommodation in the region. Particular areas for focus include the shack settlements around Wedge Island and Grey, caravan park accommodation in major townships and higher end accommodation in Cervantes.

Priority	Project	Responsible Agency	Timeframe
High	Secure the release of the Cervantes Landbank site	Tourism WA, Landcorp	1-5 years
Medium	Facilitate development of accommodation sites for low impact coastal accommodation at the Wedge Island and Grey settlements	Department of Environment and Conservation, Tourism WA, Shire of Dandaragan	1-5 years
High	Investigate the opportunity for additional caravan park accommodation in the region	Shire of Dandaragan, Tourism WA	1-5 years

4. Secure the future of the Nambung National Park and access to the Pinnacles

There have been concerns raised by stakeholders about the need to protect the Pinnacles from further degradation by restricting vehicle access to site. As this is an action that would have significant impact on both tour operators and the Cervantes community, it is recommended that Department of Environment and Conservation work closely and consult with stakeholders in the development of any future management plan for Nambung National Park.

Priority	Project	Responsible Agency	Timeframe
High	Secure the future of the Nambung National Park and access to the Pinnacles	Department of Environment and Conservation, Tourism WA	1-5 years

5. Ensure tourism related facilities are incorporated into key development projects in the region

Redevelopment of the Cervantes and Jurien Bay foreshores and development of the Jurien Bay Marina provides the opportunity to ensure additional tourism facilities are provided in key locations.

Priority	Project	Responsible Agency	Timeframe
Medium	Ensure tourism related facilities are incorporated in the redevelopment of Cervantes and Jurien Bay foreshores	Shire of Dandaragan, Tourism WA	1-5 years
Medium	Ensure tourism related facilities are incorporated in the Jurien Bay Marina Development	Shire of Dandaragan, Tourism WA	1-5 years

#### 7. Assess the viability of a Wildflower Discovery Centre in Cervantes

Given the Indian Ocean Drive is complete, the Cervantes and Jurien Bay region will benefit significantly from a second major tourism attraction (in addition to the Pinnacles). One suggestion is the development of a Wildflower Discovery Centre in the Cervantes area, which could tie in with **Lesueur** National Park and wildflower tour operations. It is recommended that Tourism WA, along with the Wheatbelt Development Commission and the Shire of Dandaragan, explore the feasibility of this attraction.

Priority	Project	Responsible Agency	Timeframe
Medium	Assess the viability of a Wildflower Discovery Centre in Cervantes	Shire of Dandaragan, DEC	1-5 years

#### 8. Identify new locations for signage along the Indian Ocean Drive

Given the Indian Ocean Drive is complete, the Cervantes and Jurien Bay region will benefit significantly from information and interpretive signage. It is recommended that Tourism WA, along with the Wheatbelt Development Commission and the Shire of Dandaragan, explore this need for additional signage and visitor information facilities.

Priority	Project	Responsible Agency	Timeframe
High	Identify new locations for signage along the Indian Ocean Drive	Shire of Dandaragan,	1-5 years

### 2.2.3 Central Coast Strategic Tourism Planning Study 2008

The Central Coast Strategic Tourism Planning Study (CCSTPS) is the strategic planning document on tourism development issues aimed at the identification and promotion of tourism investment within the Central Coast region.

The primary goals of the CCSTPS are:

- Promote tourism investment within the Central Coast region;
- Review the applicable planning policies; and
- Identify product development opportunities.

The objectives and key strategic recommendations, relevant to the Shire of Dandaragan, of the CCSTPS are to:

1. Encourage the development of sustainable world class tourist attractions and products that celebrate the natural values of the region.
  - Development of Indian Ocean Drive as a tourism product as well as a transport corridor;
  - Development of the Pinnacles as a world class attraction;
  - Development of Marine Eco Tours – Jurien Bay Marine Park;
  - Jurien Bay Foreshore Development;
  - Lesueur National Park, Wildflower Drive; and
  - Restrict heavy haulage use of Indian Ocean Drive.
2. Attract accommodation investments that meet market demand at identified strategic nodes.
  - Approval of strategic nodes for tourism accommodation; and
  - Undertake market demand and land use capability analysis to establish feasibility of accommodation mix needed at each location.
3. Increase visitation to primary destinations in the region;
  - Prepare tourism planning strategies for each Shire within the framework of the CCSTPS; and
  - Prepare destination marketing plans for each Shire within the framework of the CCSTPS.
4. Ensure that the visitor experience delivered within the region is world class.
  - Establish an integrated network of accredited Visitor Information Centres in the region;
  - Improve the quality and standard of customer service in the region; and
  - Communication of contribution of tourism.
5. Integrate and coordinate the delivery of social and physical infrastructure across local government boundaries to underpin the private sector investment in tourism in the region.
  - Effective signposting; and
  - Encourage installation of innovative infrastructure for basic services.

6. Ensure that the strategic and statutory planning frameworks identify and protect significant tourist sites and facilitate the development of a range of tourism products in key strategic nodes.
  - Update the Central Coast Planning Strategy;
  - Encourage the development a sense of place in the region;
  - Facilitate the development of critical mass within strategic nodes; and
  - Review town planning schemes.

#### 2.2.4 Nambung National Park Management Plan 1998-2008

The Nambung National Park Management Plan 1998-2008 is based on National Parks and Nature Conservation Authority (NPNCA) and Department of Conservation and Land Management (CALM) policies. The Management Plan aims to resolve present conflicts, plan for future needs, and ensure the Park's and Recreations' values are protected and maintained.

With specific regard to recreation and tourism, the Management Plan aims to:

*'facilitate recreation and tourism in a manner compatible with conservation and other goals'.*

Proposals with relevance to recreation and tourism within Nambung National Park include:

- An interpretive centre has been constructed and is operating at the Pinnacles Desert;
- After the Government's Squatter Shack Policy is implemented and the squatter settlements removed, potential exists at the Grey and Wedge sites for multifaceted developments which could include a range of accommodation, food services, day use activities, fishing excursions and other recreational tours and commercial pursuits;
- The Springs area will be developed as a day use site. Facilities could include gas barbecues, shelters, picnic tables, toilets and a nature study walk. Requires further consideration;
- Subject to the final alignment of the coast road the Crescent Dune site may be developed as a vista and nature study point. Car parking will be provided at the base of the dune with a walk taking visitors to the viewing area. A small interpretive display could provide information for visitors to the site. Requires further consideration;
- Visitor facilities have been developed at Lake Thetis;
- The Molah Hill site has been developed as a vista point;
- 4WD access in Nambung National Park is currently restricted to the area between Wedge and Grey. The provision of camping sites between Grey and Wedge will be reviewed following the outcomes of squatter shack settlements at Wedge and Grey;
- Nature study walks are proposed at Lake Thetis, The Springs, the Crescent Dune, Hill River and the Pinnacles;
- A coastal walk track will link Cervantes and Grey with a single bush camp between the two destinations. Walks that are related to nature study will be developed at Lake Thetis, The Springs, the Crescent Dune and the Pinnacles. A loop walk could also be developed from Grey; and
- A number of camping sites are proposed in an around Nilgen, Wedge, Grey and Cervantes.

### *2.2.5 Management Plan for Lesueur National Park 1995-2005*

The Management Plan for Lesueur National Park 1995-2005 is based on the National Parks and Nature Conservation Authority (NPNCA) and Department of Conservation and Land Management (CALM) policies. The Management Plan aims to resolve present conflicts, plan for future needs, and ensure the Park's and Reserves' values are protected and maintained.

The recreational goal for the management plan is to facilitate recreation in a manner compatible with conservation and other goals. Lesueur National Park will be developed and managed to facilitate low-key recreational pursuits, minimum impact activities and facilities. The proposed day use area will be developed as a focal point for day visitors. Facilities will include defined picnic sites, information displays and toilets. The management plan proposed to develop a selection of bushwalking tracks and permits camping within the Natural Environment Zone.

### *2.2.6 Indian Ocean Drive Economic and Social Impact Study*

The Indian Ocean Drive Economic and Social Impact Study (IOD Impact Study) was commissioned by the Wheatbelt Development Commission, Central Coast Planning Coordinating Committee. The key aim of the study was to identify the likely impacts of the road's completion on communities, businesses and government interests within the region.

The objectives of the IOD Impact Study included:

- To identify the impacts of the coast road, which will enable communities, businesses Local and State Government to effectively plan for those impacts;
- To identify the existing and long term planning issues facing towns, communities, Local and State Government in relation to the coast road;
- To identify appropriate levels of facilities and services;
- To identify opportunities for investment and development in the region;
- To provide population projections for the towns in the study area; and
- To recommend appropriate strategies to manage the impacts of the coast road.

The IOD Impact Study made the final conclusions in regard to planning, population projections and infrastructure:

- The region would be put under significant development pressures and the natural environment would need to be protected;
- The region would require an injection of skills and further infrastructure and services to support increased development;
- There would be a movement of population towards the coast;
- There would be a need to refocus commercial and government activities in centres such as Jurien Bay, Cervantes and Lancelin;
- The largest predicted population growth will occur within the Shire of Dandaragan and Gingin, having significant implications in terms of planning resources and service provision;
- Tourism is likely to be the main driver of growth, however the region currently lacks identity or point-of-difference;
- Visitor accommodation is not well developed, and there is a lack of good quality family accommodation and general accommodation in the 3-4 star range, and in the backpacker and 2-3 star family accommodation type;
- The population of Jurien Bay is predicted to increase four-fold to 5,294 in 2016 in addition to other coastal towns along the road;

- Shortages in 3-4 star self-catering accommodation and adequate restaurant facilities will slow the pace of potential market growth; and
- Business development strategies will be required to attract certain business operators and required capital to the region.

## 2.3 Local Framework

### 2.3.1 *Shire of Dandaragan Strategic Plan May 2007*

The Shire of Dandaragan aims to address key challenges through the implementation of the Strategic Plan, including:

- The capacity of the Shire to deliver quality Local Government infrastructure and services, and to influence the delivery of State and Commonwealth Government services to meet the needs of our growing communities.
- The ongoing development and implementation of a land use planning framework that ensures the Shire grows in a manner that is economically, socially and environmentally sustainable.
- The facilitation of industry development that can deliver employment opportunities capable of sustaining our population growth.
- Enhancing the economic and social structure of our four towns in order that the unique diversity of the Shire is maintained.

#### *Community Infrastructure*

##### 1. Jurien Bay Boat Harbour

Goal: The Jurien Bay Boat Harbour is a key asset within the Shire of Dandaragan. Its development has the capacity to deliver significant social and economic benefits to the community. The Harbour should be developed as a vibrant commercial, tourist and recreational precinct integrated with a diversified fishing and marine industry.

##### 2. Road Asset/Infrastructure Management

Goal: To deliver and maintain a high quality of community infrastructure.

#### Actions

To revitalise the entry to the Cervantes town site and deliver a staged enhancement of the Cervantes foreshore as a vibrant recreational precinct by undertaking the following:

- Encourage and assist Landcorp to plan and deliver the Cervantes Keys project as a premier tourist and residential precinct, integrating fishing infrastructure and foreshore development.

#### *Governance and Administration*

##### 3. Town/District Planning

Goal: To provide a land use planning framework that will facilitate the orderly development of the Shire in a manner that is economically, socially and environmentally sustainable.

#### Actions

- The Shire of Dandaragan will produce a Local Planning Strategy which will set out the Council's broad vision and long term objectives for land use and development.
- The Shire of Dandaragan will produce a Local Tourism Planning Strategy in accordance with the Ministerial Taskforce Report on Strata Titling of Tourist Developments. The strategy objectives will be focused on capacity building and ensuring the development of sufficient tourism infrastructure, notably accommodation and the supporting services and amenities necessary to cater for future demand across the broad tourism market.

### *Community and Social Development*

#### 4. Tourism

Goal: To partner the tourism industry in the delivery of high quality marketing and visitor servicing to the Shire and to establish a strategy for facilitating the growth of the tourism industry within the region.

#### Actions

- Establish a Memorandum of Understanding (MOU) with the Turquoise Coast Tourism in relation to the funding of marketing and visitor servicing services.
- Encourage the Department of Environment and Conservation to partner the tourism industry and the Shire of Dandaragan in the delivery of visitor servicing services from the Pinnacles Interpretive Centre.
- Undertake site identification, land acquisition and land use planning to accommodate the medium to long-term need for a purpose built Visitors Centre within the Shire.
- Partner Tourism WA, Wheatbelt Development Commission and neighbouring Shires in the production of a Central Coast Regional Tourism Strategy. The objective of this strategy will be to identify the investment required by the public and private sectors, in the Central Coast, to maximise the employment and economic benefits to tourism.

#### *2.3.2 Shire of Dandaragan Local Planning Scheme No. 7*

The Scheme was gazetted on 24 October 2006 and is generally consistent with the Model Scheme Text format. The tourism related provisions are extracted as follows:

Clause 1.6 lists the aims of the Scheme. The most relevant aim from a tourism perspective is:

*"Protection and enhancement of the environmental values and natural resources and to promote ecologically sustainable land use and development".*

It is noted that none of the 11 aims specifically mention tourism.

The Scheme includes a Tourist zone. The objective of this zone is:

*"to provide for tourism development and uses associated with tourism development, including retailing and service facilities where such facilities are an integral part of the development and are of a scale appropriate to the needs of the development".*

The zoning table (Table 1) lists the uses permitted or discretionary in each of the zones. The uses permitted ("P") in the tourist zone include:

- Bed and Breakfast
- Caravan park
- Park home park
- Hotel
- Motel
- Restaurant
- Tavern
- Cinema/theatre
- Night club

The uses requiring Council discretion ("D") in the tourist zone include:

- Aged/dependent persons
- Caretakers dwelling
- Dwelling
- Grouped dwelling
- Home occupation
- Multiple dwelling
- Residential building
- Convenience store
- Fast food outlet
- Market
- Service station
- Shop
- Cottage industry
- Civic use
- Club premises
- Community purpose
- Place of worship
- Reception centre

The only tourist accommodation uses listed in table 1 of the Scheme are Bed and Breakfast, Caravan Park, Hotel and Motel.

	Residential	Commercial	Industrial	Harbour	Marine Services	Rural	Rural Residential	Tourist
<b>Accommodation</b>								
Bed & Breakfast	A	P				A	D	P
Caravan Park								P
Park Home Park								P
Hotel		P		A				P
Motel		P						P
<b>Activities</b>								
Restaurant	A	P		A				P
Tavern		P		A				P
Civic Use		D		A				D
Reception Centre		D						D

Table 2.1: Extract of Zoning Table Highlighting Tourist Uses and their Permissibility

### Other Relevant Provisions in Local Planning Scheme No. 7

- Clause 5.13 relates to the development of caretakers dwellings. The scheme restricts the size of caretaker's dwellings to a maximum of 100m<sup>2</sup> or 1 bedroom.
- Clause 5.19 provides for building height restrictions of 2 storeys in the residential zone, and grants Council discretion to determine the height of buildings in other zones.
- Table 2 provides for site and development requirements, specifically in relation to setbacks, plot ratio, landscaping and car parking. With regard to car parking, Hotel, Motel and Hostel uses are required to provide 1 car bay per bedroom plus 1 space per 2 employees.
- Schedule 1 'Dictionary of defined words and expressions' provides land use definitions for bed and breakfast, caravan park, hotel and motel which have been extracted from the Model Scheme Text.
- Schedule 12 'Special Development Zone' relates to the land holding known as Ardross Estates. It provides objectives for the development of the Estate which includes provision for tourism development. It further requires the preparation of a structure plan, development guide plan and a detailed site plan prior to consideration of a development application. These plans need to take into consideration key environmental objectives focusing on sustainability and biodiversity.

### 2.3.3 Shire of Dandaragan Coastal Plan 1999

The Shire of Dandaragan Coastal Plan 1999 (Coastal Plan), prepared by Landvision in 1999, aims to provide a planning framework for future development along the coast. The Coastal Plan takes into account land use planning for prevailing coastal processes and the potential impacts of recreational and tourist activities along the coast. The Plan also recognises future land tenure arrangements between Ardross Estates, the Shire of Dandaragan and the DEC

The Coastal Plan recommends the development of low key tourist accommodation in coastal nodes, for example Cervantes and Jurien Bay with future major accommodation or resort style accommodation located near or in existing town sites. The following development principles were recommended by the Coastal Plan:

- A range of recreational opportunities should be made available in each node;
- Within each node development should be primarily a low key, style of experience with a commensurate scale of development;
- Low key developments such as caravan parks in largely natural environments could be appropriate on less sensitive sites;
- Resort style development should be confined to and encouraged in Jurien Bay and Cervantes and in selected nodes on private land;
- Riverine and estuarine lagoon environments require special design measures due to their inherent high conservation costs;
- Access should be direct from the coastal road rather than from roads parallel to the coast where access should be less formalised;
- Parking areas should be located to focus activity in desired locations; and

- Picnic areas/camp sites should be located within the natural landscaping of the dunes avoiding visual prominence and dune damage.

Cervantes is identified as a low key coastal holiday town in close proximity to international tourist attraction, the Pinnacles. The proposed major foreshore works within Cervantes include:

- The Cervantes Keys development to provide a waterside tourism and recreation focus;
- Major foreshore improvements;
- Clarification of town centre structure and hierarchy;
- Development of a traditional shopping street;
- Integration of community and sporting facilities;
- Possible redevelopment of memorial park;
- Landscape treatment;
- Development of a distinctive Cervantes theme; and
- Coastal walk trail to Hansen Bay.

The Coastal Plan identifies opportunities to develop Jurien Bay as an active and vibrant waterside town with the coastline being the predominant feature and characterising the town. The following recommendations have been identified for the Jurien Bay foreshore:

- Major foreshore park between Roberts Street and Doust Street;
- Vibrant waterside development on Heaton Street;
- Linking of the town centre to the beach;
- Higher profile town centre;
- Traffic management in town centre;
- Coast link road to Harbour;
- Major gardens, war memorial park at Hastings Street;
- Greater utilisation of Jurien Bay Boat Harbour for leisure;
- Completion of a coastal promenade and bike network; and
- Landscape treatment.

#### *2.3.4 Turquoise Coast Development Structure Plan 2003*

The Turquoise Coast Development Structure Plan encompasses the area known as "Ardross Estates", approximately 2,000 hectares along the coast from the south end of the Jurien Bay town site to Hill River and is bordered by Indian Ocean Drive to the east.

The Structure Plan establishes the urban form for the development and details the following:

- a) Major transportation and movement systems;
- b) A hierarchy of centres;
- c) Service commercial areas;
- d) Landscape protection areas;
- e) Major conservation and recreation areas;
- f) Proposals for sewerage, drainage and other physical infrastructure services; and
- g) Details derived from any ethnographic heritage or cultural study conducted in relation to the estate.

The Structure Plan proposes the expansion of the Jurien Bay town site to develop a residential, tourism and holiday community with a focus on biodiversity and the preservation of environmentally sensitive areas.

The Structure Plan area is divided into cells defined by the major road system, open spaces and indicates the staging of the future development. Specifically, proposed development in Booka Valley envisages tourist accommodation, commercial development and residential uses. Developed as a regional beach, the area will encourage active and passive recreation, whilst maintaining consistency with the proposals for the Jurien Bay Marine Park.

Indicative development yields identify the creation of approximately 9,000 residential lots, 1,400 tourist beds, 500 caravan park sites and up to 30,000m<sup>2</sup> of commercial floor space. In addition, the structure plan area will develop supportive educational institutions, open spaces and environmental conservation areas. It is predicted that the 9,000 residential lots will accommodate a population of 25,000 persons, whilst the issue of absentee ownership needs to be addressed.

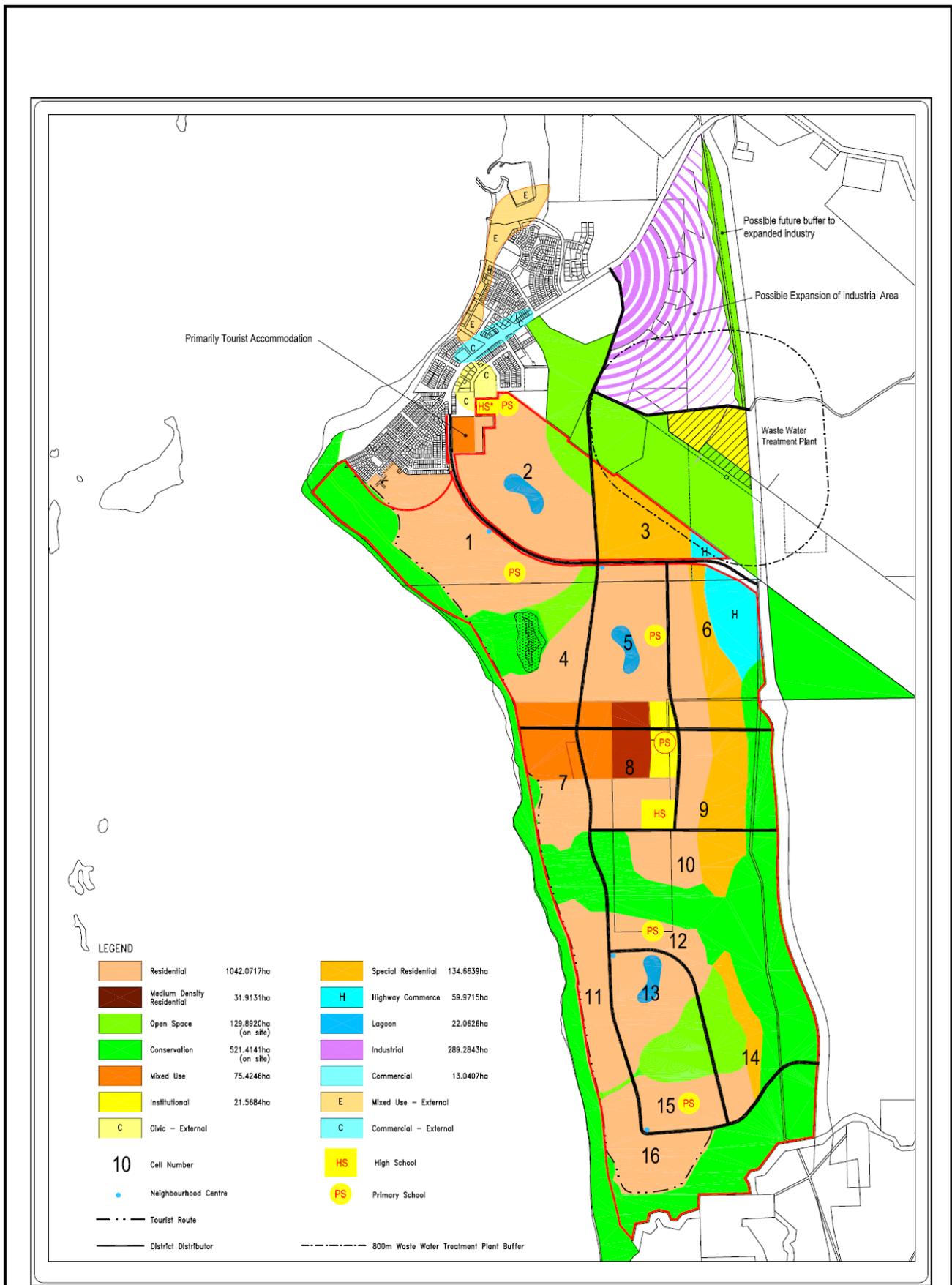


Figure 2.1 Turquoise Coast Development Structure Plan (Ardross Estates 2003)

### 2.3.5 North Head Structure Plan 2007

The North Head Structure Plan focuses on land use planning and urban design for North Head, a headland approximately 6 km from Jurien Bay which covers approximately 650 hectares. The Structure Plan provides a broad vision for the area and is guided by environmentally sensitive design principles.

Development at North Head is to be informed by the following objectives:

- Provide a unique residential and tourist destination in the Shire of Dandaragan;
- Create a landmark project that will set a new standard for coastal development in Western Australia;
- Preserve the natural landscape and environmental qualities of the site;
- Prioritise public access through the site and to the foreshore;
- Integrate the development with adjacent conservation areas;
- Provide a quality range of accommodation options to suit a variety of lifestyles and recreational needs;
- Create opportunities for regional economic growth;
- Develop facilities that complement but do not compete with existing services; and
- Ensure the built form harmonises with the special qualities of the coastal setting through innovative design.

Key elements of the development include:

- Two thirds of the site remains free from development, with dune ridges and natural vegetation retained in a network of landscape and open space;
- Six residential/tourism precincts comprising 2,215 single residential lots and 550 tourist rooms;
- A new access road from Indian Ocean Road provides the 'gateway' to North Head;
- A built form response that evokes the site's distinctive sense of place and captures the outstanding natural experiences of North Head;
- Encouraging walking over the use of vehicles. A network of dual use paths and roads puts all residents 800 metres of beaches, open space and community facilities; and
- Acknowledging that existing commercial facilities and services exist in the Jurien Bay town centre.

The Structure Plan has identified three beachside locations for future tourist development. The Structure Plan proposes two nodes to be developed for high end hotels and one node to be developed for informal 'lodge' accommodation. Specifically, the proposed tourist development will provide:

- |                               |           |
|-------------------------------|-----------|
| • North Head Tourist Precinct | 200 rooms |
| • South Head                  | 200 rooms |
| • Pumpkin Hollow              | 150 rooms |

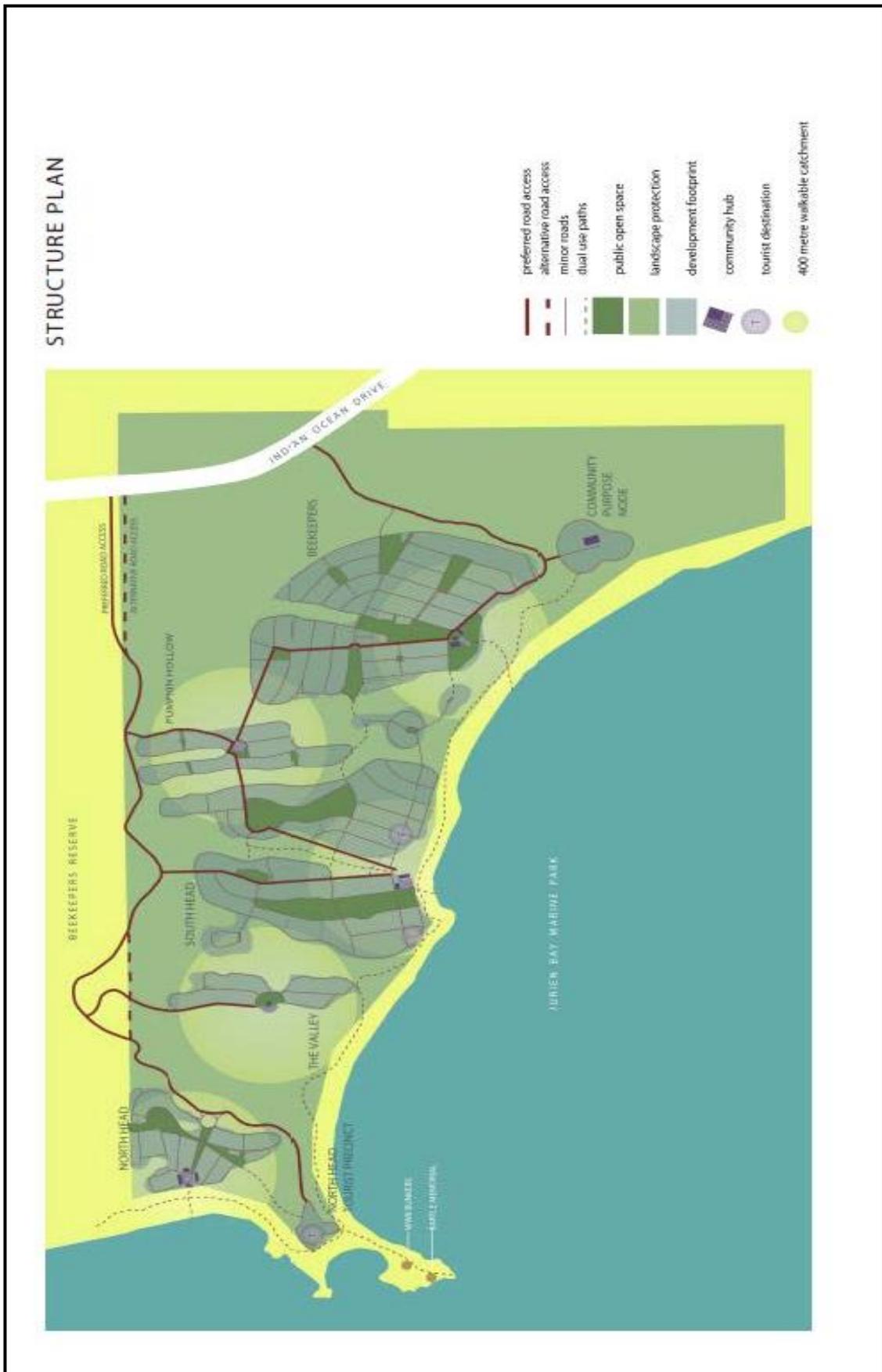


Figure 2.2: North Head Local Structure Plan 2007 (Roberts Day 2007)

### *2.3.6 Jurien Bay Foreshore Plan 2008*

The Jurien Bay Foreshore Plan aims to enhance and vitalise the Jurien Bay foreshore area for local residents and tourists. The study area encompasses Dobbyn Park, Jurien Bay Tourist Park, café areas, foreshore reserves and the land adjacent to the tourist park.

The Foreshore Plan proposes the development of a curved jetty to provide a sense of enclosure around Dobbyn Park and the foreshore area, with a number of pontoons to be developed for fishing, swimming and other recreational uses.

The plan focuses on enhanced pedestrian circulation linking Dobbyn Park, Jurien Bay Tourist Park and a proposed iconic building located on the landmark corner site, creating a vitalised precinct through the integration of tourist uses and the foreshore.

### *2.3.7 Master Plan for Wedge and Grey 2000*

The Master plan for Wedge and Grey 2000, prepared by the Department of Conservation and Land Management (CALM), provides the framework to guide future planning, development and management of recreation and tourism at Wedge and Grey.

The key objective of the Master plan is to:

*"establish future land uses which will achieve sustainability and compatibility with surrounding areas of high conservation value"*

Dependent on the implementation of the Government's Squatter Shack Policy, it is envisaged that Wedge and Grey will provide nature-based recreation and tourism opportunities for day visitors and short-stay holiday makers, catering for a wide range of interests and budgets. The provision of basic amenities and interpretive facilities is recommended for potentially large numbers of visitors seeking access to the beaches.



Figure 2.3: Jurien Bay Foreshore Plan (UDLA 2008)

## 2.4 Summary

An analysis of the state, regional and local planning and tourism context has provided the foundation for tourism land use planning in the Shire of Dandaragan and its relationship with other land uses.

The State Planning Strategy and relevant State Planning Policies have identified opportunities for economic development through integration with other land uses, whilst there is currently no State level policy which addresses tourism planning issues. For example, State Planning Policy No. 2.5 identifies the opportunity for tourist accommodation development associated with farm operations to increase viability, whilst not compromising the function of the farm.

It is widely documented that the greatest demand for tourist accommodation is on the coast. However, such development needs to be integrated with other competing land uses and an emphasis on the environmental protection of coastal areas. The Strategy aims to address tourist development in the Shire of Dandaragan through the minimisation of potential conflicts with other land uses.

It has been recognised, that a need for greater emphasis on tourism issues in land use planning through the preparation of local tourism planning strategy or tourism component of a local planning strategy and preparation of a State Planning Policy. In lieu of the preparation of a State Planning Policy related to tourism land use planning, the Strategy will address the inclusion of a number of the key recommendations of the Taskforce Report within the Shire's local planning policy framework.

A number of local structure plans which include tourism proposals have been approved within the Shire of Dandaragan in recent years. However, there is no coordinated or guided approach to the development of the local tourism industry within the Shire.

Local Planning Scheme No. 7 currently does not adequately address tourism and requires significant amendments to increase consistency with recently introduced tourism strategies and reports. Specifically, the Scheme does not incorporate an aim for the development of the local tourism industry and provides limited development provisions and definitions for tourism uses. A key focus of the Strategy will be the investigation of how tourism can be integrated into the Scheme to better reflect the vision and objectives of this Strategy.

### **3 Tourism Profile**

The Strategy aims to provide for the sustainable growth of tourism by identifying and retaining sites for the future development of a range of tourist accommodation to meet the projected demand. To achieve this, a broad analysis of the value of tourism, visitor characteristics and existing and proposed tourist accommodation in the Shire has been undertaken.

This information will inform the identification of key tourism planning issues which will be analysed in Chapter 4.

#### **3.1 Visitor Characteristics**

The following visitor characteristics have been prepared by Tourism WA, predominantly from information and data supplied to it by members of the tourism industry. Any other information contained in this document is of the nature of general comment and neither purports nor is intended to be advice on any particular matter. No person should act on the basis of any matter contained in this document without considering his or her own particular circumstances. The Shire of Dandaragan expressly disclaims all liability in respect of anything done or omitted to be done by anyone in reliance upon any part of this document.

All figures in Chapter 3 are estimates based on the sample surveyed. As such, the figures are subject to some degree of uncertainty as indicated by the size of the confidence interval associated with the estimate which may affect the change in estimate year on year.

##### ***3.1.1 Tourism in Western Australia***

The value of the tourism industry to Western Australia is significant. The Western Australian Tourism Satellite Account estimated in 2006/2007 the contribution of the tourism industry to Western Australia's Gross State Product was \$3.66 billion directly and \$3.35 billion indirectly, employing a total of 45,660 people directly and 34,320 people indirectly. In real terms, for every 100 people employed in Western Australia, around 6 will be directly or indirectly employed within the tourism industry.

Intrastate visitors make up the greatest proportion of visitors to Western Australia, comprising 73% of total visitors on average between 2006 and 2008. Interstate and International visitors make up 18% and 9% of the total visitors to Western Australia on average from 2006 to 2008 respectively. Visitation to Western Australia has experienced a decrease since 2006, whilst visitor spend on average has increased. Whilst the local (intrastate) market is by far the most significant, outnumbering the interstate market by almost 5 to 1, their average length of stay is considerably shorter (3.8 nights) compared to international visitors (28.9 nights).

### 3.1.2 Tourism in Australia's Coral Coast

Australia's Coral Coast region encompasses the stretch of coast from the Shire of Exmouth in the north to the Shire of Dandaragan in the south. Consistent with State trends, the highest percentage of overnight visitors to the region are intrastate visitors (78.4%). The average length of stay for intrastate visitors to the region of 6.1 days is significantly higher than the State average of 3.8 nights, while the international length of stay is just 9.7 nights compared with 28.9 nights for the State.

	Annual Average 1999-2001	%	Annual Average 2002-2004	%	Annual Average 2005-2007	%
<b>Estimated Visitors</b>						
Domestic	595,300	89%	619,700	90%	549,000	89%
International	77,300	11%	68,700	10%	65,500	11%
<b>Total</b>	<b>672,600</b>	<b>100%</b>	<b>688,400</b>	<b>100%</b>	<b>614,500</b>	<b>100%</b>
<b>Estimated Nights</b>						
Domestic	3,387,300	85%	3,345,700	85%	3,563,700	85%
International	591,100	15%	594,500	15%	632,700	15%
<b>Total</b>	<b>3,978,400</b>	<b>100%</b>	<b>3,940,200</b>	<b>100%</b>	<b>4,196,400</b>	<b>100%</b>
<b>Average Length of Stay (Estimated Nights)</b>						
Domestic	5.7		5.4		6.5	
International	7.6		8.7		9.7	
<b>Total</b>	<b>5.9</b>		<b>5.7</b>		<b>6.8</b>	

(Source: Local Government Area Factsheet Shire of Dandaragan 2008, Tourism Research Australia)

Note: Australia's Coral Coast visitor sample is based on Tourism Research Australia's national and international visitor surveys.

Table 3.1: Overnight Visitors to Australia's Coral Coast Region (year ending December 2008)

### 3.1.3 Tourism in the Shire of Dandaragan

The value of tourism to the Shire of Dandaragan is significant. The Shire of Dandaragan tourism profile, developed by Tourism Research Australia based on a 3-4 year average to June 2007, indicates annual international visitor expenditure was \$2 million and domestic overnight visitor expenditure was \$31 million.

Throughout this period, the average international visitor spend was \$81 per night and \$135 per trip. Further, the average domestic visitor spend was \$107 per night and \$324 per trip.

There is a strong correlation between population and growth in the number of visitors to a destination. In 2005, the WAPC projected that the population within the Shire of a Dandaragan would increase by 42% between 2011 and 2031 population growth.

Some of the factors influencing such significant population growth include the completion of Indian Ocean Drive and increased recognition of the Central Coast region as a 'sea change' destination.

## 3.1.3.1 Overnight Visitors

	Annual Average 1999-2001	%	Annual Average 2002-2004	%	Annual Average 2005-2007	%
<b>Estimated Visitors</b>						
Domestic	104,000		99,000		88,000	
Intrastate	91,000	74%	87,000	75%	74,000	71%
Interstate	13,000	11%	12,000	10%	14,000	13%
International	19,100	16%	17,300	15%	16,000	15%
<b>Total</b>	<b>123,100</b>	<b>100%</b>	<b>116,300</b>	<b>100%</b>	<b>104,000</b>	<b>100%</b>
<b>Estimated Nights</b>						
Domestic	328,000		298,000		280,000	
Intrastate	303,000	84%	266,000	82%	253,000	83%
Interstate	25,000	7%	32,000	10%	27,000	9%
International	31,300	9%	26,000	8%	25,800	8%
<b>Total</b>	<b>359,300</b>	<b>100%</b>	<b>324,000</b>	<b>100%</b>	<b>305,800</b>	<b>100%</b>
<b>Average Length of Stay (Estimated Nights)</b>						
Intrastate	3.3		3.1		3.4	
Interstate	1.9		2.7		1.9	
International	1.6		1.5		1.6	
<b>Total</b>	<b>2.9</b>		<b>2.8</b>		<b>2.9</b>	

(Source: Local Government Area Factsheet Shire of Dandaragan 2008, Tourism Research Australia)

Note: All figures are based on a rolling average, to increase the sample size and reliability of the data.

Table 3.2: Overnight Visitors to the Shire of Dandaragan

Trends in overnight visitation in the Shire of Dandaragan between 1999-2001 and 2005-2007 are:

- Dandaragan has experienced a 15.4% decrease in the number of domestic visitors. Specifically, this is due to a 18.7% decrease in intrastate visitors, whilst interstate visitors have increased by 7.6%;
- International overnight visitation in the Shire of Dandaragan has decreased by 16.3%, the number of nights stayed by international visitors has also decreased by 17.6%;
- The average length of stay for domestic and international overnight visitors has remained reasonably constant (2.9 nights) throughout from 1999-2007;
- The average length of stay for domestic visitors may be attributed to the Shire's close proximity to Perth and its suitable distance for weekend holidays; and
- Similarly, the average length of stay for international visitation may be attributed to the Shire's distance from Perth and availability of caravan park accommodation for visitors continuing travel along the coast.

### 3.1.3.2 Tourism Businesses within the Shire of Dandaragan

	Number	%	State Average %
Non-employing businesses	45	38%	51%
Micro businesses (1-4 employees)	27	23%	25%
Small businesses (5-19 employees)	27	23%	17%
Medium to large businesses (20 or more employees)	18	15%	7%
<b>Total Businesses</b>	<b>117</b>	<b>100%</b>	<b>100%</b>

(Source: Tourism Research Australia Visitor Survey and National Visitor Survey)

Table 3.3: Tourism Businesses within the Shire of Dandaragan

The direct link between the tourism industry and the local economy is illustrated by the total of 117 tourism related businesses operating within the Shire of Dandaragan. Specifically, there is a higher percentage of medium to large businesses operating within the Shire and a smaller percentage of non-employing businesses, when compared with the State average. As the completion of Indian Ocean Drive is predicted to increase the number of visitors to the Shire of Dandaragan, it is likely that there will be further growth in the number of people employed in tourism related businesses.

### 3.1.3.3 Purpose for Visit

	Annual Average 1999-2001	%	Annual Average 2002-2004	%	Annual Average 2005-2007	%
<i>Domestic (Intrastate and Interstate)</i>						
Holiday / leisure	69,000	67%	65,000	66%	60,000	67%
Visiting friends and relatives	16,000	16%	13,000	13%	12,000	13%
Business	8,000	8%	14,000	14%	11,000	12%
Other	11,000	11%	7,000	7%	5,000	6%
<b>Total</b>	<b>103,000</b>	<b>100%</b>	<b>99,000</b>	<b>100%</b>	<b>89,000</b>	<b>100%</b>
<i>International</i>						
Holiday / pleasure	18,600	97%	17,100	99%	15,400	96%
Visiting friends and relatives	200	1%	200	1%	300	2%
Business	200	1%	0	0%	100	1%
Other	300	2%	100	1%	200	1%
<b>Total</b>	<b>19,100</b>	<b>100%</b>	<b>17,300</b>	<b>100%</b>	<b>16,000</b>	<b>100%</b>

(Source: Local Government Area Factsheet Shire of Dandaragan 2008, Tourism Research Australia)

Table 3.4: Purpose for Visit to the Shire of Dandaragan (Overnight visitors)

The main purpose for domestic visitation to the Shire of Dandaragan has remained for holiday and leisure purposes from 1999-2001 to 2005-2007 (67%). However, there has been a 15% decrease in visiting friends and relatives and a 13.8% increase in visitation to the Shire for business purposes.

International visitation for holiday and leisure purposes has remained dominant, varying between 96% and 99% throughout the 1999-2001 to 2005-2007 period.

## 3.1.3.4 Overnight Visitors by Accommodation Types

	Annual Average 1999-2001	%	Annual Average 2002-2004	%	Annual Average 2005-2007	%
<b>Domestic (Intrastate and Interstate)</b>						
<i>Caravan / camping Friends or relatives property</i>	34,000	33%	35,000	35%	32,000	36%
<i>Hotel, resort or motel</i>	8,000	8%	13,000	13%	16,000	18%
<i>Rented house/ apartment</i>	6,000	6%	8,000	8%	8,000	9%
<i>Backpacker / hostel</i>	2,000	2%	2,000	2%	0	0%
<i>Other</i>	28,000	27%	19,000	19%	16,000	18%
<i>Total</i>	103,000	100%	99,000	100%	89,000	100%
<b>International</b>						
<i>Caravan</i>	10,600	55%	8,500	49%	7,400	46%
<i>Hotel, resort or motel</i>	3,500	18%	5,200	30%	4,600	29%
<i>Backpacker / hostel</i>	4,000	21%	3,000	17%	2,500	16%
<i>Rented house / apartment</i>	300	2%	500	3%	700	4%
<i>Home of friend or relative</i>	500	3%	200	1%	500	3%
<i>Other</i>	200	1%	0	0%	400	3%
<i>Total</i>	19,100	100%	17,300	100%	16,000	100%

(Source: Local Government Area Factsheet Shire of Dandaragan 2008, Tourism Research Australia)

Table 3.5: Overnight Visitors by Accommodation Type in the Shire of Dandaragan

From 2005 to 2007, domestic (36%) and international (46%) visitors to the Shire have a preference for caravan and camping accommodation.

Domestic visitors staying in hotel, resort and motel accommodation has doubled from 8,000 to 16,000 from 1999-2001 to 2005-2007, international overnight visitors staying in this type of accommodation has also increased by 31.4%.

The high percentage of visitors staying in caravan and camping accommodation may be attributed to a lack of hotel/resort accommodation available within the Shire and the traditional popularity of the area as an affordable holiday destination.

The Shire of Dandaragan serves as a stopover for caravanners heading north (or south). The development of hotel/resort and motel accommodation has, however, increased in the period 1999-2007 and this is reflected in the increase of visitors staying in this form of accommodation. There are also anticipated to be significant opportunities associated with the construction of Indian Ocean Drive for the development of this form of accommodation.

The percentage of domestic visitors staying with a friend or relative has decreased from 25% to 19% in the 1999-2001 to 2005-2007 periods. This may be attributed to the increase available tourist accommodation.

The Shire has experienced an increase in the number of domestic and international visitors staying in rented house/apartment style accommodation

from 6,000 to 8,000 and 300 to 700 respectively, throughout the 1999 to 2007 period.

### 3.1.3.5 Mode of Transport

	Annual Average 1999-2001	%	Annual Average 2002-2004	%	Annual Average 2005-2007	%
<b>Domestic (Intrastate and Interstate)</b>						
Private or company vehicle	90,000	87%	84,000	85%	71,000	80%
Rented or hire vehicle	3,000	3%	3,000	3%	9,000	10%
Bus or coach	2,000	2%	5,000	5%	3,000	3%
Campervan or motor home (2003 onwards)	N/A	N/A	1,000	1%	3,000	3%
Other	9,000	9%	5,000	5%	3,000	3%
<b>Total</b>	<b>103,000</b>	<b>100%</b>	<b>99,000</b>	<b>100%</b>	<b>89,000</b>	<b>100%</b>

(Source: Local Government Area Factsheet Shire of Dandaragan 2008, Tourism Research Australia)

Table 3.6: Overnight Visitors Mode of Transport to the Shire of Dandaragan

The motor vehicle (private, company, rented or hire car) is the main mode of transport used by intrastate and interstate visitors to the Shire of Dandaragan (average of 89% from 1999-2001 to 2005-2007). There is a steady increase in campervan and motor home travel over the past few years.

The high percentage of motor vehicle travel is consistent with regional areas that have limited alternative transport options.

### 3.1.3.6 Demographics

	Annual Average 1999-2001	%	Annual Average 2002-2004	%	Annual Average 2005-2007	%
<b>Domestic (Intrastate and Interstate)</b>						
15-24	16,000	16%	6,000	6%	13,000	15%
25-44	45,000	44%	46,000	46%	29,000	33%
45-64	32,000	31%	31,000	31%	36,000	40%
65+	10,000	10%	15,000	15%	11,000	12%
<b>Total</b>	<b>103,000</b>	<b>100%</b>	<b>99,000</b>	<b>100%</b>	<b>89,000</b>	<b>100%</b>
<b>International</b>						
15-24	2,300	12%	2,600	15%	2,000	13%
25-44	11,800	62%	7,500	43%	7,100	45%
45-64	4,800	25%	5,300	31%	5,700	36%
65+	200	1%	1,800	10%	1,200	8%
<b>Total</b>	<b>19,100</b>	<b>100%</b>	<b>17,300</b>	<b>100%</b>	<b>16,000</b>	<b>100%</b>

(Source: Local Government Area Factsheet Shire of Dandaragan 2008, Tourism Research Australia)

Table 3.7: Overnight Visitor Demographics

In the period 2002 to 2005, a significant change in the primary age group of overnight visitors has occurred. Domestic visitors in the 25-44 age bracket have decreased by 37%; whilst overnight visitors aged 45-64 have increased by

16.1%. This can be attributed in part to the number of visitors who return to the Shire of Dandaragan on an annual basis and have transitioned into the next age bracket since 1999, as well as the increasing popularity of caravanning with the baby boomer generation.

Between 1999-2001 and 2005-2007 international visitors aged 25-44 have decreased by 39.9% whilst an increase has occurred in visitors aged 45-64 by 18.1%. International visitors aged 65+ have increased from 200 to 1,200 since 1999, which can again be accredited to the popularity of caravanning within the older generation.

## 3.2 Tourist Accommodation in the Shire of Dandaragan

### 3.2.1 *Existing Tourist Accommodation*

The variety of tourist accommodation within the Shire of Dandaragan is predominantly located along the coast within Cervantes and Jurien Bay, including:

- Caravan parks (including caravan sites, chalets, camping grounds and on-site vans);
- Hotel/Motel/Resort;
- Short stay apartments; and
- Self-contained holiday homes.

An audit of the existing formal accommodation in Cervantes, Jurien Bay and rural areas has been conducted and details are provided in Table 3.8: Existing Accommodation Summary below.

In total, there are approximately 164 rooms/units and 236 powered and unpowered caravan bays in formal accommodation facilities within Jurien Bay and Cervantes.

	Address	Locality	Name	Site Area	Zoning	No. Rooms/Keys/Bays	Location
Caravan Park	1/Lot 301 Roberts Street	Jurien Bay	Jurien Bay Tourist Park	3,1919ha	Tourist	88 powered sites 21 unpowered sites 20 cabins/chalets 20 permanent sites 10 semi-permanent sites	Coastal
	35/Lot 229 Aragon Street	Cervantes	Pinnacles Cervantes Beachfront Caravan Park	4,6139ha	Tourist	70 powered sites 64 unpowered sites 8 cabins/chalets 70 semi-permanent sites	Coastal
Hotel/Motel	5/Lot 4 White Street 1/Lot 31 White Street	Jurien Bay	Jurien Bay Hotel Motel	6779m <sup>2</sup> 5853m <sup>2</sup>	Commercial	32 hotel rooms	Town Centre
	7/Lot 227 Aragon Street	Cervantes	Cervantes Pinnacles Hotel	1,6059ha	Commercial	40 units	Town Centre
Bed & Breakfast	492/Lot 155 Jurien Bay Vista	Jurien Bay	The Heights Bed & Breakfast	2,0009ha	Special Use (SU1)	4 rooms	Rural
	4/Lot 34 Grigson Street	Jurien Bay	Jurien on the Bay Bed & Breakfast	1214m <sup>2</sup>	Residential R12.5	2 rooms	Town Centre
Self Contained Units/Apartments	Lot 63 Heaton Street	Jurien Bay	Seafront Estate	2,1468ha	Tourist	62 units	Coastal
	Bashford Street	Jurien Bay	Top Spot Jurien Cottages		Residential R12.5	5 cottages	Town Centre
Backpackers	9/Lot 437 & 15/Lot 438 Bashford Street	Jurien Bay	Jurien Apex Recreation Camp	1,0666ha 8013m <sup>2</sup>	Tourist	Backpackers	Town Centre
	91/Lot 879 Seville St	Cervantes	Cervantes Lodge/Backpackers	1925m <sup>2</sup>	Tourist	12 - 6 person rooms 5 - 2 person rooms 3 additional rooms	Coastal
Rural Accommodation	Koonah Rd	Badgingarra	Waddi Bush Farm	1200 acres	Rural	houses, chalets, cabins, powered sites, unpowered sites	Rural
	Caro Rd	Dandaragan	Red Gum Village	-	Rural	backpackers	Rural
	8/Lot 172 Reimers St	Badgingarra	Badgingarra Caravan Park	2,5154ha	Tourist	caravan park sites	Rural
	Harris St	Regans Ford	Regans Ford Caravan Park	-	Rural	caravan park sites	Rural

Table 3.8: Existing Accommodation Summary

### 3.2.1.1 Occupancy Rates

Visitation to the Shire of Dandaragan is characterised by highly seasonal factors creating high and low periods of occupancy across the range of available accommodation types. Table 3.9 indicates the room occupancy rates within the Shire of Dandaragan in 2008 for hotels, motels and serviced apartments with 15 or more rooms.

	YE Dec 2008
January	63.8%
February	64.6%
March	75.2%
April	59.5%
May	51.2%
June	51.8%
July	51.9%
August	60.9%
September	78.0%
October	63.7%
November	58.6%
December	63.5%
<b>Annual Average</b>	<b>61.9%</b>

(Source: Room Occupancy Rates, Australian Bureau of Statistics)

Table 3.9: Room Occupancy Rate – Hotels, Motels and Serviced Apartments with 15 or more rooms in the Shire of Dandaragan

The average room occupancy rate for 2008 was 61.9%, and the highest room occupancy rates were experienced in March and September which can be attributed to the school holidays and Easter.

The annual average caravan park occupancy rates within Cervantes and Jurien Bay is estimated at approximately 40%, with occupancy rates of up to 100% experienced throughout the Christmas, long weekends and school holiday periods. This correlates with the outcomes of the Understanding the Caravan Park Industry in WA 2006 report which identified an increase in the State average occupancy rates from 39%-45% in the period 1994-2006.

### 3.2.1.2 *Holiday Homes*

Historically, many residential properties within the Shire of Dandaragan have been used as holiday homes. These can be categorised into private holiday homes (used by the owner and friends only) or commercial (rented out to the public for a fee). Holiday homes within the Shire remain popular today, particularly within Cervantes and Jurien Bay. Table 3.5 illustrates that 9 percent of domestic and 4% of international visitors stay in rented houses.

There are a large number of commercial holiday homes available for short stay accommodation within the Shire of Dandaragan. Specifically, 82 holiday homes are listed on [www.jurienbayholidays.com](http://www.jurienbayholidays.com), indicating that holiday homes are a significant market segment within the Shire. Whilst 82 holiday homes are advertised on this website, it is estimated that the number of holiday homes is in fact higher, with approximately 100-150 within Jurien Bay and Cervantes.

This Strategy seeks to provide guidance into the regulation of commercial holiday homes. Section 4.3 investigates the issues and effects of this type of accommodation on formal tourist accommodation, the local community and the visitor experience. This analysis will inform the recommendations to introduce holiday home regulation within the Shire of Dandaragan local planning framework.

### 3.2.2 *Proposed Tourism Development*

Tourism WA's Tourism Accommodation Development Register (TADR) is a summary of the progress of tourism accommodation projects in Western Australia. The project details are tracked through a database which is updated on an ongoing basis with the assistance and cooperation of Local Governments, Regional Development Commissions, developers, consultants and other sources.

In 2010, tourism development projects in the planning or construction phases totalled 7.

Project	Address	Accommodation Type	Project Description	Planning/Construction Phase
<b>Planning Phase</b>				
Jurien Bay Beach Resort	1 Casuarina Cres, Jurien Bay	Resort - 76 units	Resort including swimming pool, tennis court and adjoins local community park.	Development Application Approved
North Head Development	Beaufort St, North Head	Range of accommodation - 550 rooms	Integrated tourism and residential development.	Concept Plans submitted - Pending Local Planning Scheme Amendment
Jurien Bay Marina Resort	Oceanic Way, Jurien Bay	Resort - 44 units	Integrated tourist and residential development.	Development Application Conditional Approval (on hold pending)

				completion of Indian Ocean Drive)
Ardross Resort	Lot 9516 Bashford Street Jurien Bay	Resort - 20 unrestricted and 48 restricted units, café, bar, function room, reception/office and caretakers residence	Integrated tourist and residential development.	Development Application Approved
Jurien Bay Hotel and Residential Resort	Lot 62 Roberts Street, Jurien Bay	Range of accommodation	Integrated tourism and residential development.	Development Application pending.
<b>Construction</b>				
Edge Cervantes Resort	7 Aragon St, Cervantes	Self Contained – 26 units	4 star family apartments, spa suites and studio rooms.	Development completed in 2009.
The Waves	Lot 45 Hill St and Lot 671 Dalton St, Jurien Bay	Self Contained – 20 units (5 residential units)	Two groups of two storey strata titled units.	9 short stay units completed in 2010.

(Source: Tourism Accommodation Development Register 2009)

Table 3.10: Proposed Tourist Accommodation Development

### 3.2.2.1 North Head

North Head is a coastal location approximately 6 km from the Jurien Bay town site adjacent to the Jurien Bay Marine Park. The Structure Plan has identified three beachside locations for future tourist development. Two proposed tourist nodes will be developed for high end hotels (North Head and South Head) and one tourist node is to be developed for informal 'lodge' accommodation (Pumpkin Hollow). Specifically, the proposed tourist offer will include

- |                                |           |
|--------------------------------|-----------|
| 1. North Head Tourist Precinct | 200 Rooms |
| 2. South Head                  | 200 Rooms |
| 3. Pumpkin Hollow              | 150 Rooms |

Tourist development within the North Head Tourist Precinct is proposed to incorporate 100% short stay accommodation with no residential component and while no formal assessment has been undertaken of the tourism sites within North Head as part of this Strategy, the precinct has the potential to be of local tourism significance.

The development is proposed to occur over a 5-20 year period with stage 1 involving the South Head precinct.

### 3.2.2.2 Ardross Estates

The Turquoise Coast Development Structure Plan proposes the expansion of the Jurien Bay town site to develop a residential, tourism and holiday community with a focus on biodiversity and the preservation of environmentally sensitive areas. Additionally, Ardross have been granted development approval of 92 key strata developments in Beachridge and subdivision Detailed planning and development is to occur through a series of 16 Cells. Proposed tourist development throughout the Cells is as follows:

	Accommodation Proposed		Accommodation Proposed
Cell 1	200 tourist beds	Cell 9	-
Cell 2	150 tourist beds 200 caravan park sites	Cell 10	-
Cell 3	50 tourist beds	Cell 11	100 tourist beds
Cell 4	200 tourist beds	Cell 12	-
Cell 5	200 tourist beds	Cell 13	200 tourist beds
Cell 6	100 caravan park sites	Cell 14	-
Cell 7	200 tourist beds	Cell 15	-
Cell 8	100 tourist beds	Cell 16	100 tourist beds 200 caravan park sites
<b>Total Beds: 1,400</b>			

Table 3.11: Proposed Tourist Accommodation within Ardross Estate

The tourism proposals included in the Turquoise Coast Development Structure Plan can not be implemented until further detailed planning has been undertaken, including the preparation and approval of local structure plans and development plans.

### 3.3 Infrastructure Projects & Services

There are a number of infrastructure projects proposed or currently under construction which will affect the future growth of the Shire of Dandaragan. Specifically, these projects will impact directly and indirectly on visitation to the Shire of Dandaragan.

The CCSTPS identified that centres such as Jurien Bay and Cervantes have established local services industries, which are predominantly focussed on fishing and construction. It is important for regional communities to develop opportunities to provide a greater range of services, broadening the local economic base. In addition, there is the opportunity for integration between such industries and the local tourism industry, to further strength the local economy.

Signage is a fundamental component of tourism infrastructure and can impact significantly on visitor experience. The Strategy identifies the need to assess existing signage within the Shire of Dandaragan to ensure it contributes to a positive experience within the Shire.

#### 3.3.1 Indian Ocean Drive

The recent completion of Indian Ocean Drive provides a more direct route between Joondalup and Dongara, initially opening up the Central Coast with a more scenic drive.. The Indian Ocean Drive Impact Study identified that the close proximity of Perth to the Turquoise Coast region, the growing family market and the 'Grey Nomad' market will result in increased demand for visitor services.

The Indian Ocean Drive Impact Study projected that the amount of economic activity is projected to eventually triple over the next 10-15 years and the industry mix is projected to change heavily in favour of tourism and associated industries, although mining, fishing and agriculture will also remain as strategically important industries.

Further, the study identified that visitor expenditure should also grow strong with a definite seasonal pattern. In particular there should be a need for 2 to 3 and 3 to 4 star family accommodation, a variety of dining options, tourist attractions, tour businesses, transport operators and recreational facilities.

Indian Ocean Drive was completed in September 2010.

### *3.3.2 Jurien Bay Foreshore*

The Jurien Bay Foreshore Redevelopment Plan proposes the development of a curved jetty to provide a sense of enclosure around Dobbyn Park and the foreshore area, with a number of pontoons to be developed for fishing, swimming and other recreational uses. Which is currently an ongoing project.

Enhanced pedestrian circulation through creating linkages between Dobbyn Park, Jurien Bay Tourist Park and a proposed iconic building located on the landmark corner site will facilitate the development of a vitalised precinct, integrating tourist uses and the foreshore.

The CCSTPS recommended the redevelopment of the Jurien Bay Foreshore area as a well designed mixed use area with a marina, quality retail, food and beverage, commercial and residential development.

Lot 62 Heaton Street, Jurien Bay is a Tourist zoned site within the foreshore redevelopment area. The Council through 2010 has been assessing a development application for a large scale hotel and residential resort consisting of short stay and permanent residential units, retail shops, restaurants and bars, swimming pools, gymnasium and out door cinema. The redevelopment of the foreshore presents a number of opportunities for this site to be developed to facilitate the creation of a tourism precinct between the town centre and the foreshore.

### *3.3.3 Jurien Bay Marina*

The Shire of Dandaragan Strategic Plan identifies that the Jurien Bay Marina has the ability to provide significant social and economic benefits for the local community. Future development within the Marina is to include commercial, tourist and recreational facilities, integrated with the marine and fishing industry.

Lot 58 Oceanic Way, Jurien Bay is the only vacant Tourist zoned site within the Jurien Bay marina project and has the potential to be developed for quality tourist accommodation and ancillary commercial facilities. Although the Department of Transport land holding does offer increased opportunity for tourist development and accommodation within the Marina Precinct subject to further detailed strategic planning being completed.

### *3.3.4 Services*

In the context of Jurien Bay and Cervantes, the availability of water and sewerage infrastructure has the potential to be a greater constraint than the availability of Tourist zoned land for development. As identified in the CCSTPS, developers are often required to fund the extension of sewerage and water supply, which can potentially impact project viability.

Such servicing requirements can potentially create a comparative disadvantage for tourism and investment and promoting sustainable tourism development. The improvement of water, sewerage and electricity services in Jurien Bay and particularly Cervantes is therefore considered vital if the tourism industry is to expand.

On the whole, government support at all levels is best targeted at the development of the wider tourism industry through investment in services and supporting infrastructure. Tourist development should follow once investors can see that projects are viable. Accordingly, this Strategy supports the extension of services to cater for the anticipated growth of the region.

### 3.4 Tourist Attractions & Amenity

There are two major tourist seasons within the Shire, the wildflower season from July to November and the summer season from November to April.

Visitor experiences range from farming scenery, national parks (native flora and fauna, inland and ocean views), bush walks, wildflowers, an emu farm and historical buildings, to aquatic playgrounds for pastimes such as swimming and snorkeling during the summer months, and all year-round fishing, scuba diving and windsurfing.

#### 3.4.1 *Coastal Marine Environment*

##### 3.4.1.1 *Jurien Bay Marine Park*

The Jurien Bay Marine Park is home to numerous coral species and limestone reefs, including sponges and diverse marine life. Seagrass meadows through the marine park provide shelter for these and many other species. The marine park is a breeding area for sea lions and seabirds.

There is two Sea Lion tours operating in the region one from Jurien Bay and another from Green Head. Other available activities include snorkel and dive tours and fishing charters. The Jurien Bay Marina offers boat launching and recreational water activities.

A recommendation of the CCSTPS is to develop Marine Eco Tours within Jurien Bay Marine Park through the opportunity to identify the unique selling proposition from a user's perspective. Further, it encourages accredited eco tours which enable visitors to engage sensitively with marine life of the park and the development of a Marine Discovery Centre at Jurien Bay to educate and increase awareness of the values of the marine park.

##### 3.4.1.2 *Lookouts and Beaches*

Sandy white beaches and look out points are abundant within the Shire of Dandaragan, many located in close proximity to Cervantes and Jurien Bay. The following sandy bays and lookout points are located within the Shire of Dandaragan:

Lookout Point/Sandy Bay	Attraction/Facilities
Hansen Bay Lookout	1km out of Cervantes, lookout over the islands and town site.
Thirsty Point Lookout	Fishing and swimming, clear beaches and white sand, shelter and toilets.
Kangaroo Point	Beach, picnic shelter, gas BBQ's, toilets.
Hangover Bay	Picnic facilities, gazebos, gas BBQ's, toilets, boat launch for 4WDs, white sandy beach, dolphin and sea lion spotting.
Molah Hill Lookout	360° view of the surrounding countryside and ocean.
Black Peak	4WD and fishing.
Grigson Lookout	Ocean and hill views, native flora walk trails.
Sandy Cape	Camping areas, swimming, fishing and snorkelling.

Table 3.12: Lookout Points in the Shire of Dandaragan

The Australia's Coral Coast Destination Development Strategy 2007-2017 recommends the development of additional recreational activities along the coast in Cervantes and Jurien Bay. Further, the development of additional local tourist attractions and a Marine Interpretive Centre within the Jurien Bay marina development has been identified.

### 3.4.2 National Parks

#### 3.4.2.1 Pinnacles Desert (Nambung National Park)

The Pinnacles are the biggest attraction in the Shire of Dandaragan and one of the most popular day trip destinations from Perth.

Day trip visitation numbers to the Pinnacles in Nambung National Park are collected by DEC on an annual basis from two locations, Pinnacles Road and Grey Road metro counter locations. The data indicates that the number of visits to the Park has increased between 2005 and 2008

Year	Vehicles	Visits*
2005/2006	61,392	267,547
2006/2007	62,542	284,055
2007/2008	77,937	343,730

Notes: A metro counter counts and classifies vehicles; the visitation number is extrapolated by multiplying the number of vehicles by the average number of people per car in the district.

\*DEC count visits not visitors i.e. the same person can be counted twice if they leave the National Park and return again at any stage.

Table 3.13: Day Trip Visits to Nambung National Park

The Pinnacles Desert Discovery Interpretive Centre, opened in October 2008, provides visitors with visual displays on the natural formation processes of the Pinnacles and the biodiversity of the park. Further, the Interpretive Centre provides general information about other national parks and nature reserves and a retail gallery.

The CCSTPS recommended the development of the Pinnacles as a world class attraction through the promotion and support of the Interpretive Centre and seek funding to install personalised audio interpretation of the Pinnacles experience. There is also an opportunity to expand the tourist experience through the identification of a site for an eco-tourism lodge within Nambung National Park which requires the need to be assessed through a management planning process.

#### *3.4.2.2 Lesueur National Park*

Lesueur National Park covers 26,987 hectares and managed by the Department of Environment and Conservation. Its status as a national park recognises the areas outstanding conservation, landscape and recreational importance. The national park is 24km across and has a wide range of geological characteristics and an exceptionally diverse flora, including more than 820 species and represents 10 per cent of the States known flora.

Lesueur offers an 185km one-way bitumen road through the park with regular lay-bys allowing day users to enjoy the scenery and take photographs. The Department of Environment and Conservation have provided picnic areas and bush walk trails up Mount Lesueur and Cockleshell Gully.

Other attractions within the Shire include the Stockyard Gully Caves, Badgingarra National Park, Coomaloo Reserve, Boothendarra Reserve, Watheroo National Park, Namming Lakes and Lake Thetis Stromatolites.

The CCSTPS recommended the promotion and packaging of a new wildflower drive within Lesueur National Park, encouraging overnight stays at Jurien Bay.

#### *3.4.3 Town Centre Amenity*

Both the Jurien Bay and Cervantes town centres are located within close proximity to beach activities. However, pedestrian access and linkages between the town centre and the coast have not been developed to their full potential.

Expansive parking areas dominate the front setback areas of the commercial precincts, indicative of an era of development where the private vehicle was the primary focus.

Both Jurien Bay and Cervantes would benefit from the development of pedestrian linkages throughout the town centres and towards the beach. Additional streetscape beautification would further enhance local resident and tourist amenity. Any future investment in the town centres should be undertaken as part of a master planning exercise to promote the development of nil setbacks, parking located at the rear or on the street and active ground floor uses to encourage pedestrian friendly activities (such as cafes, retail, galleries etc). Development incorporating short stay accommodation could be considered, subject to this being located above ground floor level.

The Council has embarked on preparing a Town Centre Strategy for Jurien Bay with a further need to similar master planning to be undertaken for Cervantes in the future.

#### *3.4.4 Visitors Centre*

The Shire of Dandaragan currently does not have a purpose built visitor's centre providing information to visitors to the Shire. A visitor's centre should provide visitors with information including maps, accommodation, attractions, tour bookings and current events within the area. The Cervantes News Agency currently acts as the Pinnacles visitors centre ([www.visitpinnaclescountry.com.au](http://www.visitpinnaclescountry.com.au)).

As part of the SuperTowns Project, Jurien Bay is in the planning process to establish a visitor and civic precinct. The development will be bounded by Bashford Street, Bayliss Street, Hamersley Street and Batt Street. The town centre is the hub of regional civic, commercial and community activity. The visitor

and civic precinct will assist Jurien Bay in accommodating both existing and forecast demand for visitor and civic facilities, improving access to tourist information services.

### 3.5 Strengths, Weaknesses, Opportunities and Threats

The strengths, weaknesses, opportunities and threats have been analysed to establish the key gaps and opportunities of the tourism industry within the Shire of Dandaragan. The S.W.O.T assessment has been compiled from the state, regional and local context section and the Shire of Dandaragan tourism profile of visitor's characteristics and existing tourism development, refined to the following topics:

- Tourism demand;
- Marketing;
- Attractions;
- Weekend events and festivals;
- Accommodation;
- Access;
- Activities; and
- Infrastructure

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	<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
<b>Tourist Demand</b>	Predicted growth in visitor numbers to the region upon completion of Indian Ocean Drive	Volatile tourism market. Market has been affected by a recent downturn in visitor numbers to the region  Seasonal occupancy rates	Development of tourist experiences along Indian Ocean Drive  Market the region to Perth's northern suburbs upon completion of Indian Ocean Drive	Market demand and development stagnates due to the current economic downturn  Seasonality issues
<b>Weekend Events and</b>	Increased exposure and benefits for local businesses and operators	Costs and time involved in the planning of such events can exceed the initial benefits	Regional investment opportunities  Strengthen tourism in inland locations	Clash with other known popular events (Strong competition)  Market forecast could be over estimated

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<b>accommodation</b>	<p>There is currently a good provision of affordable family accommodation</p> <p>Adequate supply of vacant/developable tourism zoned sites in good locations</p> <p>Location of caravan parks in close proximity to the beach</p> <p>Crown land tenure of caravan parks</p>	<p>No 'Brand' accommodation in Jurien Bay or Cervantes</p> <p>There is a lack of 4/5 star rated accommodation</p> <p>Limited range of accommodation for different visitor markets</p>	<p>Affordable family holidays</p> <p>Eco Resort at Sandy Cape</p> <p>Development of a new caravan park in Ardross Estate</p> <p>4/5 Star accommodation adjacent to Jurien Bay Tourist Park</p> <p>Potential accommodation development opportunities upon removal of squatter shacks in Wedge and Grey</p>	<p>Tourist zoned sites are faced with pressures for residential rezoning/development</p> <p>The number of commercial holiday homes within the Shire and their effect of formal tourist accommodation is unknown</p> <p>Poor regulation of holiday homes detracting from the tourist accommodation market</p>
<b>Activities</b>	<p>Skydiving</p> <p>Windsurfing</p> <p>Kite surfing</p> <p>Sea Lion Tour</p> <p>Wildflower Tour</p> <p>Lookouts &amp; beach activities</p> <p>Bush walking</p>	<p>Activities are not integrated with accommodation</p>	<p>Build on coastal activities</p> <p>Embrace marketing the coastal winds for sporting events e.g. windsurfing and kite surfing</p> <p>Encouragement of creative arts and innovative industries</p> <p>Build on food tourism potential e.g. 'Off the boat' dining experiences and rural produce</p>	<p>Environmental degradation due to excessive coastal activities</p>
<b>Access</b>	<p>The Shire is in close proximity to Perth's visitor market to attract weekend visitation</p>	<p>Limited transport alternatives to the private vehicle</p>	<p>Completion of Indian Ocean Drive will significantly decrease travel time from to the region</p> <p>Marina increased access for boats</p>	<p>Fuel cost increases</p> <p>Increased access may impact on amenity</p>
<b>Attractions</b>	<p>The Pinnacles (Nambung National Park) attracts a significant number of international and domestic day trippers</p> <p>Indian Ocean Rock Lobster facility in Cervantes</p> <p>Jurien Bay Marine Park</p> <p>National Parks</p> <p>Wildflowers</p> <p>Marine experiences</p> <p>Local Produce</p>	<p>No 'off the boat' dining experiences</p> <p>Development of natural attractions has not reached its full potential</p>	<p>Development and marketing of Indian Ocean Drive as a tourism product</p>	<p>Poor leverage off the Pinnacles experience</p> <p>Pinnacles tours lack integration with local businesses in Cervantes and/or Jurien Bay (i.e. accommodation)</p> <p>Lack of cohesion amongst local operators</p>
<b>Infrastructure</b>	<p>Jurien Bay Marina offers the opportunity to expand water based tourism attractions</p> <p>Indian Ocean Drive will make the Shire significantly more accessible to the Perth market</p>	<p>Town sites are poorly designed and in need of significant redevelopment/investment</p> <p>Poor water/sewerage and power services, particularly in Cervantes</p> <p>There is currently no visitors centre in Jurien Bay or Cervantes</p>	<p>Foreshore redevelopment in Jurien Bay Marina</p>	<p>Power failures</p> <p>Loss of low key coastal lifestyle due to suburban expansion of the town centre</p>
<b>Marketing</b>	<p>The Shire of Dandaragan is included within the 'Australia's Coral Coast region' and the marketing of the region</p>	<p>No 'Brand' Accommodation (interstate or international)</p> <p>Poor destinational profile</p>	<p>Market 'Short Breaks'</p>	<p>Continued lack of marketing dollars within the region</p>
<b>Local Planning Framework</b>	<p>Tourist zone provides the foundations for detailed tourism planning</p> <p>The Shire's Strategic Plan supports the preparation of a local tourism planning framework</p>	<p>Lack of guidance for tourist accommodation development within Local Planning Scheme No. 7</p>	<p>Local Planning Strategy is currently being prepared of which the LTPS can form a component</p>	<p>Current planning framework does not facilitate the protection of valuable Tourist zoned sites</p> <p>Poor regulation of holiday homes detracting from the formal tourist accommodation market</p>

Table 3.14: Strengths, Weaknesses, Opportunities and Threats

### 3.6 Summary

The visitor characteristics indicate a decline in visitation to the Shire of Dandaragan since 1999, in line with visitation to Western Australia throughout this period.

The main purpose for travel to the Shire of Dandaragan is for holidaying and leisure, with the majority of visitors (domestic and international) staying in caravan and camping accommodation. Notwithstanding this, visitors staying in hotel, resort and motel accommodation has increased significantly in recent years. The high percentage of visitors staying in caravan and camping accommodation may be attributed to two main reasons, the preference of affordable family accommodation and the lack of alternative accommodation available within Jurien Bay and Cervantes. These trends indicate the need to protect caravan and camping accommodation and investigate opportunities for the development of high end short stay accommodation within the two town centres.

It is estimated that approximately 100-150 residential homes are being rented out as commercial holiday homes within Jurien Bay and Cervantes. However, exact numbers are very difficult to determine. This further justifies the need to investigate the effects of holiday homes on the demand for formal tourist accommodation within the Shire, and how to address commercial holiday homes within the local planning framework.

There are currently a number of tourism developments proposed within Jurien Bay and Cervantes and a number of vacant Tourist zoned sites. This Strategy will determine whether planning for the development of these sites is adequately addressed within the existing local planning framework and whether changes should be made.

The completion of the S.W.O.T assessment of the local tourism industry within the Shire of Dandaragan focussing on tourism demand, marketing, attractions, accommodation, activities, access and infrastructure identified the following:

- Jurien Bay and Cervantes currently have a good provision of affordable family accommodation; however lack diversity and Brand operators.
- Vacant Tourist zoned sites face threats from residential development pressures and Local Planning Scheme No. 7 lacks guidance and does not facilitate the protection of Tourist zoned sites.
- The completion of Indian Ocean Drive is predicted to increase visitation to the Shire of Dandaragan and it is important that the Shire is in a position to ensure future tourism development is appropriate.
- A number of key infrastructure and redevelopment projects are currently proposed or pending completion (Ardross Estates, North Head, Jurien Bay Foreshore and Cervantes Keys).

The key issues of the local tourism industry and local planning framework within the Shire of Dandaragan are addressed in further detail within the next chapter.

## 4 Key Tourism Planning Issues

The previous sections of the Strategy have highlighted the state, regional and local context and compiled a profile of the local tourism industry to identify the strengths and opportunities of the local tourism industry and the existing tourism planning issues within the Shire of Dandaragan.

This section of the Strategy investigates the capacity of the local planning framework to facilitate tourism development and identifies appropriate changes to support identified tourism needs. Further, it will inform the Shire of Dandaragan on the key land use planning issues for tourism development and assist in the formulation of the Strategy recommendations.

### 4.1 Local Planning Framework

Like all schemes prepared in the past decade, the Shire of Dandaragan Local Planning Scheme No. 7 (the Scheme) was developed using the Model Scheme Text (MST) provisions. The MST provides negligible guidelines in relation to guiding an appropriate tourism planning framework, and accordingly, the Scheme does not adequately acknowledge tourism as the complex industry that it is.

Arguably, tourism development should be granted additional consideration and encouragement given the economic and social benefits the industry brings. There is a need to incorporate a stronger focus on tourism in the Scheme, and this Strategy identifies a number of amendments which should be initiated.

#### 4.1.1 *Development Provisions*

The Scheme currently incorporates minimal development control provisions for tourist accommodation proposals. Table 2 of the Scheme provides the requirements for setbacks, plot ratio, landscaping and car parking for uses which are expressly listed. Given that only a small number of tourism uses are included there is at present minimal guidance for Council or developers on what constitutes appropriate development for tourism proposals. Additional Scheme provisions relating to the design and development of tourist accommodation are provided in Section 4.1.5.1.

##### 4.1.1.1 *Density*

The Scheme does not incorporate density requirements for the majority of tourist zones, however clause 5.5 of the Scheme may be interpreted as requiring any residential development in tourist zones to comply with the provisions of the Residential Design Codes (R-Codes). In addition, two tourist zoned sites in Jurien Bay (Lot 2 Casuarina Crescent and Lot 480 Hasting Street) are designated with a density code.

. It is considered that as the R-Codes are aimed at residential development, and a different level of amenity is to be expected in tourism developments (for example less private open space), these standards are inappropriate. Further, the density provisions of

the R-Codes are used to control the maximum number of dwellings on a site, however tourist accommodation development is fundamentally about achieving a sustainable business which often means that a minimum number of keys/rooms are necessary.

#### *4.1.1.2 Building Height*

The Scheme does not include any height restrictions, with the exception of development in the Residential zone which is restricted to 2 storeys. Building height within Jurien Bay and Cervantes for non-residential development is guided the WAPC SPP 2.6 State Coastal Planning Strategy which recommends a building height limit within 300 metres from the coast to 5 storeys, with 8 storeys subject to broad community support.

Building height is essentially a local planning issue which extends beyond tourism development. However, it can have an impact on the amenity of an area that can affect its attraction to a visitor. For example, a high rise building located in a pristine wilderness environment may be intrusive on the natural landscape, which is the main attractor.

Accordingly, this Strategy recommends that building height controls are implemented to ensure appropriate tourism/urban design outcomes can be achieved without detriment to the Jurien/Cervantes coastline.

It is important that development on key tourist sites remain at a human scale, and as such, new tourist development should maintain a level of proportion in height and bulk without limiting innovative design that compliments the character and amenity of the surrounding environment.

#### *4.1.1.3 Car Parking Requirements*

The Scheme provides parking requirements for hotel, motel and hostel uses only. The current requirement of 1 bay per bedroom is reasonable for a self-drive destination, however the Scheme provisions may need to be expanded to incorporate other tourism uses which are more likely to be developed in the future, namely serviced apartment/resort style accommodation. Appendix 1 has a guide for car parking requirements for resort style accommodation, which could be included in a local planning policy or summarised within the Scheme.

#### *4.1.1.4 Length of Stay Provision*

The Taskforce Report recommends incorporating a standard provision in all schemes which requires all tourism development to be made available for tourism letting, and limits the length of occupancy in all forms of short stay accommodation on land zoned for tourism purposes to a maximum of 3 months in any 12 month period. This is to prevent the permanent use of tourist development particularly in relation to strata titled development.

### *4.1.2 Land Use Definitions*

The Scheme includes the definitions from the MST for bed and breakfast, caravan park, hotel and motel uses.

The Taskforce Report requires schemes to incorporate more detailed definitions of tourism land uses than those in the MST to provide consistency between development types and to assist local governments and developers to define uses

and their appropriateness in various zones. The inclusion of additional definitions and land uses in the zoning table will reduce the need for Council to use its discretion on whether to approve a use not listed.

Conversely, a prescriptive land use definition schedule restricts the ability for Council to approve an innovative outcome. In this regard, additional discretion has been provided in the amended zoning table (Table 5.2) to enable Council to approve appropriate development in certain zones.

The additional uses to be defined include:

- Chalet
- Cabin
- Eco-tourist facility
- Farm stay
- Guest house
- Holiday home
- Holiday home (large)
- Lodge
- Tourist resort
- Serviced apartment
- Short-stay accommodation

Section 5.1.4 provides the full definitions for these uses plus some additional tourism related uses to assist with the development approval process.

#### *4.1.3 Tourism Precincts*

The concentration of tourism uses within close proximity to each other can result in benefits to visitors, businesses and residents. Successful tourism precincts are vibrant and attractive places, providing a variety of uses within a walkable catchment area. Businesses within these precincts can lever off one another, for example a restaurant can service a nearby accommodation facility and collectively improve marketing/promotion of the precinct. Even uses which provide similar services such as numerous restaurants can complement, rather than compete by offering variety and choice to a consumer.

Existing tourism development within Jurien Bay and Cervantes is generally dispersed throughout the two town sites. The Strategy identifies the potential for two key areas to be developed into tourism precincts, namely the Jurien Bay Town site/foreshore area and the Jurien Bay Marina, as these areas display the basic attributes of a precinct. The Jurien Bay Marina and Foreshore areas are characterised by attractions (ie the beach/waterfront), existing tourism development (e.g. caravan park), future tourism development opportunities with vacant tourist zoned sites, and significant redevelopment potential such as the proposed Jurien Bay foreshore proposal. Accordingly, Council should support and encourage the development of short stay accommodation, cafes and restaurants, and specialised retail within these identified precincts. The Strategy map illustrates these precincts. Current planning/development proposals for these areas are further detailed in Section 3.2.2.

It should be recognised that the two tourism precincts are distinguished by locally significant and vacant tourism sites, namely Lot 62 Roberts Street and Lot 58 Oceanic Way, Jurien Bay. These sites have been identified in this Strategy as having potential land mark status, and their proposed rezoning to Special Use to facilitate appropriate tourism development befitting these locations is recommended.

#### *4.1.4 Tourist Zones*

The Scheme incorporates a Tourist zone, which is consistent with local planning schemes in regional areas and the MST.

In order to provide for the sustainable operation of a range of tourist accommodation types, it is necessary to provide for a more detailed zoning structure that clearly sets out the extent and type of development that can be achieved within a specific Tourist zone. This is proposed to be achieved through the introduction of a tiered zoning structure which limits the range of uses permissible on a site, taking into account the planning context and its identified tourism function.

The inclusion of specific purpose tourist zones within a scheme will depend on the character of tourism in an area and the range of tourism sites. These specific purpose zones are also intended to identify tourism sites of state strategic significance. While it is unlikely that there will be any strategic tourism sites within the Shire of Dandaragan, there are a number of locally significant sites that have the potential to attract high quality tourism developments which will provide a valuable economic contribution to Jurien Bay, Cervantes and the region.

This Strategy identifies the inclusion of a Caravan Park and Special Use zones into the Scheme and the retention of the existing Tourist zone, in order to facilitate the appropriate development of key tourism sites, provide more flexible provisions on the secondary sites. The Strategy also identifies sites currently zoned for tourism purposes but which no longer have an existing or potential tourism function, and recommends the rezoning of these sites to facilitate alternative uses.

Section 5.5 of this Strategy provides the rationale behind the assessment of sites into the categories of primary tourism sites, secondary tourism sites and non tourism sites, based on their physical characteristics. The justification for the addition of a Caravan Park zone is provided in Section 4.4.

The Caravan Park zone will require objectives and specific development requirements to be incorporated into the Scheme. Further, the zoning table will need to be expanded to incorporate these zones and the uses which may be permissible within each zone. Amendments to the zoning table incorporating the additional tourist zone and uses are included in Section 5.1.5.

##### *4.1.4.1 Special Use Zone*

The assessment of existing Tourist zoned sites within Jurien Bay and Cervantes identified three key vacant tourism sites which have significant tourism value within the Shire including:

- Lot 62 Roberts Street, Jurien Bay;
- Lot 58 Oceanic Way, Jurien Bay; and
- Lot 861 Seville Street, Cervantes.

The main purpose behind rezoning these three sites to a different zone is to facilitate the development of a high quality tourism product. Specifically, the Tourist zoned sites identified as having local significance or are unsuited to having a residential component within the Shire are proposed to be rezoned Special Use and included within Schedule 4: Special Use Zones of the Scheme. To achieve a quality tourism outcome, a number of additional site and development provisions relating to this zone will be required to be incorporated into the Scheme including:

1. The preparation and approval of an Outline Development Plan to guide the appropriate development of each site. This plan must give due regard to any relevant Local Planning Policies and must be approved by Council and the WA Planning Commission, in consultation with Tourism WA.
2. In addition to compliance with the design principles for tourism development addressed in section 4.1.5.1, an application must include the following:
  - The provision of adequate resort style recreational facilities (such as pools, day spa, gymnasium, function space, BBQ area and children's playground), food and beverage facilities and reception/managers residence to be identified on the Development Plan.
  - A business plan/feasibility study to support the need for the proposed development and the ongoing viability of it from an operational perspective. Written support of the development from a reputable tourism operator will be highly regarded.
  - A staging plan (if staging is proposed) indicating the development of the tourist component (including appropriate common facilities) as part of stage one.
  - Should the tourism development be strata titled, a copy of a draft management statement which is consistent with the WAPC's conditions for strata titled tourism development.

#### 4.1.4.2 *Tourist Zone*

Development within the Tourist zone should comply with the design and development principles addressed in Section 4.1.5.1. The Tourist zoned sites identified as 'Non-Strategic Tourism Site' within the site assessments in Appendix 3 are proposed to maintain their existing Tourist zoning classification.

The sites identified for retention in the Tourist zone include:

##### Jurien Bay

- Lot 340 Dalton Street
- Lot 341 Dalton Street
- Lot 450 Hill Street
- Lot 671 Dalton Street
- Lot 337 Dalton Street
- Lot 349 Dalton Street
- Lot 63 Heaton Street
- Lot 437 & 438 Bashford Street
- Lot 1 Casuarina Crescent
- Lot 3 Casuarina Crescent

##### Cervantes

- Lot 879 Seville Street

- Lot 645 Catalonia Street
- Lot 890 Catalonia Street

#### *4.1.4.3 Non-Tourism Sites*

The site assessments undertaken as a component of this Strategy in Section 5.5 have identified two Tourist zoned sites which are considered to no longer meet the needs of the market, due to factors such as location, existing land use and setting. These sites have been allocated a residential density coding, further supporting their preferred use. This Strategy recommends that subject to owner's support, these sites are rezoned to Residential R17.5 under Local Planning Scheme No. 7.

The sites are:

- Lot 2 Casuarina Crescent, Jurien Bay
- Lot 480 Hasting Street, Jurien Bay

#### *4.1.5 Design and Development Principles for Tourist Accommodation*

The Taskforce Report recommended that a State Planning Policy Land Use Planning for Tourism be prepared to provide a statutory mechanism for the implementation of the Taskforce recommendations. A number of recommendations related to dealing with the design, development and subdivision of tourism sites. These matters are considered essential to guide the sustainable development of tourism within the Shire of Dandaragan. Accordingly, it is recommended that in lieu of an SPP being prepared, the Council incorporate the following provisions in a Local Planning Policy for tourism development, and consideration be given to include them in the Scheme.

##### *4.1.5.1 Development*

The following standard requirements for a tourism development proposed with a residential component are recommended to be included in a Local Planning Policy for Tourism Development:

- Those areas of the site providing the highest tourism amenity, e.g. the beachfront, the best part of the site (in its entirety) should be retained for tourism purposes.
- The location of all units on the site shall provide for ease of tourism access throughout the site and facilitate easy access of areas of high amenity within or adjoining the site.
- The maximum proportion of permanent residential units shall be such that the site retains a dominant tourism function and character, and shall be determined by the Council between zero and 49 per cent inclusive. In determining the percentage of permanent residential use on a site, the Council will take into consideration such matters as the size of the site, the viability of the resultant tourism product and the standard of tourism facilities and amenities.

- The maximum percentage of permanent residential units/development on the site shall comply with the following at all stages of the development of the site:
  - i) The proportion of residential units relative to the total number of accommodation units on the site shall be equal to or less than the approved percentage.
  - ii) The site area occupied by the permanent residential units, and any areas designated for the specific use of the occupiers of those units, relative to the area occupied by the short-stay development shall be equal to or less than the approved percentage. In calculating the area occupied by the short-stay development, those facilities available for common use, such as reception and recreation facilities.
  - iii) Any individual permanent residential unit, and as a whole any residential no-occupancy restriction component of such a development shall be of a design and scale that it clearly is subsidiary to the tourism component of the development such that the tourism component remains dominant in all aspects.
- All units in the development shall be designed primarily for tourist occupation, form part of an integrated complex and shall not be subject to compliance with the Residential Design Codes of Western Australia to the extent necessary to meet these requirements, unless specified within Local Planning Scheme No. 7.
- Design differentiation between tourism and residential units within a complex shall be limited to that required to accommodate the various components of the market.
- Permanent residential units may be concentrated in an area of the complex and provided with specific recreation and amenity facilities but shall be designed to enable management and use as an integrated part of the overall complex. In assessing the location of units, the potential for a residential no-occupancy restriction component to provide a transition between tourism development and surrounding residential uses should be taken into account.
- The development shall incorporate those facilities normally associated with tourist accommodation developments such as recreation, entertainment facilities and integrated management facilities.

#### 4.1.5.2 *Strata Titling*

While the approval of subdivision/survey strata applications is the responsibility of the WA Planning Commission, built strata applications have recently been delegated to the local authority for determination. In approving an application for built strata on a site zoned for tourism purposes, it is important to incorporate appropriate conditions relating to the management of the facility to ensure its ongoing sustainability for tourism purposes.

The following standard conditions to be addressed in the Local Planning Policy relevant to built and survey strata applications are:

1. Notification(s) in accordance with section 6 of the Strata Titles Act 1985 are to be placed on the Certificates of Title of the proposed lot(s) ... confirming that the units are to be used for short stay occupancy only. The Notice(s) are to be included on the Deposited Plan.

The Notice(s) are to state as follows:

*"No person shall occupy any Tourist Accommodation Unit for more than a total of 3 months in any one 12 month period. In this regard a register of guests is to be made available for perusal by the Shire of Dandaragan."*

2. A Management Statement being prepared and submitted in accordance with Section 5C of the Strata Titles Act 1985, to establish a Schedule 1 by-law that requires, as a minimum, the establishment of a unit management agreement, lease or alternative arrangement between each owner of a tourist use strata unit, or the owners collectively, and a common facility manager/operator to provide for common management of all such units for a minimum period of 25 years as a tourist facility, but providing the Strata Company the ability to terminate a contract with the facility manager/operator at the end of a 5 year contract or a lesser period based on performance criteria as determined by the Strata Company.

The management agreement, lease or alternative arrangement shall cover, but not be limited to, resort reception, security, maintenance, care taking, refurbishment, marketing, rights of access to units by facility manager and other services required for the development to operate as a tourist facility.

Additionally, the Management Statement is to include the following additions to the by-laws contained in Schedules 1, 2 and 2a of the Strata Titles Act:

- (a) The Strata Scheme is to operate as a short stay accommodation tourist resort facility and the strata company shall at all times promote this objective;
- (b) Termination of one facility manager/operator must be followed by the immediate appointment of a replacement manager/operator;
- (c) The facility management agreement between each unit owner/owners and the Facility Manager must bind successive unit owners;
- (d) development refurbishment, including the common property lots, as required to maintain or upgrade the tourist standard of the facility, is to be managed by the Facility Manager on a development-wide basis through the establishment of a refurbishment reserve, or similar mechanism;
- (e) entry to units, including by owners, is controlled by the facility manager/operator with the management agreement providing that all tourist use units will be available only for tourist use, including owners use, unless subject to maintenance and refurbishment;
- (f) Internal fixtures/fittings and decor in each tourist unit are to be provided and maintained to a specified appropriate standard suitable to tourist letting of the units. Upgrading fixtures/fittings and decor by owners (i.e. personal fit-outs) is not permitted;
- (g) The Facility Manager, on an annual basis, is to keep a written record of all bookings of each owner's unit and must notify the strata company in writing if it becomes aware of any person occupying the unit for a period exceeding 3 months in aggregate in

any 12 month period. The strata company on receipt of such notification, and in addition to its own compliance actions, shall advise the Local Government and Tourism WA;

- (h) The tourist accommodation unit will be available a minimum 9 months out of 12 with all check in/check outs being handled by the manager who will have access to all units;
- (i) All recreation, servicing/support and tourist-related facilities be available for all guests;
- (j) the on-site reception facilities and tourist resort-related uses are to be subject to lease arrangements or ownership restrictions and disposal mechanisms linked to the facility management/operator function; and
- (k) Any changes to the management statement affecting the matters identified above are to be approved by the Local Government in consultation with Tourism WA.

#### *4.1.5.3 Subdivision/Amalgamation*

Many of the tourism sites in the Shire are not conducive to further subdivision, due to their size. A minimum number of units/keys are generally required to ensure a viable tourism development, and larger sites offer more opportunities to provide a sustainable development with appropriate facilities.

It is difficult to establish a standard minimum number of units required for a tourism development to be viable, as it is dependent on a number of variables. However, as a general guide a minimum of 20 keys is necessary to sustain a strata titled development with minimum/no tourism facilities and an on-site manager. This size/type of accommodation is more likely to convert into residential or holiday home use over time as there is limited capacity to market such a small facility and a higher potential for an owner to 'opt out' of the onsite letting pool, thereby reducing the viability of retaining an on-site manager. A development which would attract a known branded operator and has a number of facilities and amenities including food and beverage (restaurant) would require in the vicinity of 90-120 keys. Accordingly, there are greater benefits to be had by the development of larger tourist accommodation facilities.

The following principles should be considered for inclusion within the preparation of the Local Planning Policy in the assessment of subdivision proposal for tourism sites:

- The proposed lot(s) will be able to accommodate and provide the development flexibility necessary to facilitate development of a sustainable tourism facility consistent with the site's zoning and location and, where identified, its tourism function under an endorsed local planning strategy or tourism strategy.
- The retention or enhancement of the strategic value of the site for tourism purposes, including the relationship between individual lots and areas of high tourism amenity (such as the beachfront) and potential in accommodating current and future tourism demand.
- The accommodation of services, management and recreation facilities associated with the development of the site without compromising the character, development flexibility or tourism amenity of the site.

- Where the zoning of the site provides for a restricted range of tourism uses, or a single use, the ability for all resultant lots to be developed sustainably consistent with that zoning.

The amalgamation of two or more tourism sites to improve their viability will generally be supported, and Section 5.2 identifies those sites zoned for tourism purposes in which amalgamation with adjoining sites should be encouraged.

## 4.2 Tourist Accommodation

The Shire of Dandaragan's existing tourist accommodation offer is strongly influenced by caravan parks, self-contained units/apartments and holiday homes. Specifically, the audit of existing accommodation within the Shire identified approximately 236 caravan sites, 72 hotel/motel rooms, 113 self-contained units/apartments and 82 advertised holiday homes. It is important to note that 40 of the advertised holiday homes are located within Seafront Estate, which is located on a prime tourist zoned site in Jurien Bay.

### 4.2.1 *Retention of Tourist Zoned Sites*

A key objective of this Strategy is to provide for the sustainable growth of tourism by identifying and retaining sites for a range of tourist accommodation. The assessment of existing Tourist zoned sites within the Shire of Dandaragan, specifically Jurien Bay and Cervantes, has identified a number of currently vacant sites suitable for tourist development. The total area of vacant Tourist zoned land within Jurien Bay is calculated to be 9.2381 hectares and 3.6053 hectares in Cervantes. Further, a number of additional tourism sites are proposed to be released in the future within the Ardross Estates and North Head developments. This gradual release of tourism sites should satisfy additional demand for many years.

In light of the above, the Strategy does not recommend the identification of new sites for tourism development, rather the protection and retention of existing Tourist zoned sites. This analysis is based on an adequate supply of vacant Tourist zoned land available and anticipated tourism growth rate of the Shire over the next 10 years. There is also a significant supply of residential lots being released through Ardross Estates and other developments such as North Head and in Cervantes which should satisfy any residential demand. However, in the event that any of these sites are rezoned /redeveloped for non-tourism purposes, further detailed analysis will be required to determine whether additional tourism sites will need to be identified. Accordingly, any proposal to rezone a Tourist zoned site will require the proponent to undertake an independent supply/demand study to determine whether the site is surplus to demand and can be rezoned, or if it will be required for tourism development in the future.

### 4.2.2 *Quality Tourism Outcomes*

In areas experiencing low visitor occupancy rates and where existing product is aged and/or does not meet the needs of the visitor, new development can make a positive contribution to the area in a number of ways. The introduction of a known branded operator to an area in particular can have significant flow on benefits. A branded operator has the marketing capacity and quality control standards of an established and recognised business. These brands, through appropriate distribution channels, can promote an area as well as a product thus increasing the recognition of a location. An outcome of this additional marketing is that it provides a further incentive to existing owners to improve their own

product. Many high end brands also have their own 'following', whereby loyal customers choose to stay at the facility because of its name and trust the brand to locate the property in a place with a suitable level and standard of activities and attractions.

Should a new development not result in a quality tourism experience this can be to the detriment of the local tourism industry. Visitors who have a bad experience as a result of poorly designed or managed accommodation are more likely to pass this experience on to friends and potential customers through sources such as the internet, than if they had a good experience. This feedback not only impacts on the property but also the area, particularly given the significant amount of competition that is available both domestically and internationally.

The potential for a poor tourism outcome to impact on the broader industry highlights the importance of ensuring that new development is designed to meet the needs of the visitor. Development incentives should be provided to encourage high quality development which will attract a branded operator to Jurien Bay/Cervantes and any proposals involving the refurbishment/improvement of existing product should be supported.

### 4.3 Holiday Homes

Holiday home rentals have been an established part of the tourism offer in regional Western Australia for many years. This tradition started with the holiday shack, graduated to better standards of accommodation, and now includes luxury abodes. A significant change in the nature of the holiday home rental sector in recent years is the growing number of holiday home rentals available on the market and the trend of purchasing and building homes specifically for commercial/investment purposes as opposed to mainly for the use of family and friends.

The holiday home rental sector has now become a significant part of the short stay accommodation industry. As the sector has grown, so has its impact on a range of issues such as mainstream tourist accommodation operators, prices of long term rental properties and social issues for the local community. These impacts, combined with the important factor of providing a quality tourist experience has resulted in the need for some control of the industry.

Broadly, the issues why holiday homes should be regulated include:

- a) Mixing tourism with other land uses can compromise the quality of the experience for tourists and cause conflict with the existing users. For example, in residential areas the behaviour of tourists is often not compatible as tourists tend to stay up later, make more noise, are less concerned about normal use of residential facilities such as parking bays and are more relaxed about the behaviour of children.
- b) The tourism experience can be affected by planning and design conflicts over issues such as parking requirements, unit layout and space configurations and related matters which vary between tourist and residential developments.
- c) The vitality and vibrancy of tourism zoned areas and precincts can be diluted by dispersing tourist accommodation throughout a destination.

- d) Impact on the viability of existing or proposed tourism zoned sites from spreading short stay accommodation demand throughout an area, diluting occupancy and yield.
- e) Safety issues from unsupervised tourists in rural locations (such as the implications of fire bans in the dry season), which is increasingly important as greater numbers of interstate and international visitors are using holiday homes.
- f) Devaluation of tourist zoned land, in general, and more importantly strategic sites, exacerbating the demands for permanent residential use on these sites.
- g) Holiday home providers generally do not contribute to the promotion of the industry through the traditional distribution channels.

There are currently limited consumer protection or customer service requirements for the holiday rental sector which means a house can be rented out with little or no regard to issues such as public liability insurance, complaints and dispute resolution, standards of facilities and availability of services, health, fire and safety regulations, and ensuring standards of accommodation match that advertised and meet the reasonable needs of the visitor.

Further, there is an issue of equity with the letting of unregulated holiday rental properties in competition with commercially regulated sectors of the market, and in particular the smaller operators, farm stays, small chalets and bed and breakfast establishments. Small commercial short stay operators must operate in a regulated environment which can involve increased rates, annual inspections, restrictions on the number of lettable rooms, insurance compliance and costs and building regulation controls such as hard wired smoke alarms, fire exits, and universal access requirements.

#### *4.3.1 Holiday Homes in the Shire of Dandaragan*

Jurien Bay and Cervantes are traditional beachside holiday destinations in which the 'holiday home' has been the dominant form of short stay accommodation for many years. It is estimated that a significant number of the residential properties in Jurien Bay/Cervantes are absentee landowners. A large percentage of these houses are used for private holiday home purposes and not rented out for commercial return.

Currently, the Shire does not regulate the use of residential homes for commercial purposes. The lack of any significant complaints, which may be due to a 'reluctant acceptance' by permanent residents impacted by holiday homes has not warranted the need to address this matter previously. However, given the upcoming completion of Indian Ocean Drive and increased residential development that is occurring within Ardross Estates and eventually North Head, some regulation of the sector is considered necessary.

The recent Planning Bulletin 99 Holiday Homes Guidelines, adopted by the WAPC in September 2009, recommends that these issues be addressed via a combination of accreditation, development approvals, registration and selective location. These mechanisms will help to protect consumers, support the local tourism industry and avoid conflict between holiday users and permanent residents.

#### 4.3.1.1 *Scheme Definitions and Provisions*

A 'dwelling' is not specifically defined in Local Planning Scheme No. 7, however reference is made to relevant definitions in the Residential Design Codes, which defines a dwelling as:

*"A building or portion of a building being used, adapted or designed or intended to be used for the purpose of human habitation on a permanent basis by a single person, a single family or no more than six persons who do not comprise a single family."*

It is evident that using a dwelling for the purposes of a holiday home is not consistent with this definition in terms of requiring residency on a permanent basis, therefore a specific definition for the use is necessary. The Planning Bulletin has established the following standard definitions:

*'Holiday Home/House (Standard)' means a single house (excluding Ancillary Accommodation), which may also be used for short stay accommodation for no more than six (6) people (but does not include a 'Bed and Breakfast', 'Guesthouse', 'Chalet' and 'Short Stay Accommodation Unit').*

*'Holiday Home/House (Large)' means premises conforming to the definition of 'Holiday Home/House (Standard)' with the exception that the premises provide short stay accommodation for more than six (6) people but not more than twelve (12) at any one time.*

The rationale behind having two definitions is based on the need for larger holiday home to be assessed with more rigor, having regard to the likelihood of more noise, disturbance and car parking and the impact on any neighbouring residential dwellings due to an increased number of occupants. As such, applications for large holiday homes should be advertised to seek comments from adjoining residents.

The Planning Bulletin recommends that Holiday Homes be introduced as a Use Class in the zoning table of the Scheme. Levels of permissibility may then be set by Council according to the zone (e.g. 'D' use in the Residential zone) and further articulated within the Scheme. Holiday homes should not be permitted in units or apartments unless the entire complex is established for this purpose.

#### 4.3.1.2 *Local Planning Policy*

As well as including holiday homes as a listed use within the Scheme, the Planning Bulletin recommends the preparation of a local planning policy to guide the assessment of holiday home applications. The content of a local planning policy may include

- Objectives;
- Definitions;
- Planning application and approval considerations;
- Conditions of approval;
- Establishment of a holiday homes register;
- Non compliance; and
- Voluntary accreditation.

A local planning policy should set out further specific requirements including compliance with set development standards (e.g. car parking, signage, noise

control, building regulations) and all applications must comply with the provisions of the policy to gain approval from the Council.

#### 4.3.1.3 Preferred Locations (*Precincts*)

In areas of high residential amenity, holiday homes are generally not considered appropriate, particularly in the more recently established residential subdivisions that are located away from the attractions and facilities desired by the tourist. As mentioned previously, tourists can create conflicts with residents through noise, parking and general lifestyle differences, and these behaviours are generally less tolerated in residential suburbs.

Figure 4.1 identifies the preferred and discretionary locations for holiday homes within Jurien Bay and Cervantes.

Discretionary locations are identified as those locations which buffer the preferred areas from the residential areas. All single dwellings will be assessed on their individual merits in association with the Local Planning Policy – Holiday Homes, and subject to advertising and comments. Large holiday homes will generally not be supported.

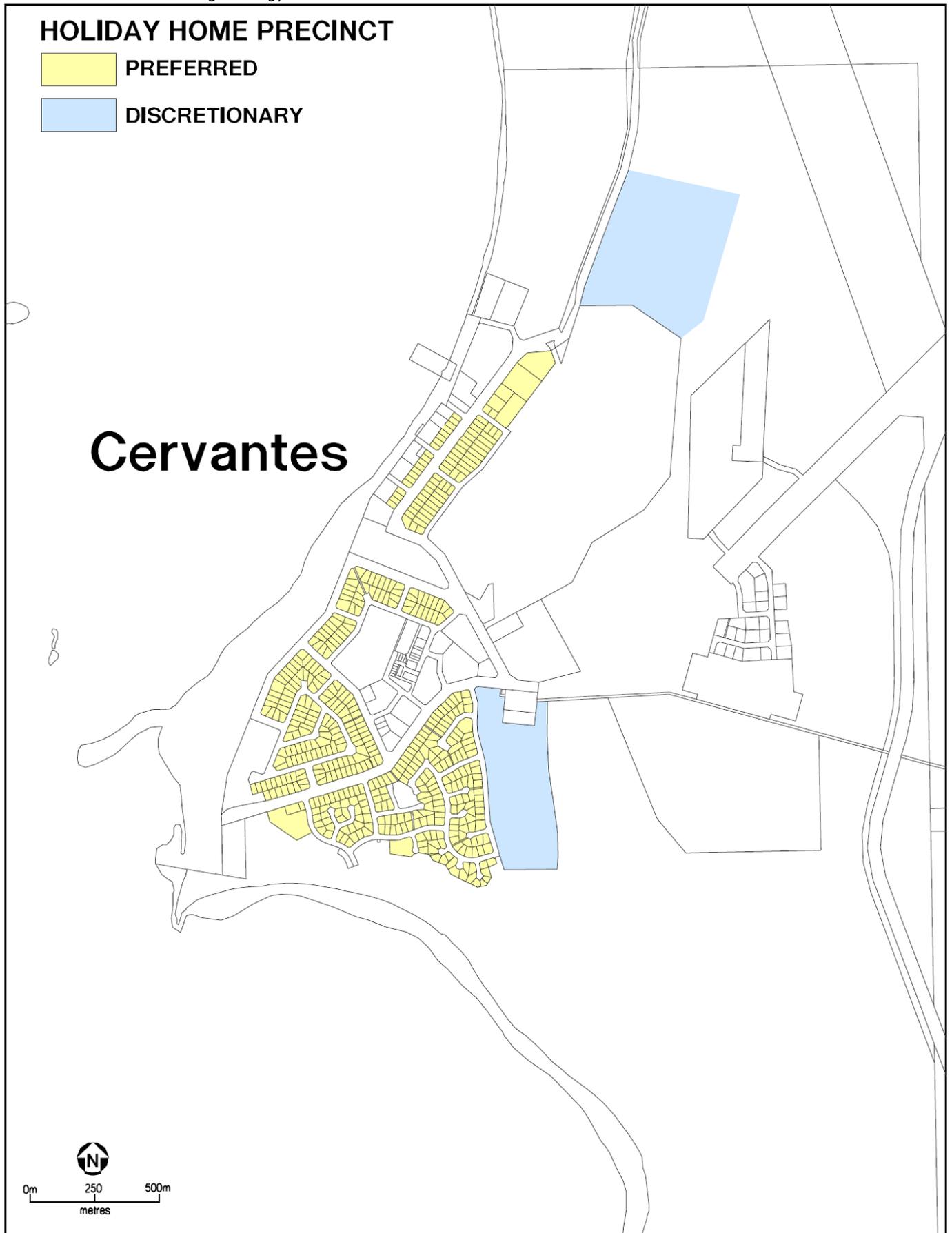


Figure 4.1 Proposed Holiday Homes Precincts

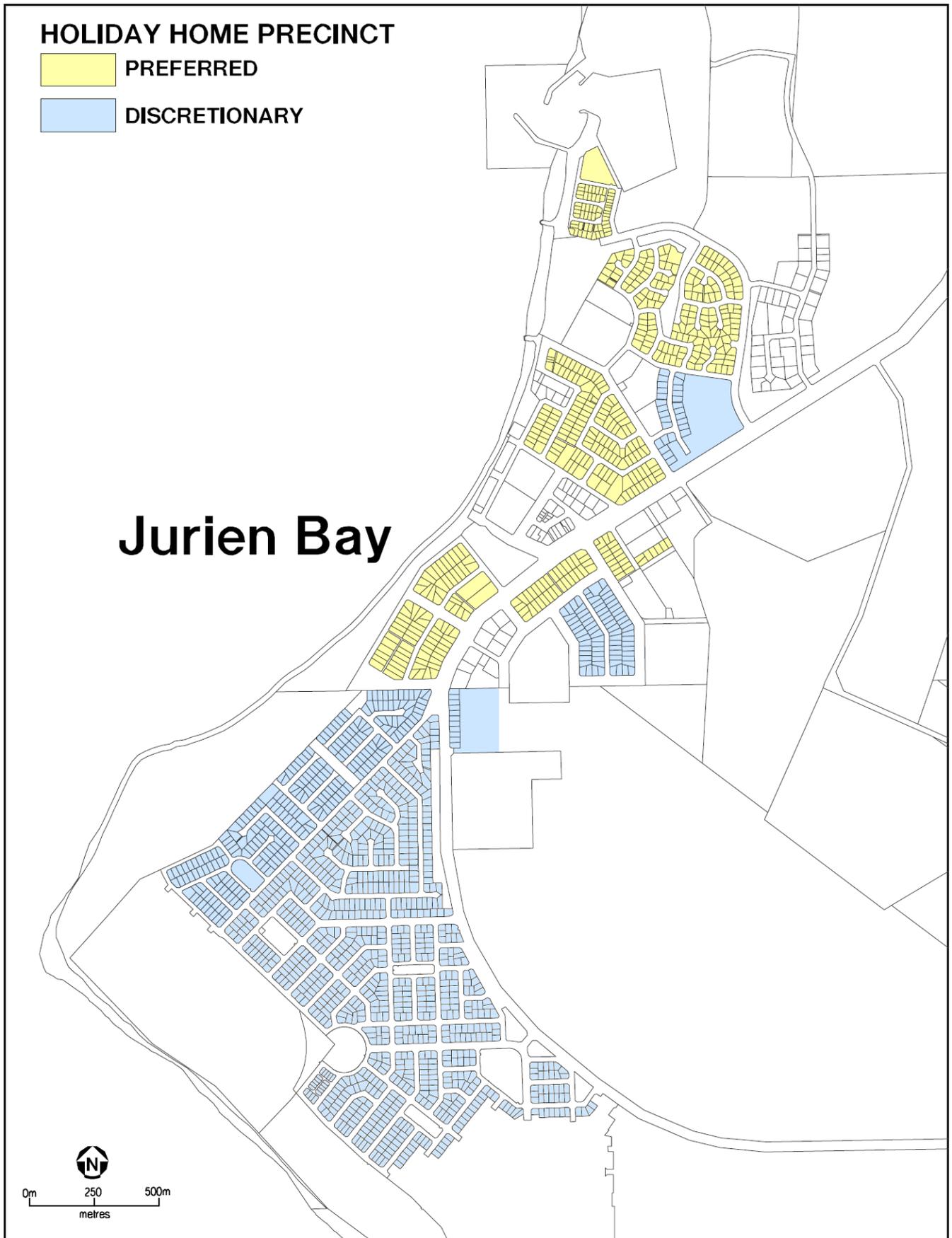


Figure 4.2 Proposed Holiday Homes Precincts

#### 4.3.1.4 Existing Holiday Homes

It is recognised that there may be a number of holiday homes that currently operate in locations outside of the preferred locations. It is recommended that these existing holiday homes are permitted to continue to operate, subject to the approvals process as highlighted in this Strategy. The process will further involve demonstrating evidence of operation, no previous record of complaints/anti-social behaviour and a formal advertising process seeking comments from neighbouring residents. Compliance with the Shire's policy position is also required. This would ensure the ongoing operation and use of holiday homes that may have been established and operating for a period of time without incident.

#### 4.3.1.5 Approval Timeframe

Planning approval for new holiday homes should be granted for a limited period of one year (three (3) years for accredited holiday homes, see 4.3.1.6) to enable the monitoring of any impacts on adjoining properties. Subject to compliance as determined by Council, after this period it is recommended that any application to renew the required approval would be for a three (3) year (non-accredited) or five (5) year (accredited) period. This is designed to provide a degree of certainty to owners, whilst also giving the Shire the capacity to not renew non-compliant operators. The licence to operate as a holiday home would transfer with the sale of the property as the approval is tied to the land use.

A summary of the various scenarios for the approval process of holiday homes is as follows:

Application type/location	House size	Council position/process
- all non complying applications		advertising required
- preferred (new or existing)	standard	supported
- complying	large	advertising required
- discretionary (new)	standard	advertising required
- complying	large	not supported
- discretionary (existing)		
- complying	standard	advertising required
- proof of operation		
- no history of complaints	large	advertising required
- outside preferred or discretionary areas (existing)	standard	advertising required
- complying		
- proof of operation		
- no history of complaints	large	advertising required
- outside preferred or discretionary areas (new)		advertising required

Table 4.1: Proposed Holiday Homes Approval Process

#### 4.3.1.6 Accreditation

Currently there are no minimum standards or guaranteed basic levels of customer service or consumer protection for holiday homes. This creates uncertainty for both operators and visitors, particularly in the event that something goes wrong. The accreditation program administered by the Tourism Council of Western Australia (TCWA) addresses this by requiring accredited operators to be licensed

and insured, and have measures in place for staff management, training, financial planning and recordkeeping, customer service and maintenance.

Whilst accreditation is voluntary, it should be promoted to holiday home operators via extended approval periods (e.g. five years, as opposed to three years for non-accredited operators) and possibly through reduced application fees. Potential marketing advantages associated with being an accredited holiday home operator should also be recognised and promoted.

It should be noted that at the time of preparing this Strategy, a specific accreditation program for holiday homes was not available.

#### *4.3.1.7 Registration*

The Planning Bulletin recommends that a register of approved holiday homes is established and maintained by the Shire. The register should record basic details of the property including the contact details of the owner and/or manager; property address; configuration (bedroom number, number of beds, bathrooms, car parking spaces); and rental tariffs. The register would assist in determining the level of demand for tourist accommodation within the Shire which is currently being absorbed by holiday homes.

#### *4.3.1.8 Transitional Arrangements*

It is suggested that an amnesty period on unlicensed and unregistered holiday home operators be allowed for a period of up to 12 months to enable the implementation of the recommended regulatory measures.

### 4.4 Caravan/Camping

Caravanning is a vital part of the State's tourism industry. In 2008, around 562,000 visitors (or 9% of total visitors) stayed within a caravan park or camping ground in Western Australia. According to the National and International Visitors Survey December 2008 (Tourism Research Australia), approximately 32% of these visitors were aged 55 and over, highlighting the importance of the 'grey nomad' sector to the industry. International and domestic caravan and camping visitors spent \$6.2 billion within Australia.

According to Tourism Research Australia, the caravan and camping industry in Australia has remained relatively stable since 2000 with little change in visitors or visitor nights for either the domestic or international markets. The domestic market does dominate, however this is declining while international visitors staying in caravan parks has gradually increased. International caravanning visitors spend significantly more than other international visitors, however this is related to the average length of stay (68 nights compared to 30 nights). Generally there is little difference between the expenditure for those domestic visitors who stay in caravan/camping accommodation and those who do not.

Western Australia was the second most popular location for international caravanners in 2008, with 18% of the market visiting the state. This represents a 3% decline from previous years. Interestingly, Australia's Coral Coast was WA's most popular tourism region for domestic visitors with 1.4 million visitor nights spent in caravan/camping accommodation.

The majority of domestic caravanners (30%) travel with a caravan. The next most popular type of accommodation within a park is a cabin (22%), which has

increased over the past few years. This corresponds to a decline in the number of visitors staying in an on-site caravan.

Over the past few years, the ABS has been recording a decrease in the number of caravan/camping establishments and total capacity. However there has been a recorded increase in the number of cabins, flats, units and villas within parks.

Anecdotal evidence suggests that holiday makers are seeking a wider choice in accommodation type and a higher standard of private and communal amenities (ensuites, camp kitchens, recreational facilities). Long stay tenants are seeking privacy and separation from holiday makers.

#### *4.4.1 Caravan Parks in the Shire of Dandaragan*

There are currently four formal caravan parks within the Shire of Dandaragan:

- Cervantes Pinnacles Beachfront Caravan Park
- Jurien Bay Tourist Park
- Badgingarra Caravan Park and
- Regan's Ford Caravan Park.

The Cervantes and Jurien Bay caravan parks are located on the beachfront within the two main town centres. Badgingarra Caravan Park caters largely for transient travellers along Brand Highway, and the Regan's Ford Caravan Park is a small park on the outskirts of the Shire.

The Cervantes, Jurien Bay and Badgingarra caravan parks are vested with the Shire of Dandaragan and leased out to private operators on 21 year leases.

##### *4.4.1.1 Cervantes Pinnacles Caravan Park*

The Cervantes Pinnacles Caravan Park is 4.61ha in size and has direct beach access. It has limited recreational facilities and appears to have developed in a largely ad hoc manner over time to accommodate a variety of uses, with a substantial number of semi-permanent (annuals) and larger than standard size caravan bays. The site is not connected to deep sewerage, which significantly constrains its capacity to expand.

##### *4.4.1.2 Jurien Bay Tourist Park*

The Jurien Bay tourist park is 3.19ha in size and is located in a prime position near the Jurien Bay town centre adjacent to the beach. At present, the park is undergoing additional chalet development, with the long term intent of the current operator to convert it into a 'holiday park'. This will involve the development of substantial recreational facilities, removal of the remaining permanents and the provision of additional chalets. Information provided by the operator indicates that the chalets command the highest annual occupancy rates which is consistent with caravan park trends state wide and hence the demand for additional chalet development.

The approximate accommodation breakdown for these caravan parks is as follows:

Use	Jurien Bay Tourist Park	Cervantes Caravan Park
Powered Caravan Sites	88 sites	70 sites
Un Powered Caravan Sites	21 sites	64 sites
Cabin/Chalets	20 deluxe chalets (35 proposed)	8 chalets
Camping Grounds	Available	Available
Permanent sites	20	-
Semi-permanent sites	10	70

Table 4.2: Break down of Caravan Park Uses

The Jurien Bay Tourist Park has approximately 109 powered and unpowered caravan sites (or 69% of total sites), while the Cervantes park has 134 sites (or 63% of total sites).

#### 4.4.1.3 Overflow Areas

The Shire of Dandaragan manages an overflow caravan park site on the Jurien Bay town oval during peak periods. Similarly the Cervantes community manage overflow on the town oval. Overflow facilities are vital in ensuring that caravanners are retained within the town sites during peak times contributing to the local economy, and are not encouraged to 'free camp' along the road or in reserves which can have negative environmental impacts.

#### 4.4.1.4 Zoning

The Cervantes, Jurien Bay and Badgingarra caravan parks are currently zoned Tourist under Local Planning Scheme No.7.

As mentioned in section 4.1.4, there is a need to identify and zone tourism sites for specific uses through the zoning structure of the Scheme. This is particularly essential for caravan parks. Caravan parks are often the target of redevelopment proposals to higher order uses such as residential or higher yielding tourist accommodation, as increasing operating costs and taxes combined with an extremely price sensitive clientele and seasonal occupancies can result in caravan parks becoming largely unviable. The zoning of a caravan park helps to dictate the value of the site and what it can (legally) be developed for. It also impacts on land tax as land is valued at its highest and best potential use and taxed accordingly.

With regard to Council managed/leased parks, (specifically Jurien Bay) these should be reviewed from a land use perspective in view of long term growth of the respective town centres, surrounding commercial development pressures and increasing tourist demand for caravan and camping facilities in the Shire. The review should also identify suitable alternate sites close to areas of tourist and recreation interest to be zoned 'caravan park' to cater for long term demand and prosperity. It is recognised the Town Centre Strategy process for Jurien Bay, currently underway, will be the vehicle to review of the future status of the Jurien Bay Caravan Park. For the Cervantes Caravan Park review of this facility

should be incorporated into a more holistic town site strategy, whilst it is appropriate the Badgingarra Caravan Park be reviewed in the context of a single entity.

#### *4.4.1.5 Redevelopment/Reinvestment*

Operators of the Jurien Bay and Cervantes Caravan Parks (both leased from the Shire) have expressed a desire to redevelop their respective facilities conditional upon their lease agreements being extended. However, any amendment to the current leases should be in accordance with the long term strategic planning for each town site, and subject to a detailed master plan being prepared that offers clarity and a commitment to the redevelopment, including provision of a range of caravan park accommodation to satisfy tourist demand.

#### *4.4.1.6 Demand*

Research indicates that the long term demand for caravan park accommodation within the State is likely to increase, due to changes in the population and increases in the manufacture and sale of caravans.

Both the Jurien Bay and Cervantes caravan parks are focusing their redevelopment plans on increasing the number of (transient) tourist facilities, with the removal/purchase of permanent and semi-permanent sites as they are put on the market. This indicates that the increasing demand for tourist sites is outweighing the need for a stable income in which the permanent/annual residents offer.

#### *4.4.1.7 Future Parks*

In light of the recent completion of Indian Ocean Drive and a recurring demand for over flow camping areas in Jurien Bay and Cervantes during peak holiday periods (ie Christmas/New Year, Easter, school holidays and long weekends) there is an emerging need for an additional caravan park to be established in the Jurien Bay/Cervantes area within the next five years. This may be achieved through the creation of a new caravan park site by Ardross Estates in Jurien Bay. The Turquoise Coast Structure Plan identifies this future caravan park site to be provided within 2 km south of the Jurien Bay town centre on Bashford Street. The impact of the Indian Ocean Drive on the caravanning sector will determine the timely release of this site within the next five years.

Additionally, further consideration and planning should be directed at the provision of nature based camping areas with a possible expansion and enhancement of facilities at Sand Cape, and the potential establishment of a new camping area in Hill River (mouth) area subject to land agreements between the Shire of Dandaragan and the DEC. Planning for these two localities should be viewed as a priority to offer a greater choice of camping options around Jurien Bay and Cervantes.

Furthermore, the importance of increasing public access to Wedge and Grey areas should also be viewed as a high priority with the Shire continuing to lobby the State Government to remove the squatter shacks in both localities and in turn establish a range of tourist accommodation, including public camp grounds, under the control and management of the Department of Environment and Conservation (see Section 4.5.2 and 4.5.3)

## 4.5 Alternative Tourism Opportunities

There are a number of major development and infrastructure projects within the Shire which have the potential to impact directly and indirectly on tourism accommodation supply. These include Ardross Estate, North Head, Jurien Bay foreshore redevelopment, Jurien Bay Marina and Cervantes Keys. The timeframes for the release of these projects are effectively linked to the recent completion of Indian Ocean Drive in September 2010.

### 4.5.1 *Rural Tourism*

The attractive and agriculturally rich inland areas of the Shire provide a variety of diverse tourism development opportunities including farm stays, chalets and small scale caravan parks. There is an increasing demand for alternative forms of accommodation, particularly from international visitors who wish to experience life in rural Australia. The capacity for the region to develop a food tourism niche will further support the need to establish appropriate accommodation nearby or in conjunction with these facilities.

State Planning Policy 2.5 Agricultural and Rural Land Uses identifies that tourist accommodation associated with farm operators should be located so that it does not jeopardise or diminish the function of the farm. Low key/scale tourist accommodation, or farm stays, should be largely encouraged subject to these developments remaining secondary to the primary agricultural use of the land. This is to minimise the potential for land use conflicts to occur and maintain the focus of the rural areas for agricultural purposes. The intent of tourist development in rural areas is to allow farmers to gain additional income from these enterprises. Accordingly, should tourist development become the predominant function of a site in the view of Council, it should be rezoned to reflect this use.

Proposals to strata title tourist accommodation in rural areas are generally indicative of an outcome focused more on up-front profits, rather than the ongoing operation. For this reason, the strata titling of tourist accommodation in rural areas will not be supported unless the site is rezoned to a suitable tourist zone and the development contains a viable number of units and an on-site manager's residence.

The limited land use definitions for tourist accommodation uses currently provided in the Scheme does not support the establishment of rural tourism pursuits. This Strategy proposes the addition of a number of low key accommodation types in the zoning table which will be discretionary uses in the rural zone.

Rural tourism development should ideally be concentrated in areas where there is a number of surrounding or nearby attractions and have good road access. The Hill River valley is an area which has been identified as having potential to become a food tourism trail.

There are similar opportunities for small scale caravan and camping grounds to be established in rural areas. These are unlikely to compete with the existing formal caravan parks and main coastal nature based camping areas as they would provide a different experience, having minimal facilities, being located in rural setting and of a small scale, however given the inequities in not fully complying with Caravan Regulations, these parks must be limited to a maximum of 10 sites. It is recommended that the Local Planning Policy for Tourism provides additional guidance on the establishment of small scale rural tourism ventures and provides criteria for their assessment, including minimum standards to be applied.

#### 4.5.2 Eco Tourism

The focus of this Strategy is to plan for tourist accommodation on sites zoned for tourism purposes and under pressure from alternative development, and as such, it has not identified specific tourism opportunities on Department of Environment and Conservation (DEC) Reserves or Crown land. The picturesque central coast provides opportunities for low impact eco-tourism development in locations such as Wedge and Grey, Sandy Cape, Hill River and Nambung National Park. Appropriate development in these areas will result in a type of accommodation product not currently available within the Shire. Accordingly, a partnership approach between the Shire and DEC is necessary to progress these opportunities.

#### 4.5.3 Wedge and Grey

The Wedge and Grey Master Plan has identified a number of indicative development concepts for tourist accommodation. Affordable accommodation is the recommended focal point including a mixture of camping, caravan sites, cottages, lodge and group accommodation within the context of their surroundings. Further opportunities have been identified for the development of nature-based accommodation. The Master Plan specifically states that the *"removal of the squatter shacks at Wedge and Grey offers an excellent opportunity to rehabilitate and develop existing disturbed land for much needed nature-based recreation and accommodation facilities on the Turquoise Coast"*.

The estimated capacity for accommodation at Wedge is 900-1600 visitors and 350-750 at Grey. The future development of short stay accommodation at Wedge and Grey is dependent on the removal of the existing squatter shacks and further feasibility and planning studies.

The Australia's Coral Coast Destination Development Strategy 2010-2015 recommends the development of low impact coastal accommodation at Wedge and Grey through a coordinated approach between the Department of Environment and Conservation and Tourism WA.

This Strategy supports the progressive redevelopment of these areas for the variety of uses that are proposed.

#### 4.5.4 North Head

North Head, located approximately 6 km from Jurien Bay, aims to provide a residential and tourist destination which is integrated and reflects the characteristics of the surrounding landscape. North Head Structure Plan identifies three areas for the concentration of tourism development (North Head Tourism Precinct, South Head and Pumpkin Hollow).

The identified tourist precincts within the proposed structure plan for the North Head area should provide for a range of tourist accommodation levels and facilities to accommodate future tourism demand in the long term.

#### *4.5.5 Indian Ocean Drive*

It is widely acknowledged that the recent completion of the Indian Ocean Drive (IOD) will result in a significant boost to the region's tourism industry.

The CCSTPS identified the strategic opportunity that the IOD will offer as a tourism corridor linking coastal towns, whilst reinforcing Brand Highway as the main transport corridor. The opportunity exists to develop IOD as a tourist attraction rather than solely transport infrastructure as other places have done throughout Australia, for example Great Ocean Drive in Victoria and Grand Pacific Drive in New South Wales.

Whilst development along the IOD is largely beyond the scope of this strategy, consideration should be given to the impact of the provision of roadside facilities (i.e. roadhouses) within close proximity to the Shires town sites on directing traffic away from the towns' facilities. The provision of roadside facilities should be based on demonstrated need by the travelling public without detriment to local business within the existing towns.

Furthermore, accommodation associated with roadside facilities should also be focused on providing overnight stopping for the travelling public based on a level of demonstrated demand.

#### *4.5.6 Tourist Development on Non Tourist Zoned Sites*

A number of tourist accommodation developments within the Shire are located on sites that are not zoned for tourism purposes. These facilities, which include the Cervantes Motel and Jurien Bay Hotel (zoned Commercial), are considered essential in the provision of a broad mix of accommodation, however the Motel/Hotel in particular are in need of significant refurbishment or redevelopment.

The use of these sites currently represent the highest and best use, albeit they are constrained as residential development is not permitted in the Commercial zone, other than a caretaker's residence. As such to facilitate the redevelopment rezoning to 'Tourist' may be required and should be broadly supported subject to the outcome of retaining the existing liquor licences and the provision of appropriate hotel style accommodation. Importantly, any residential development that is proposed in a redevelopment should be adequately separated from the hotel/motel uses so as to avoid conflict between permanent and short stay occupants.

Notwithstanding the above, this Strategy also recommends amendments to the zoning table to recognise serviced apartments as a use which can be approved in the Commercial zone. The main purpose of this amendment is to legitimise the existing tourist development in the Cervantes Commercial zone and to provide opportunities for commercial developments to potentially incorporate a short stay accommodation component, thus introducing more activity in the commercial area. In this regard, new developments within the Commercial zone that propose short stay accommodation should be encouraged to incorporate a commercial component on the ground floor.

As illustrated in Section 4.5.1 it is proposed to allow for a variety of small scale tourist accommodation facilities to be established in the rural zones, to support emerging rural enterprises.

## 4.6 Summary

The Shire of Dandaragan Local Planning Scheme No. 7 currently provides limited development provisions and land use definitions for the assessment of tourism development proposals within the Shire. Further, the local planning framework provides no guidance with regard to design, building height or car parking for tourism development. This has resulted in the inappropriate use of the R-Codes to assess tourism development proposals.

Given this, the Strategy recommends the inclusion of additional land use definitions, tourist zones and design principles, to be incorporated into the Scheme or policy framework to achieve appropriate tourism outcomes within the Shire.

An audit of existing Tourist zoned sites has determined that there is adequate supply of vacant sites within Jurien Bay and Cervantes. The Strategy recommendations focus on the retention of existing sites, rather than the identification of new sites.

In addition, this Strategy identifies the need to regulate commercial holiday homes through a combination of accreditation, development approvals, registration and selective location in accordance with Planning Bulletin 99 Holiday Homes Guidelines. These include:

- The inclusion of a definition for holiday homes and as a use class in the zoning table of the Scheme;
- A local planning policy to guide the assessment of holiday home applications;
- A precinct based approach to the appropriate location of holiday homes;
- Existing holiday homes in non-preferred areas will need to undergo a more stringent approvals process to ensure they are managed appropriately;
- Voluntary accreditation will be encouraged;
- A register of holiday homes should be established to record details of the property; and
- A transitional period of 12 months should apply to enable the implementation of the recommended measures.

The key issues surrounding caravan parks and camp grounds within the Shire of Dandaragan are as follows:

- Three of the four formal caravan parks in the Shire are located on Crown land;
- The Jurien Bay and Cervantes Parks are located on prime coastal sites;
- Both parks are in the process of purchasing permanent and semi-permanent sites and have intentions to redevelop to varying degree;
- The lack of access to deep sewerage is limiting the development of the Cervantes park;
- Overflow sites are managed by the Shire in Jurien Bay and the local community in Cervantes;
- The Jurien Bay, Cervantes and Badgingarra caravan parks should be reviewed from a land use perspective in view of long term growth of the respective towns, surrounding commercial development pressures and increasing tourist demand for caravan and camping facilities in the Shire;
- The long term intent of the current Jurien Bay Caravan Park operator is to convert the facility to a 'holiday park' involving the development of

substantial recreational facilities, removal of the remaining permanents and the provision of additional chalets which command the highest annual occupancy rates;

- Redevelopment proposals for existing parks should be accompanied by a master plan and staging program to be submitted to the Shire and approved indicating the extent of development/redevelopment proposed prior to any extension to a lease agreement is entertained;
- Due to the recent completion of Indian Ocean Drive and a recurring demand for over flow camping areas in Jurien Bay and Cervantes during peak holiday periods there is an emerging need for an additional caravan park to be established in the Jurien Bay/Cervantes area within the next five years;
- A caravan park site within the Ardross Estate development has been identified, which may be satisfactory to meet future needs.
- Further consideration and planning is need for nature based camping areas with a possible expansion Sand Cape and the potential establishment of a new camping area at Hill River (mouth); and
- Public access to Wedge and Grey areas is a high priority with the removal of squatter shacks in both localities and establishment of a range of tourist accommodation, including public camp grounds.

## 5 Recommendations

The Local Tourism Planning Strategy aims to provide strategic planning guidance for the Shire of Dandaragan in developing its tourism industry over the next 5-10 years.

The following recommendations address the key challenges identified in the Strategy in keeping with the overall vision to develop a sustainable tourism industry that celebrates its natural assets, supports the local community and meets the needs of the visitor.

The Strategy recommendations will be incorporated into the Shire of Dandaragan Local Planning Strategy and should initiate various amendments to Local Planning Scheme No. 7.

### 5.1 Local Planning Scheme No. 7 Modifications

A key aim of the Strategy is to address the importance of tourism through its local planning framework. The following recommendations propose changes to Local Planning Scheme No. 7 to broaden the scope for defining tourism development within the Scheme, facilitate future tourism development and retain existing tourism sites.

The following Scheme modifications will enable the Shire of Dandaragan to give effective consideration to planning proposals including rezoning applications and development applications which have a tourism element.

#### 5.1.1 Aims of the Scheme

Clause 1.6 of Local Planning Scheme No. 7 currently provides no aim to achieve any specific tourism outcomes within the Shire. Section 1.2 of this Strategy states the vision for the development of the Shire of Dandaragan's tourism industry, which should be reflected in the Scheme.

#### **Recommendation 1**

**Initiate a Scheme Amendment to the Shire of Dandaragan Local Planning Scheme No. 7 (or omnibus amendment) to include an aim for the development of the local tourism industry under Clause 1.6 Aims of the Scheme.**

#### 5.1.2 Caravan Park Zone

The Strategy proposes the inclusion of a Caravan Park zone within Local Planning Scheme No. 7. The aim of the proposed Caravan Park zone is to retain and protect existing caravan parks within the Shire and requires the preparation of zone objectives, general development provisions upon inclusion within the Scheme text. However, the existing caravan parks should not be rezoned until their land-use potential has been reviewed to confirm the long term status of these sites and the desired scale and ratio of development across a range of accommodation uses.

### 5.1.3 General Development Requirements

In response to the lack of development provisions for the Tourist zone within Local Planning Scheme No. 7, the Strategy recommends broadening the site and development requirements of the zone to provide Council with guidance on achieving quality tourism outcomes when determining planning applications for tourism developments.

#### Recommendation 2

**Initiate a Scheme Amendment to the Shire of Dandaragan Local Planning Scheme No. 7 (or omnibus amendment) to include the following site and development requirements within the Tourist zone in Part 5: General Development Requirements:**

The site and development requirements for the Tourist zone shall include, but not be limited to:

- The occupation of any tourist accommodation unit by any person is limited to a maximum of three months in any 12-month period.
- The maximum proportion of residential restriction units shall be such that the site retains a dominant tourism function and character as determined by the Council.

### 5.1.4 Land Use Definitions

The Strategy has identified the limited tourism land use definitions within the Scheme and recommends the following definitions are included within Local Planning Scheme No. 7.

#### Recommendation 3

**Introduce new land use definitions for tourism land uses within Schedule 1: Dictionary of Defined Words and Expressions of the Shire of Dandaragan Local Planning Scheme No. 7:**

**"art gallery and sales"** means a building used for the creation, display and sale of art works and other products of a cultural or historic nature or significance.

**"café"** means a building used for the preparation, sale and serving of food and non-alcoholic drinks on the premises to the general public, which may incorporate outdoor(alfresco) dining.

**"eco-tourist facility"** means a form of tourist accommodation that is designed, constructed, operated and of a scale so as not to destroy the natural resources and qualities that attract tourists to the location. The development should utilise sustainable power, have a low energy demand through incorporation of passive solar design, provide for low water consumption, ecologically sensitive waste processing and disposal with no pollutant product.

**"event"** means an activity or group of activities such as a carnival, festival, concert, markets, exhibition or staged sporting event usually conducted once or annually for the purpose of entertaining a large group of people using land and buildings not specifically designated for that purpose, but does not include a experiential use or activities conducted on or in designated premises.

**"experiential use"** means land and buildings used for commercial activities that offer a recreation or tourist or cultural experience, but does not include staged events or concerts.

**"farm stay"** means a residential building, bed and breakfast, chalet or similar accommodation unit used to accommodate short-stay guests on a farm or rural property and where occupation by any person is limited to a maximum of three months in any 12-month period.

**"guesthouse"** means integrated premises for short-stay guests comprising serviced accommodation units and on-site tourism facilities such as reception, centralised dining, and management, and where occupation by any person is limited to a maximum of three months in any 12-month period.

**"holiday home/house (large)"** means premises conforming to the definition of 'Holiday Home/House (standard)' with the exception that the premises provide short stay accommodation for more than six (6) people but not more than twelve (12) at any one time.

**"hostel"** means a form of tourist accommodation that is designed, constructed, and operated to accommodate individual travellers or groups of short-stay guests in dormitory style bedrooms with multiple beds and shared (or en-suite) ablutions, communal cooking, dining, laundry and recreation facilities, where occupation by any person is limited to a maximum of three months in any 12-month period.

**"lodge"** - see "guesthouse".

**"short-stay accommodation" and "tourism development"** mean a building, or group of buildings forming a complex, designed for the accommodation of short-stay guests and which provides on-site facilities for the convenience of guests and for management of the development, where occupation by any person is limited to a maximum of three months in any 12-month period and excludes those uses more specifically defined elsewhere.

**"small bar"** means premises licensed as a small bar under the Liquor Control Act and used to sell liquor for consumption on the premises, but not including the sale of packaged liquor, and with the number of persons who may be on the licensed premises limited to a maximum of 120.

#### 5.1.5 Zoning Table

#### Recommendation 4

**Initiate a Scheme Amendment to the Shire of Dandaragan Local Planning Scheme No. 7 (or an omnibus amendment) to incorporate the additional Caravan Park zone, and tourism land use definitions within Table 1: Zoning Table as outlined below:**

	Residential	Commercial	Industrial	Harbour	Marine Services	Rural	Rural Residential	Tourist	Caravan Park
<b>Accommodation</b>									
Bed & Breakfast	A	P				A	D	P	
Cabin						A		P	P
Chalet						A		P	D
Caravan Park				A		A		P	P
Eco-Tourist Facility						A		P	
Guest House/Lodge						A		P	
Holiday Home	D	D						D	
Hostel		A		A				P	
Hotel		P		A				P	
Motel		P						P	
Park Home Park									A
Tourist Resort								P	
Serviced Apartment Dwelling	P	D				P	P	D	
Grouped Dwelling	A							D	
Multiple Dwelling	A							D	
<b>Activities</b>									
Art Gallery and Sales		P		A		A		P	
Café		P		A		A		P	D
Small Bar		P		P		D		P	A
Event				D		A		A	
Experiential Use		A				A		A	
Restaurant	A	P		A				P	D
Tavern		P		A				P	
Shop		P	D	A	A			D	D
Civic Use		D		A				D	
Reception Centre		D						D	

Table 5.1: Proposed Tourism Zones and Use Classes in Table 1: Zoning Table of Local Planning Scheme No. 7

### 5.1.6 Building Height

Building height within the Shire of Dandaragan is restricted to 2 storeys within the Residential zone, however, is otherwise not stated and therefore the coastal areas are subject to WAPC SPP 2.6 which limits building height within 300 metres of the coast to 5 storeys, or 8 storeys subject to compliance with a number of matters, including community support. The Strategy identifies the opportunity to use building height as an incentive for quality tourism development on the identified locally significant sites within Jurien Bay.

### Recommendation 5

**Initiate a Scheme Amendment to the Shire of Dandaragan Local Planning Scheme No. 7 (or an omnibus amendment) to include the following height restriction for the Tourist and Commercial zones in the site and development requirements of Part 5: General Development Requirements:**

- **No structure within 300 metres of the high water mark (Horizontal Setback Datum) shall exceed a building height of 5 storeys and 17.5 metres measured from natural ground level.**

*Note: All proposed development within the Tourist and Commercial zones projected to exceed 5 storeys and 17.5 metres in height shall (if supported by Council) be subject to a*

*change in zoning to Special Use zone.*

### *5.1.7 Local Planning Scheme No. 7 Maps*

#### **Recommendation 6**

**Initiate a Scheme Amendment to the Shire of Dandaragan Local Planning Scheme No. 7 Maps (or an omnibus amendment) to reflect the inclusion of sites within the Special Use zone, the introduction of the proposed Caravan Park zone and rezone the sites no longer suitable for tourism purposes.**

**Rezone the following sites 'Special Use' within Local Planning Scheme No. 7**

- **Lot 62 Roberts Street, Jurien Bay**
- **Lot 58 Oceanic Way, Jurien Bay**
- **Lot 861 Seville Street, Cervantes**

**Rezone the following sites 'Residential R17.5' within Local Planning Scheme No. 7**

- **Lot 480 Hasting Street, Jurien Bay**
- **Lot 2 Casuarina Street, Jurien Bay**

## **5.2 Local Planning Framework**

### *5.2.1 Local Planning Policy for Holiday Homes*

Recommendation 4 of the Strategy identifies the need to define holiday home (standard) and holiday home (large) and introduce them as a Use Class within Table 1: Zoning Table of the Scheme in accordance with Planning Bulletin 99 Holiday Homes Guidelines. This provision will require the support of a Local Planning Policy to guide the regulation of holiday homes.

#### **Recommendation 7**

**Prepare a Local Planning Policy for Holiday Homes within the Shire of Dandaragan.**

The Local Planning Policy should set out specific requirements including compliance with:

- Objectives;
- Definitions;
- Planning application and approval considerations;
- Development standards (including but not limited to car parking, signage, noise control and building regulation);
- Conditions of approval;
- Establishment of a holiday homes register;
- Non compliance; and
- Voluntary accreditation

### *5.2.2 Local Planning Policy for Tourism Development*

The Strategy recommends that in lieu of a State Planning Policy for Tourism being prepared, the provisions are incorporated in a Local Planning Policy for Tourism

Development. The Local Planning Policy should address the following

- The encouragement of appropriate and complimentary small scale tourist accommodation development within rural zones and areas of high environmental quality, subject to the development:
  - Not conflicting with the primary use of the land.
  - Being small in scale and designed to meet the needs of the intended market.
  - Having minimal impact on the environment.
- The opportunity for small scale caravan and camping grounds in established rural areas and the different experience they offer, however should be limited to a maximum of 10 sites.
- Where strata titling is proposed, conditions (as stated in section 4.1.5.2) relating to the management of the facility to ensure its ongoing sustainability for tourism purposes.
- The assessment of subdivision proposals for tourism sites (as stated in section 4.1.4.3).

### **Recommendation 8**

**Prepare a Local Planning Policy for Tourism Development to provide guiding criteria for the assessment of tourist development proposals in rural areas, strata titling and subdivision/amalgamation of Tourist zoned sites.**

## 5.3 Additional Recommendations

### *5.3.1 Caravan Parks*

The Strategy identifies a need to provide an additional caravan park within the next five years in Jurien Bay or Cervantes. The existing caravan parks are in prime locations and cater for the current and (immediate) future tourism demand, however the status of these sites for the long term should be the subject of review with further consideration also being given to alternative sites for caravan and nature based parks.

### **Recommendation 9**

**Initiate a review of the long term status (5-10 years) of the Jurien Bay and Cervantes Caravan Parks from a land use perspective based on long term growth of the respective town centres, surrounding commercial development pressures and increasing tourist demand for caravan and camping facilities in the Shire. The review should also incorporate suitable alternate sites close to areas of tourist and recreation interest to be zoned 'caravan park' to cater for long term demand and prosperity.**

### **Recommendation 10**

**Encourage and support further reinvestment into the caravan parks where this will achieve a good tourism outcome. As a requirement for further redevelopment of the Jurien Bay and Cervantes caravan parks, Council will require a detailed master plan for the caravan park indicating the following:**

- List of improvements, including upgrades or replacement to core infrastructure; refurbishment of existing facilities and provision of additional facilities;
- The number and location of permanent, semi-permanent, cabin/chalet, onsite van and caravan bay sites, with no reduction in the number of

- tourist sites;
- The provision of appropriate and separate facilities for permanent and short stay tenants;
- Any reduction in the number the of caravan bays/camp sites through conversion to chalet style development will require the submission of a comprehensive justification.

### **Recommendation 11**

**Investigate the need for additional nature based camping areas with specific focus on a possible expansion of Sandy Cape camping area and potential establishment of a new camping area at the Hill River (mouth).**

*Note: Pursuant to section 38 of Environmental Protection Act 1986, if a proposal to develop these areas is likely to have a significant impact on the environment, the decision making authority is to refer the proposal to the EPA.*

#### *5.3.2 Rezoning Proposals*

The Strategy identified a number of vacant Tourist zoned sites suitable for future tourist development and on that basis, has proposed that no new sites require identification/zoning. Given this, any application to rezone a Tourist zoned site (with the exception of Lot 2 Casuarina Crescent and Lot 480 Hasting Street, Jurien Bay) will require significant justification by the proponent that the site is no longer suitable for tourism purposes.

### **Recommendation 12**

**Any proposal to rezone a site zoned for tourism purposes will require the proponent to provide adequate justification to determine whether the site is surplus to demand or will be required for tourism development in the future (unless stated otherwise).**

#### *5.3.3 Wedge and Grey*

The Wedge and Grey Master Plan (2000) identified that the removal of the squatter shacks at Wedge and Grey will provide the opportunity to rehabilitate the disturbed land, and develop nature-based recreation and accommodation facilities. The Australian Coral Coast Destination Development Strategy 2010-2015 and Master Plan for Wedge and Grey 2000 have identified the opportunity for the development of low key accommodation upon the completion of the Indian Ocean Drive.

### **Recommendation 13**

**Continue to support the removal of the squatter shacks at Wedge and Grey and lobby the state government to implement the Master Plan for Wedge and Grey (2000) to facilitate the development of an accommodation site for low impact coastal accommodation at Wedge Island and Grey settlements.**

#### *5.3.4 Services*

The Strategy recognises the need to improve the power supply and sewerage facilities and Cervantes and Jurien Bay, particularly to service the development opportunities predicted to result from the completion of the Indian Ocean Drive.

#### **Recommendation 14**

**Lobby the state government for extension and improvements to the reliability of the power supply and sewerage facilities to Cervantes and Jurien Bay.**

#### 5.4 Review of the Strategy

#### **Recommendation 15**

**Initiate a review of the Shire of Dandaragan Local Tourism Planning Strategy every five years in conjunction with the Local Planning Scheme and Local Planning Strategy.**

#### 5.5 Site Assessments

This section summarises the findings of site assessments completed for each Tourist zoned site in Cervantes and Jurien Bay. The site assessments have determined specific recommendations proposing the zoning of each site. The full site assessments are attached in Appendix 3.

The site assessments have determined it unlikely that there are any State Strategic Tourism Sites in the Shire of Dandaragan and all sites suitable for tourist development should be identified as Non-Strategic Tourism Sites. Notwithstanding this, a number of sites have been identified as having local or potentially regional significance within the Shire and Central Coast region. The significance of these sites justifies the need for their protection under Local Planning Scheme No. 7.

##### *5.5.1 Non-Strategic Tourism Sites (Local Significance)*

The Strategy identifies two sites which are essential to the future growth and development of the Shire of Dandaragan's local tourism industry. These sites are the most valuable sites within the Shire due to their physical characteristics, current land use or potential for a landmark tourism development.

#### **Recommendation 16**

**Initiate a Scheme Amendment to the Shire of Dandaragan Local Planning Scheme No. 7 (or omnibus amendment) to rezone the following Lots from 'Tourist' to 'Special Use' and include additional site and development requirements in Schedule 4: Special Use Zones:**

- **Lot 62 Roberts Street, Jurien Bay**
- **Lot 58 Oceanic Way, Jurien Bay**
- **Lot 861 Seville Street, Cervantes**

Description of Land	Special Use	Conditions
<p><b>Lot 62 Roberts Street, Jurien Bay</b></p>	<p>Permitted Uses:</p> <p>Tourist Resort Serviced Apartment Restaurant Tavern Shop Office Café Hotel Grouped Dwelling Multiple Dwelling Cinema/theatre</p> <p>Discretionary Uses:</p> <p>Eco-Tourist Facility Guest House/Lodge Civic Use Reception Centre Caretaker's Dwelling Dwelling Fast Food Outlet Club Premises Convenience Store Art Galley and Sales</p>	<p>2. Tourism development proposed with a permanent residential (no-occupancy restriction) component must address the following:</p> <ul style="list-style-type: none"> <li>- Those areas of the site providing the highest tourism amenity, e.g. the beachfront, shall be retained to a maximum of 75% for tourism purposes, and not designated for permanent residential occupancy units.</li> <li>- The location of all units on the site shall provide for ease of tourism access through the site and facilitate easy access of areas of high amenity within or adjoining the site.</li> <li>- The maximum proportion of permanent residential occupancy units shall be such that the site area and uses retain a dominant tourism function and character. In determining the percentage of residential use on the site, the Council will give consideration to such matters as the size of the site, the viability of the resultant tourism product and the standard of tourism facilities and amenities.</li> <li>- The maximum percentage of permanent residential units/development on the site shall comply with the following at all stages of the development of the site: <ul style="list-style-type: none"> <li>i. The proportion of permanent residential units relative to the total number of accommodation units on the site shall be equal to or less than the approved percentage, unless otherwise approved by the local government.</li> <li>ii. The site area occupied by the permanent residential units, and any areas designated for the specific use of the occupiers or those units, relative to the area occupied by the short-stay development shall be equal to or less than the approved percentage. Any individual permanent residential unit, and as a whole any residential component of such a development shall be of a design and scale that it clearly is subsidiary to the tourism component of the development such that the tourism component remains dominant in all aspects.</li> </ul> </li> <li>- All units in the development shall be designed to form part of an integrated residential and tourist complex and shall not be subject to compliance with the Residential Design Codes of Western Australia to the extent necessary to meet these requirements, unless specified under the planning scheme.</li> <li>- Design differentiation between tourism and permanent residential occupancy units within a complex shall be limited to that required to accommodate the various components of the market.</li> <li>- Permanent residential occupancy units may be concentrated in an area of the complex and provided with specific recreation and amenity facilities but shall be designed to enable management and use as an integrated part of the</li> </ul>

		<p>overall complex. In assessing the location of units, the potential for a permanent residential component to provide a transition between tourism development and surrounding residential uses should be given consideration.</p> <ul style="list-style-type: none"> <li>- The development shall incorporate those facilities normally associated with tourist accommodation developments such as recreation, entertainment facilities and integrated management facilities.</li> </ul> <p>3. The height of all buildings and structures shall be determined by Council on merit with due regard to WAPC SPP2.6 and taking into account matters of character and amenity, environmental and social impact, interface with surround land use, innovation design and presentation, and appropriateness of scale and building bulk.</p>
<p><b>Lot 58 Oceanic Way, Jurien Bay</b></p>	<p>Permitted Uses:</p> <p>Tourist Resort Serviced Apartment Restaurant Hotel Shop Cafe</p> <p>Discretionary Uses:</p> <p>Eco-Tourist Facility Guest House/Lodge Civic Use Reception Centre Caretaker's Dwelling Grouped Dwelling Multiple Dwelling</p>	<p>1. Development of the site shall be in accordance with an approved Outline Development Plan, which has been approved by Council and the Western Australian Planning Commission. The Outline Development Plan must address the following;</p> <ul style="list-style-type: none"> <li>- The provision of adequate resort style recreational facilities food and beverage facilities, function space and reception/managers residence.</li> <li>- A business plan/feasibility study to support the need for the proposed development and the ongoing viability of it from an operational perspective.</li> <li>- A staging plan indicating the respective stages of development with most of the tourist component (including appropriate common facilities) being incorporated as part of stage one.</li> <li>- Should the mixed use development proposed be strata titled, a copy of the draft management statement which is consistent with the Western Australian Planning Commission's conditions for strata titled tourism development.</li> </ul> <p>2. Tourism development proposed with a permanent residential (no-occupancy restriction) component must address the following:</p> <ul style="list-style-type: none"> <li>- Those areas of the site providing the highest tourism amenity, e.g. the beachfront, shall be retained to a maximum of 75% for tourism purposes, and not designated for permanent residential occupancy units.</li> <li>- The location of all units on the site shall provide for ease of tourism access through the site and facilitate easy access of areas of high amenity within or adjoining the site.</li> <li>- The maximum proportion of permanent residential occupancy units shall be such that the site area and uses retain a dominant tourism function and character. In determining the percentage of residential use on the site, the Council will give consideration to such matters as the size of the site, the viability of the resultant tourism product and the standard of tourism facilities and amenities.</li> <li>- The maximum percentage of permanent residential units/development on the site shall comply with the following at all stages of the development of the site:             <ul style="list-style-type: none"> <li>i. The proportion of permanent residential</li> </ul> </li> </ul>

		<p>units relative to the total number of accommodation units on the site shall be equal to or less than the approved percentage, unless otherwise approved by the local government.</p> <p>ii. The site area occupied by the permanent residential units, and any areas designated for the specific use of the occupiers or those units, relative to the area occupied by the short-stay development shall be equal to or less than the approved percentage.</p> <p>iii. Any individual permanent residential unit, and as a whole any residential component of such a development shall be of a design and scale that it clearly is subsidiary to the tourism component of the development such that the tourism component remains dominant in all aspects.</p> <ul style="list-style-type: none"> <li>- All units in the development shall be designed to form part of an integrated residential and tourist complex and shall not be subject to compliance with the Residential Design Codes of Western Australia to the extent necessary to meet these requirements, unless specified under the planning scheme.</li> <li>- Design differentiation between tourism and permanent residential occupancy units within a complex shall be limited to that required to accommodate the various components of the market.</li> <li>- Permanent residential occupancy units may be concentrated in an area of the complex and provided with specific recreation and amenity facilities but shall be designed to enable management and use as an integrated part of the overall complex. In assessing the location of units, the potential for a permanent residential component to provide a transition between tourism development and surrounding residential uses should be given consideration.</li> <li>- The development shall incorporate those facilities normally associated with tourist accommodation developments such as recreation, entertainment facilities and integrated management facilities.</li> </ul> <p>3. The height of all buildings and structures shall be determined by Council on merit with due regard to WAPC SPP2.6 and taking into account matters of character and amenity, environmental and social impact, interface with surround land use, innovation design and presentation, and appropriateness of scale and building bulk.</p>
<p><b>Lot 861 Seville Street, Cervantes</b></p>	<p>Permitted Uses:</p> <p>Tourist Resort Serviced Apartment Restaurant Hotel Cafe</p> <p>Discretionary Uses:</p> <p>Eco-Tourist Facility Guest House/Lodge Civic Use Reception Centre Caretaker's Dwelling Motel</p>	<p>1. Development of the site shall be in accordance with an approved Outline Development Plan, which has been approved by Council and the Western Australian Planning Commission. The Outline Development Plan must address the following;</p> <ul style="list-style-type: none"> <li>- The provision of adequate resort style recreational facilities food and beverage facilities, function space and reception/managers residence.</li> <li>- A business plan/feasibility study to support the need for the proposed development and the ongoing viability of it from an operational perspective.</li> </ul>

	<p>Grouped Dwelling Multiple Dwelling</p>	<ul style="list-style-type: none"> <li>- A staging plan indicating the respective stages of development of with most of the tourist component (including appropriate common facilities) being incorporated as part of stage one.</li> <li>- Should the tourism development proposed to be strata titled, a copy of the draft management statement which is consistent with the Western Australian Planning Commission's conditions for strata titled tourism development.</li> </ul> <p>2. Tourism development proposed with a permanent residential (no-occupancy restriction) component must address the following:</p> <ul style="list-style-type: none"> <li>- Those areas of the site providing the highest tourism amenity, e.g. the beachfront, shall be retained to a maximum of 75% for tourism purposes, and not designated for permanent residential occupancy units.</li> <li>- The location of all units on the site shall provide for ease of tourism access through the site and facilitate easy access of areas of high amenity within or adjoining the site.</li> <li>- The maximum proportion of permanent residential occupancy units shall be such that the site area and uses retain a dominant tourism function and character. In determining the percentage of residential use on the site, the Council will give consideration to such matters as the size of the site, the viability of the resultant tourism product and the standard of tourism facilities and amenities.</li> <li>- The maximum percentage of permanent residential units/development on the site shall comply with the following at all stages of the development of the site:             <ul style="list-style-type: none"> <li>iv. The proportion of permanent residential units relative to the total number of accommodation units on the site shall be equal to or less than the approved percentage, unless otherwise approved by the local government.</li> <li>v. The site area occupied by the permanent residential units, and any areas designated for the specific use of the occupiers or those units, relative to the area occupied by the short-stay development shall be equal to or less than the approved percentage.</li> <li>vi. Any individual permanent residential unit, and as a whole any residential component of such a development shall be of a design and scale that it clearly is subsidiary to the tourism component of the development such that the tourism component remains dominant in all aspects.</li> </ul> </li> <li>- All units in the development shall be designed to form part of an integrated residential and tourist complex and shall not be subject to compliance with the Residential Design Codes of Western Australia to the extent necessary to meet these requirements, unless specified under the planning scheme.</li> <li>- Design differentiation between tourism and permanent residential occupancy units within a complex shall be limited to that required to</li> </ul>
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		<p>accommodate the various components of the market.</p> <ul style="list-style-type: none"> <li>- Permanent residential occupancy units may be concentrated in an area of the complex and provided with specific recreation and amenity facilities but shall be designed to enable management and use as an integrated part of the overall complex. In assessing the location of units, the potential for a permanent residential component to provide a transition between tourism development and surrounding residential uses should be given consideration.</li> <li>- The development shall incorporate those facilities normally associated with tourist accommodation developments such as recreation, entertainment facilities and integrated management facilities.</li> </ul> <p>3. The height of all buildings and structures shall not exceed 5 storeys and 17.5 metres measured from natural ground level.</p>
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Table 5.2 Proposed Special Uses

The Strategy has identified three Crown Land Caravan Parks within the Shire of Dandaragan which are currently not protected from the development of other tourism uses and potentially non-tourism uses. The Management Orders for each of the caravan parks determines their use as 'Caravan Park' or 'Camping and Caravan Park'. Review of these sites is promoted as reflected in Section 5.3.1 above.

### 5.5.2 Non-Strategic Tourism Sites

The Strategy identifies those sites that have an important tourism function but where their retention for tourism only purposes is not in all cases critical. In Council's determination of planning applications for the development of sites classified as 'Non-Strategic Tourism Sites', due regard should be given to the Local Planning Policy for Tourism Development.

#### Recommendation 17

**Classify the following sites 'Non-Strategic Tourism Site' and retain their existing 'Tourist' zone under the Shire of Dandaragan Local Planning Scheme No. 7:**

- **Lot 340 Hill Street, Jurien Bay**
- **Lot 341 Dalton Street, Jurien Bay**
- **Lot 337 Dalton Street, Jurien Bay**
- **Lot 349 Dalton Street, Jurien Bay**
- **Lot 671 Dalton Street, Jurien Bay**
- **Lot 450 Hill Street, Jurien By**
- **Lot 63 Heaton Street, Jurien Bay**
- **Lot 437 Bashford Street, Jurien Bay**
- **Lot 438 Bashford Street, Jurien Bay**
- **Lot 1136 Casuarina Crescent, Jurien Bay**
- **Lot 1137 Casuarina Crescent, Jurien Bay**
- **Lot 645 Catalonia Street, Cervantes**
- **Lot 890 Catalonia Street, Cervantes**
- **Lot 879 Seville Street, Cervantes**

### 5.5.3 Site Suitable for Rezoning

The Strategy has identified three sites which are no longer suitable for tourism purposes and should be rezoned to an alternative, appropriate zone. The three sites, listed below, are not required to provide justification that they are no longer suitable for tourism development and may be rezoned accordingly. Lot 482 is fully developed at the 17.5 housing density and is mainly used as a grouped housing site.

#### Recommendation 18

**Initiate a Scheme Amendment to the Shire of Dandaragan Local Planning Scheme No. 7 to rezone the following sites from 'Tourist' to 'Residential R17.5' under the Scheme:**

- **Lot 480 Hasting Street, Jurien Bay**
- **Lot 2 Casuarina Street, Jurien Bay**

### 5.5.4 Jurien Bay Marina Precinct

As reflected in the strategy there are a number of major development and infrastructure projects within the Shire which have the potential to impact directly and indirectly on tourism. Specifically, the Jurien Bay Marina is a key asset which offers significant development and tourism opportunity, but is presently under developed and poorly utilised. Further detailed planning is required in conjunction with key stakeholders to capitalise on the potential of the Marina precinct to benefit tourism in the region.

#### Recommendation 19

**Prepare a strategic plan for the Jurien Bay Marina Precinct in conjunction with key stakeholders to identify and capitalise on increased opportunity for tourism in the region.**

## 6 Implementation

The Local Tourism Planning Strategy will form part of the Shire of Dandaragan's Local Planning Framework, directly informing the Local Planning Strategy. Council will be required to give 'due regard' to the Strategy and will provide for the assessment of rezoning proposals, outline development plans, subdivisions and development applications.

A number of amendments to the Shire's existing local planning framework will be required as per the recommendations of the Strategy. The following implementation schedule determines the level of priority, actions and outcomes of the Strategy recommendations.

Recommendation	Action	Timeframe	Responsibility
<b>General Scheme Modifications</b>			
Introduction of Caravan Park zone and preparation of zone objectives, site and development requirements	Scheme Amendment	Immediate	Shire of Dandaragan
Introduction of an aim and additional Site and Development Requirements for Tourist Zone	Scheme Amendment	Immediate	Shire of Dandaragan
Additional Land Use Definitions in Schedule 1: Dictionary of Defined	Scheme Amendment	Immediate	Shire of Dandaragan

Words and Expressions			
Zoning Table (Use Classes)	Scheme Amendment	Immediate	Shire of Dandaragan
Site Assessments (Proposed Rezonings)	Scheme Amendment	Immediate to Short Term	Shire of Dandaragan
<b>Local Planning Policy Framework</b>			
Local Planning Scheme No. 7 Maps	Scheme Amendment	Immediate	Shire of Dandaragan
Building Height (Site and Development Provisions)	Scheme Amendment	Immediate	Shire of Dandaragan
Local Planning Policy for Tourism Development	Preparation of Local Planning Policy	Immediate	Shire of Dandaragan
Local Planning Policy for Holiday Homes	Preparation of Local Planning Policy	Immediate	Shire of Dandaragan
<b>Additional Recommendations</b>			
Reinvestment into Caravan Parks	Pending review of long term land use status	Immediate to Short Term	Lessees/operators, Shire of Dandaragan
Development of an accommodation site for low impact coastal development at Wedge and Grey	Develop further plans for future tourist accommodation upon completion of the IOD and removal of squatter shacks	Short to Long Term	Department of Environment and Conservation, Tourism WA and Shire of Dandaragan
Improve the reliability of the power supply and sewerage facilities to Cervantes and Jurien Bay	Lobby State Government	Short to Long Term	Verve Energy, Water Corporation, Shire of Dandaragan
Review long term status of Jurien Bay and Cervantes Caravan Parks	Prepare Town Centre Strategic Plan with focus on future status of caravan parks	Immediate	Shire of Dandaragan
Investigate the provision of nature based camp sites with focus on Sandy Cape and Hill River (mouth)	Undertake a planning study to evaluate potential areas through identification of opportunities and constraints	Short Term	Shire of Dandaragan in consultation with DEC
Prepare a strategic plan for the Jurien Bay Marina Precinct to identify opportunities and constraints for future development and value add to tourism in the region	Undertake a planning study to capitalise of opportunities and establish a foundation for future development	Short Term	Shire of Dandaragan in conjunction with key stakeholders

Table 6.1 Local Tourism Planning Strategy Implementation Schedule

The implementation of the Strategy recommendations is guided by the following timeframes:

Immediate: up to 1 year  
Short term: 1 to 5 years  
Long term: 5 to 10 years

The Strategy is to be reviewed every 5 years concurrently with the Local Planning Scheme and Local Planning Strategy. The review of the Strategy should address:

- Changes in State Government policy and the local planning framework;
- The achievement of the Strategy objectives;
- Whether the Strategy recommendations have resulted in good tourism outcomes; and
- To what extent the recommendations of the Strategy have been implemented.

## Appendices

### Appendix 1 – Car Parking Requirements for Resort Developments (to be read in conjunction Shire Car Parking Policy 8.8)

#### PARKING REQUIREMENTS FOR RESORT DEVELOPMENTS

<b>Guests</b>		<b>No. Bays</b>
<b>Unit Size</b>		
<b>1 bed</b>		1 bay
<b>2 bed</b>		1 bay
<b>2 bed twin keyed</b>		1 per bedroom
<b>3 bed</b>		1 bay
<b>3 bed twin keyed</b>		2 bays
<b>3 bed triple keyed</b>		1 per bedroom
<b>more than 3 beds</b>		2 bays
<b>Coach Parking</b>		As per Shire Car Parking Policy 8.8
<b>Visitors</b>		<b>No. Bays</b>
<b>services</b>		
<b>guest overflow/friends</b>		1 per 4 keys
<b>facilities</b>		
<b>restaurant/lounge</b>		1 per 6 seats
<b>function rooms</b>		1 per 4 seats/6sqm public area
<b>day spa</b>		1 per treatment room
<b>reception/check in</b>		2 for up to 60 rooms, 1 for every additional 30 rooms
<b>Staff</b>		<b>No. Bays</b>
<b>front of house/mgmt</b>		minimum of 2
<b>cleaning/maintenance</b>		3 for first 60 rooms, 1 per 25 rooms thereafter
<b>restaurant/bar/function</b>		1 per 20sqm public area
<b>day spa</b>		1 per 2 treatment rooms
<b>Notes:</b>		
<p>All guest bays to be unallocated            Tandem bays are calculated as 0.75 of a bay            Visitor parking to be well signed and located near reception area if possible            Guest parking bays should be located as close as possible to units            Variations may be permitted if adequate off site parking is available for overflow parking or opportunities for reciprocal parking via various facilities            Additional ACROD bays to be provided in accordance with Building Code requirements</p>		

## **Appendix 2 – Tourism Planning Taskforce Report: Criteria for the Identification of Strategic Tourism Sites**

### *Criteria for identification of strategic tourism sites and strategic tourism locations*

**Sustainability:** The site shall provide for tourism development that is sustainable in respect to its construction, operation and function, in its site-specific and wider impacts. This will require a site to be developable without compromising the sustainable use of the area's natural and cultural resources, have regard for existing social structures and be part of the delivery of diversified and balanced tourism opportunities.

**Planning Context:** A site or location may be identified in a regional planning strategy or in a region plan as having high tourism potential and value or may be part of a development area recognised in the State planning framework as having high tourism value.

### *General Local Criteria*

**Accessibility:** The ease of access to the site or the associated attraction generally should be high, and appropriate in nature of the facility or attraction.

**Uniqueness:** The site may contain or be in the vicinity of an attraction of landmark value, or itself be of landmark value. The more unique the attraction, the more it will provide tourism value.

**Setting:** The site may have an aspect and outlook that facilitate recreational tourism activities and/or the creation of a tourism character and ambience. This site appeal should be such that it demonstrates a high level of tourism demand or has an inherent potential for such and is highly marketable.

**Tourism Activities and Amenities:** The site provides, or has easy access to, supporting activities and amenities such as tours, fishing, historic sites, walk trails, environmental interpretation, cafes, restaurant, shops and the like.

**Alternative Sites:** The site has an element of scarcity in that it may be the only opportunity, or one of a limited number of opportunities, to achieve a significant tourism development in an area, at a particular place or as it may demonstrate a particular function or characteristic.

### *Site-Specific Criteria*

**Suitability:** The site is located within a land use context that will not overly limit the extent of activities of guests within the resort due to amenity impacts on adjoining residents or where the adjoining uses potentially will detract from the tourism character of the site.

**Capability:** The site has the capacity to be developed for tourism purposes and accommodate the associated services in a manner that does not detract from the natural attributes of the site or result in environmental degradation.

**Size:** The site should be of an adequate size to accommodate a sustainable tourism facility of the appropriate type for the location, with consideration of future expansion, and exhibit potential for the necessary level of services to be provided.

Function: Strategic tourism sites may perform a specific function, such as a traditional social or cultural role, and/or serve a particular clientele, where that may not be replaced readily.

Strategic Tourism Sites:

Where a site is identified as a strategic tourism site, no residential use is permitted and all development to be subject to length-of-occupancy restrictions, except where the development is an integrated tourist-resort, and management and design is to promote operation as a tourism facility.

The development of integrated tourist-resorts will be supported on strategic sites or within strategic tourism locations where the land area for integrated development is a minimum of 30 hectares and the site is located appropriately to provide adequate residential services and amenity.

Non-strategic Tourism Sites:

Where a site is identified as a non-strategic tourism site:

A specified portion of the proposed tourism development or redevelopment of a site, being between zero and 25 per cent inclusive (the approved percentage), may be permitted without imposition of a residential occupancy restriction subject to the site being located to provide adequate access to residential services and amenities, within an appropriate planning context and zoned appropriately.

-The maximum percentage of residential-no occupancy restriction units/development on the site shall comply with the following at all stages of the development:

- i) The proportion of residential-no occupancy restriction units relative to the total number of accommodation units on the site shall be equal to or less than the approved percentage.
- ii) The site area occupied by the residential-no occupancy restriction units, and any areas designated for the specific use of the occupiers of those units, relative to the area occupied by the short-stay development shall be equal to or less than the approved percentage. In calculating the area occupied by the two development categories, those facilities available for common use shall be excluded from the calculation.
- iii) That any individual residential-no occupancy restriction unit and as a whole any residential-no occupancy restriction component of such a development shall be of a design and scale that it clearly is subsidiary to the tourism component of the development such that the tourism component remains dominant in all aspects.

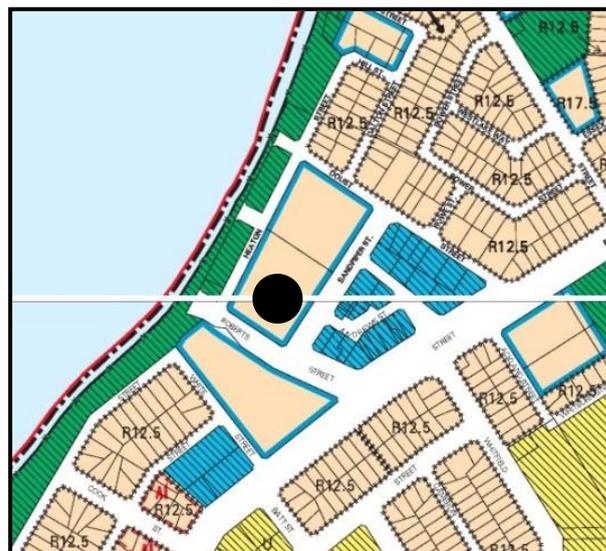
-The determination of the appropriate residential-no occupancy restriction percentage between zero and 25 per cent inclusive can be determined on a site-specific or local government area basis. Determination of the approved percentage, or whether any residential-no occupancy restriction component shall be permitted, shall have regard for tourism issues and the sustainability of a residential development within the broader planning and settlement context of the specific site. This assessment shall take into account the services, amenity and infrastructure requirements that would be available to a residential component, and required by a residential component.

- The establishment of performance criteria for the determination of the applicable percentage is encouraged in areas where it generally has been determined that a residential-no occupancy restriction component is appropriate, based on additional tourism accommodation provision or significant upgrading, servicing requirements, design approach to ameliorate potential impacts on the tourism experience, and ability to accommodate future tourism demand.
  
- In implementing this recommendation any proposal for residential-no occupancy restriction use on a non-strategic tourism site shall be subject to the zoning of the site clearly differentiating it from other sites zoned for tourism purposes and where any residential use or occupancy greater than three months in 12 months is not permitted.

## Appendix 3 – Site Assessments

### 1. Lot 62/20 Roberts Street, Jurien Bay

<b>Site Area:</b>	2.1990 hectares
<b>LPS 7 Zoning:</b>	Tourist
<b>Current Land Use:</b>	Vacant Site
<b>Location:</b>	Coastal
<b>Access:</b>	Roberts Street/ Heaton Street Sandpiper Street Direct beach access



Site Assessment Criteria		Comments
1. Alternative Sites	No	<p>Lot 62 is located in immediate proximity to the beach, town centre, Dobbyn Park and Jurien Bay Tourist Park. No alternative vacant sites are available in Jurien Bay which are located within such close proximity to both the town centre and the beach.</p> <p>The site is flat and there is the potential for a landmark tourist accommodation development, connecting surrounding tourism uses and forming the focal point for a tourism precinct. Potential development of Lot 62 is conducive to a high yielding property with a high degree of activity occurring along the street frontage (particularly along Roberts Street and Heaton Street). Further, it is important that any development of the site retains public access throughout the surrounding area.</p>
2. Uniqueness	✓	
<b>General Location Criteria</b>		
3. Accessibility	✓	
4. Setting	✓	
5. Activities/Amenities	✓	
<b>Site Specific Criteria</b>		
6. Size	✓	
7. Suitability	✓	
8. Capability	✓	
9. Function	x	
<b>Recommendations</b>		
<ul style="list-style-type: none"> <li>• Lot 62 Roberts Street, Jurien Bay be classified as a 'Non-Strategic Tourism Site (Local Significance)'; and</li> <li>• Rezone Lot 62 Roberts Street, Jurien Bay from 'Tourist' to 'Special Use' and include Lot 62 within Schedule 4: Special use Zones of Local Planning Scheme No. 7.</li> </ul>		

## 2. 58 Oceanic Way, Jurien Bay

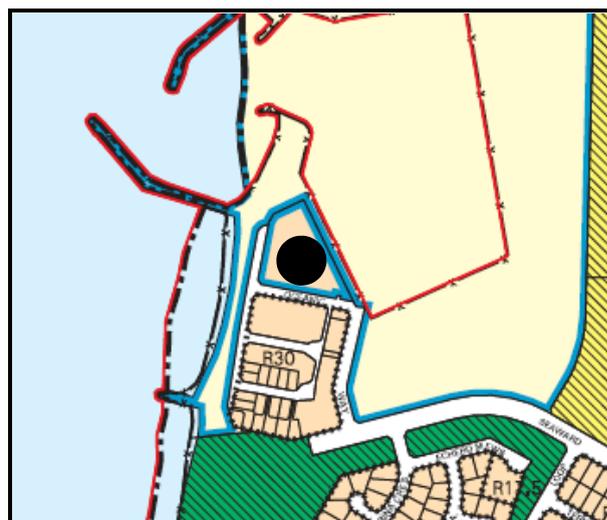
**Site Area:** 1.2404 hectares

**LPS 7 Zoning:** Tourist

**Current Land Use:** Vacant

**Location:** Jurien Bay Marina

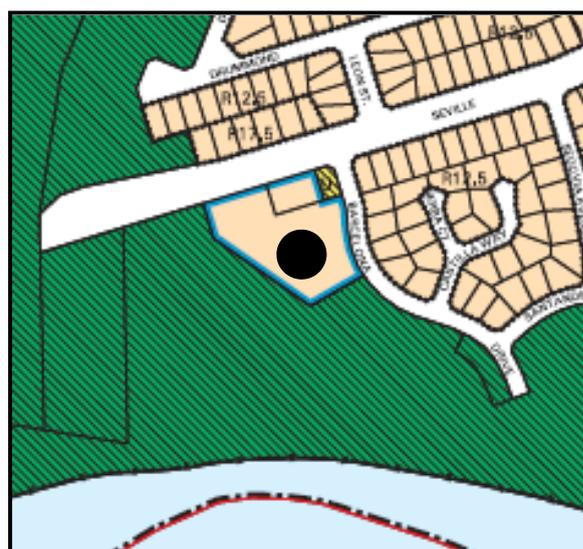
**Access:** Oceanic Way



Site Assessment Criteria		Comments
1. Alternative Sites	No	<p>Lot 58 is the only vacant Tourist zoned site within the Jurien Bay Marina, in close proximity to the coast and surrounding Marina uses/development. The Shire of Dandaragan Strategic Plan identifies the Jurien Bay Marina as</p> <p><i>"A key asset within the Shire of Dandaragan. Its development has the capacity to deliver significant social and economic benefits to the community, tourist and residential precinct integrated with a diversified fishing and marine industry."</i></p> <p>The site has previously been subdivided to create 57 Residential lots and 1 Tourist Lot (Lot 58).</p> <p>Lot 58 is elevated and development has the opportunity to take advantage of 270° views of the Jurien Bay Marina and Jurien Bay Marine Park.</p> <p>Lot 58 is suitable to be developed for a high density landmark building with a mix of ground floor uses to encourage pedestrian activity and promote tourist amenity.</p>
2. Uniqueness	✓	
<b>General Location Criteria</b>		
3. Accessibility	✓	
4. Setting	✓	
5. Activities/Amenities	✓	
<b>Site Specific Criteria</b>		
6. Size	x	
7. Suitability	✓	
8. Capability	✓	
9. Function	x	
<b>Recommendations</b>		
<ul style="list-style-type: none"> <li>• Lot 58 Oceanic Way, Jurien Bay be classified as a 'Non-Strategic Tourism Site (Local Significance)'; and</li> <li>• Rezone Lot 58 Oceanic Way, Jurien Bay from 'Tourist' to 'Special Use' and include Lot 58 within Schedule 4: Special Use Zones of Local Planning Scheme No. 7.</li> </ul>		

### 3. Lot 861 Seville Street, Cervantes

<b>Site Area:</b>	1.316 hectares
<b>LPS 7 Zoning:</b>	Tourist
<b>Current Land Use:</b>	Vacant
<b>Location:</b>	Coastal
<b>Access:</b>	Seville Street



Site Assessment Criteria		Comments
1. Alternative Sites	Yes	<p>Lot 861 is located in close proximity to the beach and Cervantes town centre. The site abuts the existing Cervantes Lodge, coastal reserve, and some residential development. Whilst Lot 861 is in close proximity to the ocean, low scale development is unlikely to achieve ocean views.</p> <p>Lot 861 is of a suitable size to accommodate an appropriate resort/apartment style tourist development, whilst earthworks would be required.</p> <p>At the time of the Strategy's preparation, the site being released to the market as part of Tourism WA's Landbank project. The Cervantes and Leeman Pre-Feasibility study concluded that strata-titled self contained apartment accommodation is likely to be the most financially viable development opportunity.</p>
2. Uniqueness	x	
<b>General Location Criteria</b>		
3. Accessibility	✓	
4. Setting	✓	
5. Activities/Amenities	x	
<b>Site Specific Criteria</b>		
6. Size	x	
7. Suitability	✓	
8. Capability	✓	
9. Function	x	
<b>Recommendations</b>		
<ul style="list-style-type: none"> <li>• Lot 861 Seville Street, Cervantes be classified as a 'Non-Strategic Tourism Site'; and</li> <li>• Rezone Lot 861 Seville Street, Cervantes from 'Tourist' to 'Special Use' and include Lot 861 within Schedule 4: Special Use Zones of Local Planning Scheme No. 7.</li> </ul>		

#### 4. 301/1 Roberts Street, Jurien Bay

**Site Area:** 3.1919 hectares

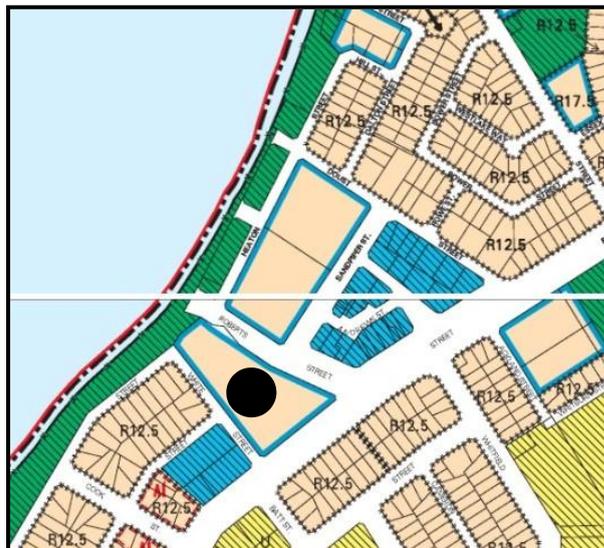
**LPS 7 Zoning:** Tourist

**Current Land Use:** Jurien Bay Tourist Park

**Management Order:**  
Jurien Bay Reserve 27406  
'Caravan Park'

**Location:** Coastal

**Access:** Roberts Street/  
Bashford Street/  
White Street



Site Assessment Criteria		Comments
1. Alternative Sites	Yes	<p>Lot 301 is located in immediate proximity to the beach, Jurien Bay town centre and other Tourist zoned sites. The site has good pedestrian linkages to the beach and town centre, where vehicular access is also available.</p> <p>Lot 301 is Crown Land, vested in the Shire and is developed and currently operates as the Jurien Bay Tourist Park. The site provides affordable tourist accommodation in Jurien Bay.</p> <p>Lot 301 also divides that existing Jurien Bay commercial precinct where further consideration needs to be given to its long term strategic use.</p>
2. Uniqueness	✓	
<b>General Location Criteria</b>		
3. Accessibility	✓	
4. Setting	✓	
5. Activities/Amenities	✓	
<b>Site Specific Criteria</b>		
6. Size	✓	
7. Suitability	✓	
8. Capability	✓	
9. Function	✓	
<b>Recommendations</b>		
<ul style="list-style-type: none"> <li>Review of the long term status and use of Lot 301 Roberts Street, Jurien Bay as part of a strategic vision and planing for the Jurien Bay Town Centre.</li> </ul>		

**5. 227/8 Aragon Street, Cervantes**

**Site Area:** 4.6139 hectares

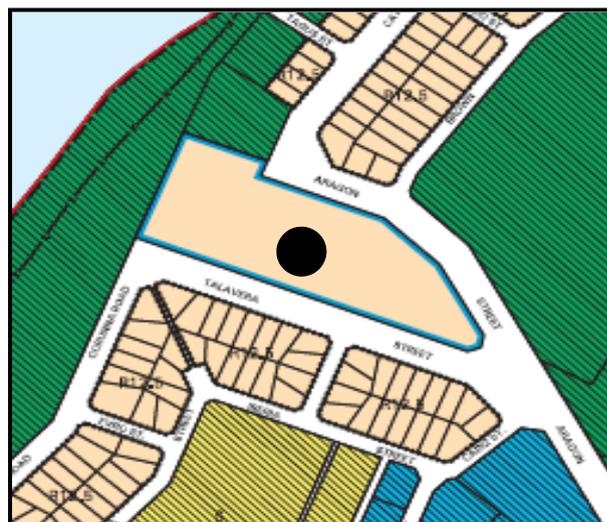
**LPS 7 Zoning:** Tourist

**Current Land Use:** Cervantes Pinnacles Caravan Park

**Management Order:**  
*Cervantes Reserve 30838*  
*'Caravan Park'*

**Location:** Coastal

**Access:** Catalonia Street



Site Assessment Criteria		Comments
1. Alternative Sites	Yes	<p>Lot 227 is located in immediate proximity to the beach and the Cervantes town centre. The site has good pedestrian linkages to the beach and town centre, where vehicular access is also available.</p> <p>Lot 227 is Crown Land, vested in the Shire and is developed and currently operates as the Cervantes Pinnacles Caravan Park. The site provides affordable tourist accommodation in Jurien Bay.</p> <p>The existing Caravan Park development is aged and constrained by inadequate servicing. A review of the Caravan Park status as part of a broader town site strategic review will assist in identifying the long term status and use of Lot 227.</p>
2. Uniqueness	✓	
<b>General Location Criteria</b>		
3. Accessibility	✓	
4. Setting	✓	
5. Activities/Amenities	x	
<b>Site Specific Criteria</b>		
6. Size	✓	
7. Suitability	✓	
8. Capability	✓	
9. Function	✓	
<b>Recommendations</b>		
<ul style="list-style-type: none"> <li>Review of the long term status and use of Lot 227 Aragon Street, Cervantes as part of a strategic vision and planing for the Cervantes Town Site.</li> </ul>		

**6. Lot 340 Hill Street, Jurien Bay**

**Site Area:** 1260m<sup>2</sup>  
**LPS 7 Zoning:** Tourist  
**Current Land Use:** Existing affordable Beach accommodation  
**Location:** Coastal  
**Access:** Hill Street



Site Assessment Criteria		Comments
1. Alternative Sites	Yes	<p>Lot 340 is located in close proximity to the swimming beach, and is directly surrounded by other Tourist zoned sites. The site has direct beach access and is located close to the Jurien Bay town centre.</p> <p>As a stand alone site, development opportunities are significantly constrained given the size of the site. Strong encouragement should be given for the site to be amalgamated with adjoining Lot 341 Dalton Street.</p>
2. Uniqueness	x	
<b>General Location Criteria</b>		
3. Accessibility	✓	
4. Setting	✓	
5. Activities/Amenities	✓	
<b>Site Specific Criteria</b>		
6. Size	x	
7. Suitability	x	
8. Capability	x	
9. Function	x	
<b>Recommendations</b>		
<ul style="list-style-type: none"> <li>• Lot 340 Hill Street, Jurien Bay be classified as a 'Non-Strategic Tourism Site'; and</li> <li>• Retain the 'Tourist' zoning under Local Planning Scheme No. 7.</li> </ul>		

**7. Lot 341/12 Dalton Street, Jurien Bay**

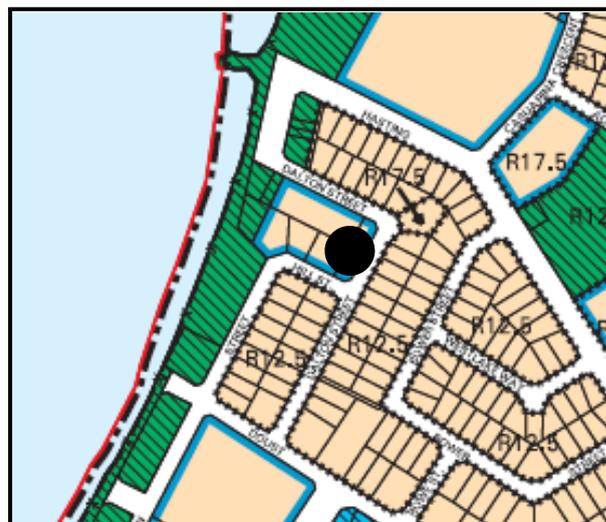
**Site Area:** 1883m<sup>2</sup>  
**LPS 7 Zoning:** Tourist  
**Current Land Use:** Existing affordable Beach accommodation  
**Location:** Coastal  
**Access:** Dalton Road



Site Assessment Criteria		Comments
1. Alternative Sites	Yes	<p>Lot 341 is located in close proximity to the swimming beach, and is directly surrounded by other Tourist zoned sites. The site has direct beach access and is located close to the Jurien Bay town centre.</p> <p>As a stand alone site, development opportunities are significantly constrained given the size of the site. Strong encouragement should be given for the site to be amalgamated with adjoining Lot 340 Hill Street.</p>
2. Uniqueness	x	
<b>General Location Criteria</b>		
3. Accessibility	✓	
4. Setting	✓	
5. Activities/Amenities	✓	
<b>Site Specific Criteria</b>		
6. Size	x	
7. Suitability	x	
8. Capability	x	
9. Function	x	
<b>Recommendations</b>		
<ul style="list-style-type: none"> <li>• Lot 341 Dalton Street, Jurien Bay be classified as a 'Non-Strategic Tourism Site'; and</li> <li>• Retain the 'Tourist' zoning under Local Planning Scheme No. 7.</li> </ul>		

**8. Lot 337/19 & Lot 349/21 Dalton Street, Jurien Bay**

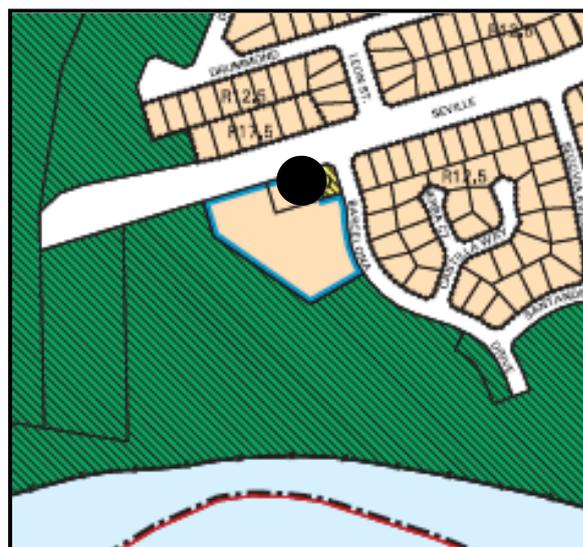
**Site Area:** 1582m<sup>2</sup>  
**LPS 7 Zoning:** Tourist  
**Current Land Use:** Vacant/UCL  
**Location:** Residential  
**Access:** Dalton Street/  
 Hill Street



Site Assessment Criteria		Comments
1. Alternative Sites	Yes	<p>Lot 337 and 349 Dalton Street are located in close proximity to the swimming beach and are directly surrounded by other Tourist zoned sites.</p> <p>Encouragement should be given for the amalgamation of the sites with adjoining Lot 450 Hill Street and Lot 671 Dalton Street to increase the tourism value and development opportunities of the site.</p> <p>These sites are unsuitable for non-tourism purposes given their location abutting tourist zoned sites, however are unlikely to be capable of development unless they are incorporated into a development on adjoining sites.</p>
2. Uniqueness	x	
<b>General Location Criteria</b>		
3. Accessibility	✓	
4. Setting	✓	
5. Activities/Amenities	✓	
<b>Site Specific Criteria</b>		
6. Size	x	
7. Suitability	x	
8. Capability	x	
9. Function	x	
<b>Recommendations</b>		
<ul style="list-style-type: none"> <li>• Lots 337 and 349 Dalton Street, Jurien Bay be classified as a 'Non-Strategic Tourism Site'; and</li> <li>• Retain the 'Tourist' zoning under Local Planning Scheme No. 7.</li> </ul>		

### 9. Lot 879/91 Seville Street, Cervantes

**Site Area:** 1925m<sup>2</sup>  
**LPS 7 Zoning:** Tourist  
**Current Land Use:** Cervantes Lodge (Backpackers)  
**Location:** Residential  
**Access:** Seville Street



Site Assessment Criteria		Comments
1. Alternative Sites	Yes	<p>Lot 879 is located in close proximity to the beach and in the surrounds of the Cervantes town centre. Lot 879 is completely developed and currently operates as 'Cervantes Lodge'.</p> <p>The size of Lot 879 and its existing land use constrains future development potential.</p> <p>Lot 879 currently operates as the Cervantes Lodge providing affordable backpackers accommodation. It is recommended this use be retained.</p>
2. Uniqueness	x	
<b>General Location Criteria</b>		
3. Accessibility	✓	
4. Setting	✓	
5. Activities/Amenities	x	
<b>Site Specific Criteria</b>		
6. Size	x	
7. Suitability	x	
8. Capability	x	
9. Function	✓	
<b>Recommendations</b>		
<ul style="list-style-type: none"> <li>• Lot 879 Seville Street, Cervantes be classified as a 'Non-Strategic Tourism Site'; and</li> <li>• Retain the 'Tourist' zoning under Local Planning Scheme No. 7.</li> </ul>		

### 10. Lot 450/4 Hill Street & Lot 671/23 Dalton Street, Jurien Bay

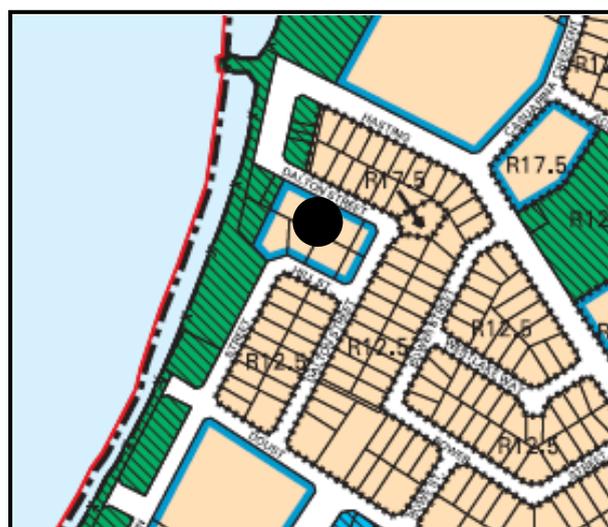
**Site Area:** 5951m<sup>2</sup>

**LPS 7 Zoning:** Tourist

**Current Land Use:** The Waves  
Under Construction  
Short Stay  
Apartments/  
Residential component

**Location:** Coastal

**Access:** Dalton Street/  
Hill Street



Site Assessment Criteria		Comments
1. Alternative Sites	Yes	<p>Lot 450 Hill Street and Lot 671 Dalton Street are located in close proximity to the swimming beach and are directly surrounded by other Tourist zoned sites.</p> <p>Lot 450 and Lot 671 have received planning approval for 15 short stay accommodation units and 5 permanent residential units, of which 9 short stay units has been completed.</p> <p>Encouragement should be given for the amalgamation of the sites with adjoining Tourist zoned Crown Land sites (Lots 349 and 337 Dalton Street) to increase the tourism value and development opportunities of the site.</p>
2. Uniqueness	x	
<b>General Location Criteria</b>		
3. Accessibility	✓	
4. Setting	✓	
5. Activities/Amenities	✓	
<b>Site Specific Criteria</b>		
6. Size	x	
7. Suitability	✓	
8. Capability	x	
9. Function	x	
<b>Recommendations</b>		
<ul style="list-style-type: none"> <li>• Lots 450 Hill Street and Lot 671 Dalton Street,, Jurien Bay be classified as a 'Non-Strategic Tourism Site'; and</li> <li>• Retain the 'Tourist' zoning under Local Planning Scheme No. 7.</li> </ul>		

### 11. Lot 63 Heaton Street, Jurien Bay

**Site Area:** 2.1468 hectares

**LPS 7 Zoning:** Tourist

**Current Land Use:** Seafront Estate Short Stay Apartments (Residential component)

**Location:** Coastal

**Access:** Heaton Street/  
Doust Street/  
Sandpiper Street



Site Assessment Criteria		Comments
1. Alternative Sites	Yes	<p>Lot 63 is located in immediate proximity to the beach, town centre, Dobbyn Park and Jurien Bay Tourist Park, however alternative vacant Tourist zoned sites are available for tourist accommodation development.</p> <p>The site is completely developed and currently operates as 'Seafront Estate':</p> <ul style="list-style-type: none"> <li>• 53 short stay (strata-titled) accommodation units; and</li> <li>• 9 permanent residential (strata-titled) units.</li> </ul>
2. Uniqueness	x	
<b>General Location Criteria</b>		
3. Accessibility	✓	
4. Setting	✓	
5. Activities/Amenities	✓	
<b>Site Specific Criteria</b>		
6. Size	✓	
7. Suitability	✓	
8. Capability	✓	
9. Function	x	
<b>Recommendations</b>		
<ul style="list-style-type: none"> <li>• Lot 63 Heaton Street, Jurien Bay be classified as a 'Non-Strategic Tourism Site'; and</li> <li>• Retain the 'Tourist' zoning under Local Planning Scheme No. 7.</li> </ul>		

## 12. Lot 437/9 & Lot 438/15 Bashford Street, Jurien Bay

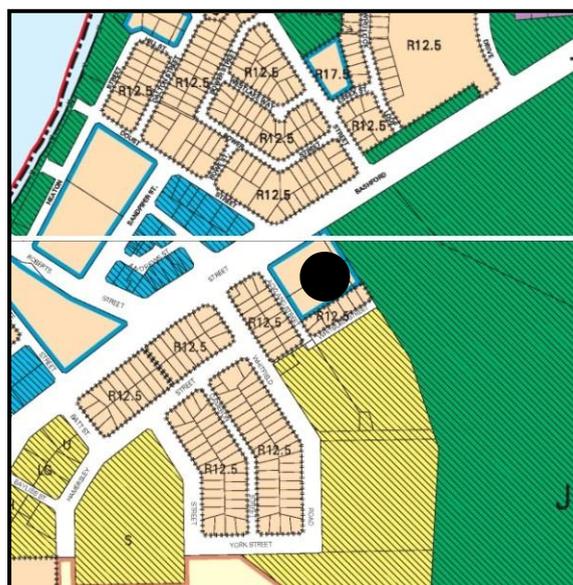
**Site Area:** 1.8679 hectares

**LPS 7 Zoning:** Tourist

**Current Land Use:** Jurien Bay Apex Camp  
(Backpackers/School Camp Accommodation)

**Location:** Town Centre

**Access:** Bashford Street



Site Assessment Criteria		Comments
1. Alternative Sites	Yes	<p>Lot 437 and Lot 438 Bashford Street are located in close proximity to the Jurien Bay town centre, however are not located in desired proximity to the swimming beach.</p> <p>The sites are developed and currently operate as the 'Jurien Bay Apex Camp', providing affordable accommodation for predominantly school camp groups and backpackers.</p>
2. Uniqueness	x	
<b>General Location Criteria</b>		
3. Accessibility	✓	
4. Setting	x	
5. Activities/Amenities	✓	
<b>Site Specific Criteria</b>		
6. Size	✓	
7. Suitability	x	
8. Capability	✓	
9. Function	✓	
<b>Recommendations</b>		
<ul style="list-style-type: none"> <li>• Lot 437 and 438 Bashford Street, Jurien Bay be classified as a 'Non-Strategic Tourism Site'; and</li> <li>• Retain the 'Tourist' zoning under Local Planning Scheme No. 7.</li> </ul>		

### 13. Lot 1136 Casuarina Crescent, Jurien Bay

**Site Area:** 4.037 hectares

**LPS 7 Zoning:** Tourist

**Current Land Use:** Proposed Jurien Bay Beach Resort

**Location:** Coastal

**Access:** Casuarina Crescent



Site Assessment Criteria		Comments
1. Alternative Sites	No	<p>Lot 1136 is located in immediate proximity to the swimming beach, however within a predominantly residential area. Lot 1 further abuts a coastal reserve; parks and recreation reserve and Tourist zoned Unallocated Crown Land.</p> <p>Lot 1136 is of an adequate size to accommodate a sustainable tourist facility with associated recreational facilities provided on site.</p> <p>Lot 1136 has received planning approval for the development of 73 short stay units, 12 permanent residential units, reception, facility/manager's residence, café and communal facilities.</p> <p>Site works have been undertaken on Lot 1136 (levelled) but no further works has been achieved for the past 18 months.</p> <p>Given the site area of approximately 4.0 hectares and current economic circumstances further consideration needs to be given to its long term strategic use as part of the Jurien Bay Town Centre Startegy.</p>
2. Uniqueness	✓	
<b>General Location Criteria</b>		
3. Accessibility	✓	
4. Setting	✓	
5. Activities/Amenities	✓	
<b>Site Specific Criteria</b>		
6. Size	✓	
7. Suitability	✓	
8. Capability	✓	
9. Function	x	
<b>Recommendations</b>		
<ul style="list-style-type: none"> <li>Review of the long term status and use of Lot 1136 Casuarina Crescent, Jurien Bay as part of a strategic vision and planing for the Jurien Bay Town Centre.</li> </ul>		

### 14. Lot 1137 Casuarina Crescent, Jurien Bay

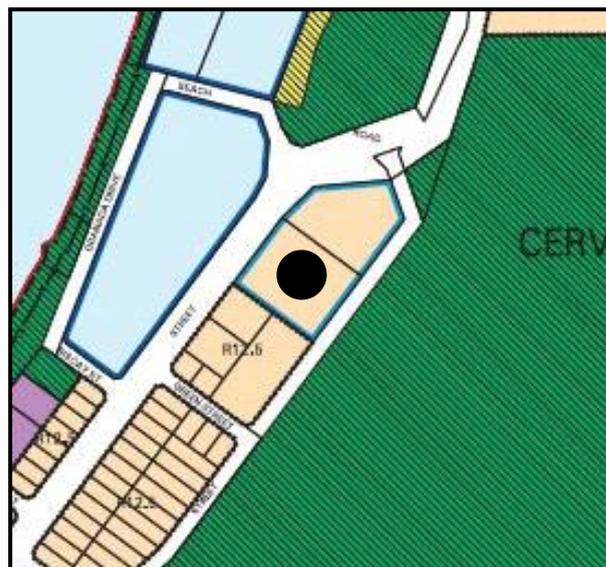
**Site Area:** 1.6035 hectares  
**LPS 7 Zoning:** Tourist  
**Current Land Use:** Vacant/UCL  
**Location:** Coastal  
**Access:** Dalton Street/  
Hill Street



Site Assessment Criteria		Comments
1. Alternative Sites	Yes	<p>Lot 1137 is located in immediate proximity to the swimming beach, and is located between the Jurien Bay town centre and Jurien Bay Marina. The site is heavily vegetated with coastal scrub.</p> <p>Further investigation should be taken into the potential amalgamation of Lot 1137 with adjacent Lot 1136.</p>
2. Uniqueness	x	
<b>General Location Criteria</b>		
3. Accessibility	✓	
4. Setting	x	
5. Activities/Amenities	✓	
<b>Site Specific Criteria</b>		
6. Size	✓	
7. Suitability	x	
8. Capability	✓	
9. Function	x	
<b>Recommendations</b>		
<ul style="list-style-type: none"> <li>• Lot 1137 Casuarina Crescent, Jurien Bay be classified as a 'Non-Strategic Tourism Site'; and</li> <li>• Retain the 'Tourist' zoning under Local Planning Scheme No. 7.</li> </ul>		

**15. Lot 645 Catalonia Street, Cervantes  
(Reserve 36811 – ‘Boat Storage Site’)**

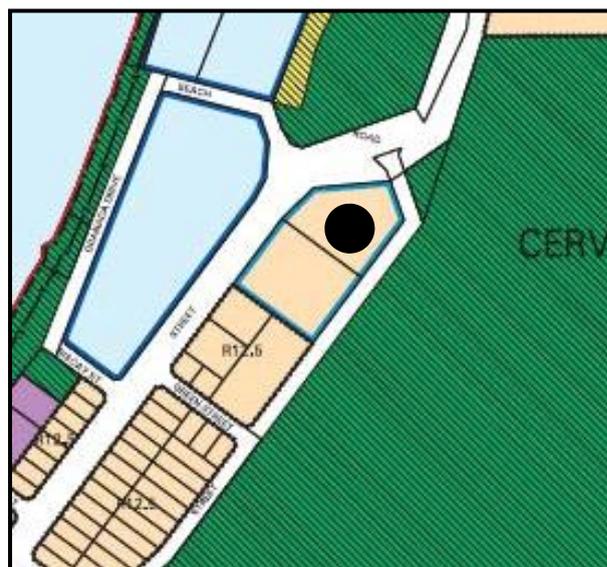
**Site Area:** 1.2 hectares  
**LPS 7 Zoning:** Tourist  
**Current Land Use:** Vacant  
**Location:** Coastal  
**Access:** Catalonia Street



Site Assessment Criteria		Comments
1. Alternative Sites	Yes	<p>Lot 645 is located in close proximity to the beach, however is situated to the north of the Cervantes town centre. The site adjoins a vacant Tourist Unallocated Crown land site and golf course.</p> <p>Lot 645 and the surrounding foreshore area are included within the Cervantes Keys project. The future development of the Cervantes foreshore will enhance development opportunities for short stay accommodation.</p> <p>Further investigation should be taken into the potential amalgamation of Lot 645 with Lot 890 to maximise development opportunities.</p>
2. Uniqueness	x	
<b>General Location Criteria</b>		
3. Accessibility	✓	
4. Setting	✓	
5. Activities/Amenities	✓	
<b>Site Specific Criteria</b>		
6. Size	x	
7. Suitability	✓	
8. Capability	✓	
9. Function	x	
<b>Recommendations</b>		
<ul style="list-style-type: none"> <li>• Lot 645 Catalonia Street, Cervantes is classified as a 'Non-Strategic Tourism Site'; and</li> <li>• Retain the 'Tourist' zoning under Local Planning Scheme No. 7.</li> </ul>		

### 16. Lot 890 Catalonia Street, Cervantes

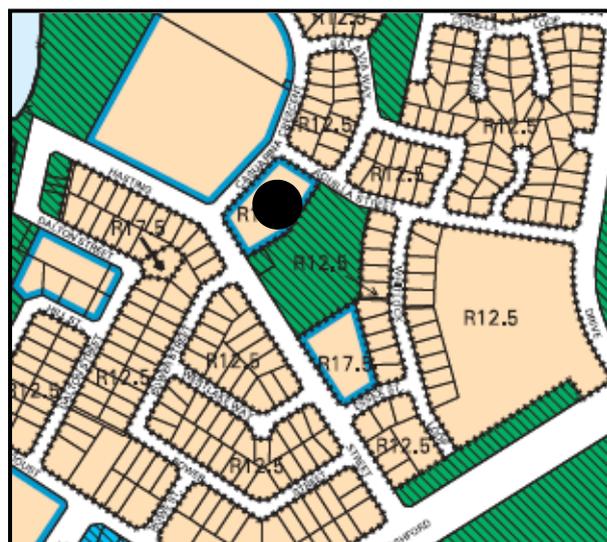
**Site Area:** 1.0373 hectares  
**LPS 7 Zoning:** Tourist  
**Current Land Use:** Vacant UCL  
**Location:** Coastal  
**Access:** Catalonia Street



Site Assessment Criteria		Comments
1. Alternative Sites	Yes	<p>Lot 890 is located in close proximity to the beach, however is situated to the north of the Cervantes town centre. The site adjoins a vacant Tourist zoned site and golf course.</p> <p>Lot 890 and the surrounding foreshore area are included within the Cervantes Keys project. The future development of the Cervantes foreshore will enhance development opportunities for short stay accommodation.</p> <p>Further investigation should be taken into the potential amalgamation of Lot 890 with Lot 645 to maximise development opportunities.</p>
2. Uniqueness	x	
<b>General Location Criteria</b>		
3. Accessibility	✓	
4. Setting	✓	
5. Activities/Amenities	✓	
<b>Site Specific Criteria</b>		
6. Size	x	
7. Suitability	✓	
8. Capability	✓	
9. Function	x	
<b>Recommendations</b>		
<ul style="list-style-type: none"> <li>• Lot 890 Catalonia Street, Cervantes be classified as a 'Non-Strategic Tourism Site'; and</li> <li>• Retain the 'Tourist' zoning under Local Planning Scheme No. 7.</li> </ul>		

### 17. Lot 2 Casuarina Street, Jurien Bay

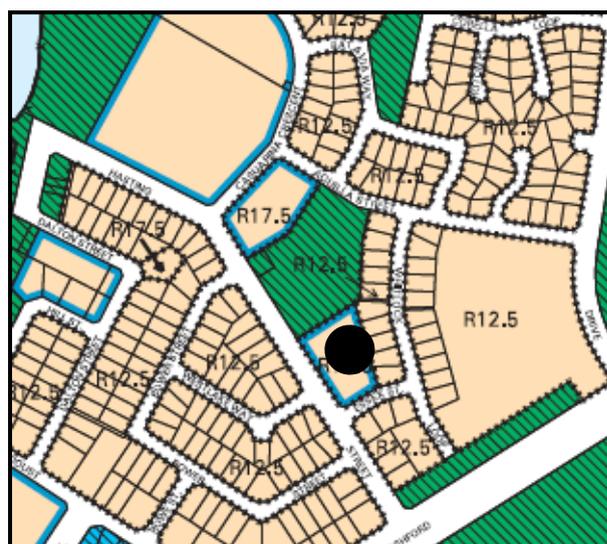
**Site Area:** 9442m<sup>2</sup>  
**LPS 7 Zoning:** Tourist R17.5  
**Current Land Use:** Strata Titled Unit Development  
**Location:** Residential  
**Access:** Casuarina Crescent



Site Assessment Criteria		Comments
1. Alternative Sites	Yes	<p>Lot 482 does not have desired beach access. The site is completely developed for holiday homes and permanent residential accommodation.</p> <p>Lot 482 is located in a predominantly residential area and given its existing use and location the site is deemed no longer suitable for tourist development.</p>
2. Uniqueness	x	
<b>General Location Criteria</b>		
3. Accessibility	✓	
4. Setting	x	
5. Activities/Amenities	✓	
<b>Site Specific Criteria</b>		
6. Size	x	
7. Suitability	x	
8. Capability	x	
9. Function	x	
<b>Recommendation</b>		
<ul style="list-style-type: none"> <li>Lot 2 Casuarina Street, Jurien Bay be rezoned 'Residential R17.5' under Local Planning Scheme No. 7</li> </ul>		

### 18. Lot 480 Hasting Street, Jurien Bay

**Site Area:** 8449m<sup>2</sup>/  
**TPS 7 Zoning:** Tourist R17.5  
**Current Land Use:** Vacant  
**Location:** Residential  
**Access:** Hasting Street



Site Assessment Criteria		Comments
1. Alternative Sites	Yes	<p>Lot 480 is not located in close proximity to any areas of tourist amenity (i.e. swimming beach) and is surrounded by an established residential area.</p> <p>The site is currently vacant; however the development of a sustainable tourism facility is significantly constrained due to its size.</p> <p>Given this, the site is no longer deemed suitable for tourism development.</p>
2. Uniqueness	x	
<b>General Location Criteria</b>		
3. Accessibility	✓	
4. Setting	x	
5. Activities/Amenities	x	
<b>Site Specific Criteria</b>		
6. Size	x	
7. Suitability	x	
8. Capability	✓	
9. Function	x	
<b>Recommendation</b>		
<ul style="list-style-type: none"> <li>Lot 480 Hasting Street, Jurien Bay be rezoned 'Residential R17.5' under Local Planning Scheme No. 7.</li> </ul>		