



## A TOWN BY THE SEA



### TOWN CENTRE STRATEGY PLAN OUTCOMES REPORT

Prepared for the Shire of Dandaragan  
by Eaton & Passarelli and Urbanix

23 April 2011

This Outcomes Report has been prepared by

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## TABLE OF CONTENTS

Background		4
Aim of the strategy		4
Public consultation		4
Workshop one		4
Session one	The character of Jurien Bay	5
Session two	Role of the town centre	6
Session three	Opportunities, challenges, links, relationships	6
Jurien bay district high school		6
Workshop outcomes – session One (part one)	Existing characteristics of Jurien Bay	7
Workshop outcomes – session One (part two)	Future characteristics of Jurien Bay	8
Workshop outcomes - session Two	Role of the town centre	9
Jurien bay district high school	Existing characteristics of Jurien Bay	10
Jurien bay district high school	Future characteristics of Jurien Bay	11
Plans from workshop one		12
Workshop two		17
Background information on key elements		17
Movement		17
Shopping		18
Caravan park		18
Session one - review outcomes of workshop one		18
Session two and three		18
Building and landscape character		20
Key findings from literature review		30
Key Outcomes and Issues for preparation of the Strategy Plan		33
Strategy Plan Process		35

## BACKGROUND

The population of Jurien Bay is currently about 1,300 people. There is an expectation that population of the town will increase at a steady rate over the longer term.



**Study Area**

Projects that may influence growth of the Jurien Bay Town Centre in the future include the:

- completion of Indian Ocean Drive,
- development of more land by Ardross Estates,
- possible development of the North Head proposal and
- construction of key tourist sites.

In anticipation of the continued growth spurred by a number of significant infrastructure, residential and tourist projects, the Council has undertaken preparation of a strategic plan to establish a clear direction for future planning, development and management of the "Town Centre" study area.

While the Jurien Bay Town Centre Strategy focuses on land within the broader town centre area it takes into account the existing and future relationship and role of the town centre to the whole Jurien townsite and the district. Jurien is identified as the regional centre for the central coast and the strategy recognises the importance of this role in planning for the area.

## AIM OF THE STRATEGY

The aim of the plan is to establish a clear direction for the future planning, development and management of the broader Jurien Bay town centre whilst maintaining a focus on:

- A vision (and possible theme) for the town centre of Jurien Bay looking forward 10-15 years;
- Where future commercial, tourist, medium density residential and mixed use development should occur based on physical, social and environmental considerations.
- Appropriate scale and density of development (residential, commercial, tourist) to achieve a sustainable economic benefit, whilst enhancing the quality of well being lifestyle and services for the broader community.
- Consolidation of land use and establish a framework to deliver a more integrated, sustainable, and functional town centre environment.
- Building form and presentation that compliments the vision and natural attributes of Jurien Bay.
- Appropriate traffic management and function with specific consideration for parking need, pedestrian access and permeability.

## PUBLIC CONSULTATION

Public consultation for the strategy includes stakeholder consultation, two workshops and a public forum. This report summarises the process undertaken to date and key outcomes from the two public workshops.

In addition, workshops were undertaken by students from years 8-12 of the Jurien Bay District High School. The results of the workshops with the students are also summarised in this report.

### Workshop One

Invitations were sent to key stakeholders and all landowners within the study area to attend Workshop One. A public invitation was also placed in the local newspaper.

Workshop One was held on Monday 21 February 2011 in the Jurien Bay Community Centre. About seventy members of the public including landowners, the business community, Councillors and the broader community invested

considerable time and effort in the workshop despite the extremely hot and humid weather on the day. Participants worked in 8 groups including a participant who acted as the group's facilitator.

The purpose of the first workshop was to:

1. Present background and technical information on the purpose and key objectives of the strategy.
2. Ask questions about existing and future opportunities and constraints.



### Session One – The Character of Jurien Bay

Session One was divided into two parts. In part one, participants were asked to identify characteristics of Jurien Bay today. Diagram 1 summarises the comments made during part one.

In the first part of the session – Existing Characteristics of Jurien Bay, participants identified a range of comments which were grouped under the following headings.

- Excellent natural attributes
- Friendly laid back atmosphere
- Limited activities and employment
- Potential for growth
- Lacking a distinct urban style and character.

In general there were many comments on the friendly, relaxed “feel” of the town which was considered a very important attribute.

Unique natural features including the coastline and the national parks and reserves were also identified as very important attributes that need to be valued and protected.

Participants also acknowledged Jurien Bay’s role as a regional centre and identified the need for improvements related to the role. Improvements identified included:

- **Physical environment** Participants identified the need to improve and enhance both the natural and built character and appearance of the town,
- **Social elements** Participants valued the friendly, relaxed character of the town and the importance of retaining cultural events and activities for the community.
- **Economic activity** Participants commented on the limited employment opportunities in the town and the desire to increase the facilities and services available in the town. Tourism was recognised as an important industry in the future.

In the second part of the first session participants were asked to identify the characteristics they would like Jurien Bay to have in the next 10-15 years. Diagram 2 summarises the comments made during part two under the following groupings:

- A consolidated town centre
- Improved transport and accessways
- A seaside community that is relaxed, vibrant, inviting and fun.
- Sustainable community.
- Safe attractive open spaces with activities for adults and children.
- Increase diversity in residential and tourist development.
- Infrastructure upgrades
- Improved and maintained natural environment
- Unique town character and urban style.

Comments in part two expressed the view that Jurien Bay was a town with significant potential for development. The session highlighted the need to improve the physical appearance of the town and develop a character and style unique to Jurien Bay. There was also considerable discussion on the need to diversify the economy and improve employment opportunities to attract residents to the town.

## Session Two - Role of the Town Centre

Based on the results of Session One, participants were asked to consider what role the Town Centre should perform in relation to other existing or proposed centres in Jurien Bay as follows:

1. The Harbour
2. Booka Valley (within the Turquoise Coast development)
3. North Head (proposed project)

Participants were asked if they considered whether or not the Town Centre should include a range of uses/activities under the following groupings:

- Housing
- Commercial
- Tourist Accommodation
- Community facilities
- Industrial

During the session, participants were also asked to nominate the amount of these uses desirable in the Town Centre using None, Minimal, Some, Significant and All as categories.

The results are outlined on Diagram 3. In general groups considered:

- A range of housing types appropriate in the town centre.
- Hospitality, restaurants, hotels, bars and specialty were identified as significant uses along with tourist accommodation.
- Light industry and service industry should be minimal.

It was notable that groups were divided on the location of another supermarket. Groups were also divided on the question of the caravan park. Participants recognised that there are many issues that need to be considered in relation to these land uses.

## Session Three - Opportunities, Challenges, Links, Relationships

In Session Three, participants worked on maps to identify the opportunities, challenges and the links and relationships to achieve the desired characteristics and role of the Town Centre.

Plans summarising each of the groups main ideas are shown as Plan 1-8. Plan 9 summarises the main ideas from the session.

## JURIEN BAY DISTRICT HIGH SCHOOL

Students from years 8 to 12 were asked to comment on Jurien today and describe how they would like the town to be in the future. The results of the sessions are described on Diagrams 4 and 5.

The comments relating to the existing characteristics were grouped under six headings and summarised on Diagram 4:

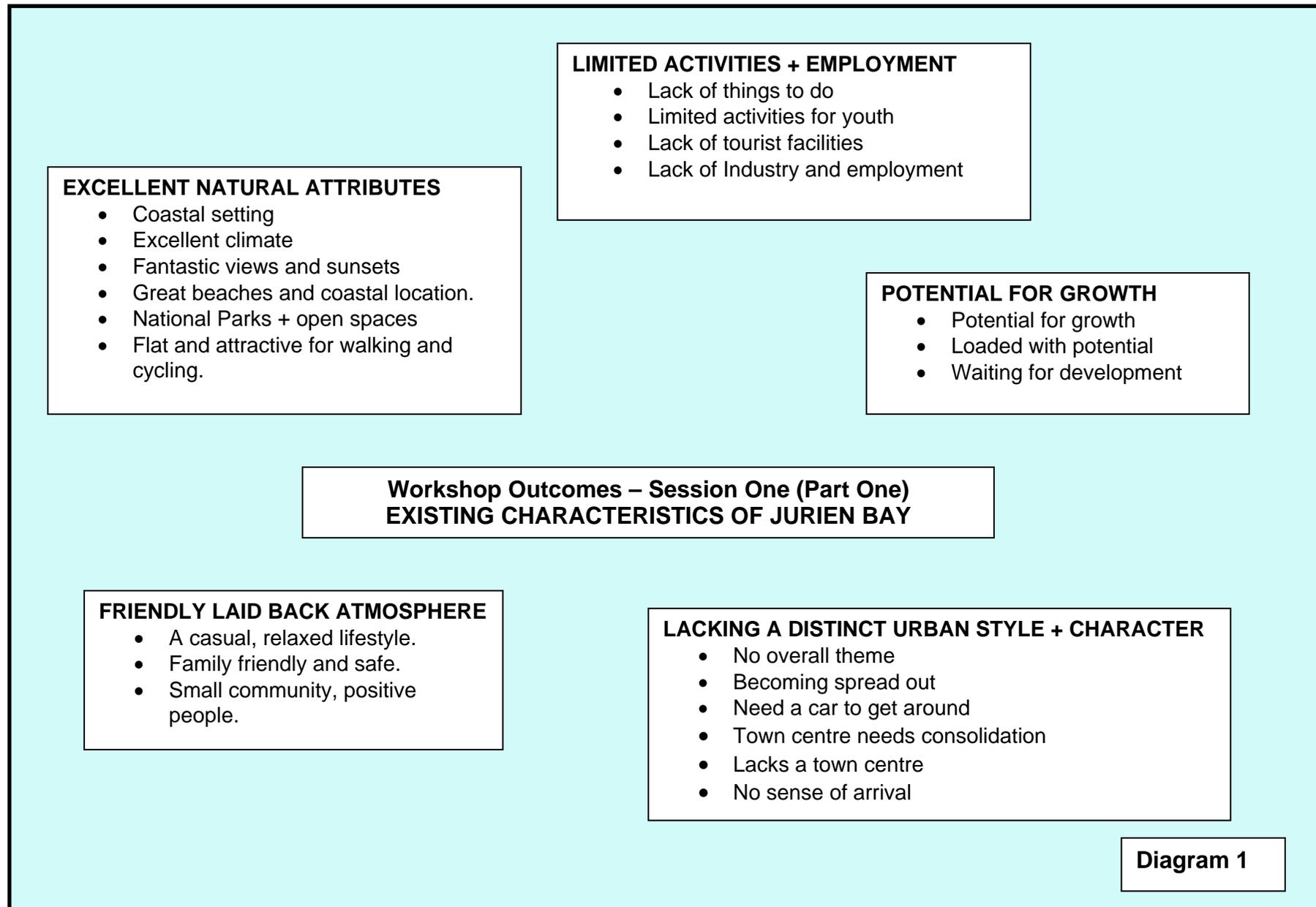
- An attractive natural environment
- Close to other towns and attractions
- Friendly laid back atmosphere
- A variety of facilities and services in keeping with its small size and coastal location
- A wide range of recreation, sporting facilities and activities.
- Safe paths and quiet streets.

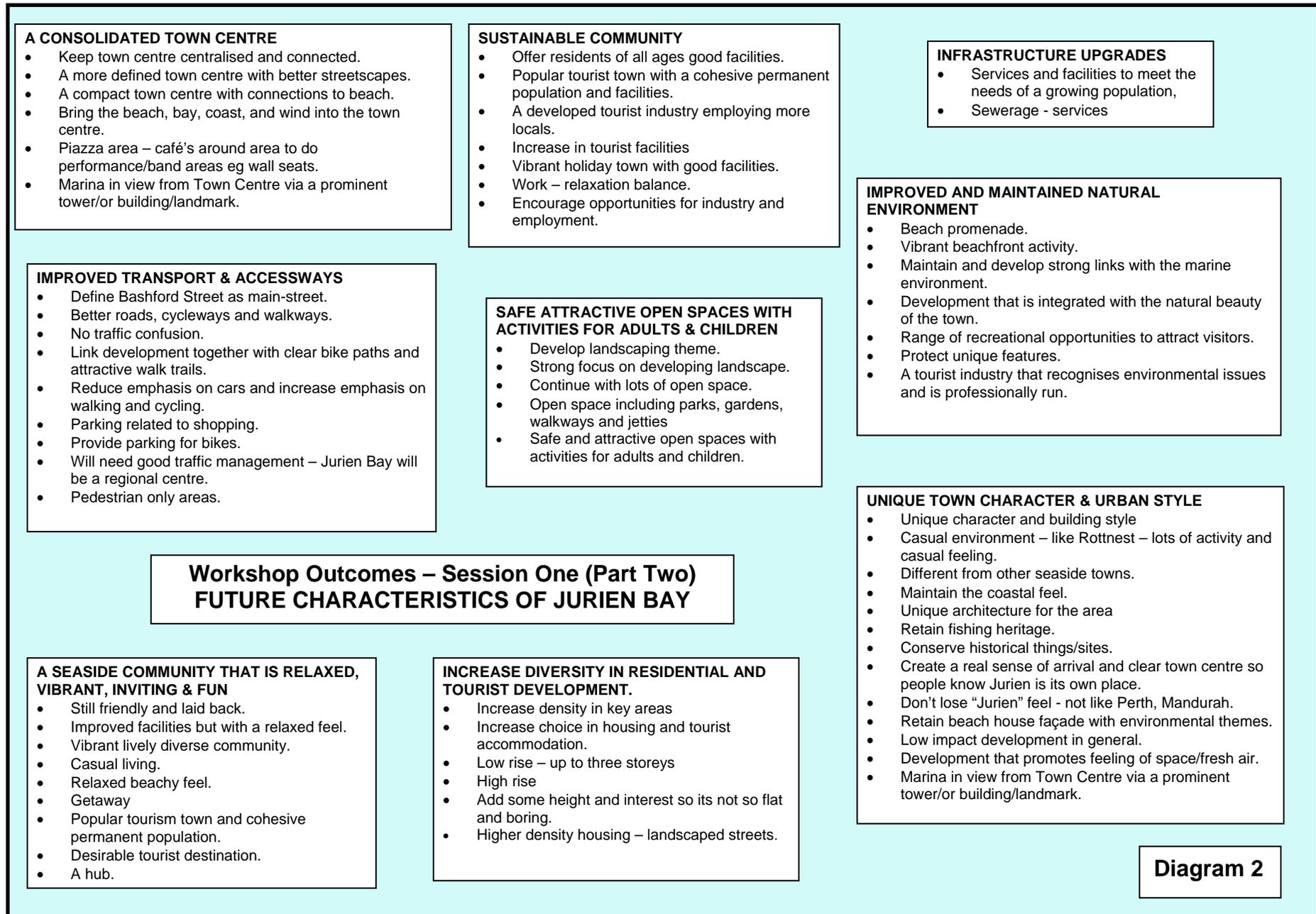
The results of the students sessions were similar to those obtained from Workshop One in that students commented on the friendly relaxed atmosphere and emphasised the importance of the towns physical setting and environment. Students also commented on the proximity to Jurien Bay to other towns and attractions. It was interesting to note that students made a range of comments relating to safety of paths and streets.

Students comments relating to desirable future characteristics were grouped under six headings and summarised on Diagram 5:

- An attractive environment
- Keep the friendly laid back atmosphere
- A greater variety of facilities and services
- A wide range of recreation facilities
- Tourist accommodation and facilities
- Safe paths and quiet streets

Comments on the desirable future characteristics of Jurien Bay included a greater range of facilities and services, with an emphasis on sporting and recreational facilities, more shops and activities for young people. Comments about protecting and enhancing the environment related both to the natural environment and parks and gardens. The students, like the adults commented on wanting to retain the friendly, laid back nature of the town and a uniquely 'Jurien character'. A number of comments were again made about safe paths and quiet streets and it was notable that students emphasised these issues more than the adults.





**Diagram 2**

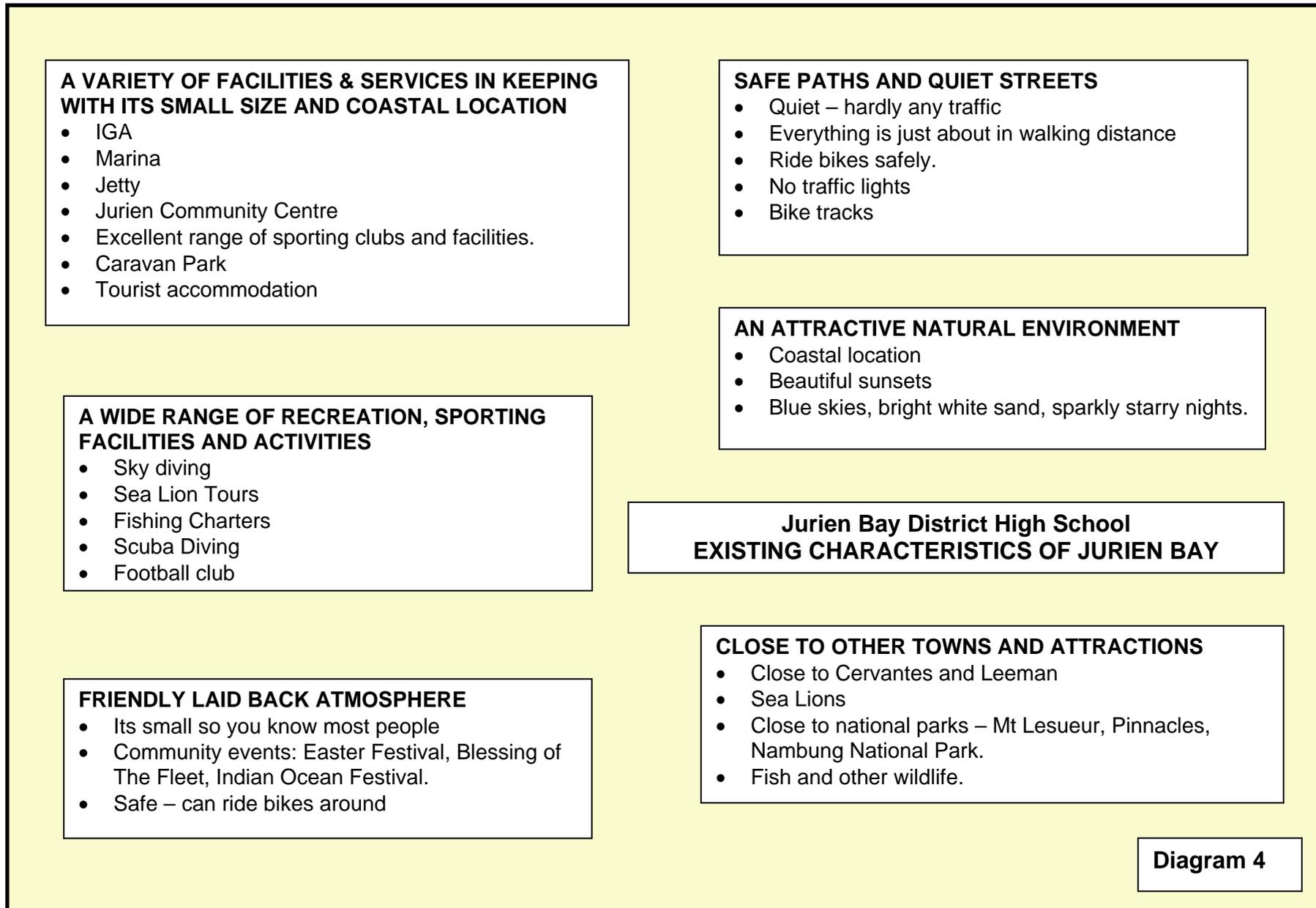
Workshop Outcomes - Session Two					
ROLE OF THE TOWN CENTRE					
One Table Group = ●	None	Minimal	Some	Significant	All
<b>Housing</b>					
Single House	●	●●●	●●	●●	
Grouped Houses		●	●●	●●●●	
Residential Apartments/Units			●●●	●●●●	
Aged Housing			●●●●●	●	
Other – Low cost housing	●	●			
Mixed use			●●		
<b>Commercial</b>					
Weekly Shopping	●		●●	●●●●	●
A second supermarket	●●●●				●●●●
Hospitality, Restaurants, Hotels, Bars		●		●●●●●●●●	
Specialty Shopping		●		●●●●●●●●	
Banks, Offices (Govt and Non-govt)		●●●	●●	●	●●
<b>Tourist Accommodation</b>					
Caravan Parks, campgrounds	●	●●●●	●	●	
Chalets, self contained units			●●●●●●●●		
Hotels, Resorts			●●●●●●●●	●	
Holiday Homes	●	●●●	●●●●		
<b>Community</b>					
Shire office, library	●	●	●	●●●	●●
Child Care Centre	●	●●	●●●	●	●
Recreation, parks		●●	●●●	●●	
Health Care and Medical Centres	●	●●●	●●	●	
Community Events- markets, fairs etc			●●●	●●●	●
Sporting grounds			●		
<b>Industrial</b>					
Light Industry	●●●●●	●			
Repairs and Service Industry	●●	●●●●	●		

The majority of participants considered that the Town Centre should include:

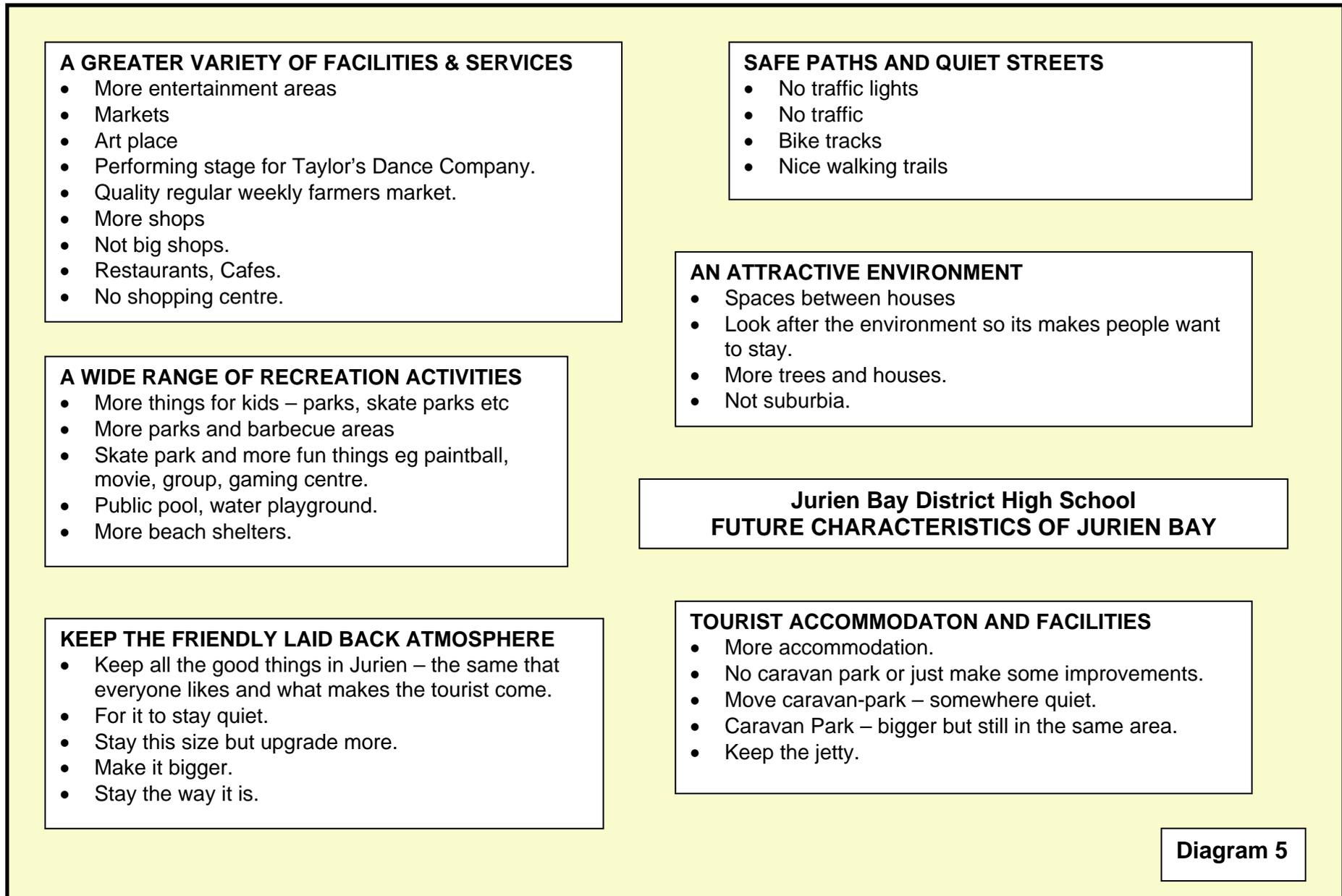
1. Significant grouped housing and apartments/units.
2. Significant hospitality, restaurants, hotels, bars and specialty shopping.
3. Minimal or no light and service industry.
4. A moderate amount of tourist accommodation – chalets, self contained units and hotels with less emphasis on the caravan park.
5. A moderate amount of the full range of community facilities.

The participants were divided regarding the Town Centre accommodating a second supermarket.

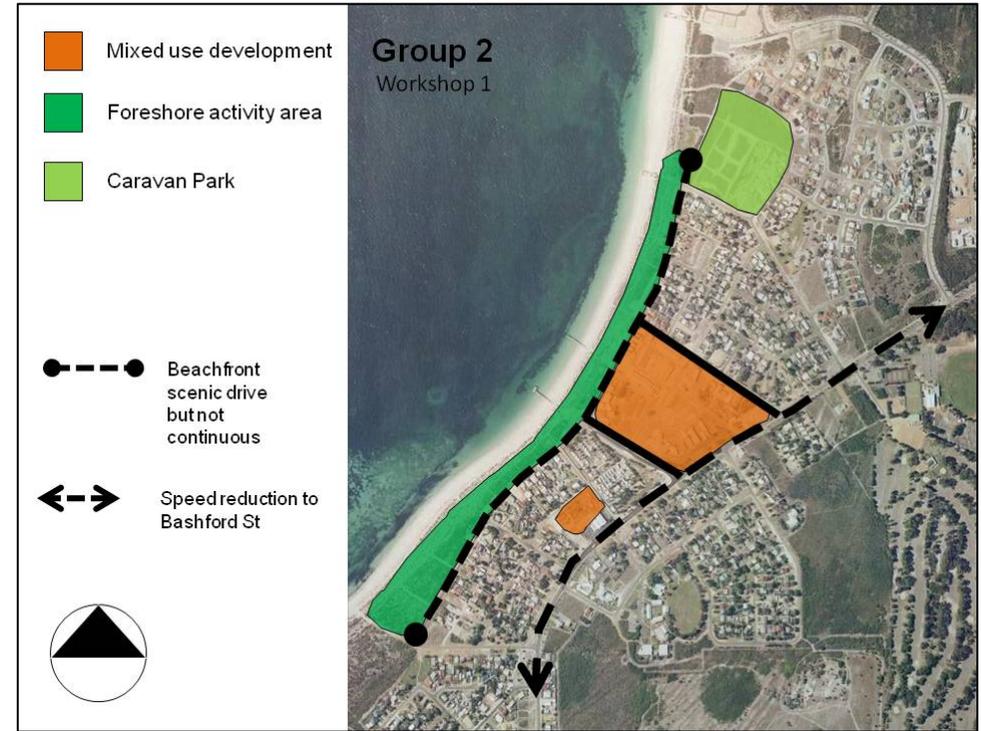
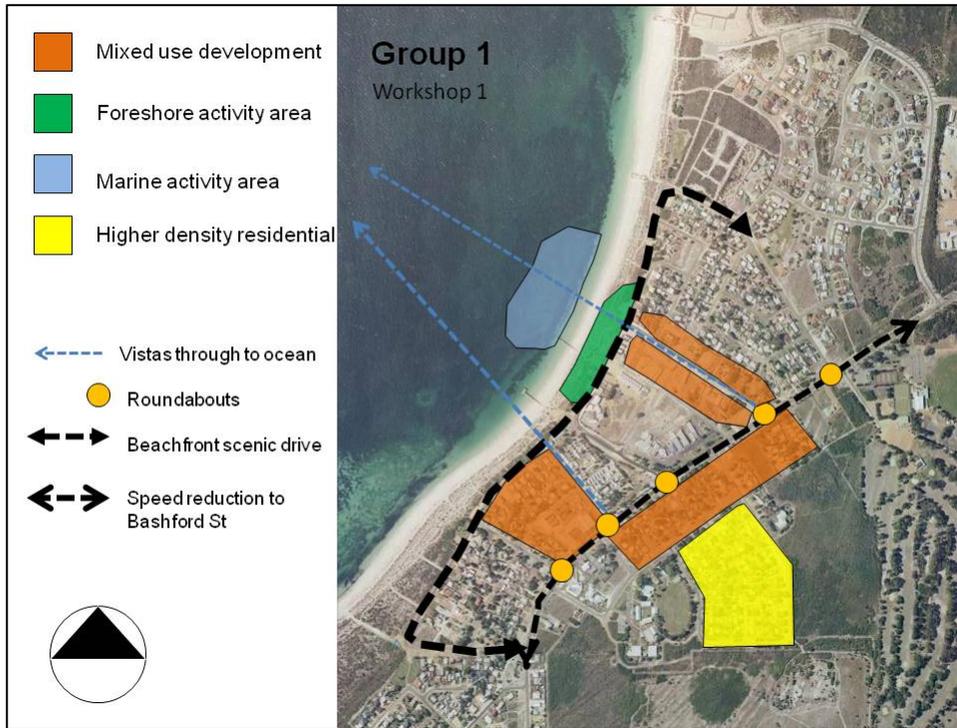
**Diagram 3**



**Diagram 4**

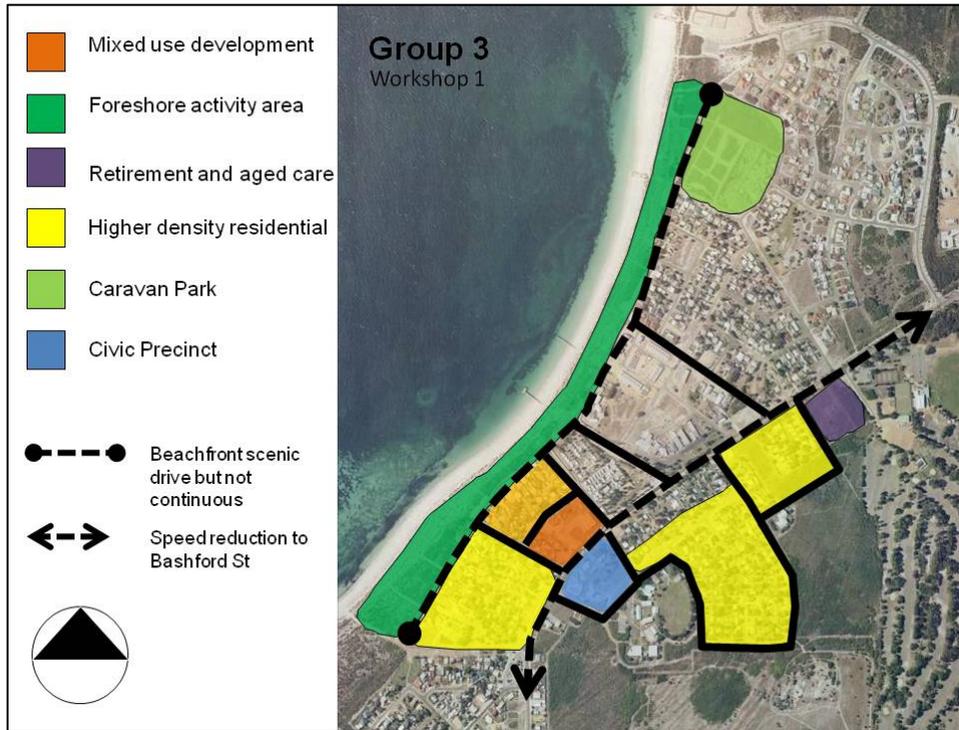


**Diagram 5**

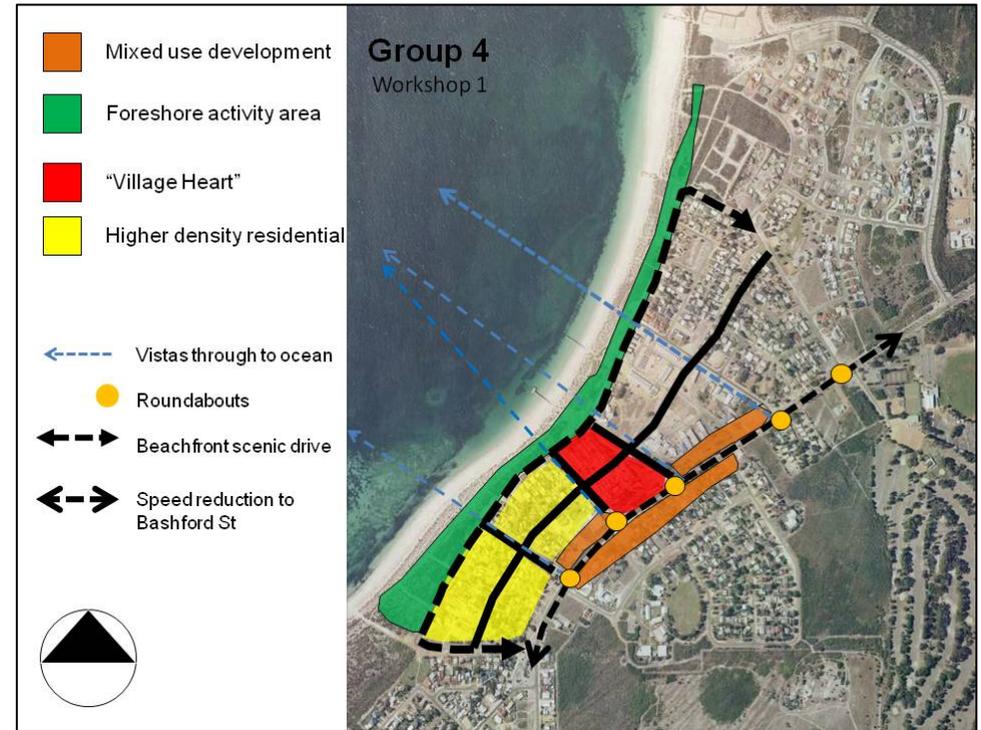


Plan 1

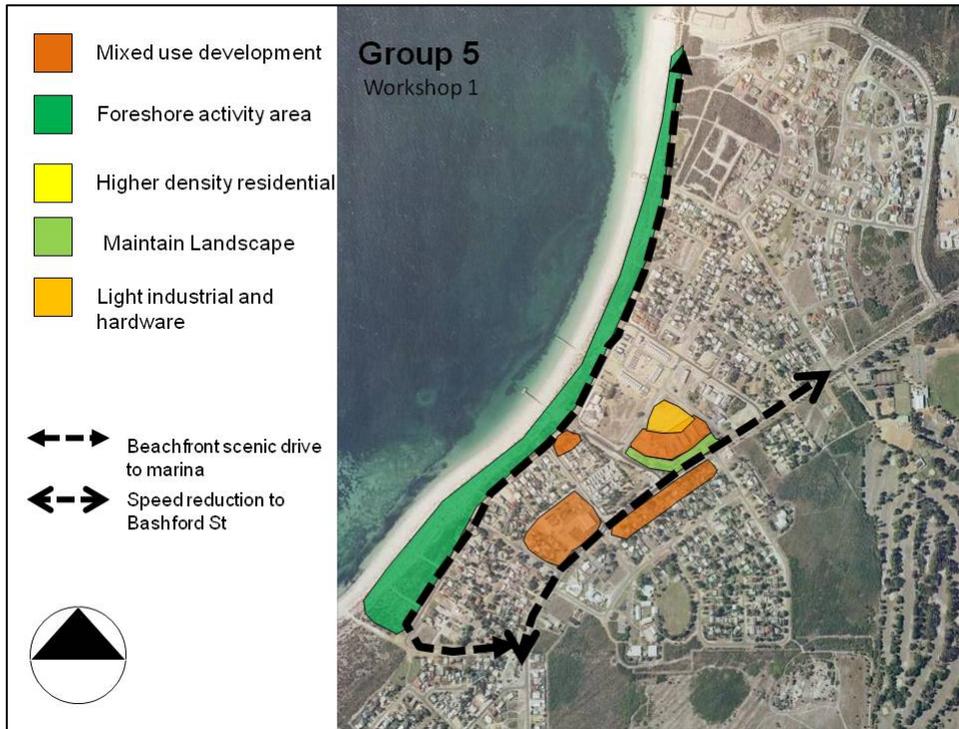
Plan 2



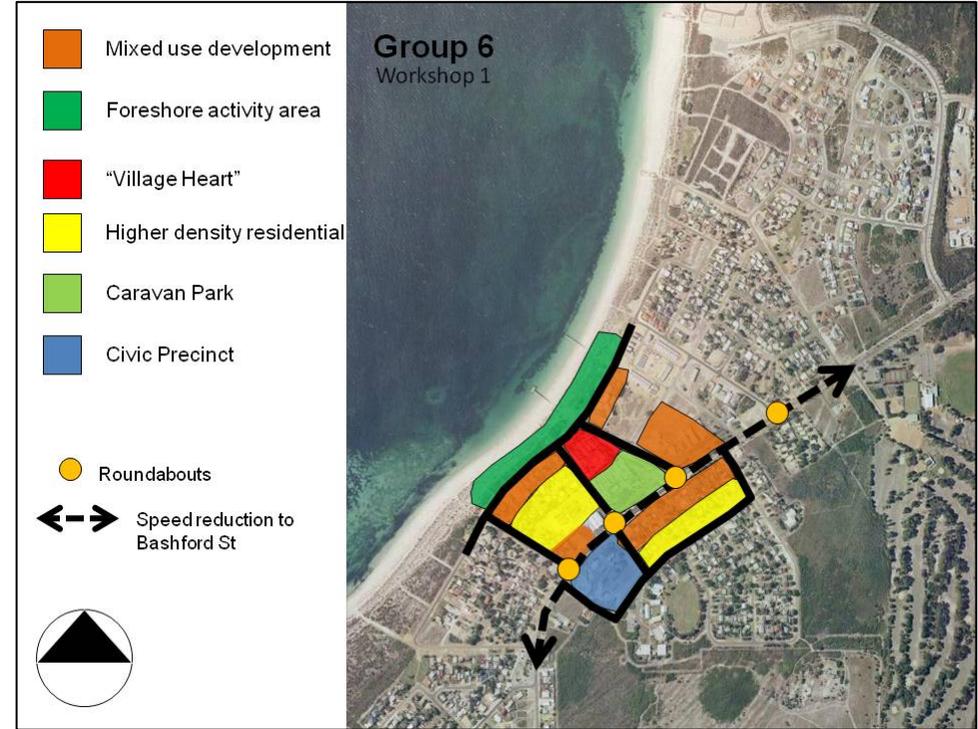
**Plan 3**



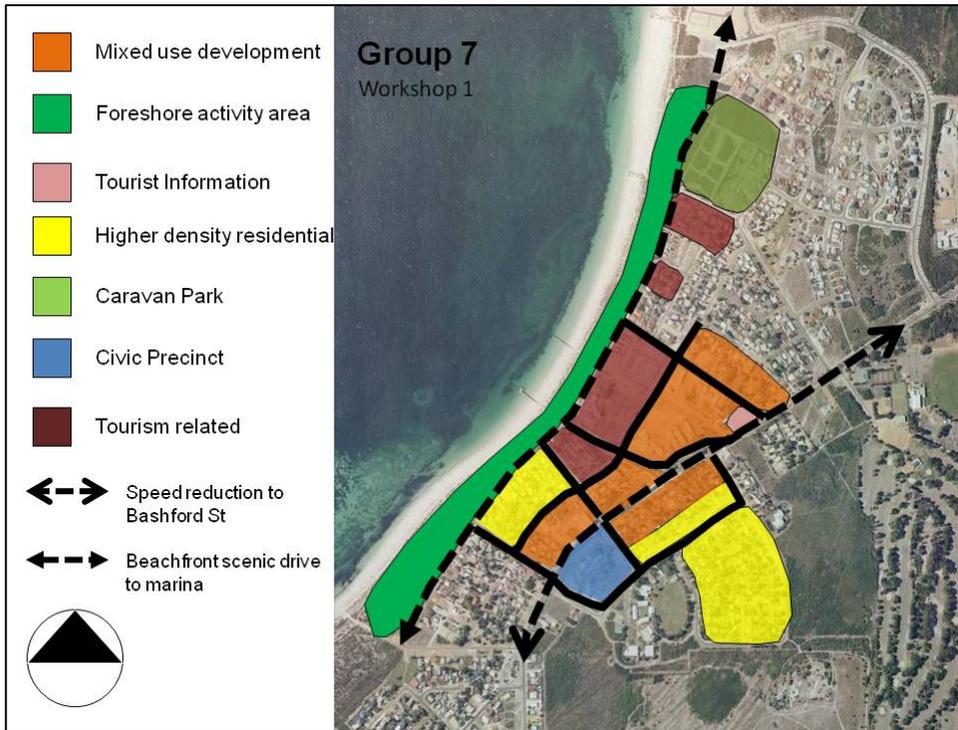
**Plan 4**



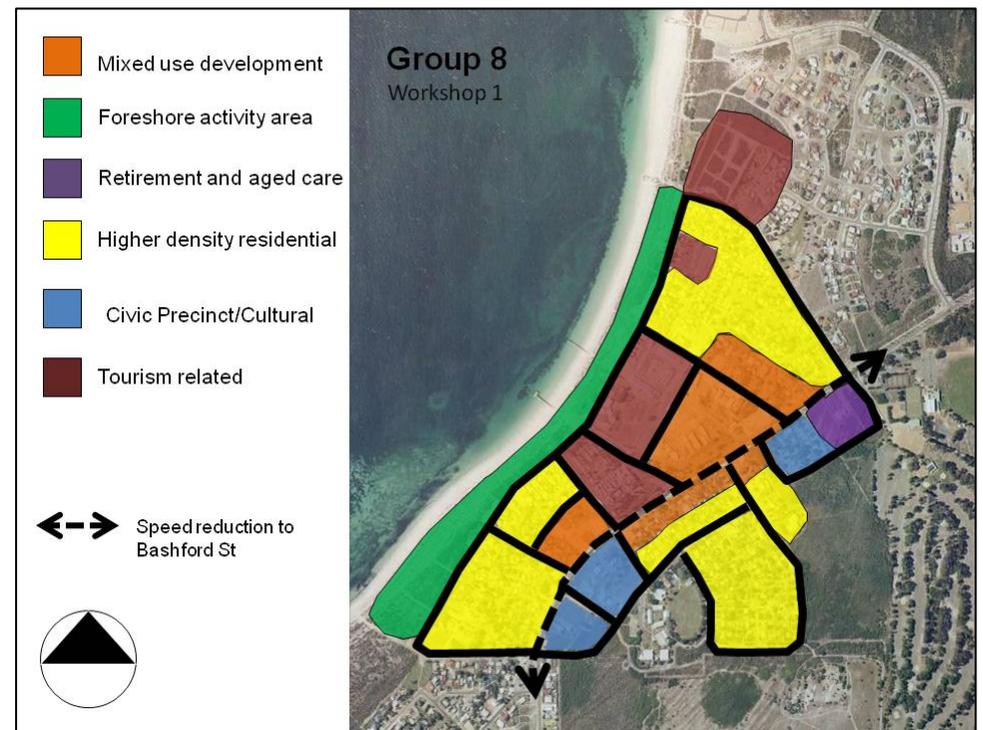
**Plan 5**



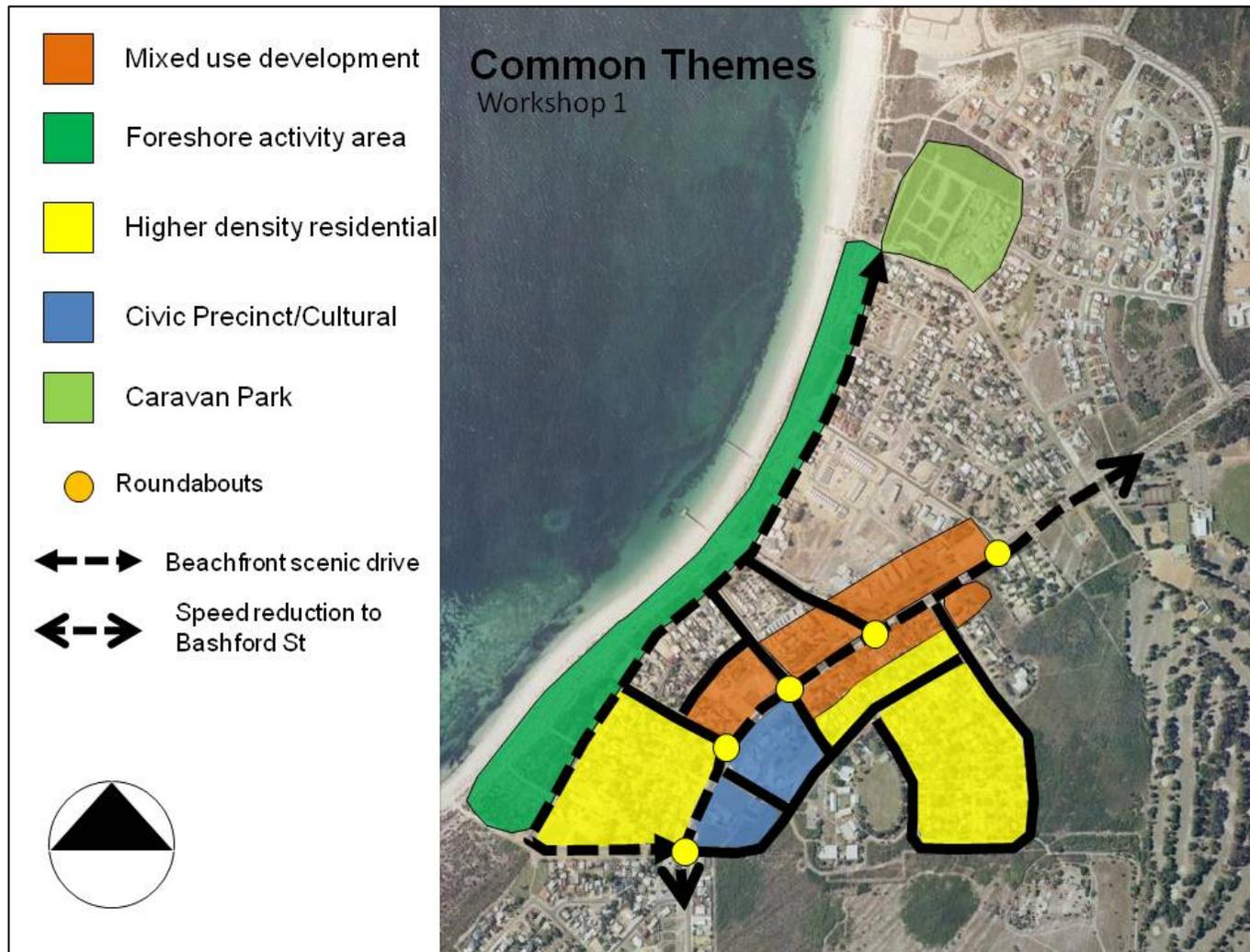
**Plan 6**



**Plan 7**



**Plan 8**



**Plan 9**

## Workshop Two

The second workshop was held on Friday 18 March 2011.

The purpose of the second workshop was to:

1. Present initial concepts and ideas for the strategy from Workshop One.
2. Review key objectives discussed in Workshop One.
3. Work in groups on the evolving plans.

Twenty four participants were involved in Workshop Two. The format of the workshop limited the number of participants, however there was an open invitation to attend as an observer and there will be opportunities during the Workshop for observers to make comments or ask questions.

Four submissions were received from members of the public which were also provided to participants for their information and consideration.



## BACKGROUND INFORMATION ON KEY ELEMENTS

Background information on three key elements was provided to participants to assist in their considerations.

### Movement (Vehicles, Cyclists, Pedestrians)

#### 1. Bashford Street Traffic Volumes

- Main Roads WA (MRWA) traffic count data for pre and post completion of the Indian Ocean Drive (Indian Ocean Drive, south of Middleton Boulevard).
  - Pre-completion Sept 2010 = 367 vehicles per day (Mon-Fri average)
  - Post-completion Sept 2010 = 1073 vehicles per day (Mon-Fri average)
- No current MRWA projections are available.
- To put these volumes into perspective:
  - “access streets,” which are typically residential streets which accommodate shared pedestrian, bike and vehicular movements and provide driveway access to properties, have a desirable maximum in the order of 3,000 vehicles per day.

#### 2. Bashford Street Issues

- Community uses on east side of Bashford Street – school, sporting, medical centre etc, - and most current and future residential development on the west side of Bashford Street.
- Need for safe crossing of Bashford Street for vehicles cyclists and pedestrians – particularly during school term.
- Pedestrian refuge islands generally work well.
- MRWA do not support a school zone on Bashford Street because the zone needs to be directly adjacent to the school.
- According to the School the areas of high traffic on Bashford Street are near the corner of Bayliss Street and the general vicinity of the shopping precinct.

#### 3. Foreshore Road

- Part of the Town Centre is divided by the Caravan Park requiring traffic to use Bashford Street to connect the two areas north and south.
- A foreshore link would impact on the Jetty Café and caravan park.
- The UDLA foreshore plan – particularly Option 2 creates some difficulties with creating a foreshore link.
- Option 2 forms part of the Resort development on Lot 62 supported by the Council.

## Shopping (Second Supermarket)

- An additional major shopping area is likely to occur when there is a catchment of about 5,000 people.
- These centres are typically a supermarket of about 3,800 m<sup>2</sup> with specialty shops of about 1,000m<sup>2</sup> i.e a total floorspace of about 5,000m<sup>2</sup> and would require a site of about 1.5ha.
- Existing shopping areas (2) have a combined gross floorspace of about 6,500m<sup>2</sup> which is not all retail shops – offices etc, and a combined site area of about 1.3ha.
- A major centre of this type with a supermarket would become the main focus for shopping in the town.
- If it was not located in the Town Centre, the Town Centre would likely become a secondary shopping area with speciality services primarily supported by tourists and the local workforce and residential population in the Town Centre.

## Caravan Park

- The caravan park is established on Crown land vested in the Council with power to lease for a period of 21 years.
- Caravan Parks were/are created in coastal towns to provide affordable accommodation in good locations.
- The State Government, through various agencies has a strong interest in retaining caravan parks on key sites in coastal towns.
- The government is very reluctant to relinquish Crown land caravan parks, and particularly those in strategic locations to freehold or other 'higher' order uses.
- It is very difficult to identify replacement locations which provide the same level of amenity. Relocating to the outskirts/inland will not provide the same amenity for caravanners as the existing location.
- While there is potential for good town centre outcomes through redevelopment of land, it is unlikely to be in a position that Tourism WA (or Lands) is likely to support UNLESS the site is to be retained for tourism development AND a quality replacement caravan park is identified and developed elsewhere.
- In considering the options as part of the Town Centre Strategy, everyone needs to be mindful of the Governments view and not give community members the expectation that the caravan park is land that can be readily used for other purposes.

- The relationship of this site to the adjacent streets – particularly Roberts Street is critical for the Town Centre.

## Session One - Review Outcomes of Workshop One

Participants considered the results of the Workshop One and participated in a visioning exercise which sought to explore opportunities for Jurien Bay which perhaps stretched the boundaries a little.

Issues explored during this visioning exercise included:

- Retail alternatives to 'big box' retailing such as supermarkets
- The character of the foreshore strip directly in front of the town centre
- Reversing the town centre and placing all the retail and main street activities on the foreshore strip

## Sessions Two and Three

Participants were divided into four groups with two groups developing ideas for the core commercial area and two groups developing ideas for the areas outside the core commercial area. The key ideas from each of the groups is summarised on Plan 10.



**Plan 10**

### Session Four - Building and Landscape Character

The four groups were asked to comment on 10 images. The images and a summary of the comments are summarised in this section.



SLIDE 1

Too tall  
Commercial  
Way to go – keeps people in town  
People friendly  
Not practical for Bashford Street  
Requires people to interact in community.  
Latte strip – hotel development  
North side of Roberts Road looks good  
Consistency in architecture (need to reflect beach)  
Balconies – great idea opp. To view beach. Very good.  
Good for east west streets  
Break up the form and design for interest  
Appropriate along Dowse St – with views towards ocean  
Height OK



Modest houses – on  
coast, garden  
Too exclusive  
Boring, waste of space  
Lack of community  
access identity  
Not appropriate

**SLIDE 2**



**SLIDE 3**

Protected walkways  
Wouldn't suit Jurien  
Pedestrian friendly  
Good for one way street  
Love it – pedestrians walking  
Landscaping looks nice  
Consistent architecture  
Looks nice and uniform  
Trees are light and fluffy not stark  
Like it

- The landscaping
- Pedestrian friendly



Modest 2/3 storey buildings  
Good for Jurien  
Road/park  
Medium density good  
Better density  
More community integrated  
Trees on beach – yes – need shade

**SLIDE 4**



Big complex – spend millions  
Apartment living – too big and bulky  
Bit too clinical and boxy  
Road engineering great  
Similar to approved hotel development

**SLIDE 5**



**SLIDE 6**

Too confined  
Environmentally friendly  
Good landscaping  
Opportunities for greenscaping  
Foliage great  
Quite suburban  
Not suitable in town centre



Night time  
Would get blown away  
Night life – bring inside out  
Open space beyond 8pm vibrant  
Night alfresco  
Along end of Roberts Street.

SLIDE 7



Friendly street environment  
Good integration  
Shady promenade  
Family oriented. Yes  
Climate responsive development  
Bit scruffy  
Liked landscaping and alfresco  
Friendly street environment  
Good integration

**SLIDE 8**



Wide Piazza style  
Depressing building  
Boring  
Too much parking  
Soulless  
Don't like it (maybe bad photo)  
No character  
Not J Bay

**SLIDE 9**



SLIDE 10

Walkway – socially friendly shops  
No cars.  
Laneways good – nice ambience  
Dark and dingy.  
Too dark, cold not welcoming  
Didn't like it – old country town

## KEY FINDINGS FROM LITERATURE REVIEW

There is a wide range of literature relevant to the project. The following section identifies some of the significant documents and extracts of particular relevance.

### **State and Regional Documents**

#### **1. Towards a Wheatbelt Regional Strategy – Discussion Paper August 2009 (WAPC)**

The Strategy provides a guide for development for the Region to 2031. The suggested settlement hierarchy contemplates Jurien Bay as a 'major town' with key infrastructure such as a hospital, high school and ranges of Government services. This comment reinforces recommendations made in the *Central Coast Regional Strategy WAPC 1996* which promoted Jurien as the major regional centre for the central coast.

The Central Coast Regional Strategy also advocated the preparation of structure plans and improvements plans for town sites in the region to achieve a number of objectives including promoting a sense of place and identity for local communities and visitors which are still considered relevant.

#### **2. Indian Ocean Drive Economic And Social Impact Study – 2003 (Pracsys)**

This Study included the following conclusions in regard to planning, population projections and infrastructure:

- The industry mix is projected to change heavily in favour of tourism and associated industries, whilst mining, fishing and agriculture will also remain important industries;
- 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 growth in the number of retired residents is likely to require more aged housing, medical and leisure services.

#### **3. Central Coast Strategic Tourism Planning Study 2008 (Macroplan)**

*"From a visitor perspective the critical issues include the provision of quality ancillary services and the enhancement of the urban space at Jurien Bay."*

*"The Jurien Bay Caravan Park sits between White Street and Roberts Street in Jurien Bay and enjoys absolute ocean frontage on the most beautiful strip of accessible and useable beach in the region....This site has significant tourism development potential and should be seriously considered by Tourism WA for inclusion in its LandBank program."*

### **Shire of Dandaragan – Strategic Documents**

#### **1. Shire of Dandaragan Draft Local Tourism Planning Strategy – Modified Jan 2011**

This Strategy will undergo public consultation shortly and is intended as the guiding strategic document for tourism planning matters within the Shire. Some of the recommendations of relevance are:

- Include site and development requirements for the Tourist zone to include:
  - Limiting the occupation of any tourist accommodation unit to a maximum of three months in any 12 month period.
  - Limiting the maximum proportion of residential restriction units such that the site retains a dominant tourism function and character as determined by the Council.
- Include a height restriction for the Tourist and Commercial zones as follows:
  - 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.*
- Initiate a review of the long term status (5-10 years) of the Jurien Bay Caravan Park from a land use perspective based on long term growth of the town centre, 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.

- 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 caravan park, Council will require a master plan for the caravan park.

## 2. Shire of Dandaragan Coastal Plan 1999 (Landvision)

The Plan aims to provide a planning framework for future development along the coast and takes into account land use planning for coastal processes and the potential impacts of recreational and tourist activities along the coast. Some of the opportunities identified in the Plan are outlined below.

*"Despite its beachside location, the town does not present a strong "beach" image. The town centre in particular is very low key and located back from the water, turning its back to the foreshore. This centre is dispersed, small in scale, and laid out in a manner that makes it difficult to achieve enough synergy to support a vibrant shopping hub. The centre is also somewhat hidden and may be missed by visitors.*

*The 'sea breeze' makes it difficult to establish significant vegetation for shelter, shade and greening yet Jurien Bay would benefit enormously in comfort and appearance from such a softened environment.*

*There is scope to achieve the vision of Jurien Bay developing as an active and vibrant waterside town with the beach featuring much more prominently in the town design and character. Key opportunities and proposals are set out below.*

### 10.3.2 Vibrant Waterside Development

*The land on Heaton St opposite this proposed urban park is the key to achieving a vibrant beachside townsite. When redevelopment is sought by the landholders, an 'active' street frontage is desired (eg. Cafes, entertainment, tourism related) that encourages public use of the development, the street and the foreshore to capitalise on the town's best asset. Accommodation is a desirable ancillary use, with upstairs apartments offering great views and casual surveillance of the spaces for better security (avoid residential at ground level on Heaton Street where possible). A proposal has already been approved by Council for tourist and residential facilities on the northern parcel of this superblock.*

### 10.3.3 Town Centre Linked to Beach.

*The town centre area runs between Roberts and Doust Streets. There is a need to develop a detailed plan for a range of actions to link this region directly with the beach/Heaton Street (eg. New road to connect through midblock to the beach between the two lots is essential, pedestrian access and vistas to the beach should be sought through development sites, landscape and townscape treatments to achieve continuity to beach).*

### 10.3.4 Higher Profile Town Centre

*A roundabout is proposed at the intersection of Bashford and Robert Streets to signify the town centre and main access to beach. Landscape and townscape treatments are necessary to raise the quality and the profile of the centre. More activities could be consolidated here. The feasibility of locating civic functions/offices in the centre should be investigated - the preferred site is in Sandpiper St, opposite the proposed new road to the beach. This provides for direct beach connection/views.*

### 10.3.6 Integrate Community Sporting Facilities.

*A roundabout is proposed at the intersection of Bashford and Hasting Streets to link to a new entry road to the cluster of sporting and community facilities to better integrate with the town centre and raise its profile.*

### 10.3.11 Landscape Treatment.

*The Norfolk Island pine should be retained as the signature tree for Jurien Bay and use this to define major roads, the coast margin along the promenade and key parks. Another species can be adopted for more general street planting. Utilise urban arts and local artists to highlight local identity, with suggestions for an emphasis upon the fishing industry and native flora. Incorporate in sculptures, roundabout treatments, signage design, street furniture design.*

### 10.3.13 Frontage to Streets and Reserves.

*New development should address the street and public areas with frontage rather than backing on. High solid fences to street that prevent visual connection between street and new development should be avoided.*

## 3. Jurien Bay Community Foreshore and Jetty Project Business Plan 2010 (Shire of Dandaragan)

The jetty project which is currently under construction is designed as an iconic visitor and community facility. As well as meeting a local community need it was also seen as a regional tourism facility. The facility will have a capacity of up to 1,000 people in the foreshore, beach, jetty and swimming area.

#### **4. Jurien Bay Foreshore Plan 2008 (ULDA)**

The Jurien Bay Foreshore Plan proposes enhancement of the Jurien Bay foreshore area for local residents and tourists. The Plan includes Dobbyn Park, the existing café and foreshore reserves and the interface with adjacent sites. The Plan proposes the development of a curved jetty at the end of Roberts Street with a number of pontoons for fishing, swimming and other recreational uses.

The Plan includes two options, one of which proposes the realignment of Heaton Street through Lot 62 to Roberts Street (Option 2), in order to create an iconic freehold site on the ocean side of the road fronting the foreshore reserve.

The process of formally adopting the preferred option has not been completed, however Council supports the proposed development of Lot 62 on the corner of Roberts Street and Heaton Street based on Option 2.

### ***Existing and Proposed Major Developments***

#### **1. Turquoise Coast Development Structure Plan 2003 (MGA Planners)**

Indicative development yields under the approved Structure plan are as follows:

- 9,000 residential lots,
- 1,400 tourist beds,
- 500 caravan park sites; and
- Up to 30,000m<sup>2</sup> of retail floor space.

Development in the area described as the 'Booka Valley Centre' envisages tourist accommodation, commercial development and residential uses and will be developed as a regional beach. The following extracts from the Structure Plan outlines the proposed relationship between the Jurien Bay Town Centre and the Booka Valley Centre in relation to commercial development:

*“Commercial development including retailing is envisaged in this mixed use area. It is probable that it will ultimately contain a considerable amount of retail floor space, for the simple fact that site accumulation in the existing town centre will likely prove difficult because of the current subdivision pattern and it will not prove to be possible to accommodate all retail demands in this area. To this extent, the proposed mixed use area at Booka Valley some 3.5 kms to the south as the crow flies, and within a different node to that containing the existing town centre, is so situated that it warrants significant commercial development,*

*particularly if targets such as the MOU requirement that average personal car trips would not exceed 7.5 kms. per trip are to be met. The challenge will be to stage development so that the traditional town centre retains and strengthens its role along with the establishment of appropriate facilities at Booka Valley.”*

Importantly the implementation section of the Structure Plan refers to the staged development of Booka Valley as follows:

*“Booka Valley’s development as a mixed use area incorporating a district centre will have to be staged to reflect population growth. Development of this centre is unlikely to be justified until Jurien Bay’s population approaches 12,500 persons.”*

#### **2. North Head Structure Plan – Roberts Day Town Planning + Design - June 2007**

Recently consent to advertise has been granted for a proposed amendment to the Shire of Dandaragan TPS No.7 to rezone the site to enable the planned development which will include a combination of permanent residential, holiday and short-stay tourist accommodation facilities.

It is anticipated that the development will accommodate approximately 2,500 permanent residents, based on predicted person per dwelling (ppd) occupancy rate by 2026 (2.29 ppd) and the 50% dwelling occupancy rate for Jurien Bay established at the 2001 census. The proposed development recognises *“that existing commercial facilities and services exist in the Jurien Bay town centre. Commercial uses for the development will be limited to those that service the day today needs of residents and tourists.”*

#### **3. Planning Approval for Jurien Bay Beach Resort Pty. Ltd. – Lot 1136 Hastings Street and Casuarina Crescent, Jurien Bay – 2009**

The development will comprise 73 resort units, 12 permanent stay lots, one commercial/ café lot, a manager’s/ reception lot and common property and communal facilities.

#### **4. Planning Approval for Retirement (Lifestyle) Village – Lot 1 Bashford Street, Jurien Bay – 2010**

The development will comprise of 98 single storey residential accommodation units and a community centre providing a range of facilities for residents.

**5. Planning Application for Hotel and Residential Resort Development – Lot 62 Roberts Street, Jurien Bay – 2011**

The development proposes 56 short stay units, 94 hotel rooms, 127 residential units as well as retail shops, offices, hospitality and cinema uses.

Council is prepared to grant development approval if the owner of Lot 62 Roberts Street first enters into a deed of agreement with the Shire which deals with a range of issues.

**Other Documents**

**1. Jurien Bay Boat Harbour Final Summary Report July 2009 (RPS Koltasz Smith)**

The recommendations from the Report include the following:

- Any development of the Jurien Bay Boat Harbour must acknowledge the need to preserve the existing Jurien Bay town centre, particularly given plans to invest in the upgrading of foreshore by the Shire of Dandaragan. Any development must therefore complement rather than compete with existing town centre uses and residential development to the south of the town site;

**2. Jurien Bay Boat Harbour Master Plan Study - Current Study (Ian Wilkes Architects)**

The brief for this study is to identify opportunities that could activate sale and or development of southern vacant lands to Jurien Marina vested with DoT.

One of the aims of the study is to “Generate a sound and complimentary master plan within broader context of existing and future marina, Town and regional development to hopefully generate interest from potential public and private sector investors in the development opportunities”.

**3. Chamber of Commerce June 2010**

A submission to the Council from the Chamber of Commerce in June 2010 outlined a proposed infill sewer proposal for the area between Lindsay and White Streets to the west and east of Bashford Street.

The submission suggested that the provision of sewer would enable the Shire to rezone the land to allow higher residential density (R17.5) and lots on Bashford Street (between Batt and Whitfield Streets) to be rezoned to commercial. The submission also included preliminary advice and indicative costing from the Water Corporation (Geraldton Office).



**KEY OUTCOMES AND ISSUES FOR PREPARATION OF THE STRATEGY PLAN**

The following table (Table 1) outlines the Key Outcomes and Issues derived from the two public workshops, discussions with stakeholders and the literature review. The ‘Future Characteristics of Jurien Bay’ are the main themes from Workshop One indicated on Diagram 2.

**TABLE 1**

Future Characteristics of Jurien Bay		Key Outcomes and Issues
1	<b>A consolidated town centre</b>	<ol style="list-style-type: none"> <li>1. Generally consolidate and intensify commercial uses within the core area bounded by Bashford, Roberts Heaton and Doust Streets.</li> <li>2. Consider some peripheral mixed use development around the core area.</li> <li>3. Strengthen the connections between Bashford Street and the foreshore along Roberts and Doust Streets to bring the beach, bay, coast, wind into the town centre.</li> <li>4. Identify a community space within the core area.</li> </ol>
2	<b>Unique town character and urban style</b>	<ol style="list-style-type: none"> <li>1. Identify building styles and character for the town centre.</li> <li>2. Identify building styles and character for public buildings and spaces.</li> <li>3. Investigate designs for Bashford Street to create a sense of arrival.</li> <li>4. Consider appropriate building heights and forms including the potential location of landmark buildings and features.</li> <li>5. Consider the function and form of open spaces including streets, public open space and the foreshore as part of establishing the character of the town centre.</li> </ol>
3	<b>A seaside community that is relaxed, vibrant, inviting and fun.</b>	<ol style="list-style-type: none"> <li>1. Provide for significant tourist development including accommodation, attractions and services.</li> <li>2. Consolidate and intensify the community/civic precinct in the area generally bounded by Bashford, Batt, Hammersley Streets and the southern boundary of the town centre study area, and have regard to the adjacent District High School.</li> </ol>
4	<b>Sustainable community</b>	<ol style="list-style-type: none"> <li>1. Encourage a diverse range of housing types.</li> <li>2. Encourage a diverse range of commercial uses.</li> <li>3. Consider a land use mix that will facilitate employment growth.</li> <li>4. Maintain opportunities for tourism on key sites.</li> <li>5. Ensure that the community/civic precinct can accommodate important services and facilities.</li> <li>6. Recognise the relationships and importance of education and health as key activities adjacent to the town centre.</li> </ol>
5	<b>Improved and maintained natural environment</b>	<ol style="list-style-type: none"> <li>1. Protect and enhance the natural values of the foreshore.</li> <li>2. Ensuring that development on or adjacent to the foreshore is symphathetic to the natural attributes.</li> <li>3. Recognise the value of important vegetation and in particular mature trees in creating the character of the town centre.</li> <li>4. Adopt efficient water use and management principles as the basis for development and maintenance of public spaces including streets and parks.</li> </ol>

<p><b>6</b></p>	<p><b>Safe attractive open spaces with activities for adults and children</b></p>	<ol style="list-style-type: none"> <li>1. Identify a landscaping theme and character for public spaces including streets and parks.</li> <li>2. Consider the function of structures and landscaping in responding to climate including the need to provide shade and protection from wind.</li> <li>3. Consider the creation and/or development of public spaces that will facilitate activities for adults and children.</li> </ol>
<p><b>7</b></p>	<p><b>Improved transport and accessways</b></p>	<ol style="list-style-type: none"> <li>1. Develop a clearly defined movement network for vehicles, bicycles and pedestrians having regard to Jurien Bay's future role as a regional centre.</li> <li>2. Ensure that the design of streets including the provision of pedestrian/cycle movements, parking and landscaping is responsive to the adjoining land uses and the function of the street.</li> <li>3. Ensure that the design of Bashford Street integrates rather than divides land uses on either side.</li> <li>4. Ensure that Bashford Street is designed to contribute to the character of the town centre and provides better amenity and safety for users.</li> </ol>
<p><b>8</b></p>	<p><b>Increased diversity in residential and tourist development</b></p>	<ol style="list-style-type: none"> <li>1. Consider opportunities for increased density and incentives for more diverse and specialised forms of housing.</li> <li>2. Provide for a range of tourist accommodation through the retention of key sites and mechanisms to facilitate a range of accommodation forms e.g. bed and breakfast, serviced apartments.</li> <li>3. Consider different housing types and building forms to provide a wider housing choice.</li> </ol>
<p><b>9</b></p>	<p><b>Improved infrastructure</b></p>	<ol style="list-style-type: none"> <li>1. Identify requirements for essential services to accommodate future development.</li> </ol>

**STRATEGY PLAN PROCESS**

**TABLE 1 continued**

A draft strategy will be prepared for consideration by the Steering Group and endorsement by the Council for the purposes of the formal consultation process. The strategy plan will be sent to the Western Australian Planning Commission for comment prior to public consultation.

Updates on the progress of the strategy plan will be placed on the Council website including notification of the formal consultation process. The formal consultation process will include an open day where the draft strategy will be available for viewing. The consultant team will be present on the day to provide information and answer questions. The submissions received will be used to review and finalise the strategy.