



# COFFIN BAY MASTER PLAN REPORT





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#### Prepared for:

District Council of Lower Eyre Peninsula

Issue	Description	Date	Client
DRAFT	Coffin Bay Master Plan Report	03/05/2021	District Council of Lower Eyre Peninsula
1	Coffin Bay Master Plan Report	10/05/2021	District Council of Lower Eyre Peninsula
2	Coffin Bay Master Plan Report	11/06/2021	District Council of Lower Eyre Peninsula
3	Coffin Bay Master Plan Report	22/06/2021	District Council of Lower Eyre Peninsula

#### Acknowledgment of Country:

We acknowledge the traditional custodians of the ancestral land of Coffin Bay and the Eyre Peninsula.

We pay our respect to Elders past and present.



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# EXECUTIVE SUMMARY

The District Council of Lower Eyre Peninsula has embarked on the next step in establishing a **vision to guide, manage and support the sustainable growth of Coffin Bay**. In doing so, a Master Plan exercise has been undertaken which investigates current and projected population, tourism opportunities, dwelling and accommodation trends, site features, and strategic land parcels to support sustainable growth into the future.

## THE JOURNEY TO DATE

The District Council of Lower Eyre Peninsula is well underway on their journey in having a Master Plan developed for the Coffin Bay township.

The initial stage of the process has involved a comprehensive site evaluation and exploration process which saw a review of background material, a tour of Coffin Bay, and a workshop with Council's Elected Members to begin to form a vision and set guiding principles which would form the basis for the Master Plan.

Building on the work undertaken in the 2002 Master Plan, there is now the opportunity to reflect on the elements incorporated in that Master Plan, and analyse their success some 19 years on – and realign and reimagine areas in forming a new Master Plan for Coffin Bay.

## THE DRAFT MASTER PLAN

The draft Master Plan for Coffin Bay proposes land use designations and future development areas, concepts aimed at enhanced community liveability, improved tourist management and ongoing protection of the environment. Action plans are recommended to support the adopted vision.

The draft Master Plan has been endorsed by Council for public consultation, with the final Master Plan pending feedback from the community in respect to the vision, concepts and recommendations.

## THE OPPORTUNITY FOR ENGAGEMENT & CONSULTATION

The District Council of Lower Eyre Peninsula welcomes community consultation and feedback on the current Draft Master Plan, and the accompanying Report which forms the basis of the Master Plan.

A range of methods and tools will be used to ensure that we reach key stakeholders and the wider community throughout this phase of the engagement process.

Following engagement, a Final Master Plan will be developed which incorporates changes required as a result of consultation, with the Final Master Plan to be endorsed by Council for implementation of the action items it proposes.



COFFIN BAY MASTER  
PLAN STUDY AREA

KELLIDIE BAY CONSERVATION PARK

COFFIN BAY NATIONAL PARK



Site Location

1:10000 @A3



# PURPOSE OF THE MASTER PLAN

The District Council of Lower Eyre Peninsula's Strategic Plan 2020-2030 was adopted in 2020, and will influence Council's decision making over the next few years. The Plan was prepared following extensive community engagement and is intended to assist Council in the prioritisation of projects and spending moving forward.

The Strategic Plan determined a vision for the Council of **“we are a district of vibrant, inclusive and welcoming coastal and rural communities enjoying pristine natural environments and access to quality services and facilities”**, such will be used to guide the vision and objectives of Coffin Bay.

## GUIDING FUTURE GROWTH

In order to provide a long-term guide for future growth and development, the Strategic Plan identifies the need to prepare a Master Plan for Coffin Bay. The Master Plan is a key tool which can:

- Identify issues for resolution;
- Establish a clear future vision for Coffin Bay;
- Provide a legible structure and framework for future growth;
- Identify key detailed issues, actions and future projects which can be planned and funded over time (including via grant funding submissions), which support implementation of the agreed vision.

## THE PURPOSE OF THE MASTER PLAN

The key purpose of the Master Plan is to plan for sensitive growth in a manner that reinforces and responds to the character and natural environment of Coffin Bay. The Coffin Bay Master Plan provides a blueprint to meet the following objectives:

- Identify land use requirements across the various elements making up a diverse residential, industrial, commercial and tourism township;
- Provide enhanced links with existing infrastructure and the built and natural environment;
- Identify requirements for improved community infrastructure and services to enhance the liveability and amenity of the township and which will assist in attracting a workforce and tourists;
- Support world-class tourist attractions reflecting Coffin Bay as a premier tourism town on Eyre Peninsula and within South Australia.

## GOAL OF THE MASTER PLAN

The goal of the Master Plan is to empower the stakeholders with the 'why' and 'what's possible' for the Master Plan. As outcomes, Council will build consensus around shared project goals and aspirations, review how they can link to previously undertaken master planning, empower stakeholders with what is possible and lastly, inspire and unite project stakeholders around a shared vision for Coffin Bay.

The community and stakeholder engagement process is the integral element of our approach to the Master Plan. We will guide a vision process, an implementation plan which is real and deliverable and establish priorities both with strategic importance and funding opportunities.

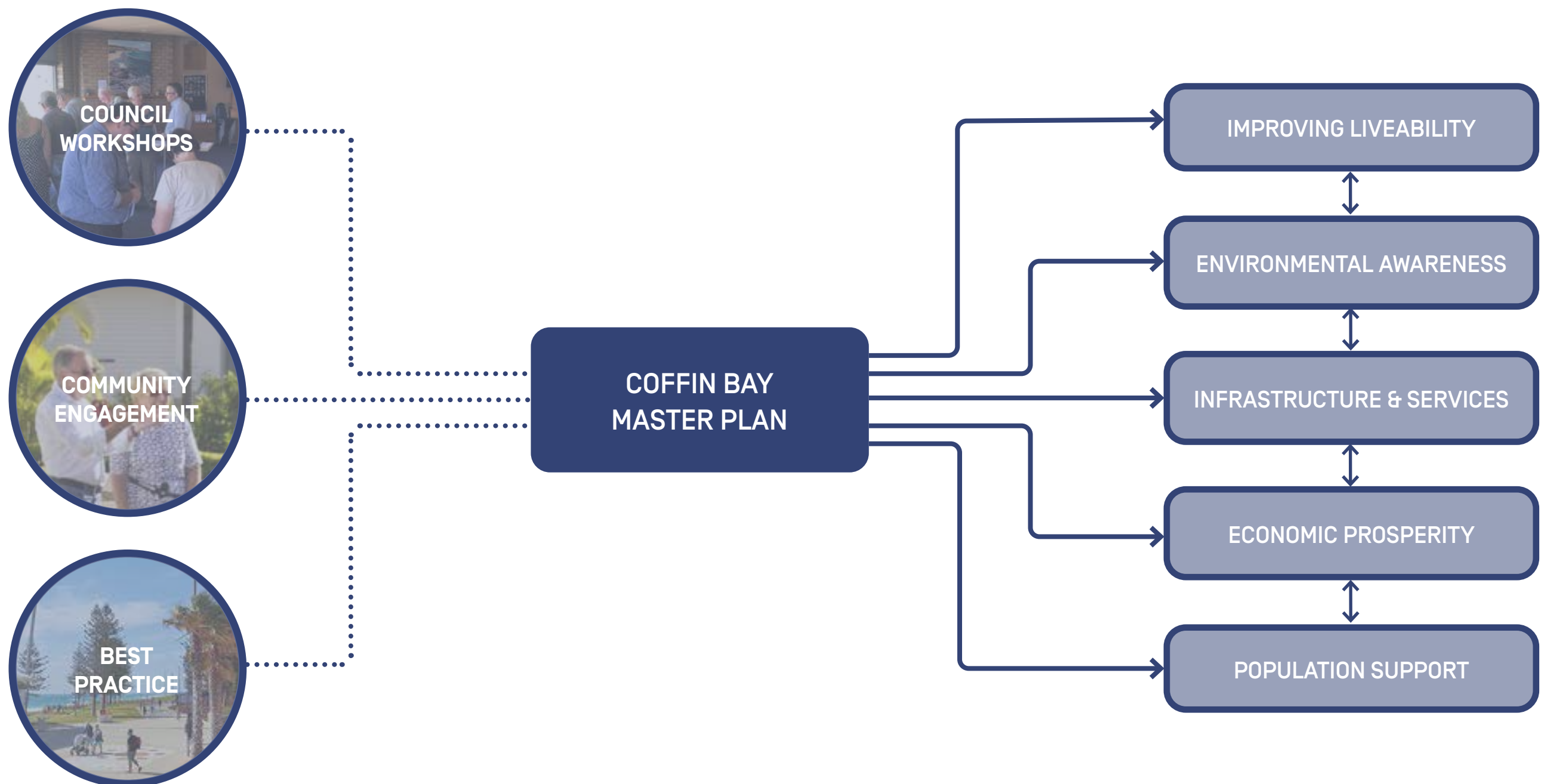
## STAGED MASTER PLAN APPROACH

The Master Plan was approached in the following stages:





# MASTER PLAN INPUTS





# LOCATION OF COFFIN BAY

The Eyre Peninsula is located within South Australia and is bound by the Spencer Gulf, the Great Australian Bight and the Gawler Ranges.

## LOCATION WITHIN EYRE PENINSULA

Coffin Bay is located at the southern extremity of the Eyre Peninsula, some 690km west of Adelaide, and 46 km west of Port Lincoln. The township is surrounded by Coffin Bay National Park and Kellidie Bay Conservation Park and rests on the shore of a small sheltered bay.

The Eyre Peninsula comprises of eleven local Councils and is known as a tourist and culinary destination with an abundance of wildlife both at sea and on land. Coffin Bay is located entirely within the Local Government Area of the District Council of Lower Eyre Peninsula.





# HISTORY & CHARACTER OF COFFIN BAY

The naming of Coffin Bay was by Matthew Flinders in 1802, in honour of his friend Sir Isaac Coffin, a Vice Admiral in the British Navy. In the 1950's the township was officially named. As early as 1804, whalers were first reported on the coast of Coffin Bay, with the French said to have sailed past the area in 1803. The official report of oysters in the area of Coffin Bay was around 1849 by Alexander Tolmer who was a police inspector from Port Lincoln. The first recorded shipment of oysters was transported to Adelaide directly from Coffin Bay around 1849.

## COFFIN BAY TODAY

Today, Coffin Bay has transformed into a tourism hub with many traveling to the area for its pristine coast, National Park, fishing and oyster tours.

Coffin Bay National Park borders the south-west of the town and the Kellidie Bay Conservation Park bordering the eastern side of the town.

The pristine waters are a clear characteristic of the township with views to Goat Island and Kellidie Bay from the foreshore.

Entrance in and out of the township is afforded via Coffin Bay Road, which is accessed from the Flinders Highway.

The township is characterised by its unique natural environment, coastal water ways, National and Conservation Parks. The village-like character of the town has largely been maintained over the years, despite growth in residential allotments, expanded tourism activity and a growth in the aquaculture industry.





# BACKGROUND INFORMATION



# DEMOGRAPHIC & POPULATION

The population of Coffin Bay recorded at the 2016 ABS census was 611 persons. This compares to a recorded population of 586 persons in 2006. The population within the town increases dramatically during the months of December to January, with an estimated population of 3000 persons during the peak tourist period.

## DEMOGRAPHICS & POPULATION

Moderate growth in residential dwellings occurred between 2011 and 2016, from 556 to 588 total private dwellings. This represents an average increase of 7 dwellings per annum. The majority of dwelling stock is in the form of separate houses [detached dwellings].

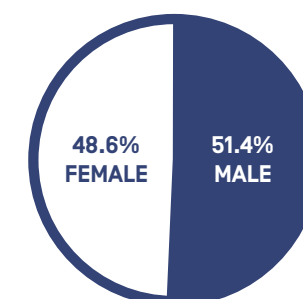
Aquaculture is the biggest employer located in the town, followed by accommodation and food services and then retail, trade and construction.

As per the 2016 Australian Bureau of Statistics (ABS) Census the community profile for Coffin Bay is:

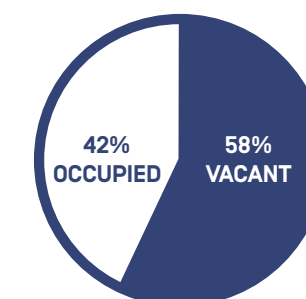
- People: 611 persons, comprising 51.4% male, 48.6% female, with a median age of 54 years;
- Dwellings: 588 total private dwellings, of which 249 were occupied at the time of the Census;
- Dwelling Structure: 92% separate dwellings with 1.6% a semi-detached, row or terrace house and 6.4% other dwelling. Majority of the dwellings contain 3 or 4 bedrooms;

- Employment: 226 people (37% of the population) were employed at the time of the Census, 53% full time, 33.2% part time and 13.8% were away from work while 24 people were unemployed;
- Industry: The largest local employer was the Offshore Longline and Rack Aquaculture (17.4%) followed by accommodation (7.1%), agriculture (5.2%), service industries (5.2%) and social assistance services (4.5%);
- Occupancy: The average household size of occupied dwellings is 2.45 persons.

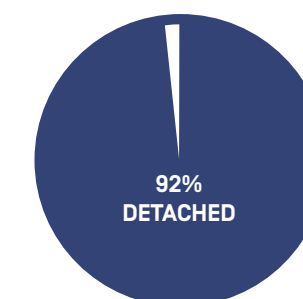
**Gender Balance:**



**Dwelling Occupancy:**



**Dwelling Types:**



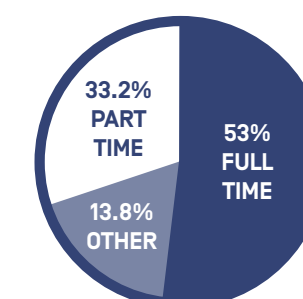
**Household Size:**



**Median Resident Age:**



**Employment Status:**





# PREVIOUS REPORTS

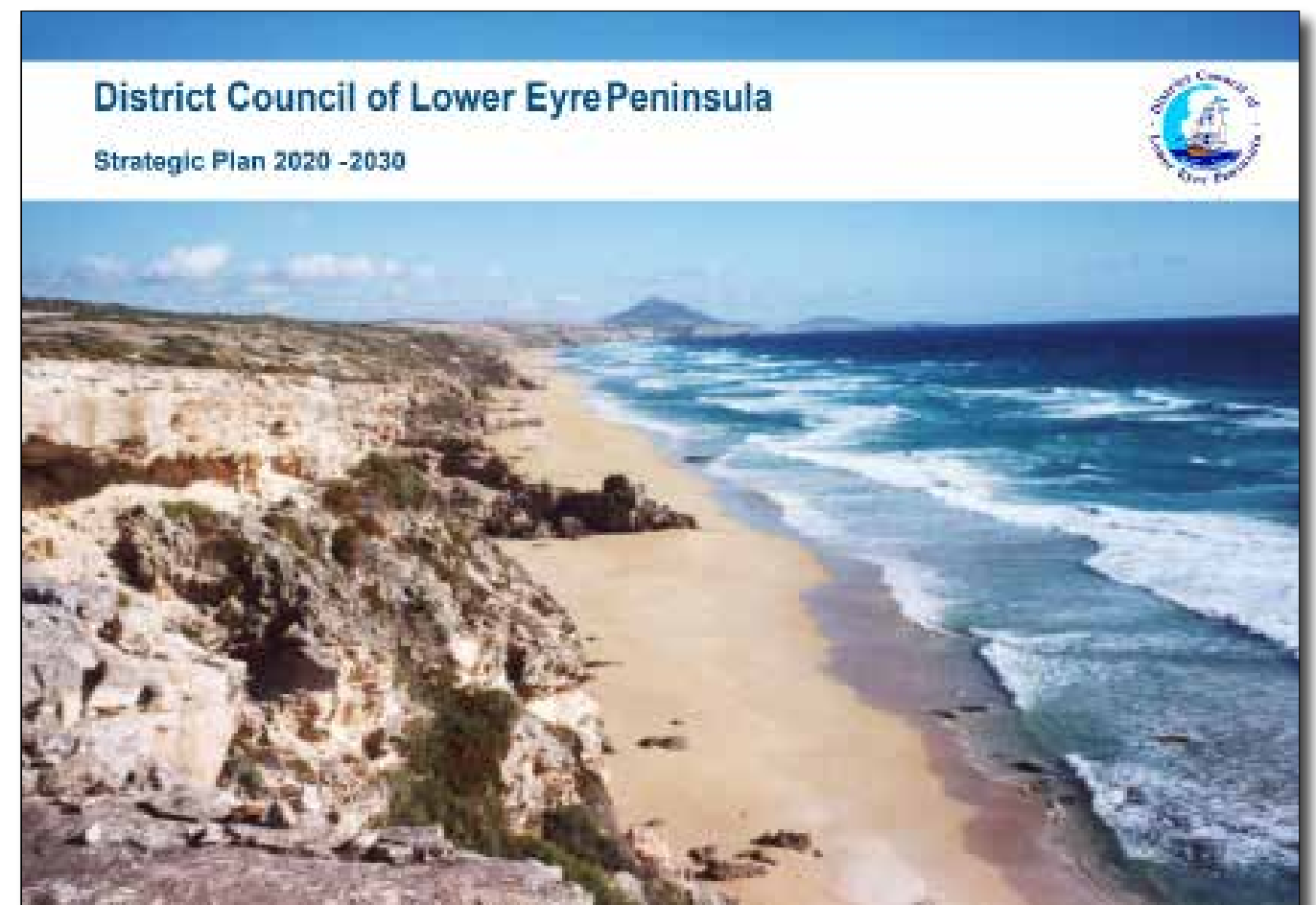
There has been a number of previous investigations undertaken for Coffin Bay which concentrate on a range of areas including the Deferred Urban Zone, town centre and residential development.

## DOCUMENT REVIEW

This information, in conjunction with key Council Strategic documents have been reviewed to fully understand the context of Coffin Bay.

The documents, which inform the Master Plan include the following:

- Strategic Plan 2020-2030, District Council of Lower Eyre Peninsula, July 2020;
- Planning Study for the District Council of Lower Eyre Peninsula (2008 – 2009), Dean Lambert, Planning Consultant, August 2016; and
- Coffin Bay Town Centre Strategy Draft Strategic Master Plan, HASSELL, July 2002.





# SUMMARY OF COMMUNITY CONSULTATION

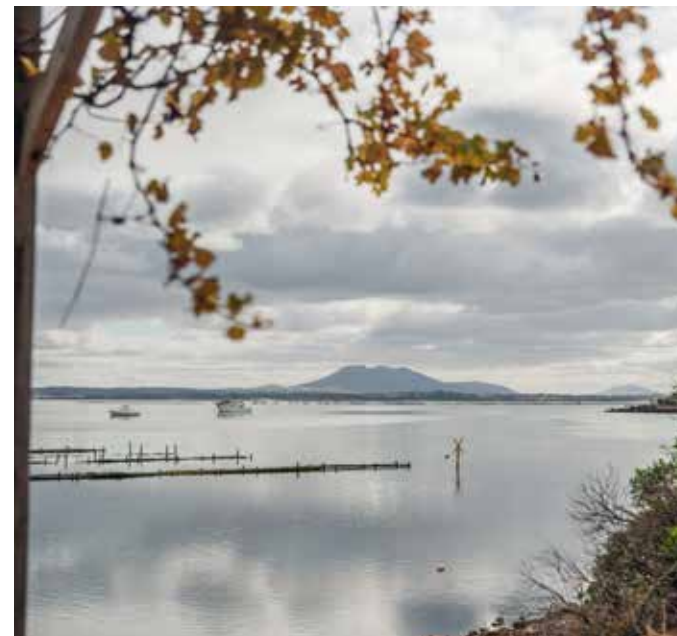
In February 2021, community consultation was undertaken which posed thirteen questions which were 'thought provoking' and assisted in generating a response from the respondents which would be scalable. The consultation further proposed two more general questions, which would allow respondents to add their comments which were not necessarily constrained to the theme of the thirteen **'What If'** questions.

## COMMUNITY SESSION

A drop-in session on 16 February 2021 supported the online survey, with community consultation open between 10 February and 3 March 2021. The drop-in session was attended by some 60 people (with 43 of these registering their intention to attend prior to the session), and a total of 112 responses were received through the online survey.

The feedback received during the engagement confirmed that:

- Providing retirement living is generally supported, but should be supported by medical facilities;
- Development of a medical facility is supported; albeit many recognised that this doesn't need to be 'state of the art';
- There was not strong support for residential nor industrial growth within the land zones as Deferred Urban, and that a number of respondents indicated there is still residential land available within the township;
- There is more support for industrial growth than residential growth;
- Tourism needs to be managed better during peak periods and needs more supporting services;
- A tidal/ocean swimming pool in Coffin Bay was supported by the majority of respondents;
- Vegetation along the esplanade is an important asset to the community and should be maintained, with low-lying endemic species planted where needed;
- The development of Stan Morgan Reserve for additional sporting uses is generally supported, however it was noted that other projects could be prioritised before this;
- Comments including 'isn't it already?' or 'it nearly is' were the overwhelming response to the question regarding Coffin Bay being the international oyster capital; and
- Reinvigorating the foreshore and additional interpretive/educational trails were generally supported, however it was noted that these are not a high priority.





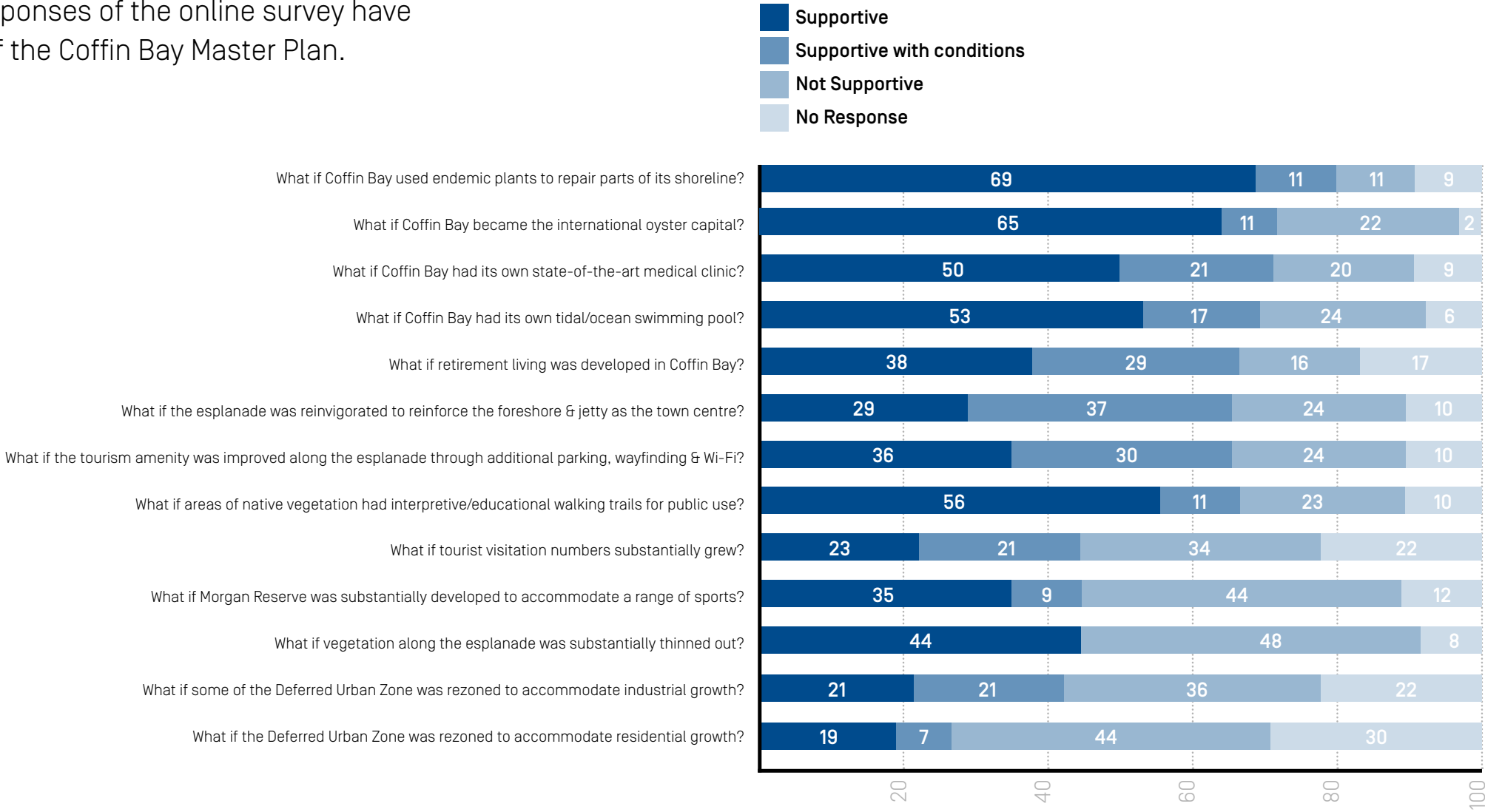
# COMMUNITY CONSULTATION FEEDBACK

Together with the review of the issues and opportunities, the feedback received during the drop-in session and through the responses of the online survey have been considered as part of the development of the Coffin Bay Master Plan.

**FEEDBACK**

The diagram to the right shows a graph of the overall responses for each question in order of support to help visualise the importance of particular factors within the Coffin Bay township. The greatest support was for the planting out of the shoreline with species that are endemic to the Eyre Peninsula region, whilst rezoning the land in the Deferred Urban Zone to one that would support residential growth was placed last.

A snapshot of the responses can be seen in the graph, which indicates the percentage of support for that question. A Community Engagement Report has been created which captures a detailed summary of the consultation and is available upon request.





# CURRENT POLICY SETTINGS

The Planning and Design Code [the Code] is the document that guides development within South Australia through **Zones, Subzones, Overlays, Technical & Numeric Variations** and **General Development Policies**. The map overleaf spatially demonstrates the existing Zones that apply to Coffin Bay.

## PLANNING & DESIGN CODE SUMMARY

Most of the township is within the Neighbourhood Zone, which seeks to accommodate housing that supports a range of needs and complements the existing local context. The Code envisages that new allotments for detached dwellings are 600 square metres in size with a 15 metre frontage for a detached dwelling and down to an 8 metre frontage, with a 340 square metre area is possible for smaller forms of housing such as row dwellings and residential flat buildings.

Some commercial activities are also anticipated within the Neighbourhood Zone to improve community access to services, however the scale and nature of these activities should maintain residential amenity. In particular, shops (including restaurants), consulting rooms and offices are envisaged where they are on the same allotment as a dwelling and do not have a gross leasable floor area greater than 50 square metres.

Educational establishments, community centres, places of worship, pre-schools and other health or welfare services are also anticipated, however do not have a maximum floor area prescribed within the Zone.

Larger shops, consulting rooms and offices that are not associated with a dwelling are envisaged within the two Township Activity Centre Zones.

Approximately 60 hectares of land is within the Deferred Urban Zone. The primary purpose of this Zone is to safeguard land for future urban growth, such as residential, commercial or tourism. The Zone is intended to encourage forms of development that is an orderly and efficient servicing of land for urban development.

The Caravan and Tourist Park Zone is situated within the centre of the Coffin Bay township. This Zone seeks to accommodate tourist accommodation and associated services and facilities to enhance visitor experiences and enjoyment, including recreation areas and offices or shops (including restaurants) ancillary to tourist accommodation. The Zone anticipates that ancillary shops (including restaurants) will have a gross leasable floor area of up to 150 square metres whereas offices will have a gross leasable floor area of up to 50 square metres.

Majority of the foreshore comprises the Rural Shack Settlement Zone. This area incorporates a range of dwellings along the Esplanade along the foreshore to the main built up area of Coffin Bay as well as smaller pockets to the north-east, north-west and western portion of the foreshore. This Zone seeks to limit development within an environment where natural processes such as flooding, sea-level rise, sand drift and erosion occur. The natural environment is protected from inappropriate development and existing development is upgraded to incorporate environmental improvements.

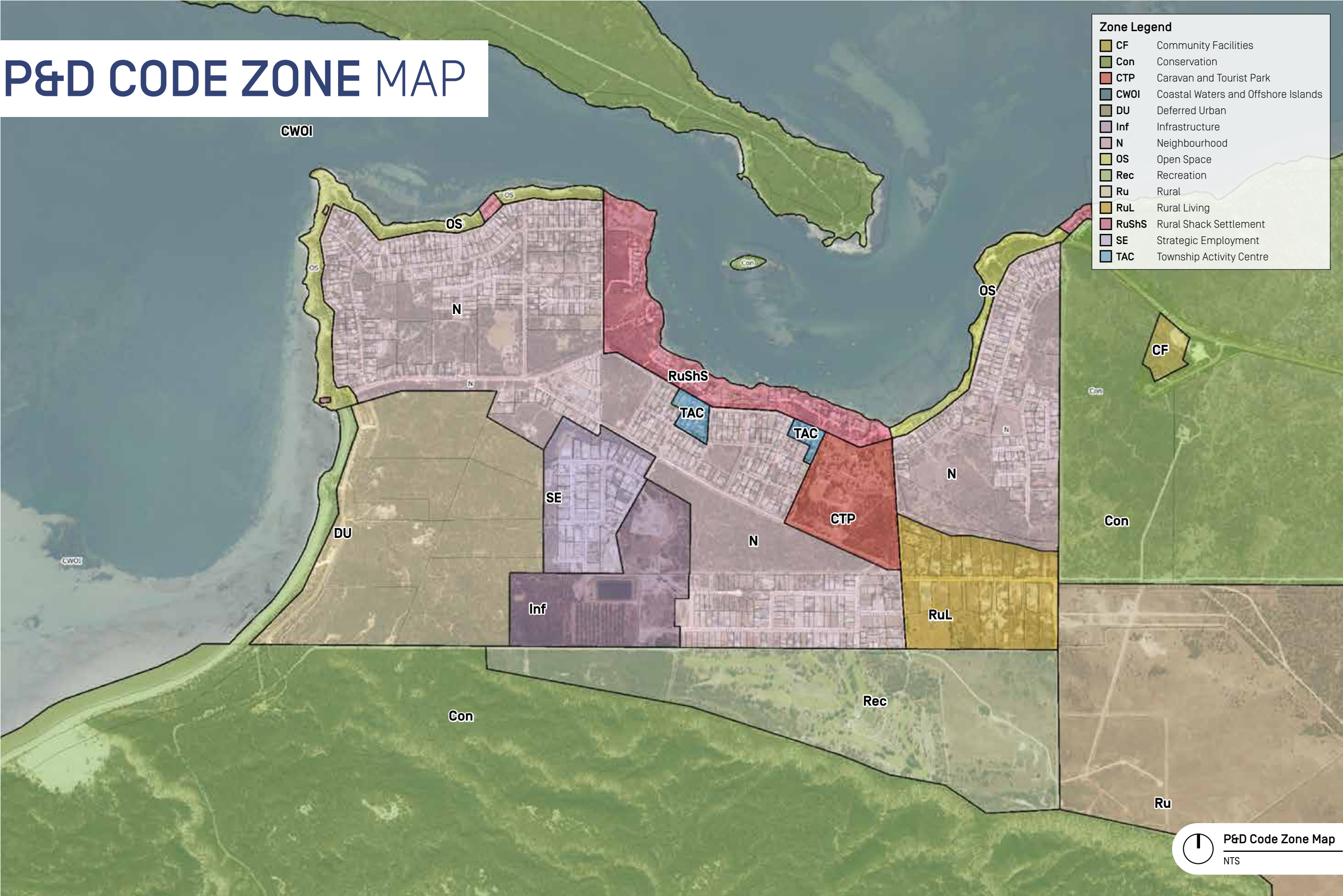
The industrial area which accommodates the majority of the commercial oyster farmers is zoned as Strategic Employment. This Zone seeks to accommodate a range of industrial, logistical, warehousing, storage and training land uses together with compatible business activities generating wealth and employment for the state. The Strategic Employment Zone encompasses a buffer around the perimeter which is located within the Zone to appropriately allow for a separation to the residential properties within the Neighbourhood Zone.


Coffin Bay's community infrastructure including the waste management facility and the Community Wastewater Management System (CWMS) are located in the Infrastructure Zone which seeks to protect and allow the provision for the maintenance and expansion of infrastructure services and facilities that support orderly development and vehicular movements.

The map overleaf highlights the different type of Zones and their extent within the township of Coffin Bay.



# P&D CODE ZONE MAP



 P&D Code Zone Map  
NTS





# SHAPING COFFIN BAY **FOR THE NEXT 30 YEARS**



# RELATIONSHIP TO THE STRATEGIC PLAN

The **District Council of Lower Eyre Peninsula's Strategic Plan 2020-2030** outlines a variety of goals and objectives that the Council seeks to pursue for the region. The Strategic Plan identifies the need to prepare a Master Plan for Coffin Bay.

## STRATEGIC PLAN

The guiding principles of the Strategic Plan are to formalise and prioritise key strategic drivers, community needs and growth of the region, as well as to ultimately enact the Council vision.

In line with the Council vision of, **"we are a district of vibrant, inclusive and welcoming coastal and rural communities enjoying pristine natural environments and access to quality services and facilities"**, the goals which focus on liveability, the economy, infrastructure and the environment have been the focus and foundation of the Master Plan.

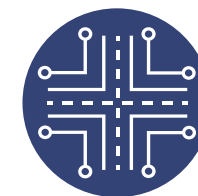
The goals have been taken from the District Council of Lower Eyre Peninsula's Strategic Plan, which have been adopted to guide the Coffin Bay Master Plan.



**GOAL 1:**  
RETAINED AND  
ENHANCED **LIVEABILITY**  
OF OUR DISTRICT



**GOAL 2:**  
PRESERVATION OF OUR  
NATURAL AND BUILT  
**ENVIRONMENT**



**GOAL 3:**  
QUALITY SERVICES,  
COMMUNITY FACILITIES  
AND **INFRASTRUCTURE**



**GOAL 4:**  
THRIVING BUSINESSES,  
INDUSTRY AND LOCAL  
**ECONOMY**



# POPULATION, HOUSING & EMPLOYMENT LAND SUPPLY

## POPULATION

The population of Coffin Bay is 611, as per the 2016 ABS Census data. The population increase between 2001 and 2016 is shown in the below table.

As Census data is obtained in June, it is presumed that this population generally reflects the majority of residents who permanently reside in Coffin Bay. The average number of persons per occupied dwellings is 2.45.

It is estimated that during the peak holiday season from December to January there is a significant increase in population to approximately 3000 people.

The tourist population occupy many of the dwellings which are predominately used for holiday homes, as well as the caravan park which is widely popular during this peak time.

Coffin Bay ABS Census Population Over time

	2001 Census	2006 Census	2011 Census	2016 Census
Total Persons	452	586	613	611



## HOUSING

The housing mix in Coffin Bay is low density with detached dwellings typically contained on allotments of 800 square metres or above. In reference to the 2016 ABS Census data, the majority of the dwelling types are detached with a small portion of semi-detached housing. Out of the 588 total private dwellings in Coffin Bay, only 249 were occupied at the time of the Census, which provides an indication of the proportion of permanently occupied dwellings as compared to holiday homes.

There is a significant amount of vacant land located within the Neighbourhood Zone which allow for future supply, as well as opportunities for future development in areas such as the Deferred Urban Zone. The estimated supply within the vacant Neighbourhood Zone is estimated at 443 allotments, with this figure based on each allotment being 600m<sup>2</sup> in area.

The average dwelling approvals per year are 8, as per the District Council of Lower Eyre Peninsula's data since 2015. This moderate growth of dwellings per year in conjunction with available land provides Council with the opportunity for a range of different options to accommodate growth within Coffin Bay.

If no additional land is developed for residential purposes and organic growth continues, there are 443 vacant allotments within the Neighbourhood Zone, with an average of 8 approvals per year, it equates to an approximate 50-year land supply in Coffin Bay, should the land be made available for development.



## EMPLOYMENT LAND

The main local industry to which residents in Coffin Bay are employed is offshore longline and rack aquaculture and the second is accommodation, which assists with the tourism industry.

The Strategic Employment Zoned land within Coffin Bay incorporates majority of the employment for the town, specifically in relation to oysters. This area currently has four vacant allotments and sees approximately 1 industrial approval per year, as per the District Council of Lower Eyre Peninsula's data since 2015. This equates to approximately 4 years of land supply for the Strategic Employment Zone and therefore expanding this area needs to be considered.

The Strategic Employment Zone is bordered by the Deferred Urban Zone and reserves which act as relevant buffers to the surrounding residential areas. These areas are required to be considered and managed accordingly in relation to the growth of the industrial area.

Tourism is a large contributor to the economy and employment within Coffin Bay. During peak times there is an influx of tourists which sees capacity constraints with current tourist accommodation in relation to the caravan park and facilities such as car parking, access to the boat ramp and overall tourism management.

There is also the opportunity for additional commercial facilities to be located within the Neighbourhood Zone, particularly to service the community, which could provide additional opportunity for employment within Coffin Bay and subsequently assist in tourism and complement the town centre and main street.



# VISION OF THE MASTER PLAN & GUIDING THEMES

In conjunction with the adoption of the District Council of Lower Eyre Peninsula's Strategic Plan and relevant goals associated with **liveability**, **economy**, **infrastructure** and the **environment**, the vision for the Coffin Bay Master Plan for the next 10 years seeks to:

## LIVEABILITY

- Organically grow the future population of Coffin Bay by 30%, up to a total of 800 residents.

## ENVIRONMENT

- Care for and protect the natural environment.

## INFRASTRUCTURE

- Ensure the sufficient capacity and provision for infrastructure relating to growth.

## ECONOMY

- Increase tourism by 25%;
- Manage the proposed growth of tourism accordingly; and
- Grow the employment and commercial land sufficiently for its requirement and purpose.





# STATE OF THE LAND



# POPULATION, DWELLINGS & INDUSTRY

## RESIDENTIAL

Councils vision is to accommodate the increase in the permanent residential population from 611 (as recorded on the 2016 ABS Census night) to a total of 800 residents over the next 10 years. This will allow for an additional 189 permanent residents which can be accommodated within the available vacant Neighbourhood Zoned land and/or as a provision within the Deferred Urban Zone.

The increase in population of 189 residents equates to an increase in 77 dwellings based on current household size, which provides a land supply for the next 10 years based on current approval rates.

The population growth and dwelling requirements are to be reviewed every 10 years, as required, to adequately adjust to the demand and Councils vision.

**Population growth**

Total: 800	
+ Latent capacity &/or Deferred Urban	189
Base Population	611

**Dwelling**

Total: 326	
+ Latent capacity/ Deferred Urban	77
Current Occupied Dwellings	249

**Note:** It is recognised that the total number of private dwellings in Coffin Bay is 588 (ABS, Census Data 2016), therefore population growth is likely to occur through additional new dwellings and/or population of current dwelling stock. Current housing stock provides capacity for even greater population compared to the ten year vision.

## INDUSTRIAL

The current industrial area accommodates the significant majority of commercial development in Coffin Bay. The existing area is essentially fully developed with only 4 vacant allotments identified.

The Strategic Employment Zone is a key component to Coffin Bay as it directly supplements tourism and growth for the town. It is Councils vision to increase the Strategic Employment Zone to adequately accommodate for the future growth over the next 10 years.

### Industrial growth vs. supply

Vacant Industrial Land	Avg. Industrial DA Approvals per year	Industry Supply
4 allotments	1	4 years

## TOURISM

The current increase in tourism at peak periods within Coffin Bay over December and January is estimated at 2400 in addition to the permanent residents. The Council's vision is to cater for a tourism population of 3200 in Coffin Bay. This is in addition to the 800 permanent residents.

Relevant management of this growth in tourism is to be maintained, which is outlined further in the following sections.



# LIVEABILITY

## POPULATION & LIFESTYLE

Liveability is a key component to Coffin Bays coastal lifestyle and tourist attraction. Council want to ensure the lifestyle of Coffin Bay is maintained in conjunction with organic population growth.

The following two key objectives that Council wish to pursue to adequately accommodate liveability in Coffin Bay:

### Retirement Style Living Option:

- Accommodate retirement style residential living to the rear of allotment Section 669. This lifestyle living is proposed to be a retirement style community.
- The front portion of the Council owned Section 669 is to be made available for purchasing to open up residential development.

### Deferred Urban Zone:

- The northern portion of the Deferred Urban Zone is considered appropriate for further investigation to accommodate future residential growth.

- The land where the Strategic Employment Zone abuts the Deferred Urban Zone is to be considered for an extension of the Industrial area to accommodate additional capacity whilst offering opportunity to enhance the interface with existing/future residential areas.
- The southern portion of the area is to be designated for nature-based and low-impact tourism, with the possible inclusion of a 'cultural hub'.
- The residential and tourism components of the area should allow for direct links to Long Beach.
- Well established and relevant native vegetation in the locality is to be assessed, considered and protected where necessary. Areas of sparse or low value vegetation are to be considered for development purposes.

## OPEN SPACE, RECREATION & COMMUNITY USE

Whilst the majority of the large recreation and club sport facilities are located outside of Coffin Bay, consideration has been made to upgrading the current recreation, open space and community facilities within Coffin Bay.

The following are key objectives that the Council want to pursue to adequately accommodate for the upgrade and maintenance of recreation, open space and community uses in Coffin Bay:

### Stan Morgan Reserve:

- Upgrade of Stan Morgan Reserve in order to improve amenity and utilisation with landscaping, recreational facilities and accompanying car parking.

### Foreshore upgrade:

- The upgrade of car parking to the foreshore, including landscaping which will accompany the Main Street upgrade.
- Relevant signage to connect the continuation of the Oyster Walk through the foreshore area.
- Upgrades in conjunction with the Yacht Club Jetty.

### Beach access:

- Designated and upgraded pedestrian beach access to selected points along the coast, including relevant signage.

### Information Outlet:

- Incorporating an information outlet or bay within the town centre as a first point of call for tourists on information, history and activities within Coffin Bay, surrounding areas and the region.

### Community Recreation:

- The integration of a designated water play and/or water park to the northern portion of the caravan park, with appropriate car parking to be allocated in Haggarty Street. (Portion of caravan park to be relocated south, as further outlined in sections below)
- Safe and designated swimming area.





# ENVIRONMENT & INFRASTRUCTURE

## ENVIRONMENT

The elements of the natural environment within Coffin Bay is what the town is known for. The coastal native vegetation and the bordering of the township through national parks provide a scenic and memorable setting.

The following are key objectives that the Council want to ensure to maintain, preserve and protect the natural environment within Coffin Bay:

### Oyster Walk:

- Celebrating the natural environment through the extension of the Oyster Walk Trail.

### Conservation:

- Conservation and maintenance of native vegetation, fauna and flora in association with appropriate development.
- Investigate the implications of potential sea level rise and the effects of a changing climate.
- Monitor and manage stormwater and the quality of recovery in the waters of Coffin Bay.

## HARD INFRASTRUCTURE

The infrastructure within Coffin Bay will naturally require upgrading in conjunction with the organic growth of population and management of tourism. The following are key objectives that the Council want to ensure are accommodated to adequately plan for growth:

### Main Street & Town Centre:

- Upgrade of the main street with a linear street scape between nodes of Haggarty St and Harder Street.
- Upgrade of the main street public realm with the inclusion of car park management.

### Boat ramp:

- Car park upgrade and extension.

### Caravan Park:

- Additional defined car parking within the Main Street to accommodate the caravan park waterpark overflow.

### Services

- Monitor capacity of the Community Wastewater Management System (CWMS), Waste Management, and Stormwater.

## SOFT INFRASTRUCTURE

The Oyster Walk is a key component to Coffin Bay and accompanies the tourism opportunities and community facilities. The following are key objectives that Council want to ensure for the maintenance and upgrade of this integral soft infrastructure:

### Walking Trails:

- Oyster walk extension and upgrade for a loop through 'Oyster Town'.
- An additional [alternative] route from the corner of Jubilee Drive/Esplanade along Jubilee Drive to Long Beach.
- A larger walking loop - Paradise Court along Kellidie Conservation Park to Oyster Town then back to the Lookout, then along the northern boundary of Coffin Bay National Park through to Long Beach.
- Explore the potential for bicycle/pedestrian shared use sections of the Oyster Walk where practical.





# ECONOMY

## TOURISM MANAGEMENT

Tourism management must appropriately accommodate the proposed intentional growth Council seeks for tourism in Coffin Bay.

The following are key objectives that the Council want to pursue to adequately accommodate for the tourism growth:

### Caravan Park expansion:

- The caravan park is to expand into the southern portion of land to accommodate for tourism growth in conjunction with the integration of a water play/park in the northern portion adjacent to the Esplanade.

### Incorporating diverse tourism accommodation:

- Possible locations include the Deferred Urban Zone within the nature-based tourism and/or within the expansion of the caravan park.

### Employment Land Growth:

- The allowance of appropriate Employment Land expansion into the Deferred Urban Zone.

### Deferred Urban Zone:

- Expansion of nature-based tourism
- Cultural Education Hub







# MASTER PLAN **FRAMEWORK & ACTIONS**



# INTRODUCTION TO FRAMEWORK

The framework for the Coffin Bay Master Plan is divided into four themes, which align to and have a direct relationship with the District Council of Lower Eyre Peninsula Strategic Plan 2020-2030.

## FRAMEWORK THEMES

The framework is grouped into four distinct themes, and explores actions under each theme.

They comprise:

### Liveability

- What tourists and residents enjoy about Coffin Bay
- Where there are areas of improvement
- How to maintain Coffin Bay's charm

### Environment

- Celebrating the valued environmental assets
- Identifying where areas are requiring improvement

### Infrastructure

- What is working well in Coffin Bay
- What areas need to be improved
- A strategy to improve infrastructure to facilitate the master plan

### Economy

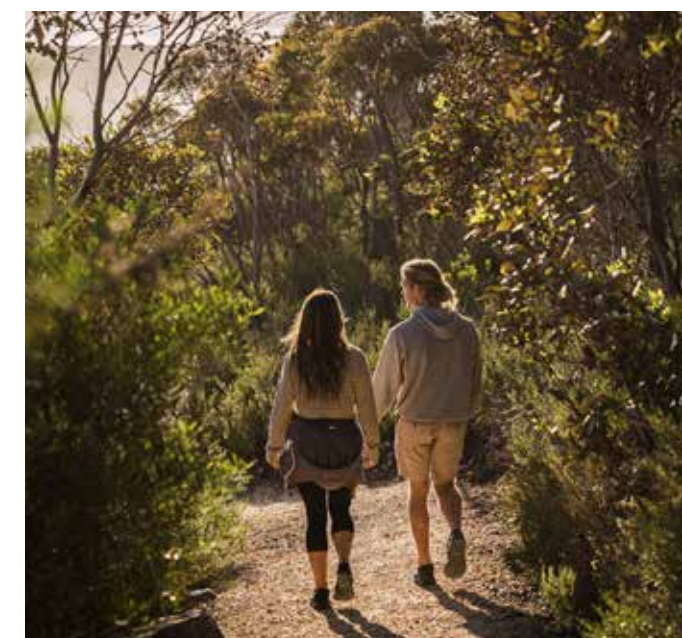
- What the current economic drivers are in Coffin Bay
- How to boost the economy
- An action schedule to plan for economic continuity and growth

## MASTER PLAN ORIGINAL FRAMEWORK

Informing the Master Plan actions, the framework initially explored eight key moves:

1. Celebrate the foreshore
2. Ensure safe, uninterrupted experience for the Oyster Walk
3. Define the Town Centre and improve the streetscape
4. Facilitate views at key moments for new connections to the water
5. Unlock the potential of Long Beach
6. Underpin commercial/industry future in an orderly way
7. Plan for 30-year sustainable growth in an environmentally friendly way
8. Loop and connect the Oyster Walk and walking trails to other key locations.

This original framework evolved to a set of Master Plan actions, described overpage.





# MASTER PLAN MOVES

The evolution of the Master Plan has resulted in the creation of a **set of actions**. These actions follow the **four themes** as set out at the inception of the Master Plan process. The following pages describe the actions which sit under the four themes:



- Increase Permanent Residents
- Manage Tourism Population
- Improve Foreshore Access
- Introduce Swimming Area
- Establish Oyster Walk Loop
- Extend Oyster Walk
- Support the new Yacht Club jetty
- Provide Retirement Style Living
- Promote Residential Expansion
- Enhance Stan Morgan Reserve Amenity



- Enhancing the Natural Environment
- Promotion and Protection
- Long Beach Partial Vehicle Closure



- Defined Car Parking
- Boat Ramp Car Park Expansion
- Standard of Roads
- Management of Service infrastructure in line with population growth/town expansion



- Expansion of Industrial Land
- Caravan Park Extension
- Water Based Experience
- Commercial Growth
- Varied Tourist Accommodation
- Information Outlet
- Town Centre Reinforcement
- Cultural Education Hub
- Nature-Based Tourism



# LIVEABILITY

In determining the framework and subsequent actions, it was necessary to determine the particular elements of what makes Coffin Bay **a liveable place** now, and what areas could be investigated to build this.

## LIVEABILITY

These include:

- What residents and tourists enjoy about Coffin Bay
- Where there are areas of improvement
- How to maintain Coffin Bay's charm
- Does Coffin Bay have a sense of community
- Where there might be areas for opportunity of recreation
- The importance and availability of a connection to nature
- Creating and improving current paths and connections in Coffin Bay

It is generally accepted that Coffin Bay currently holds a strong informal coastal town nature. This is further exemplified by its surroundings by natural conservation areas, links to and borders with National and Conservation Parks, and its unique identity in the oyster industry.

Building on these aspects would explore a stronger connection to the foreshore, creating greater connection and accessibility between places, improving the day-to-day expectations of the community in terms of what Coffin Bay offers, and management of increasing tourism numbers.

## 1.1 PERMANENT RESIDENTS

A planned maximum growth of up to 800 permanent residents over the next 10 years, which should be reviewed every 5 years.



## 1.3 TOTAL POPULATION

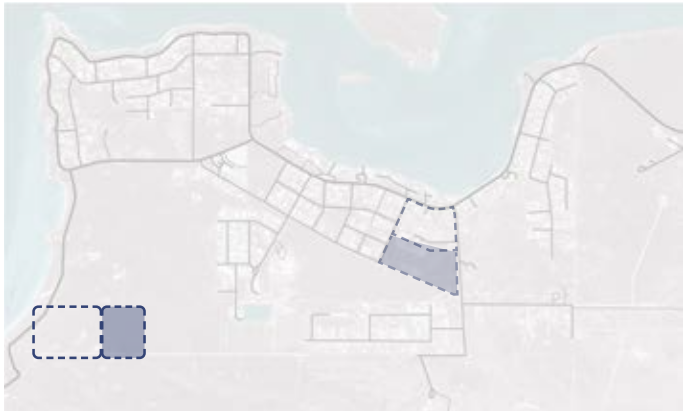
Ensuring a balanced blend of tourism with permanent residents. A total maximum population of both permanent residents and tourists of up to 4000 (peak population) over the next 10 years.



## 1.2 TOURISM POPULATION

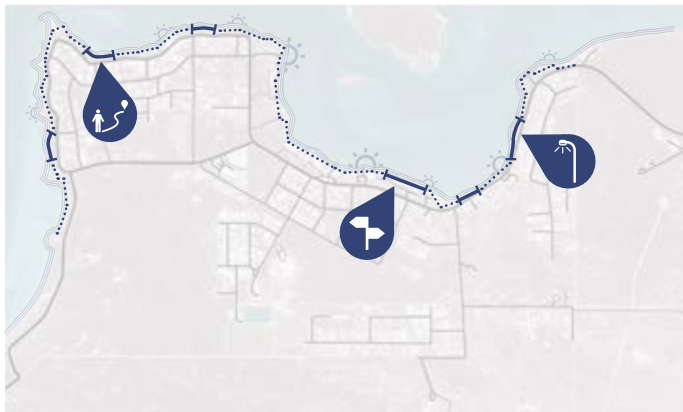
A planned maximum growth of up to 3200 tourist population over the next 10 years, which should be reviewed every 5 years.

Growth targets attributed to Master Plan Initiative 2.2, 2.5.



## 1.4 FORESHORE ACCESS

Celebrating the foreshore by allowing for defined nodes to access the beach.





# LIVEABILITY

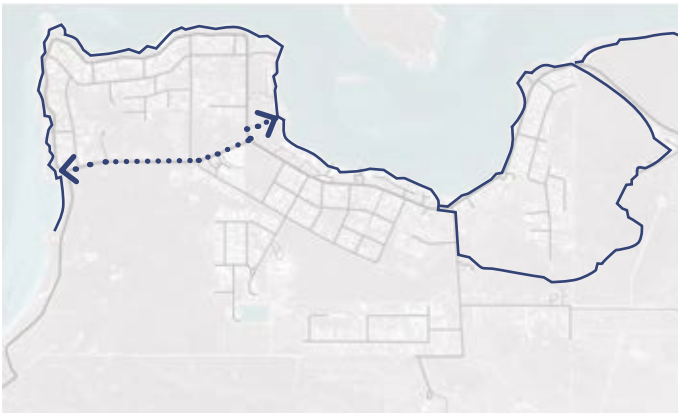
## 1.5 SWIMMING AREA

Creation of a designated and safe swimming area along the foreshore.



## 1.6 OYSTER WALK LOOP

Expand Oyster Walk loop through from the corner of Jubilee Drive and Esplanade along Jubilee Drive to Long Beach.



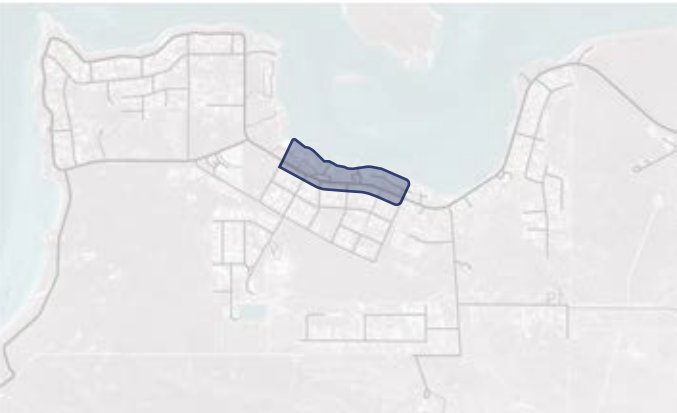
## 1.7 OYSTER WALK EXTENSION

Expand the Oyster walk through a larger walking trail option from Paradise Court along Kellidie Conservation Park to the Oyster Town, the lookout via Giles Road, the northern boundary of the golf course and along the northern boundary of the through to Long Beach Road.



## 1.8 SUPPORTING THE NEW YACHT CLUB JETTY

Support of the new yacht club jetty to the foreshore and ensuring integration with adjoining foreshore amenities.



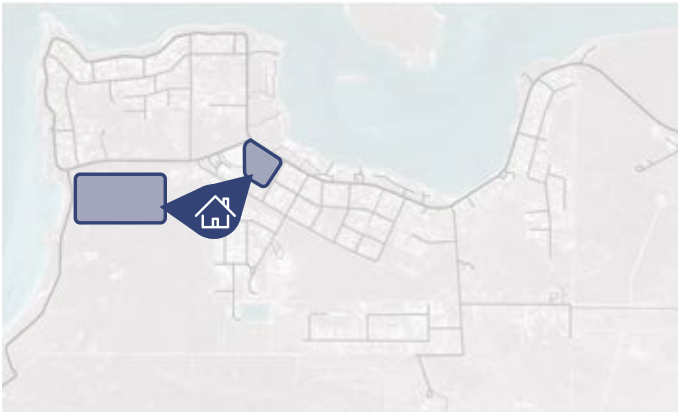
## 1.9 RETIREMENT STYLE LIVING

Incorporating retirement style living to the rear of Section 669 and allowing for the opportunity to purchase residential allotments fronting the Esplanade.



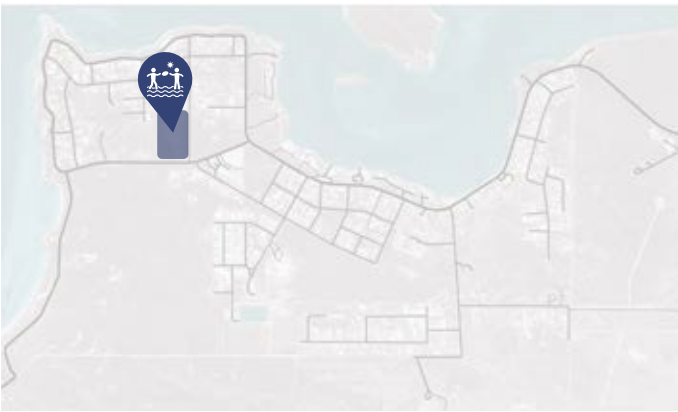
## 1.10 RESIDENTIAL EXPANSION

Consideration of residential zoned land to be incorporated within the Deferred Urban Zone. Note: The layout represented in this master plan is indicative only, and is unrelated to any previously lodged land division concepts.



## 1.11 STAN MORGAN RESERVE

Consideration to the upgrade of Stan Morgan Reserve and what the integrated community and recreational facilities might be.





**LIVEABILITY**

**Key**

- 1.4 Foreshore Access
- 1.5 Swimming Area
- 1.6 Oyster Walk Loop
- 1.8 Proposed Yacht Club Jetty
- 1.9 Retirement Style Living
- 1.10 Residential Expansion
- 1.11 Stan Morgan Reserve

**Theme: Liveability**  
1:10000 @A3

- 1.4 Foreshore Access
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### 1.5 Swimming Area

## 1.6 Oyster Walk Loop

## 1.8 Proposed Yacht Club Jetty

## 1.9 Retirement Style Living

## 1.10 Residential Expansion

### 1.11 Stan Morgan Reserve



# ENVIRONMENT

Coffin Bay prides itself on an **intact, unique environment**.

### ENVIRONMENT

In order to ensure the sensitivities of the environment are maintained, areas of importance include:

- The Native Vegetation cover in Coffin Bay
- Conservation areas to the east and south of the township
- The bordering National and Conservation Parks
- Oyster Walk as a showcase of the natural environment

To fully realise the areas of importance, Master Plan actions include the promotion and protection of the current cultural and environmental features of Coffin Bay, including the walking trails, the Town Centre location, bird watching opportunities, oyster tours, the rich flora and fauna, and the foreshore and its relationship to Kellidie Bay.

Through Master Plan actions, the **environment will be improved by:**

- Celebrating the valued environmental assets
- Identifying where areas are requiring improvement
- Identifying areas of vegetation for retention and thinning and the application of other management measures
- Careful management of important vegetation
- Further showcasing the natural beauty of Coffin Bay

### 2.1 MANAGING & MONITORING THE NATURAL ENVIRONMENT

Management and maintenance of the coastal vegetation and foreshore. Investigate the implications of potential sea level rise and the effects of a changing climate.



### 2.3 LONG BEACH PARTIAL VEHICLE CLOSURE

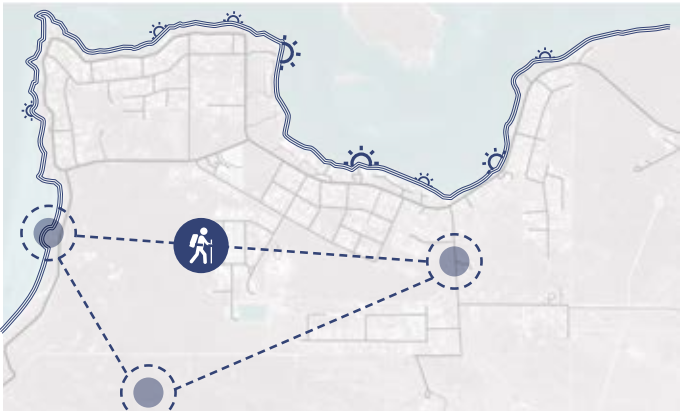
Restrict vehicle access to a portion of Long Beach between the northern and southern car parks with the removal of the vehicle ramp onto the beach at the northern carpark. Vehicles will only be permitted south of car park two.



### 2.2 PROMOTION AND PROTECTION

Promote and protect the cultural and environmental features:

- Walking trails
- Town Centre
- Bird Watching
- Flora & Fauna
- Foreshore





# INFRASTRUCTURE

Infrastructure supports the **current and future residents and tourists** of Coffin Bay.

## INFRASTRUCTURE

In order to maintain, manage and improve this, a number of areas were explored, which include:

- What is working well in Coffin Bay
- What areas need to be improved
- A strategy to improve infrastructure to facilitate the master plan actions

Separated Town Activity Centre zones, car parking deficiencies, waste collection pressures, maintenance of roads and beaches, and supporting public infrastructure attribute to the pressures experienced by Coffin Bay.

Areas of investigation and management include the improvement of road infrastructure, car parking opportunities, boat ramp capacity, and management of current and future infrastructure.

### 3.1 DEFINED CAR PARKING

Additional defined car parking and regulated parking controls for buses, caravans and boats throughout the town centre.



### 3.2 BOAT RAMP

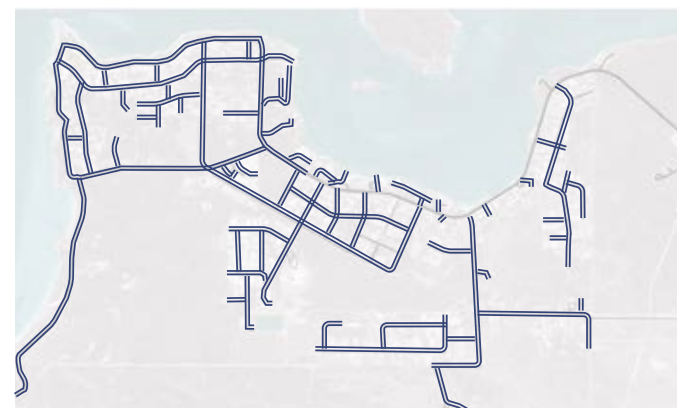
Maintenance and management of the boat ramp, especially during peak tourism times.

Consideration to increased car parking and boat infrastructure.



### 3.3 STANDARD OF COUNCIL ROADS

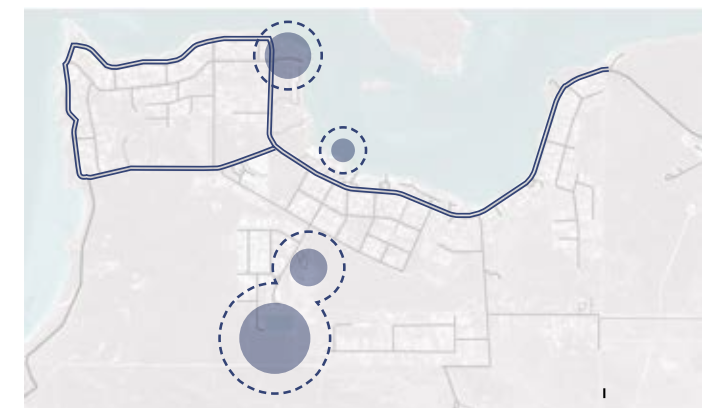
The routine and ongoing maintenance, management and upgrades of Council-owned roads.



### 3.4 MANAGEMENT OF INFRASTRUCTURE

Management and maintenance of infrastructure including:

- CWMS
- Public Amenities
- Waste Management
- Stormwater Management
- Road Management





# ENVIRONMENT & INFRASTRUCTURE

- Key**
- 2.1 Promotion & Protection of Foreshore Vegetation
  - 2.3 Long Beach Partial Vehicle Closure
  - 3.1 Defined Car Parking to the Town Centre
  - 3.2 Boat Ramp





# ECONOMY

The economy in Coffin Bay is largely underpinned by its **commercial, hospitality, and tourism** streams.

## ECONOMY

In order to maintain, manage and improve this, a number of areas were explored, which include:

- The opportunity to heighten tourist offerings
- Ways to improve destinations
- Increasing the retail diversity
- Celebrating the features of the town

Building on these aspects would explore ways in which the Master Plan could support economic consistency, through to prosperity. In order to support and boost the economy, an action schedule to plan for economic continuity and growth has been created.

This growth plan sets out to identify land suitable for industrial expansion, areas for growth of tourism infrastructure, spatial land use suitability for retail growth, and additional tourism offerings.

### 4.1 EXPANSION OF INDUSTRIAL LAND

Expanding the Industrial area into the Deferred Urban Land and/or create an expanded industrial area. Consideration and improvement to the buffer zone and interface between neighbouring residential areas, with acknowledgement to interface issues in relation to oyster sheds and residents.



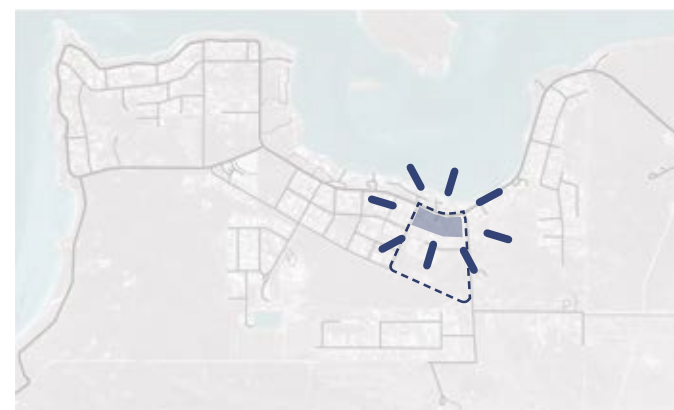
### 4.2 NATURE BASED TOURISM

Consideration of nature based tourism to interface with the National Park, to accommodate for increased tourism and growth. The location represented in this masterplan is indicative only.



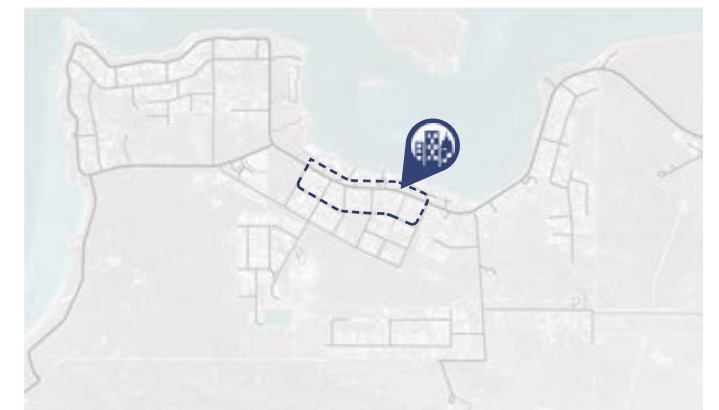
### 4.3 WATER BASED EXPERIENCE

A water park or water based recreation experience integrated with the Caravan Park and town centre with the inclusion of appropriate car parking.



### 4.4 COMMERCIAL GROWTH

Providing land south of the Esplanade for commercial businesses within the town centre and defining where commercial activity is to occur.





# ECONOMY

- Traffic management and relevant bushfire access and egress are to be considered to the Main Street as well as to and from the township.

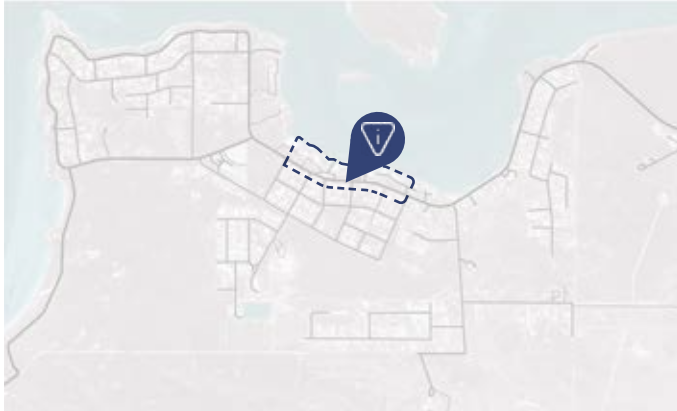
## 4.5 VARIED TOURIST ACCOMMODATION

Allowance for diverse tourist accommodation to provide variety and diverse experiences to tourists.



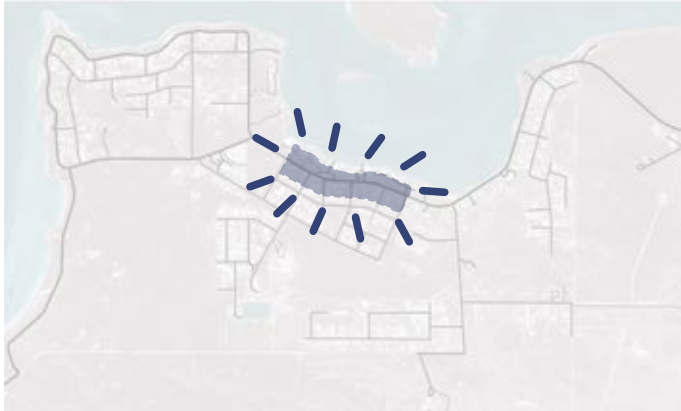
## 4.6 INFORMATION OUTLET

Incorporating an information outlet or bay within the town centre as a first point of call for tourists on information, history and activities within Coffin Bay, surrounding areas and the region.



## 4.7 TOWN CENTRE REINFORCEMENT

Acknowledging the town centre between Haggarty Street and Harder Street. Create a streetscape and main street feel within the town centre nodes, including foreshore. Incorporate traffic management and township-wide access.



## 4.8 CULTURAL EDUCATION HUB

Incorporating a tourist centre with cultural and environmental education within the Deferred Urban Zone.





# ECONOMY

- Key**
- 4.1 Expansion of Employment Land
  - 4.2 Nature based tourism
  - 4.3 Water Based Experience
  - 4.4 Commercial Growth
  - 4.6 Information Outlet
  - 4.7 Town Centre Reinforcement
  - 4.8 Cultural Education Hub





# MASTER PLAN

## Key

- 1.4 Foreshore Access
- 1.5 Swimming Area
- 1.6 Oyster Walk Loop
- 1.8 Proposed Yacht Club Jetty
- 1.9 Retirement Style Living
- 1.10 Residential Expansion
- 1.11 Stan Morgan Reserve
- 2.1 Promotion & Protection of Foreshore Vegetation
- 2.3 Long Beach Partial Vehicle Closure
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- 3.2 Boat Ramp
- 4.1 Expansion of Employment Land
- 4.2 Nature based tourism
- 4.3 Water Based Experience
- 4.4 Commercial Growth
- 4.6 Information Outlet
- 4.7 Town Centre Reinforcement
- 4.8 Cultural Education Hub





# STRATEGY FOR IMPLEMENTATION



# FUNDING & GRANT OPPORTUNITIES

In order to unlock potential aspects of the Master Plan, a number of funding and grant opportunities are available which may assist in funding the various strategies of the Master Plan.

## IDENTIFYING FUNDING OPPORTUNITIES

These grant and funding opportunities range from Council funding through the supporting of capital programs and reserves, through to Federal funding where regional councils can seek partnership and funding.

Specific funding and grant opportunities which relate to the elements contained in this master plan include the following:

- **Federal:** Regional Development Australia (Building Better Regions Fund)
- **State:** Open Space and Places for People Grants

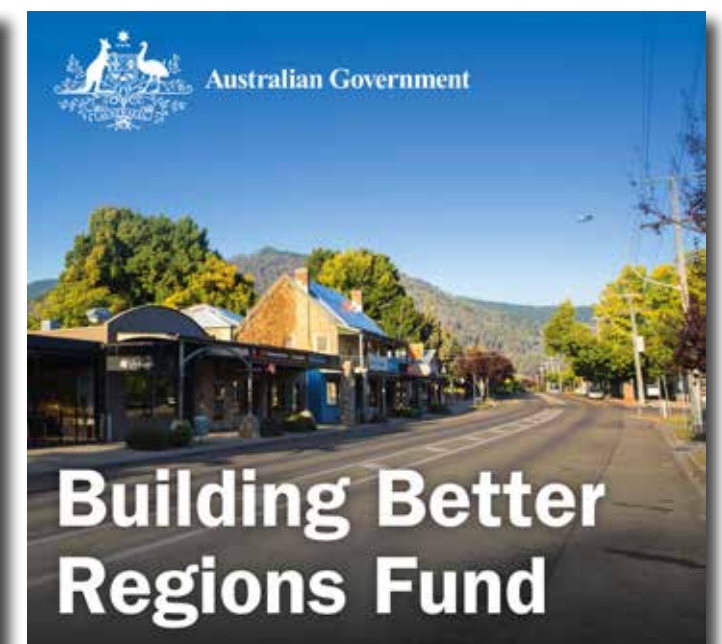
Specific and tailored responses to the various funding sectors would be required once a project has been identified and high-level costing understood.



Government of  
South Australia



Regional  
Development  
Australia





# ALIGNMENT TO STRATEGIC PLAN

The District Council of Lower Eyre Peninsula's Strategic Plan 2020-2030 outlines goals and objectives that the Council seeks to pursue for the region. The guiding principles of the Strategic Plan are to formalise and prioritise key strategic drivers, community needs and growth of the region, as well as to ultimately enact the Council's vision.

The goals which focus on liveability, the environment, infrastructure and the economy have been the focus and foundation of the Master Plan, and it is alignment to these that have been sought in creating a new vision and strategy for these to be realised.

Through the master plan process, we have identified ways in which alignment will be achieved.

## LIVEABILITY

- Retain the current enjoyment of the township
- Organically grow the future population of Coffin Bay by 30%

## ENVIRONMENT

- Care for and protect the natural environment

## INFRASTRUCTURE

- Ensure the sufficient capacity and provision for infrastructure relating to growth

## ECONOMY

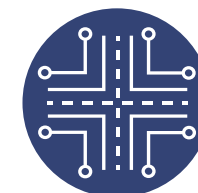
- Increase tourism in the township by 25%
- Management of the proposed growth of tourism
- Grow the employment opportunities in the town
- Increase the commercial land in accordance with growth targets



**GOAL 1:**  
RETAINED AND  
ENHANCED **LIVEABILITY**  
OF OUR DISTRICT



**GOAL 2:**  
PRESERVATION OF OUR  
NATURAL AND BUILT  
**ENVIRONMENT**



**GOAL 3:**  
QUALITY SERVICES,  
COMMUNITY FACILITIES  
AND **INFRASTRUCTURE**



**GOAL 4:**  
THRIVING BUSINESSES,  
INDUSTRY AND LOCAL  
**ECONOMY**





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