

Whyalla Beach + Foreshore Master Plan



Active,
Accessible,
Fun

Prepared for City of Whyalla

+ Jensen PLUS

- + Deicke Richards
- + Stafford Strategy
- + Tonkin
- + Brecknock Consulting

- + Liesl Codrington
- + D Squared

**JENSEN
PLUS**

Planning
Landscape Architecture
Urban Design
Social Planning

Acknowledgements

We acknowledge the following stakeholders and consultants whose inputs and participation informed the Whyalla Foreshore Revitalisation Master Plan.

- _ The traditional owners of the Whyalla region, the Barngarla people.
- _ City of Whyalla Council staff and elected members.
- _ Renewal SA.
- _ Department of Education
- _ Whyalla Foreshore Motor Inn.
- _ Whyalla Surf Life Saving Club.
- _ Whyalla South Demons Football Club.
- _ Whyalla Business Association.
- _ Arts community.
- _ Whyalla Town Primary School, Samaritan College and Whyalla High School students + staff.
- _ Landowners, users + residents of the study area, especially those who provided feedback on the draft Master Plan.
- _ The wider community of Whyalla.

In March 2021 a team led by Jensen PLUS were commissioned by the City of Whyalla to prepare a master plan for the Whyalla Foreshore area.

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An introduction to the project and the process leading to the master plan development.

3. The Study Area

Use this section to gain an impression of study area today.

4. Strategic Context

Use this section to understand the strategies, policies and drivers for change.

5. Vision + Guiding Principles

A vision statement and five guiding principles have been written as an overview of the strategic intent of the master plan. Use these to guide future projects including project scope, design and development.

6. Structure Plan

Use this section to understand the structure of future land uses and connections.

7. Concept Plans

Designs for small areas and individual projects within the study area, to illustrate and test the master plan ideas.

8. Supporting strategies

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This section provides a breakdown of implementation + staging of the Master Plan.

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This section contains further investigations + supporting documents.



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1. Master Plan At A Glance

“Our vision for Whyalla Beach and Foreshore is for a fun, active place with more things to do, more reasons to stay, and attracts more people to Whyalla. We want a place that reveals what’s great about Whyalla and brings new energy and life to the surrounding city.”

Aim

The overall aim of the project is to “Develop an implementable Master Plan for the Whyalla Foreshore and surrounding precinct, to harness economic, recreation and tourism development opportunities.”

The study area includes over 1km of beach and adjoining parkland. Whyalla Marina and nearby Hummock Hill make up the eastern part of the study area, and in the west the Whyalla High School site including playing fields are included in the master plan area.

Vision + Guiding Principles

A vision statement (left) and five guiding principles (below) have been written as an overview of the strategic intent of the master plan.

Structure Plan

A structure plan has been developed to provide high-level planning directions for the study area. It provides guidance on questions like:

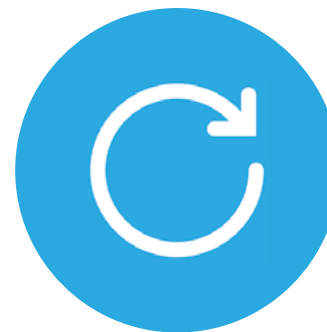
- _ Where should new tourist and recreation activities be located?
- _ Where are the opportunities for tourist accommodation?
- _ What new land uses are supported for the Whyalla High School site?
- _ How can destinations within the foreshore be better connected via streets and paths?
- _ Where are the main activity nodes where activities can be clustered?



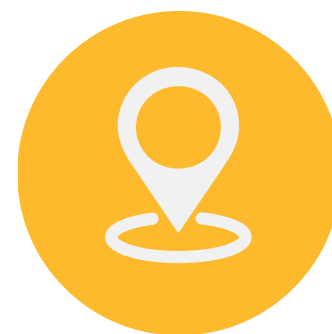
The Structure Plan sets out the location of future land uses including areas for development, and areas for conservation and public open space. Access and connectivity across the foreshore area is also indicated.



1. Activity



2. Made in Whyalla



3. Accessible + welcoming



4. Reveal Whyalla



5. Achievable



A concept plan has been drawn, showing designs for small areas and individual projects within the foreshore area, to illustrate and to test the master plan ideas



Click on icons for further info

Click on images for less info



**An introduction
to the project
and the process
leading to the
master plan
development**

2. Introduction

2.1 Aim + Objectives

2.2 The Whyalla Story

2.3 Methodology + Timeline

2.4 Engagement approach

2.5 Benchmarking

2.6 How the master plan is structured

2.1 Aim + Objectives

“The project aim is to develop an implementable Master Plan for the Whyalla Foreshore and surrounding precinct, to harness economic, recreation and tourism development opportunities.”

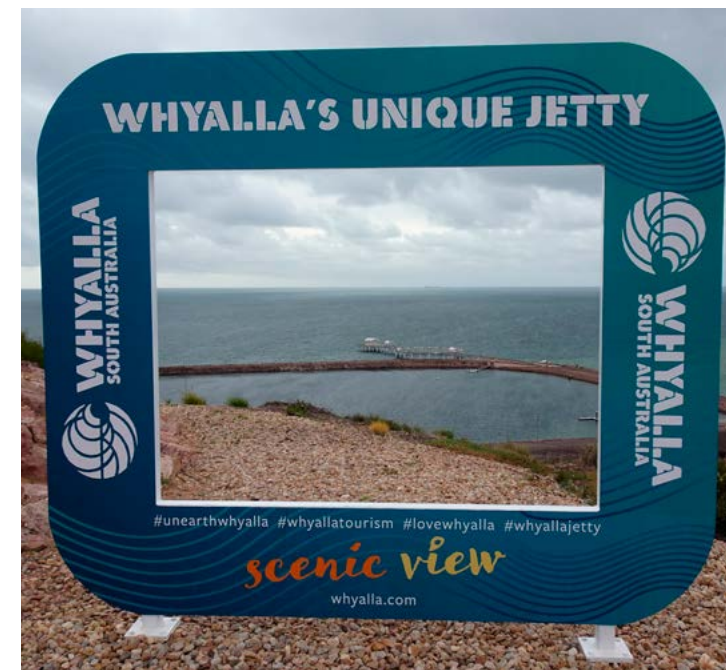
Introduction

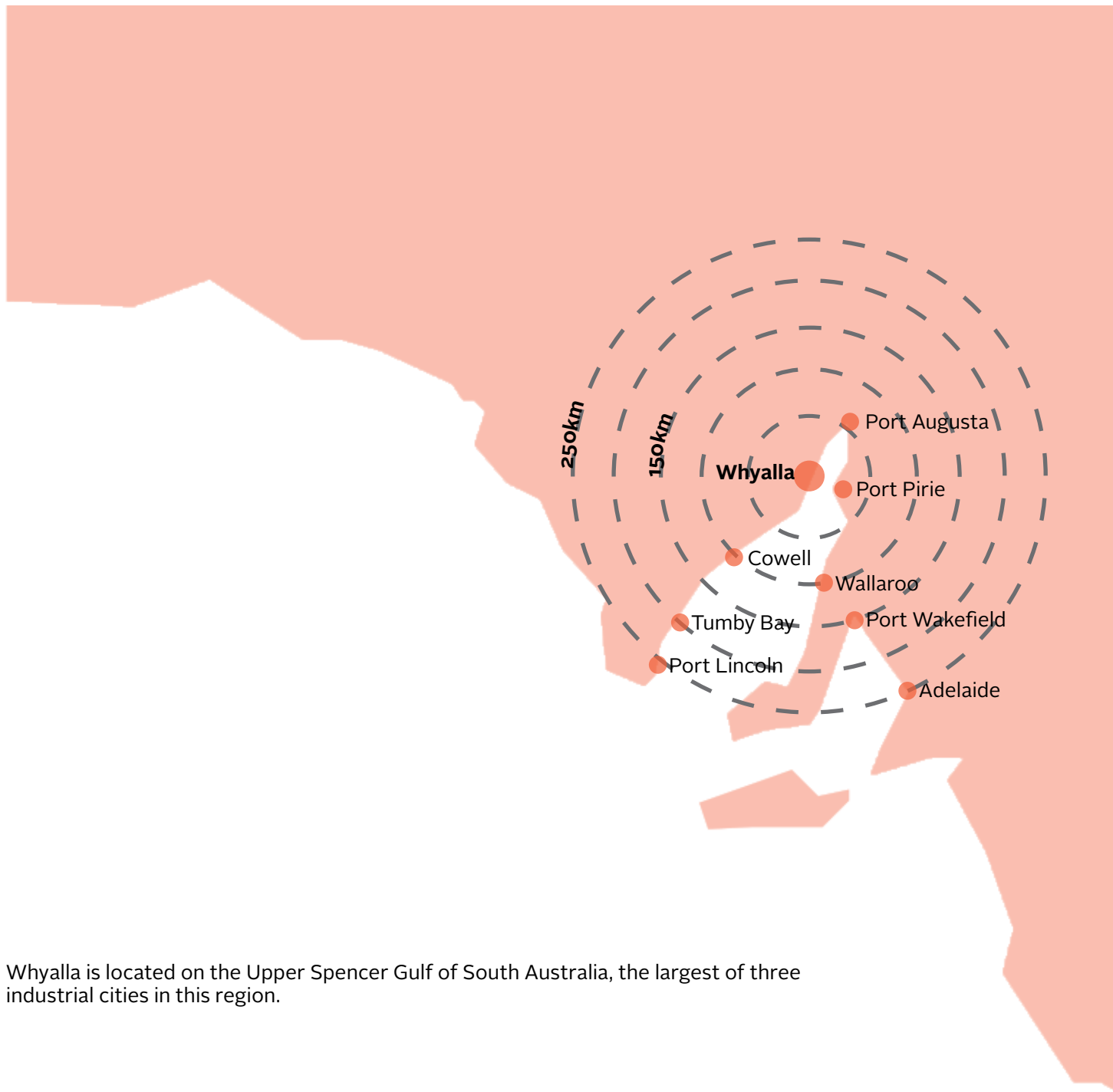
In March 2021 a team led by Jensen PLUS were commissioned by the City of Whyalla to prepare a master plan for the Whyalla Foreshore area.

The overall aim of the project is to “Develop an implementable Master Plan for the Whyalla Foreshore and surrounding precinct, to harness economic, recreation and tourism development opportunities.”

Objectives

- _ Unlock the potential of the foreshore, beach, Whyalla High School site, Main Street precinct, and the surrounding neighbourhoods.
- _ Vision and direction for future development.
- _ Diversify the economy and develop profile of Whyalla as a tourism destination.
- _ ‘create and revitalise existing public spaces and tourism, recreation and commercial land uses’.
- _ Build partnerships to deliver the plan.
- _ Stimulate confidence with quick win projects and clear staging.
- _ Bring the community along on the journey in the plan’s formation!





Whyalla is located on the Upper Spencer Gulf of South Australia, the largest of three industrial cities in this region.

About Whyalla

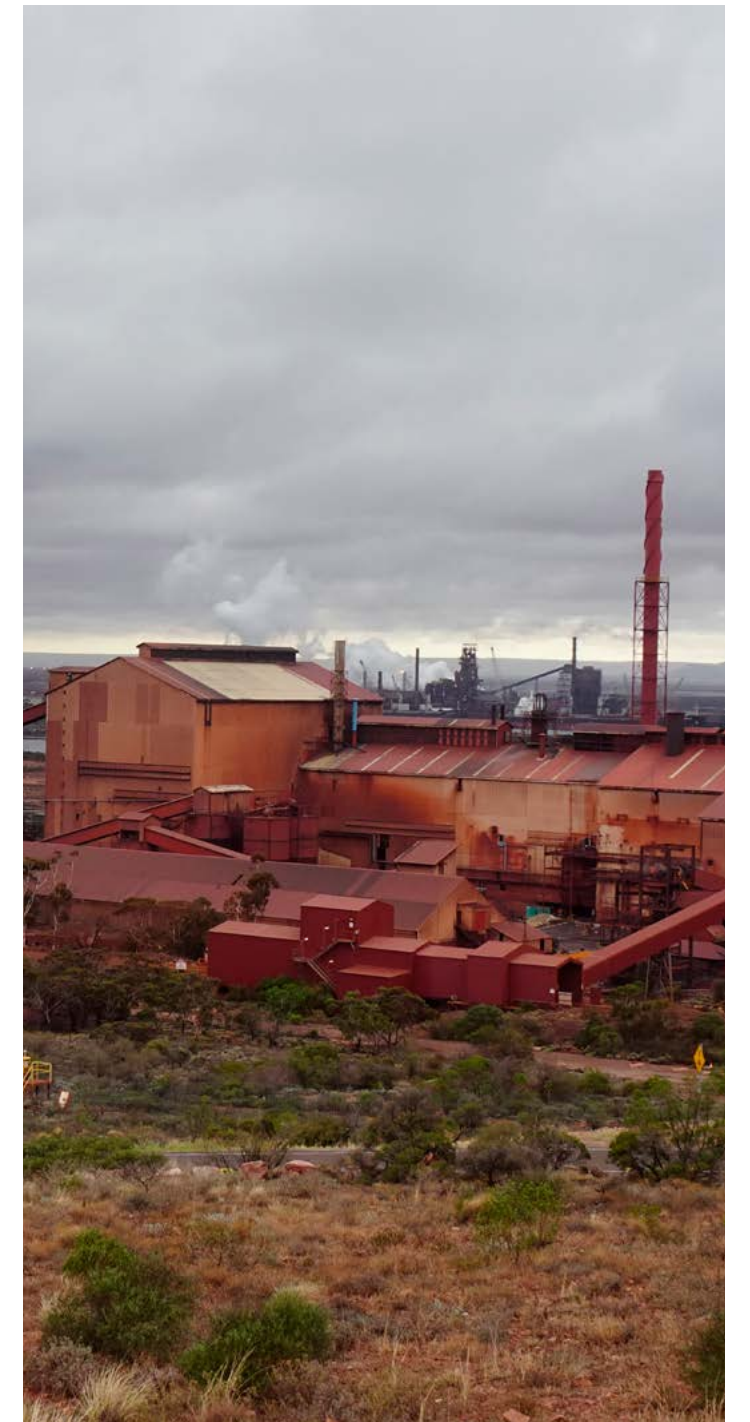
Whyalla is a city of 21,500 people located in the Upper Spencer Gulf region of South Australia.

The Barngarla people are the traditional owners of the land now known as Whyalla, as well as a wide area of the Eyre Peninsula, Port Lincoln and Port December. The study area remains an important place to the Bangarla community, and the “Seven Sisters” cultural site is within the area.

The city is most well-known for its major steelworks, the only one of its kind in Australia and the city’s major employer.

Whyalla was founded in 1901 and was known as Hummock Hill until 1914. The renamed Whyalla began as a port to export iron ore mined from the nearby Middleback Ranges. This resource later led to the industrial development focussed on steel, and which for a time including shipbuilding.

The foreshore area includes more than 1km of sandy beach. A marina at the eastern end of the beach and study area was constructed in its present form in the mid-1980s. A new circular jetty was opened in 2020 and is popular with walkers and fishers.



2.2 The Whyalla Story

Past, present + future



Hover over images
for further info

2.3 Methodology + Timeline

Stage 1

April 2021

Stage 1 Start Up + Background Review

- _ Site Visit
- _ Background document review
- _ Workshop preparation



18-20th May 2021

Stage 2 Co-Design_ Workshop #2

- _ 3 day workshop of information sharing, visioning, collaborative early design thinking with key stakeholders + community (in Whyalla)



Stage 4

August - December 2021

Stage 4 Consultation + Final Master Plan

- _ Key stakeholder workshops
- _ Finalisation of Master Plan
- _ Quick Win project
- _ Council approval

Stage 2

April 2021

Stage 2 Online visioning

Multiple information sharing + visioning workshops with key stakeholders (online)



Stage 3

June-August 2021

Stage 3 Draft Master Plan

- _ Workshop outcomes summary
- _ Additional design investigations
- _ Succinct Draft Master Plan document
- _ Key stakeholder review

2.4 Engagement approach

A highlight of master planning and engagement for the Whyalla Foreshore Revitalisation Master Plan was the Co-Design workshop held from 18th - 20th May 2021.



Welcome to Country at the commencement of the CoDesign workshop with Barry Croft, local Barngarla man.

Overview

To inform the draft master plan a large number of engagement activities were undertaken to understand the values, knowledge, ideas, views and of stakeholders about the Foreshore. This included:

- _ site visit and staff meetings
- _ media releases
- _ council website project page
- _ dedicated project email address
- _ Facebook posts
- _ council newsletter
- _ radio interviews and adverts
- _ online stakeholder workshops (4)
- _ posters in local area at prominent locations
- _ online survey - also made available in hard copy (733 responses)
- _ one on one meetings
- _ three day co-design workshop in Whyalla.

Co-Design

Jensen PLUS, with the wider consultant team (Liesl Codrington, Deicke Richards, Stafford Strategy, Tonkin Consulting and Brecknock Consulting) and City of Whyalla staff undertook a three-day Co-Design Workshops from Tuesday 18th to Thursday 20th May 2021 at the Beach Cafe on the Whyalla Foreshore.

The purpose of the Co-Design Workshop was to engage stakeholders and community members in conversation, and enable direct participation in the development and testing of the emerging master plan including ideas, visions and concepts for the foreshore and study area.

Over 250 people attended the workshops across three days providing huge insight on their values, big ideas, and feedback on the team's advice.



Poster promoting the workshop

Workshop approach

We were delighted to start the Co-Design workshop process with a Welcome to Country from Barry Croft, a Barnjarla man.

An overview presentation of the project and process followed by open discussion with Councillors and key Council staff then got underway.

Community drop in began at 9am each morning. Community members had the opportunity to sit down with the team, discuss their ideas and help shape the draft concepts being drawn.

The consultant team sketched the ideas and comments provided by the community into draft concepts which were put on display for the remainder of the day.

Discussion and feedback until late in the afternoons was recorded on the concepts to be integrated in the next sessions.

Key stakeholder meetings were also held to receive targeted feedback and critique on the study area, including a business breakfast.

After gathering two days of community input the consultant team worked rapidly to integrate comments into workshop design, before a final presentation.

Final presentation

On day three community members, Councillors and staff were invited for a final presentation from the consultant team of the findings, values, big ideas, strategies and opportunities developed over the process of the Co-Design workshops.

Open discussion, comments and feedback then followed from all those who attended.



The consultant team took community members through the initial ideas and gathered their feedback.



Local school children providing their thoughts and big ideas.



Community members gave insight to what they would like to see achieved in 1-2, 5 and 15 years time.



Consultants prepared sketch designs with community input.



Over 130 people attended community drop in on day 2.



Business breakfast at the Foreshore Motor Inn.



Public consultation on the draft Master Plan

This engagement was the second round of engagement undertaken for the project, and took place during September, November and December 2021.

Engagement undertaken on Draft Master Plan

- _ Media releases
- _ Council website project page
- _ Facebook posts
- _ Council newsletter
- _ Radio interviews and adverts
- _ Posters in local area at prominent locations
- _ Online survey - a539 survey responses
- _ Dedicated project email address for submissions (11 direct emails and 6 letters received)
- _ One on one meetings - key stakeholders
- _ Presentation to Councillors on 19 July, 2021
- _ Drop-in consultation sessions with poster display

- _ 22 September 2021, 4-6pm at South Whyalla Football Club
- _ 23 September 2021, 4-6pm at the Beach Cafe
- _ 24 September 2021, 11am-6pm at the Sports Fishing Club
- _ Workshop with Councillors on 22nd November 2021

Feedback

In-person, survey and written feedback was overwhelmingly positive about the master plan, and especially the vision and key concepts like the Giant Cuttlefish Water Park, redeveloped surf club, and improved and extended boardwalk paths.

Considerable amounts of detailed comments were received about elements of the master plan, with many suggestions about the design and implementation of future projects at the foreshore.

All comments have been reviewed and in many cases minor changes made to the guiding principles, the concept plans, and the description of elements, where appropriate.

Key changes

A small number of concept designs and strategies have been adjusted more substantially following engagement. In particular.

1. Prioritisation of the central foreshore and surf club renewal rather than major development at the marina, with the proposed Discovery Centre revised to a longer timeframe, and smaller-scale amenity and placemaking upgrades included in the marina concept plan instead.
2. Updates to the representation of the Foreshore Motor Inn redevelopment, to match recent design concepts, and Council-supported interfaces with the foreshore open space.
3. Inclusion of Council's proposed "hydrogen hub" within part of the former Whyalla High School land and buildings.

Consultation report

A detailed consultation summary and response to issues has been prepared to inform the final master plan.



Reach of engagement

Media releases	<ul style="list-style-type: none"> • 4 releases emailed • 1,882 open • 468 click throughs
Council website	<ul style="list-style-type: none"> • Over 4,200 unique views
Facebook	<ul style="list-style-type: none"> • 17 posts • 10,227 post engagements
Radio spots	<ul style="list-style-type: none"> • 3 local radio interviews • 1 ABC Radio interview
Local posters	<ul style="list-style-type: none"> • 15 posters in prominent locations
Online survey	<ul style="list-style-type: none"> • 539 responses
Project email address & web portal	<ul style="list-style-type: none"> • 17 written email and form submissions via website
Drop in sessions	<ul style="list-style-type: none"> • 38 people across three locations

2.5 Benchmarking

Many Australian towns and cities are transforming their foreshores and streets into vibrant, well designed public spaces into thriving local and tourist destinations, which transform their identity and brand.

Scarborough Foreshore, WA



Yeppoon Foreshore, QLD



Rockingham Foreshore, WA



Glenelg Foreshore, SA



2.6 How the master plan is structured

From high level strategies to concept designs for places around the foreshore



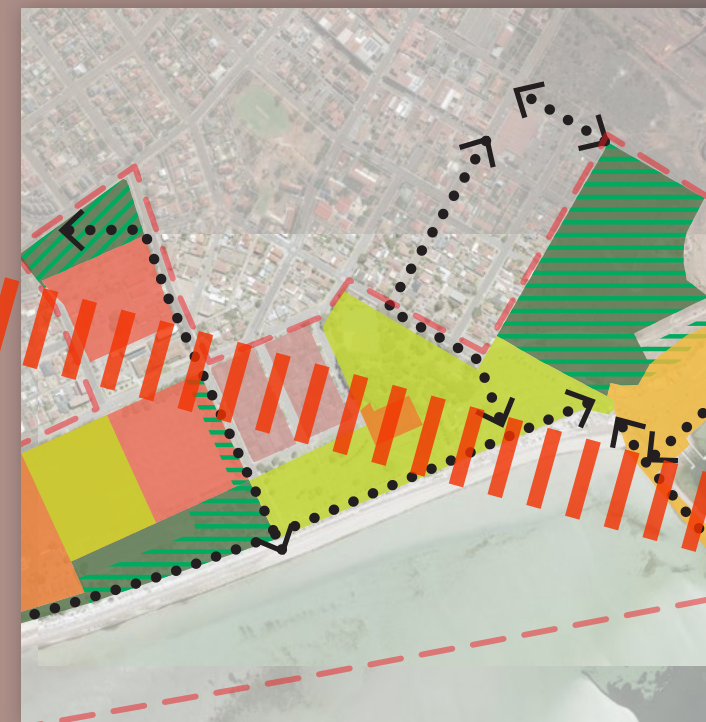
Context + Drivers

- _ Opportunities for economic and tourism and recreation activities
- _ trends, demands, precedents
- _ site conditions
- _ strategic context and studies



Vision + principles

- _ whole of precinct



Structure Plan

- _ whole of precinct
- _ defining land uses, access, key features



Concept plans

- _ designs for small areas
- _ communicating the ideas

**Use this section
to gain an
impression of
study area today**

3. The study area

3.1 Study area boundary

3.2 Existing conditions

3.1 Study area boundary

The study area includes over 1km of beach and adjoining parkland. Whyalla Marina and nearby Hummock Hill make up the eastern part of the study area, and in the west the Whyalla High School site including playing fields are included in the master plan.



3.2 Existing conditions

The foreshore parks and beach are spacious and attractive open spaces with great potential to add more activities and infrastructure improvements.

Foreshore East



Ada Ryan Gardens.



Council depot adjacent Ada Ryan Gardens.



Cudmore Tce looking towards Ada Ryan Gardens + foreshore.



Stormwater within picnic area looking towards Jetty.



Sun dial on the foreshore.



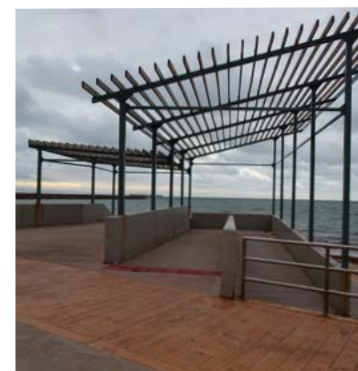
Unearth Whyalla wayfinding signage.



Foreshore boardwalk looking towards Hummock Hill.



Main axial path from foreshore to Ada Ryan Gardens.



Steel + timber pergolas in front of cafe/SLSC.



Beach Cafe + SLSC building.



Shade sails on vegetated beach.



View of Foreshore Motor Inn from foreshore boardwalk.

Marina



Hummock Hill + boat ramp within Marina.



Shelter at Marina.



Council branding on Jetty.



Swimming enclosure looking towards Jetty.



Public toilets at beginning of Marina.



Culturally significant site, Seven Sisters.



Whyalla Jetty view to sea.

Whyalla High School Site



Heritage listed high school building.



View towards foreshore from top of high school site.



High school oval on Broadbent Tce.



Broadbent Tce looking West.

Foreshore West



South Whyalla Football Club.



Dunes along foreshore at Western end.



Poorly sealed car park at Western end of foreshore looking towards Jetty.

**Use this section
to understand
the strategies,
policies and
drivers for
change**

4. Strategic Context

4.1 Strategic context + studies

4.2 Zoning _ Planning & Design Code

4.3 Land uses today

4.4 Tourism + economic drivers

4.1 Strategic context + studies

Recent Council policies, and previous studies of relevance to the Foreshore and study area



2020-2024 Disability Access + Inclusion Plan

_ This plan, strategies and actions are developed to ensure Council is delivering programs, facilities and services that meet the needs of the community. The plan will set a framework for the entire Council operations and will place a disability friendly lens on all facets of service delivery..



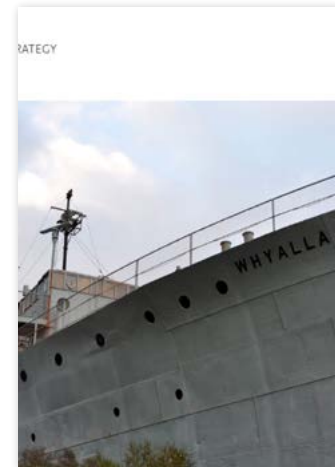
Arts + Culture Strategy 2020-2025

_ The overall vision for Whyalla is to be a vibrant, culturally engaged community where creativity supports well-being, education and economic sustainability.
 _ One of the goals is "Places and spaces that increase access to arts and cultural experiences".



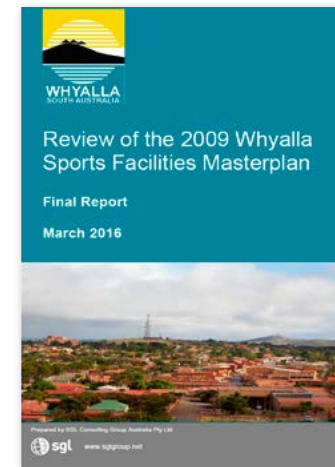
Whyalla Northern Coastline Master Plan – Fyfe, Oxigen + SGL Group (2017)

_ Framework for a tourism based economic and sustainable development strategy for the Northern Coastline of Whyalla.
 _ Elements of this plan have recently been funded.



Whyalla Entry + Wayfinding Strategy (Draft) – Oxigen (2013)

_ Recommendations are made to help improve arrival points and increase attractiveness without branding from the council and 'cluttering'.
 _ Materials proposed to respond to industrial (steel) heritage and to desired modern city image (bright colours).



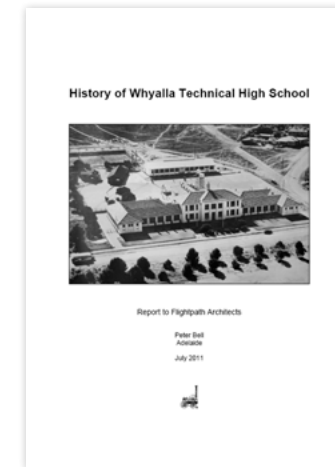
Review of the 2009 Whyalla Sports Facilities Masterplan - SGL Group (2016)

_ Much of the city's sports infrastructure was developed over 30 years ago when Whyalla was booming.
 _ Combining sporting areas could enable improved opportunities for funding and allow groups to combine resources and maintenance.



Whyalla Beach Road + Marina Master Plan - Oxigen, Tonkin and Oryx Property (incomplete, 2016)

_ Proposed comprehensive marina (land) redevelopment sites, as well as residential development along natural sand dunes at foreshore (west). Concepts not progressed.



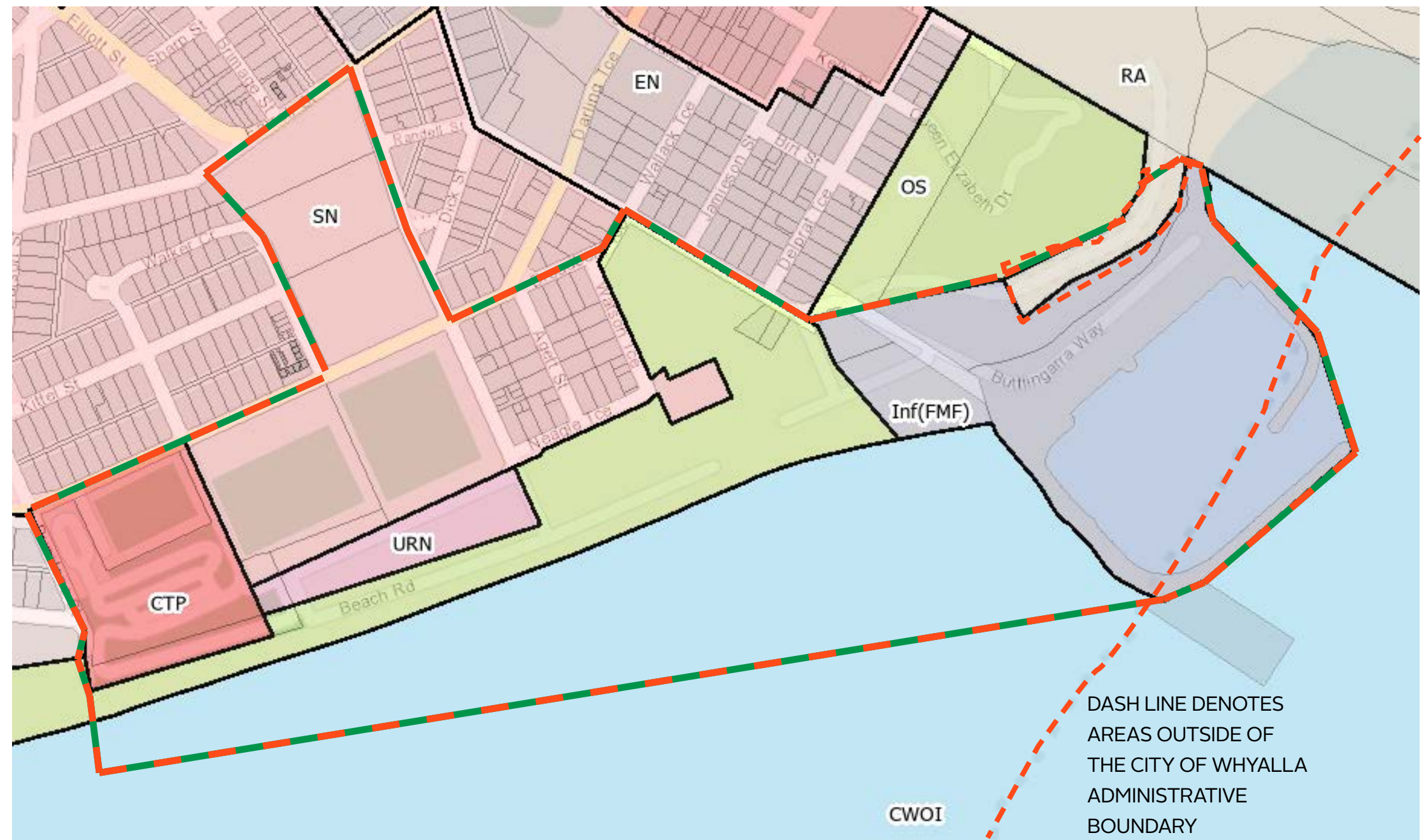
History of Whyalla Technical High School - Flightpath Architects (2011)

_ The Historical background review of the Whyalla Technical High School detailed the development that occurred. From 1940 to 2003, this report provides context on the changes and community impact the State Heritage listed building had on Whyalla.

4.2 Zoning _ Planning & Design Code

- SN - Suburban Neighbourhood
- CTP - caravan and tourist park
- OS - open space
- Inf (FMF) - infrastructure (ferry and marina facilities)
- URN - urban renewal neighbourhood
- RA - remote areas
- CWOI - Coastal waters and offshore islands
- Study area

Of note, the Whyalla High School including playing fields and The Foreshore Motor Inn are zoned Suburban Neighbourhood, indicative of future development potential. An area of sand dunes at Beach Road are zoned for the more intensive Urban Neighbourhood Zone, despite the latter area being the last surviving natural dune system of note in the area.



4.3 Land uses today

Source: Location SA Map Viewer



- Residential
- Non private residential
- Vacant urban land
- Commercial
- Retail commercial
- Utilities / Industry
- Food industry
- Public institution
- Education
- Recreation / Reserves
- Rural residential
- Vacant
- Horticulture
- Forestry
- Agriculture
- Livestock
- Mining / Quarrying

4.4 Tourism + economic drivers

WHYALLA FORESHORE REVITALISATION MASTER PLAN: TOURISM & ECONOMIC ANALYSIS



July 2021

PREPARED BY: STAFFORD STRATEGY FOR: JENSEN PLUS



Overview

An important aim of this master plan is to explore tourism and economic development opportunities for the foreshore area.

Stafford Strategy were engaged as part of the master plan team to research opportunities to achieve this aim. Highlights of the tourism and economic analysis are summarised in this section.

Tourism and economic study objectives

- _ Identifying and testing (at an overview level) the viability of tourism and selected land uses.
- _ Determining the key catalysts for change.
- _ Quantifying the likely return on public realm investments.
- _ Assessing the viability for an iconic tourism attraction to be introduced.
- _ Assessing the options for private sector investment.
- _ Determining mechanisms to stimulate and motivate private sector development projects.
- _ Determining, at a strategic high level, the potential return on investment for master plan proposals.

Visitation snapshot

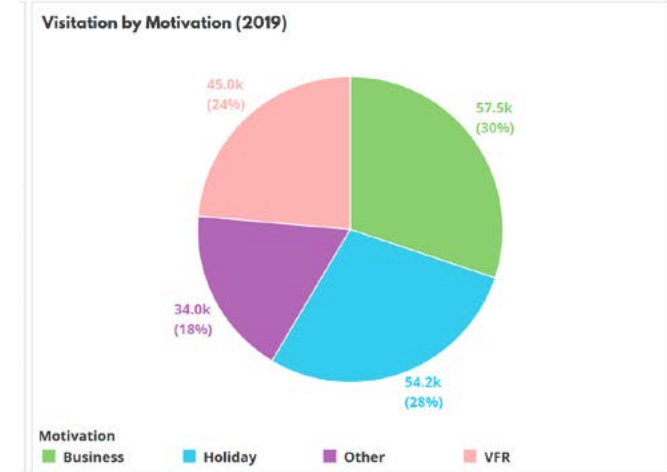
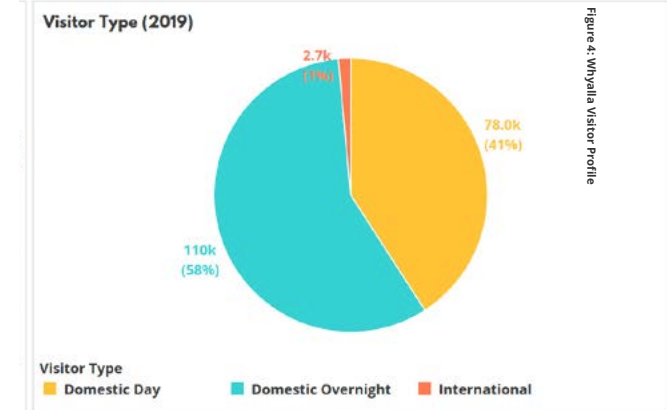
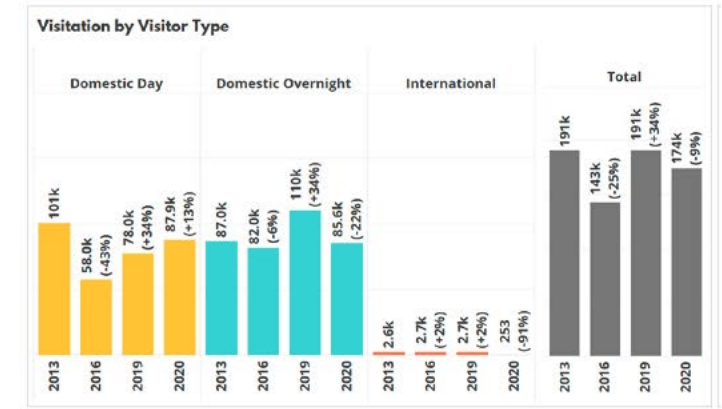
Visitation to Whyalla and the foreshore area was estimated from available data to understand the number and type and characteristics of visitors to the foreshore area today.

_ Stafford have estimated the total number of unique visitors (locals and non-locals) to the foreshore area to be approximately 53,400 per annum.

_ On average, 2,100 visits to Whyalla's new jetty occur each week.

_ Stafford has also estimated that the ratio of local visits to non-local visitors is 70/30, reflecting strong popularity of the jetty and foreshore, and also highlighting that new attractions must appeal to local residents and not only be targeted to the smaller tourist market.

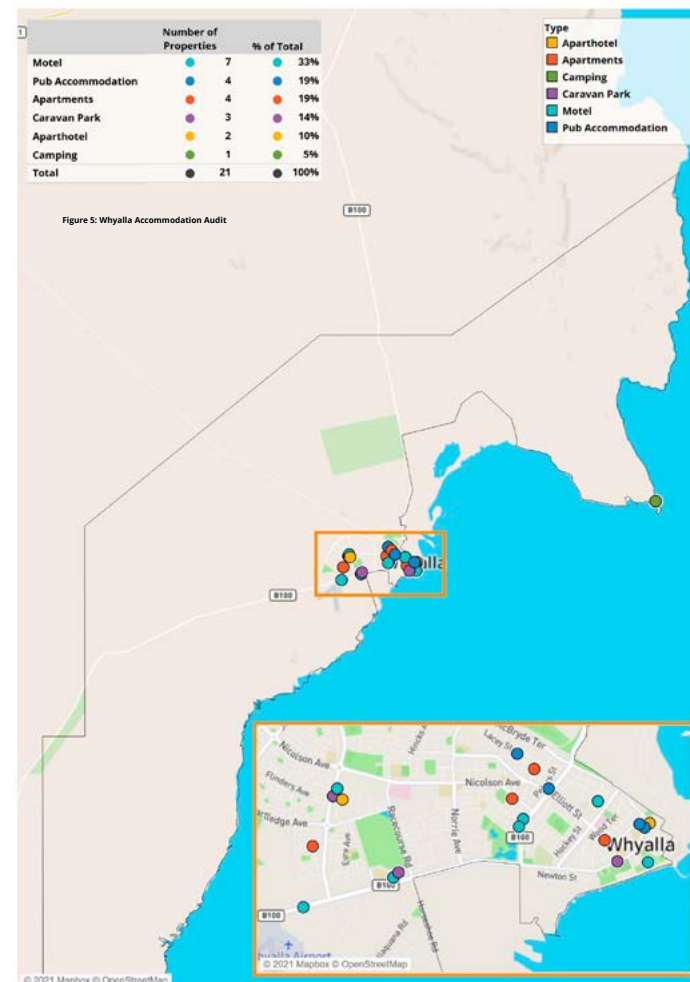
VISITATION TO THE CITY OF WHYALLA



Accommodation analysis snapshot

Existing tourist accommodation at Whyalla and the foreshore area was analysed. Key observations.

- _ 21 accommodation options
- _ 47% rooms are motel style
- _ Net Promotor Score ratings (derived from analysis of online accommodation feedback) have been assessed, indicating that there is lower than average consumer satisfaction across accommodation stock.
- As a result, Stafford Strategy recommend there is likely a need for:
 - _ **new, higher-quality properties** to offer alternative forms of accommodation to encourage visitation by different visitor markets, and/or
 - _ **existing operators to enhance the quality of their product** and/or realign prices to better match consumer expectation.



The Foreshore Motor Inn, and Discovery Parks caravan park both enjoy prime positions in the foreshore study area. The Foreshore Motor Inn is proposed for a major redevelopment into a hotel and conference centre.

Tourism attractions snapshot

Existing tourist attractions are also documented, noting the following:

- _ 36 existing tourism attractions
 - _ majority are nature-based and generally free.
 - _ clustered around central Whyalla.
- The major attraction which is rated highly is the Foreshore Jetty.



Whyalla's distinctive new jetty with circular walkway is popular with walkers and fishers and was opened in 2020.

Tourist opportunities

The tourism and economic analysis identifies 30+ potential projects that could be developed to attract more visitors and encourage locals to spend more time enjoying the foreshore. The opportunities are a mix of public realm and private sector investments. Key recommendations are summarised here.

1. New accommodation options

The proposed redevelopment of a brand new 180-200+ room/apartment branded hotel with conferencing on the existing Foreshore Motor Inn site was announced prior to the master plan commencing. When complete this project will fill a major gap in the tourism accommodation market and also provide new leisure, food and beverage options at the foreshore, working in synergy with other .

At its meeting held on 20th September 2021, Council resolved to enter into a Memorandum of Understanding with the Foreshore Motel operator and developer which includes a provision to:

- _ a) work together to develop City of Whyalla as a key tourism and business destination within Regional South Australia;
- _ b) work together to ensure the Hotel is successfully integrated into the Whyalla Foreshore precinct and becomes one of the drawcards of the revitalized Whyalla Foreshore Precinct;
- _ c) to collaborate, for mutual benefit, in enhancing Whyalla as a premier tourism

- visitation and business location in Regional South Australia, and to continue negotiating and advocating for improvements and investment into the Whyalla region;
- _ 2. work together with the parties, to undertake the necessary planning and consultation processes whereby Crown Land is secured for the construction of a swimming pool and car parking on land adjacent to the hotel, as part of Council's foreshore master planning process;

Additional opportunities

It is also recommended that other tourist accommodation facilities be encouraged and facilitated by the master plan, to address other markets.

- _ Destination Holiday Parks with more leisure attractions such as play and swimming pools are growing sector and land at the foreshore is ideally placed for this purpose.
- _ Group stay accommodation for clubs and sporting groups is another opportunity.
- _ Self catering is also an opportunity area although with less employment and investment potential.
- _ A Boutique Hotel (potentially in the heritage-listed High School building) could provide an attractive accommodation option.





Tourist opportunities

2. Events + activities

A strong emphasis on annual and one-off events, as well as new year-round activities, is also recommended to expand and diversify the attractiveness of the foreshore. Suggestions (some of which have previously featured at the foreshore) include:

- _ annual fishing competition
- _ annual yacht race
- _ biathlon/triathlon
- _ sand art competition
- _ cycle + kayak hire
- _ outdoor cinema
- _ tidal pool
- _ dive trail
- _ social history museum
- _ major slide experience
- _ pop-up cafes
- _ mini Golf.

3. Public Realm Enhancements

Not exclusively targeted to tourism planning, additional investment in the public realm of the foreshore is also highlighted in the tourism study. Important public realm improvements with a tourism and events benefit are:

- _ upgraded toilets
- _ foreshore promenade upgrade (boardwalk)
- _ seating, picnic, BBQ nodes
- _ protect green space + dunes
- _ event stage
- _ public art trail
- _ high-quality children's play
- _ link historic sites
- _ major signboards including smart technology for community information and wayfinding.



4. Whyalla Information and Discovery Centre

This flagship tourist attraction is not a new idea. An Information and Discovery Centre (WIDC) has been suggested for Whyalla previously, to capitalise on the nationally significant cuttlefish winter breeding dive experience close to Whyalla, as well as the city's shipbuilding and naval history.

The WIDC is conceived to be a major visitor attraction and activate the underdeveloped Whyalla Marina. It is expected to include paid exhibitions but also free elements such as a cafe or shop, and outdoor areas. The WIDC would have to be designed to co-exist with recreational boating and the limited but important commercial marina use.

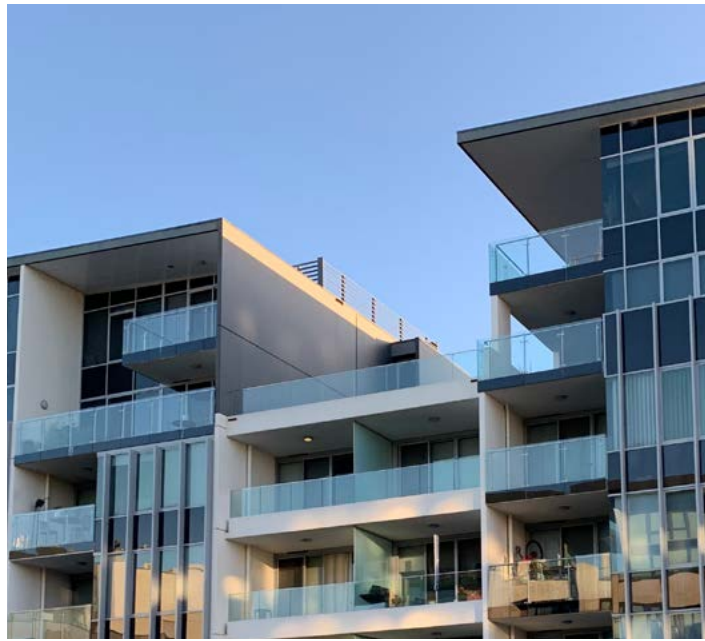


Potential attractions at the WIDC

Further engagement with marina user groups around the location and function of the centre is required as part of a wider feasibility study to fully explore the design, costs and inclusions of the WIDC, which could include some or all of the following ideas:

- _ marine ecology exhibits, focussing on the Australian Giant Cuttlefish which gathers in large numbers at nearby Point Lowley each winter, in turn attracting thousands of visitors to the area to see and learn about these animals
- _ shipbuilding history of Whyalla in the 20th Century, with links to steel manufacturing and other industries. The possible relocation of HMAS Whyalla and Maritime Museum to an integrated maritime venue should also be tested
- _ research centre with link to university programmes
- _ tour operators departure point (land and sea)
- _ visitor Information centre
- _ Sound and Light Show on Hummock Hill, with links to Whyalla's marine and industrial context, as well as the searchlights and wartime bunkers, some of which are still present on the Hill
- _ cafe opening onto marina boardwalk and green spaces
- _ bait shop and convenience shopping for visitors and boaties
- _ public toilets, showers and marina services.

Other economic opportunities



5. Residential Development

Stafford Strategy advise that "There is limited, if any, empirical data to support the introduction of residential development in the area. However, sites have the possibility of offering parcels of land where residential development might be contemplated as the area has a variety of merits. Recent anecdotal property sector feedback also supports this opportunity."

Identified residential development opportunities identified include:

- _ new residential address near beach
- _ high current demand for rentals
- _ townhouse and apartments in high amenity locations
- _ retirement or aged care facilities, supported by an ageing population and limited local supply, but potentially constrained by financial viability to operators.

It has also been noted that 700+ha of residential land is potentially available in the wider city (though not close to the beach).



6. Retail

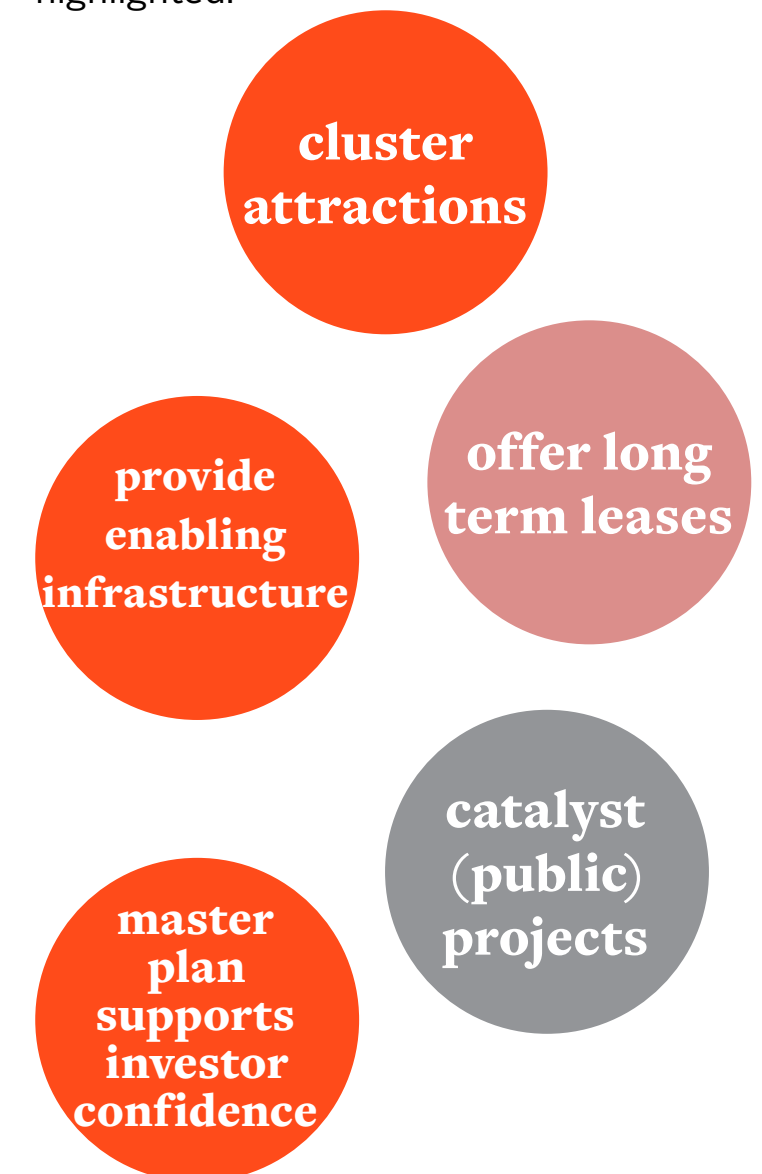
Small hospitality-focussed cafés, bars, beach-based retail, and convenience retail for a potentially larger residential community near the foreshore has been identified as a potential economic opportunity.

This small retail service could be located at or near the existing town centre shops, potentially boosting the viability of this area.

Alternatively a new location closer to new housing (as part of the surplus school land redevelopment?) could be envisaged, which may further challenge the main street economy to adapt to new niches, or alternative land uses altogether (the testing of which outside the scope of this study).

Success factors

A successful recipe for new tourism and business investments can be informed by successful projects elsewhere. The following success factors are highlighted.





5. Vision + Guiding Principles

5.1 Vision + Guiding Principles

A vision statement and five guiding principles have been written as an overview of the strategic intent of the master plan. Use these to guide future projects including project scope, design and development.

Whyalla Beach + Foreshore: Active. Accessible. Fun.

5.1 Vision + Guiding Principles

“Our vision for Whyalla Beach and Foreshore is for a fun, active place with more things to do, more reasons to stay, and attracts more people to Whyalla. We want a place that reveals what’s great about Whyalla and brings new energy and life to the surrounding city.”



1. Activity

- _New tourism attractions
- _More recreation activities for locals
- _Destination focus and marketing
- _More events
- _New opportunities to live in the area
- _More use of existing open spaces
- _More food + drink options at the foreshore



2. Made in Whyalla

- _Locally designed and made infrastructure
- _Local materials
- _Local plants
- _Local benefits - supporting local businesses and skills
- _Respecting local environment
- _Robust for local climate



3. Accessible + welcoming

- _To all of Whyalla's community, of all ages, and all abilities
- _Welcoming to tourists and locals
- _Easy access from wider city, and main street
- _Better connections within the precinct, between attractions



4. Reveal Whyalla

- _Expressing the many stories of Whyalla
- _Storytelling of Whyalla, Barngarla, Steelworks + environment
- _Layered in art, public realm elements, signs, building design, planting palettes and more
- _Include Barngarla and other communities in the ongoing planning and design of foreshore projects



5. Achievable

- _Ensuring an implementable Master Plan
- _High quality projects that are also achievable in context of a regional city
- _Public + private investment opportunities
- _Allow flexibility in land uses to allow market testing
- _Staged approach
- _Quick win projects
- _10 year transformation

A photograph of Vihyalla High School at dusk. The building is a two-story structure with a central portico supported by four columns. The name 'VIHYALLA HIGH SCHOOL' is visible above the columns. A small tower with a dome is on the roof. The sky is a deep blue, and the building is lit up from within. There are three tall flagpoles in the foreground on the left. A circular lawn and a paved path are in the foreground. A street lamp is visible on the right.

VIHYALLA HIGH SCHOOL

6. Structure Plan

6.1 Structure Plan overview

6.2 Structure Plan

6.3 Structure Plan layers

Use this section
to understand
the structure
of future
land uses and
connections

6.1 Structure Plan overview

The Structure Plan sets out the location of future land uses including areas for development, and areas for conservation and public open space. Access and connectivity across the foreshore area is also indicated.

Purpose

A structure plan has been developed to provide high-level planning directions for the study area. It provides guidance on questions like:

- _ Where should new tourist and recreation activities be located?
- _ Where are the opportunities for tourist accommodation?
- _ What new land uses are supported for the Whyalla High School site?
- _ How can destinations within the foreshore be better connected via streets and paths?
- _ Where are the main activity nodes where activities can be clustered?

Applications

The structure plan should inform planning frameworks such as any future zoning changes (if required), and also development processes such as the marketing and sale of surplus land.

Some flexibility of land use is retained in the structure plan. This is because demand for some uses (e.g. residential, tourist accommodation) is not clear and will be better informed by market testing.



The Structure Plan applies to the whole of the study area

6.2 Structure Plan



Legend

Tourist accommodation	Study area
New residential	Paths
Open Space	Streets
Marina	Public activity nodes
Existing residential	Paid attractions
Conservation	Off-street + caravan parking
Vegetation	
Hydrogen Hub	

0 m 50 m 100 m 150 m

1:2500 @ A1
1:5000 @ A3

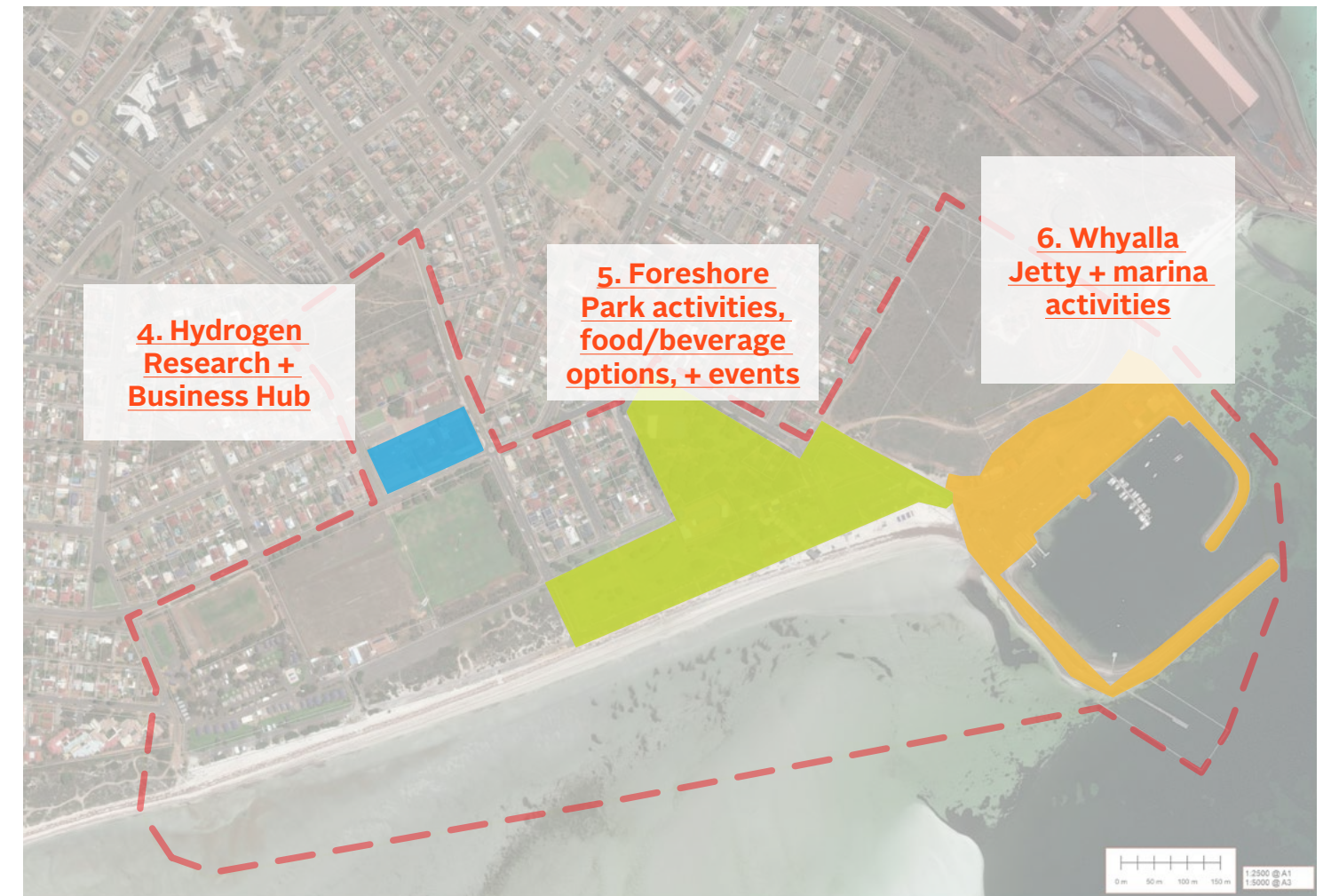
6.3 Structure Plan Layers

Tourist accommodation opportunities



1. Expanded **Destination Holiday Park(s)** to accommodate new amenities such as swimming pool and play spaces, as well as additional camping and caravan sites, glamping and cabin accommodation.
2. **Redevelopment of Foreshore Motor Inn** to a four/five-star hotel, conference and apartment venue.
3. Opportunity for **group stay (bunkhouse)** accommodation at sporting clubs to accommodate visiting teams and carnivals.

Business, employment + tourist attractions



4. Council has proposed re-purposing part of the former Whyalla High School site and buildings as a **centre of excellence for hydrogen production, business collaboration, research and engineering**.
5. Whyalla's main **foreshore park** provides many opportunities for new and improved attractions including water play, mini-golf, cafes, passive recreation spaces.
6. **Whyalla Marina** is underdeveloped and has been identified as a opportunity for improved public realm, expanded recreation activities, and (in the longer term) a multi-purpose Information + Marine Discovery Centre.



Beachside residential opportunities



1. New **beachside residential village** on surplus school land offering new coastal lifestyle opportunity, and bringing more people to live in the area.
2. Elevated **residential land** with sea views, on surplus school land below Flinders Lookout.
3. Option for **retirement or aged care** development on surplus school land and/or school buildings. (More likely on lower, flatter area and could include caravan storage, shared gardens etc.)
4. Existing residential area between Roberts and Watson Terrace, with some recent development of townhouses / **infill residential** at a modest scale. This trend is likely to continue into the future.
5. **Flinders Lookout** and native vegetation.
6. Retention and **enhancement of last remaining sand dune area** provides

Recreation + conservation



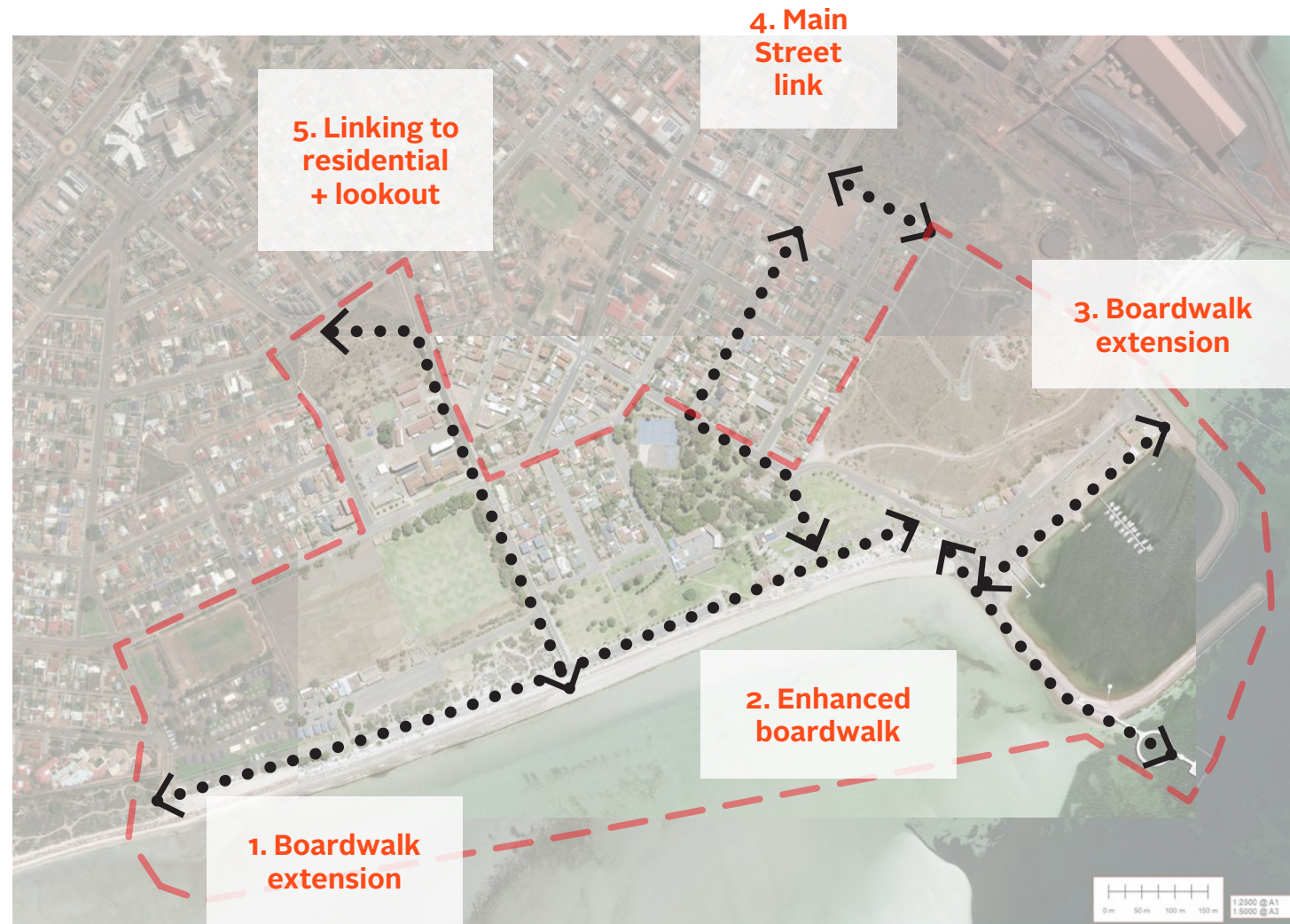
7. Retention of **mature trees** alongside Roberts Terrace in new development. biodiversity, recreation and windbreak functions. Improved public access and revegetation along the coastal edge in front of caravan park creates stronger environmental connection to mangrove area west of the foreshore (popular for nature recreation including birdwatching, and dog walking).
8. **Foreshore Park** is the major public recreation area, incorporating Ada Ryan Gardens as a place for shelter, events, recreation and formal landscapes. A stand-alone Community Land Management Plan and improvement strategy, informed by an engagement process, is recommended to plan for the Gardens' future.
9. More **active beach** use.
10. **Hummock Hill** native vegetation and trails.

Alternative land uses also possible



1. Adaptive re-use of Whyalla High School main (heritage) building for a boutique hotel.
2. Alternative uses for Whyalla High School buildings include office accommodation, or tertiary education and student accommodation. While these land use options have been suggested, it is outside the scope of this master plan to test the demand or site suitability for these land uses.
3. Part of the Whyalla High School lands could also be utilised for a new community sporting field and recreation park.

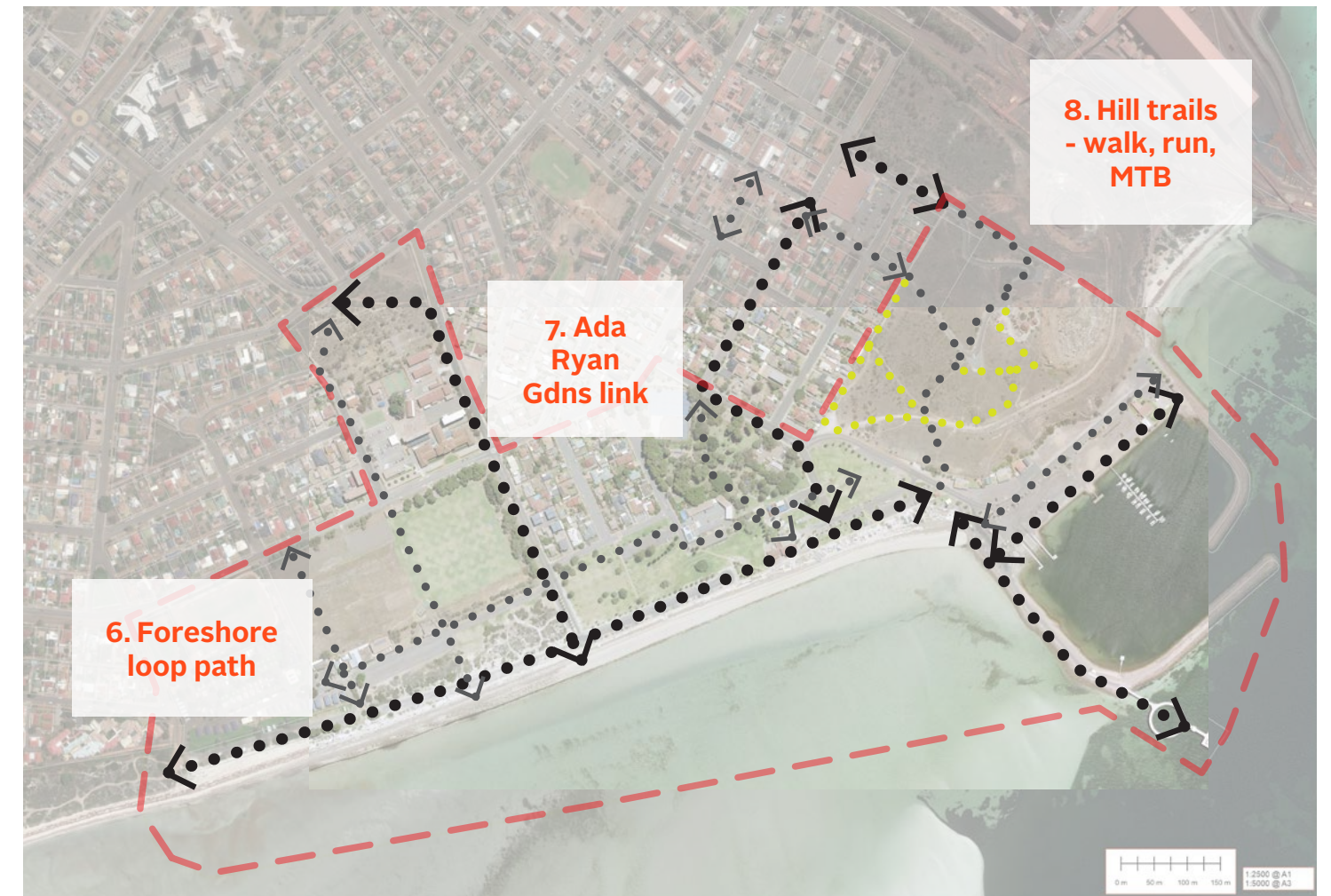
Connecting destinations - primary paths



1. High standard shared path extended from Roberts Tce car park past caravan park to Dunstone Street and coastal trails beyond study area.
2. Boardwalk widened to 4m in key location to accommodate higher pedestrian and cyclist use,

3. High standard shared path extended to jetty and through marina to New Beach.
4. Footpath, crossings, amenity, wayfinding improvements along and enhanced all abilities access throughout the foreshore.

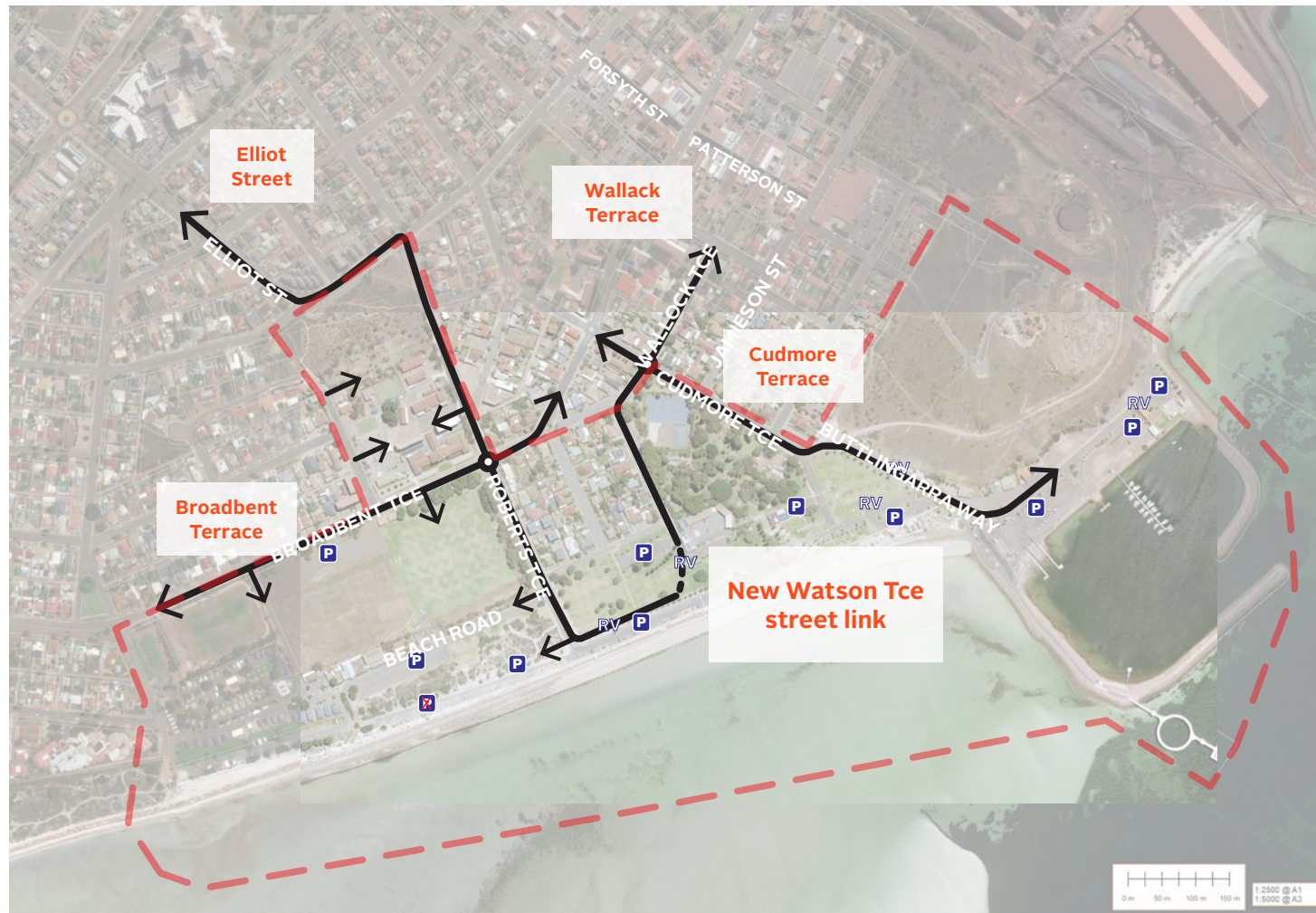
Connecting destinations - secondary paths + trails



5. Enhanced footpath connection along Roberts Terrace to Flinders Lookout.
6. East-west path set back from beach-front and providing loop path options and local connections.

7. Strengthen link through Ada Ryan Gardens.
8. Upgrade Hummock Hill trails including some suitable for walking, running and mountain bikes.

Street access + car parks + RV parking



- _ Off-street car parks are retained with additional long vehicle / RV parking introduced where possible.
- _ Exception is redesign of beach car parking (west) to provide room for wider shared path and biodiversity areas, and reduce unnecessary traffic movements.

- _ A new Beach Road to Watson Terrace street link proposed to provide more legible foreshore access (e.g. when arriving from town centre) and reduce dead-ends.
- _ Additional streetscape and traffic calming improvements including at Watson Terrace and Neagle Terrace

Key streetscape enhancements



- _ will be required to minimise anti-social driving behaviour.
- _ Key arrival streets to the foreshore area, and important pedestrian links to the main street area, are proposed for enhancements. This should include as a minimum: footpath and street crossing upgrades, street trees and

landscaping for greening and shade, and wayfinding signage.

Public nodes ...



- _ Fundamental to the success of the foreshore are enhanced and new seating, viewing, play and recreation activities that are publicly accessible and free to use.
- _ While distributed across the foreshore, important clusters of public activities are found at the Foreshore Park / Beach Cafe area, and the Marina / Jetty.

- _ More paid attractions are also recommended, to develop the tourist industry and increase the economic and employment benefits of the area (including public realm investments). New paid attractions will also diversify the recreation offer for locals and visitors.
- _ Paid attractions could include restaurants, swimming pools or function rooms within hotels or holidays parks (or sporting clubs),

... + paid attractions



- as these are expected to be accessible to the wider community (for an entry fee).
- _ The Whyalla Information + Marine Discovery Centre (longer term opportunity) is also expected to have an entry fee.
- _ Local services such as a cafe, local shop, hairdresser, takeaway etc are desirable for convenience to residents and visitors and

- to help foster active travel and community connections.
- _ Some flexibility in the location is built into the structure plan to respond to market demand and viability. Options include a new or mixed use development on Broadbent Terrace, as part of the Destination Holiday Park, at the marina, or in the city centre.

**Designs for
small areas
and individual
projects within
the study area, to
illustrate and test
the master plan
ideas**

7. Concept Plans

7.1 Overall concept plan

7.2 Whyalla Beach + Foreshore Park _ Concept Designs
+ Key Moves

7.3 Marina Concept Plan + Key Moves

7.4 Hummock Hill Concept Plan + Key Moves

7.5 Western Foreshore + Whyalla High School site _
Concept Plan + Key Moves

7.6 Western Foreshore + Whyalla High School site
(Beachside Residential Village) Concept Plan + Key
Moves

7.1 Overall concept plan



7.2 Whyalla Beach + Foreshore Park _ Concept Designs + Key Moves

Foreshore Park is a major activity area within the precinct. A new water play park, teenage hangout, mini golf course, renewed Surf Life Saving Club and cafes, and improved park amenities will create an even greater destination for families, local and visitors. A widened boardwalk with windbreaks + seating provides connection to the wider foreshore attractions.



Regional scale water playspace with Giant Cuttlefish theming.



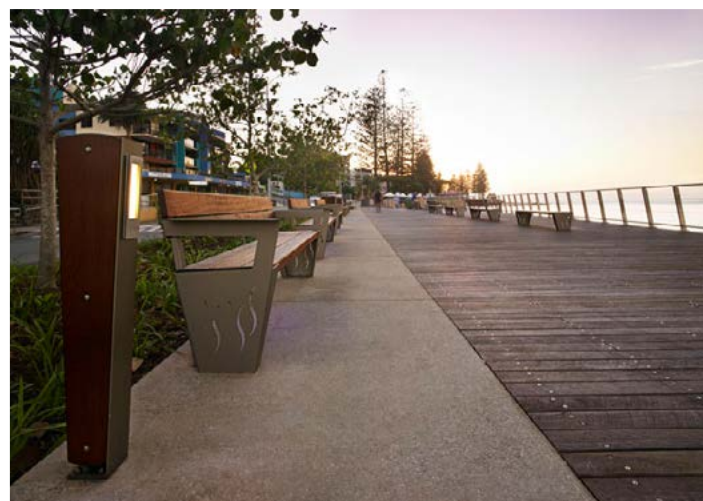
Teenage hangout space.



BIG Play with oversized slide.



Location plan



Wide shared use boardwalk with defined infrastructure zone.



Redeveloped SLSC + cafe (example only).

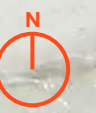


Picnic facilities with ample shade, seating + amenities.



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Giant Cuttlefish Waterplay Park

Water play area designed around the theme of the Giant Australian Cuttlefish. The space includes vibrant colours and curving forms and shapes inspired by Whyalla's famous marine visitor.



Improved Boardwalk

The boardwalk path is widened to 4m clear width for walking and cycling, with lights, seating and other furniture alongside the path in an infrastructure zone. Fencing and artistic wind break structures on the beach edge provide an additional feature including pedestrian safety.



Redeveloped Surf Life Saving Club building

A new surf club building with storage and facilities downstairs, and club rooms and bistro-bar upstairs overlooking the beach. A new "beach café" tenancy to look over and activate the boardwalk and play areas behind.



7.3 Marina Concept Plan + Key Moves

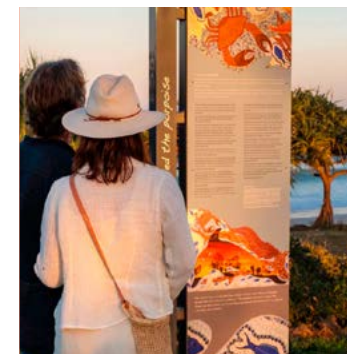
A multi purpose marina supporting recreation and commercial uses. Boat ramp and launching upgrades, pop-up food and drink nodes, viewing areas, greening, a tidal swimming pool, public art and a continuous boardwalk path will combine to make a better marina and jetty experience.



Water edge viewing/seating node.



New toilet facilities + amenities.



Wayfinding + interpretative signage.



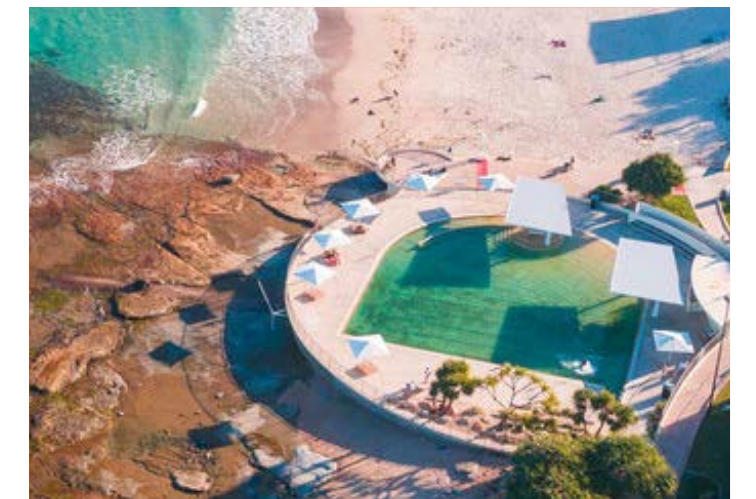
In the longer term an Information + Marine Discovery Centre with commercial opportunities would create a major tourist attraction



Location plan



Pop up / temporary retail + event spaces.



Swimming pool with connection to sea/beach.



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Marina Concept Plan 2 of 2 - Short term



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Plazas + Events Space



December 2021
Rev: C
P1421
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Marina Viewing Deck

Terraced viewing deck and seating area enables rest stops and shaded viewing of boats and the marina's pod of dolphins.



Whyalla Information + Marine Discovery Centre location options

The proposed Discovery Centre has the potential to be a flagship tourist attraction at the waterfront. However community feedback has been mixed about the priority of this project, and its best location within the marina precinct.

A detailed feasibility study at a later date is recommended to fully assess the function, design, cost and operational scenarios for the centre.

The study may consider the following site options (all locations described are approximate only):

A (Waterfront south)

_ This location offers direct waterfront access and frontage, which would benefit tourist and visitor activity, for example by creating a scenic option for cafés on the ground level along the boardwalk. The location is also close the jetty and beach, and would be visible on approach to the marina.

_ Location A is currently used for the recreational boat ramp and parking, which would have to be relocated, adding to costs.

B (Waterfront central)

_ Also enjoying direct water frontage, but separated from the beach and jetty. This land is currently used for parking but with low utilisation. Loading access to boat moorings must be maintained.

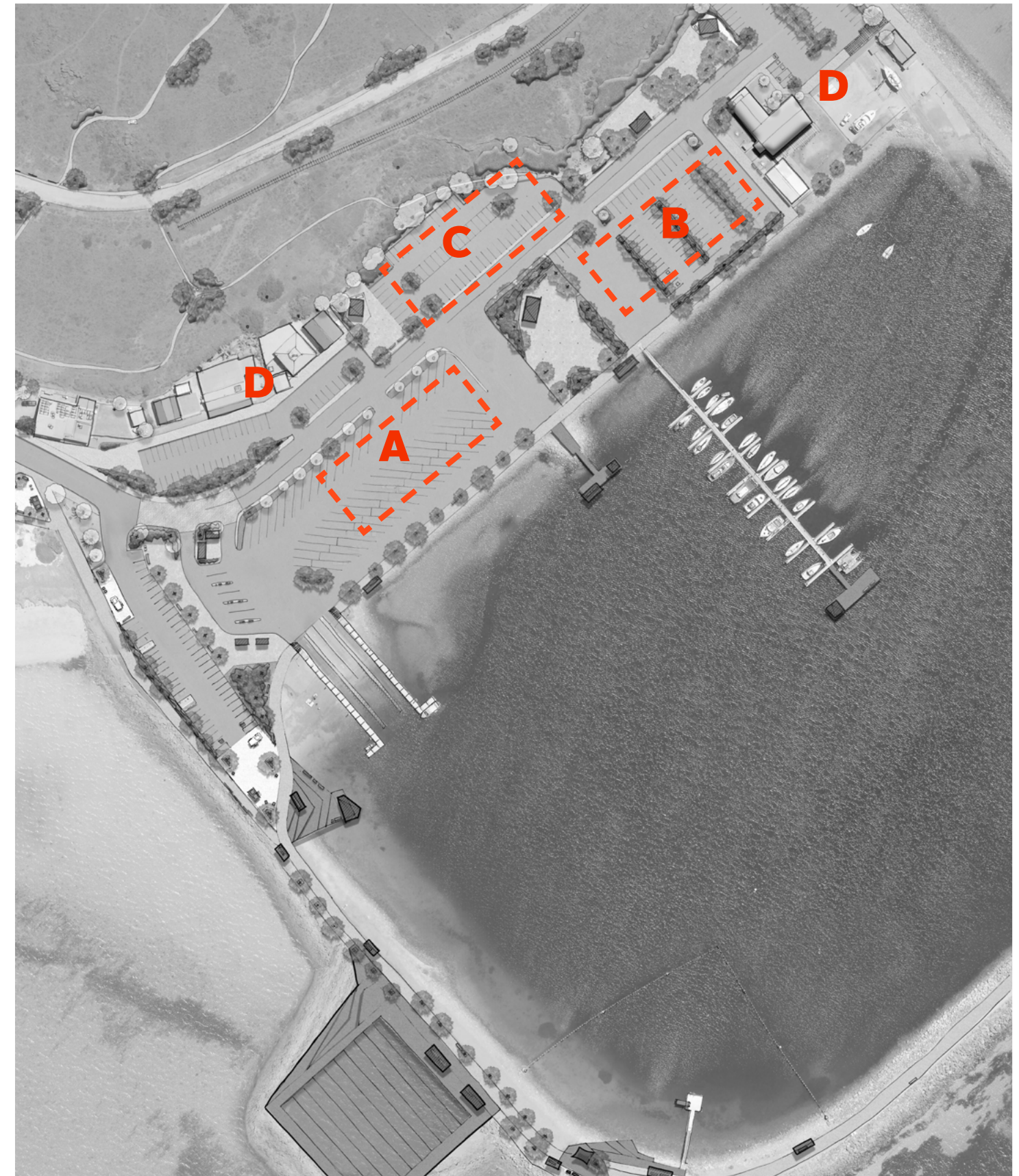
C (Hillside)

_ Location C is away from the waterfront, at the base of Hummock Hill. This flat land is vacant, and its development would not interrupt marine activities. However it is separated from the waterfront by a road and car parks, and is not obvious on arrival to the marina.

D (Sporting clubs various)

_ Another option may be to redevelop one or more club sites for the Information + Marine Discovery Centre. Such a project would necessitate the support and partnership with marina users and clubs, but could offer an opportunity for longer term investment and support to clubs, should this be required.

_ This option would also maintain other sites and vacant land for other development purposes, should these be identified.



7.4 Hummock Hill Concept Plan + Key Moves

Consistent wayfinding + interpretative signage, and defined trails will improve connection between the beach, marina and the Hill. An annual light installation/event provides opportunity to keep tourists, as well as locals, returning to enjoy the natural environment.



Trail + wayfinding signage.



Interpretative signage, highlighting Seven Sisters site significance.



Light/art installations to Hummock Hill.



Location plan



Single + shared use trails (limited opportunity)



Lookout shelter + amenities.

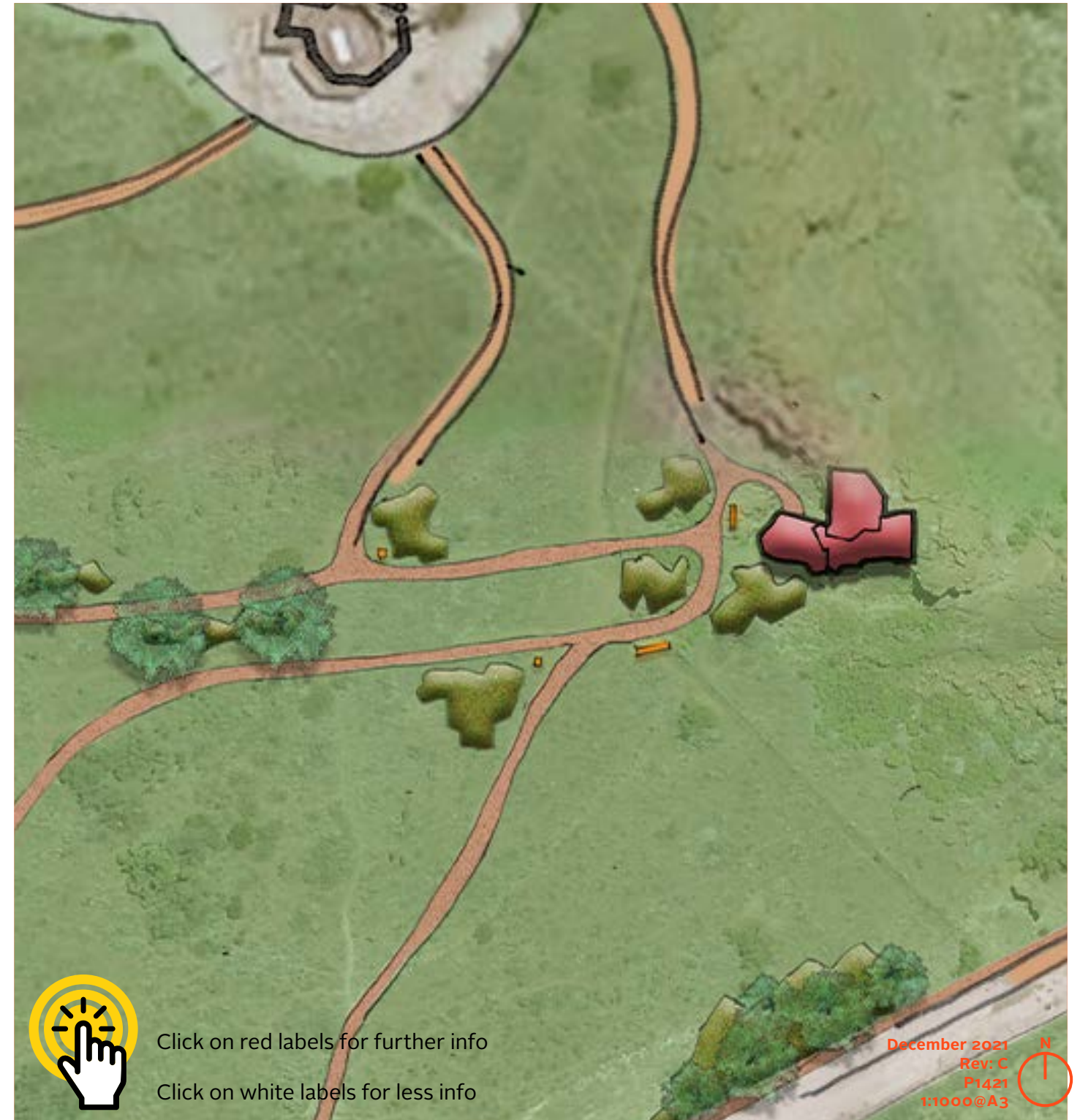
Hummock Hill Concept Plan



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Wayfinding Signage Suite



Click on red labels for further info

Click on white labels for less info

December 2021
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Cudmore Terrace Streetscape

Streetscape upgrades including WSUD treatments such as raingardens, street planting, footpath upgrades, DDA compliant pedestrian crossings, wayfinding signage and low level planting.



7.5 Western Foreshore + Whyalla High School site _ Concept Plan + Key Moves

An expanded "destination" holiday park creates a holiday venue for families and tourists with potential for a themed play and water play park, more camping and caravan sites, modern cabins, glamping facilities and access to the beach through the revitalised sand dunes and path network.



New paths including loop connections.



Glamping facilities.



Multiple use recreational/
training oval.



Discovery Parks water park.



Location plan

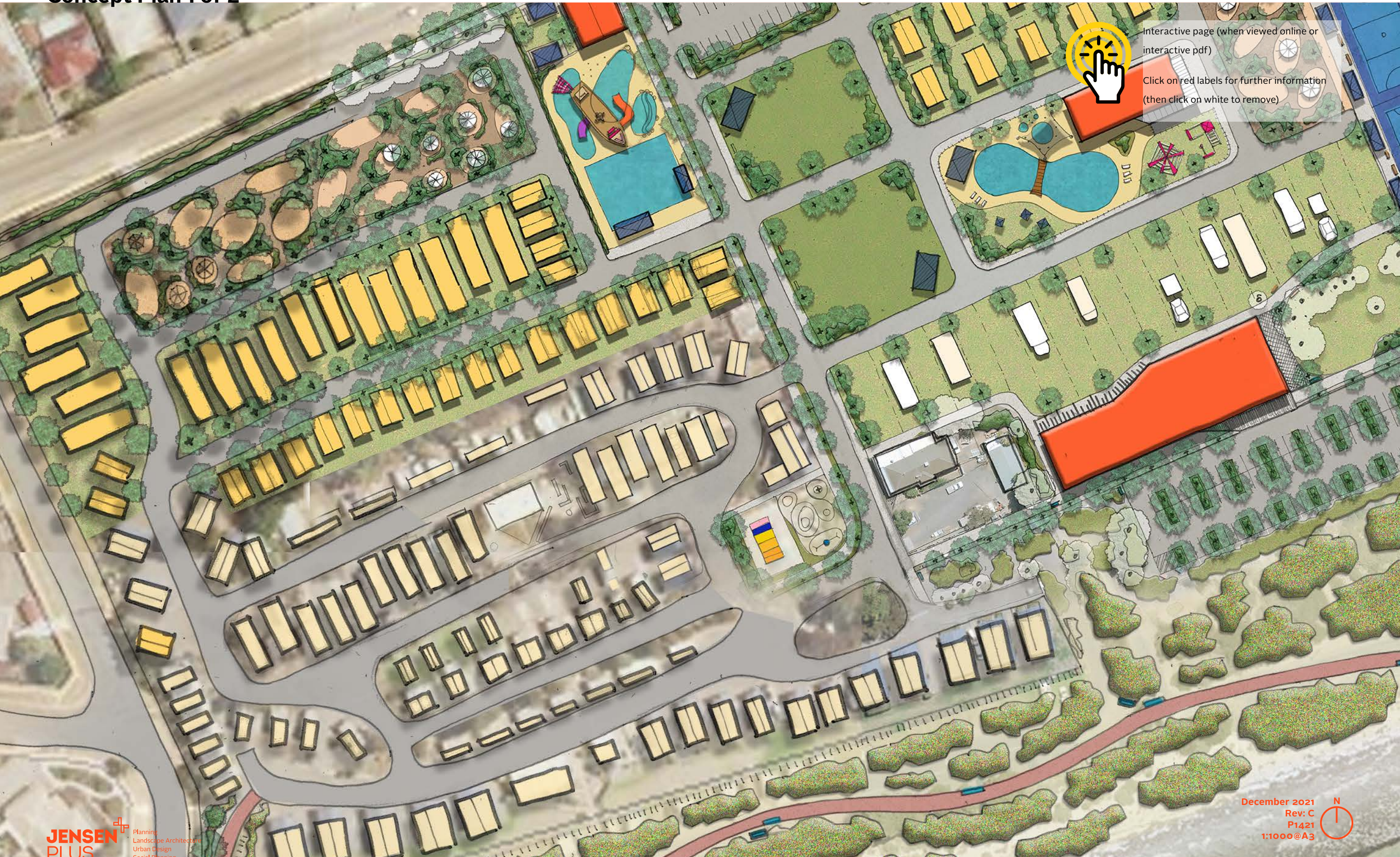


Multiple use playing courts.



Pedestrian and area lighting.

Western Foreshore + Whyalla High School site Concept Plan 1 of 2



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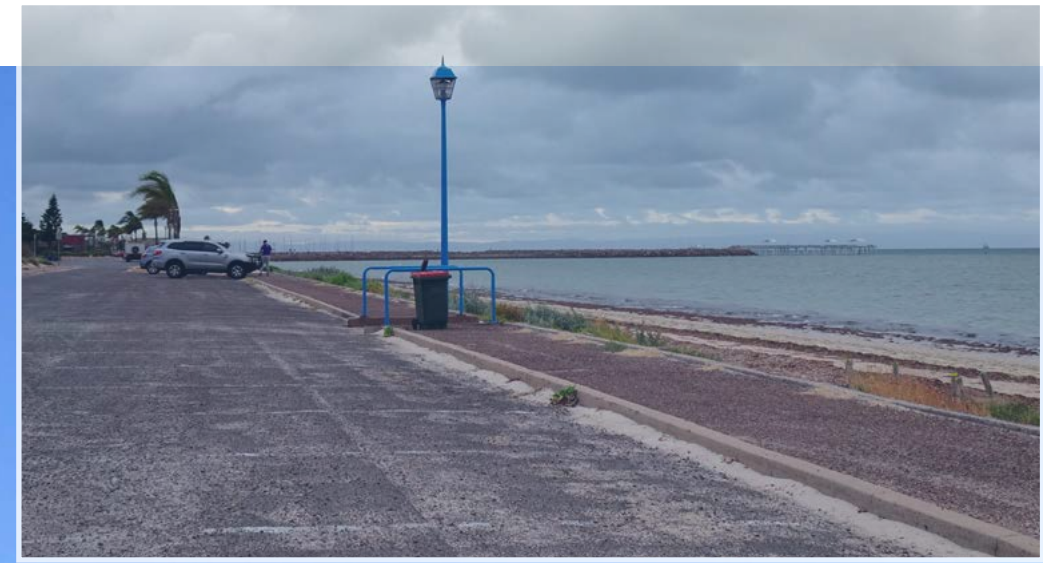


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Western boardwalk extension

New boardwalk path extension linking foreshore parks to caravan park, Dunstone Street and mangrove coastline beyond. Improved public access to this area including access for disabled people and cyclists, who could not previously use this route.



7.6 Western Foreshore + Whyalla High School site (Beachside Residential Village)

Concept Plan + Key Moves

The beachside residential village provides a new lifestyle option for locals, while setting a standard for future town growth. The village integrates biodiversity corridors, streets for people, highlights heritage building, provides diversity of housing typologies and takes advantage sea views.



Local cafe + mixed use opportunities.



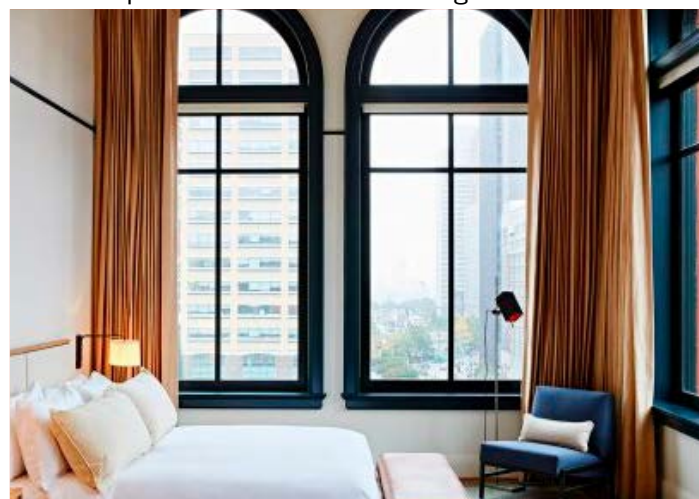
Green + shaded streetscapes.



Low-mid level apartment buildings.



Location plan



Luxury/boutique accommodation in heritage building.



Beachside townhouse residences.



Diversity of detached dwellings.



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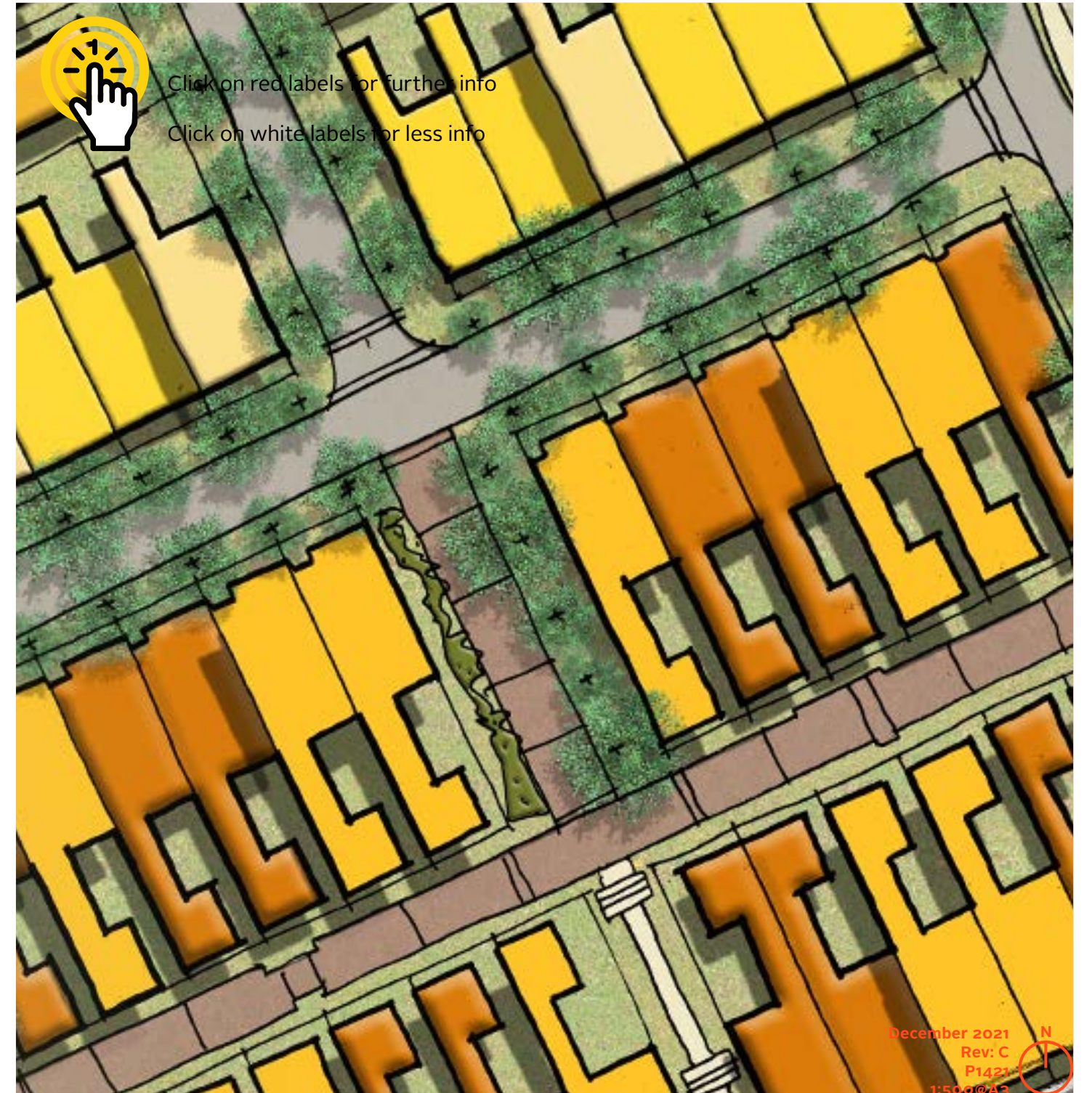




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Streets for People designs





Detailed guidance
to help develop
and deliver the
master plan
concepts

8. Supporting strategies

8.1 Public realm toolkit

8.2 Art + Culture Strategy – "The Reveal"

8.3 Sustainability Strategy

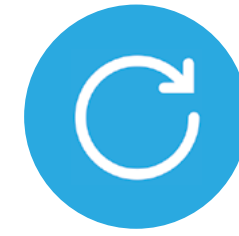
8.4 Movement + Infrastructure Investigations

8.5 Coastal management strategies and risks



8.1 Public Realm Tool Kit

Public realm elements, surfaces + treatments reflective of Whyalla



Made in Whyalla

Elements (blue) suitable for local design + manufacture

PAVING



Design Detail
Colour + Surface Finish
Design Application

- _ Stencilled concrete
- _ Plain grey + timber stencil (P5 rated)
- _ Shared use boardwalk

- _ Exposed aggregate concrete (Premix Concrete SA)
- _ Exposed diamond + shotblast (P5 rated)
- _ Infrastructure zone adjacent boardwalk

- _ 600 x 300 BEST Bricks Terrazzo Tile
- _ Notte Stella + Black Series (P5 rated)
- _ Feature paving + plazas

- _ Brushed concrete
- _ Plain grey + brushed (P5 rated)
- _ Secondary paths

- _ Compacted quarry fines
- _ As locally sourced + compacted (P5 rated)
- _ Trail paths + permeable paving

FURNITURE



- _ Bespoke seat with back (inclusive design)
- _ Timber seat + powdercoated steel base
- _ Feature seating in nodes of high activity + plazas

- _ Bespoke seat with back and armrest (inclusive design)
- _ Hardwood timber seat/ powdercoated steel + concrete/stone base
- _ Feature seating in nodes of high activity + plazas

FURNITURE



Design Detail
Colour + Surface Finish
Design Application

- _ Bespoke seat platform / bench
- _ Timber (optional lighting)
- _ Feature seating in play nodes

- _ Bespoke seat with back and (inclusive design)
- _ Hardwood timber seat + concrete base
- _ Feature seating in nodes of high activity + plazas

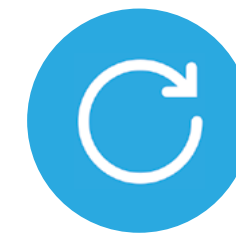
- _ Street Furniture Mall DDA Seat (arm + backrest variations)
- _ Aluminium battens + frame, powdercoated
- _ General seating (DDA compliant)

- _ Street Furniture Mall Bench (armrest optional)
- _ Aluminium battens + frame, powdercoated
- _ General seating

- _ Street Furniture Mall DDA Table + Bench
- _ Aluminium battens + frame, powdercoated
- _ Picnic seating (DDA compliant)

- _ Spark Standard Bin + Cowl (120L)
- _ Zinc plated steel, powdercoated
- _ Bin enclosure across foreshore

- _ Bespoke bollard
- _ Galvanised / powdercoated steel (optional lighting)
- _ Feature bollards in high activity nodes + gateway/entries



Made in Whyalla

Elements (blue) suitable for local design + manufacture

Public realm elements, surfaces + treatments reflective of Whyalla

FURNITURE



- _ Bespoke bicycle rack
- _ Galvanised / powdercoated steel
- _ Feature bicycle storage in high activity nodes
- _ Bespoke bicycle racks
- _ Galvanised / powdercoated steel (optional colour)
- _ Feature bicycle storage in high activity nodes

Design Detail
Colour + Surface Finish
Design Application



- _ Spark Rugby Bike Rack
- _ Galvanised steel
- _ Standard bicycle storage in lower activity areas



- _ all4cycling Deluxe Bicycle Repair Stand
- _ Powdercoated
- _ Bicycle repair station in high activity nodes



- _ Street Furniture Arqua Fountain with Dog Bubbler
- _ Stainless steel 316, powdercoated
- _ High activity nodes across foreshore



- _ Christie ICON Series Large All Access BBQ
- _ Brushed stainless steel
- _ DDA compliant BBQ in picnic areas



- _ Christie Modular Series Triple BBQ Cabinet
- _ Powdercoated stainless steel
- _ Standard BBQ in picnic areas

SHELTERS



- _ Terrain Group Modina Shelter
- _ Aluminium, powdercoated
- _ Picnic shelter requiring wind break across foreshore



- _ Terrain Group Capricorn Shelter (4x4m or 4x10m)
- _ Aluminium, powdercoated
- _ Standard picnic shelter across foreshore



- _ Shelter & BBQ
- _ Timber + Aluminium, powdercoated
- _ Picnic shelter across foreshore

SMART TECH



- _ Electric Vehicle Charging Station
- _ Key visitor / tourist car parks
- _ (image: City of Adelaide)



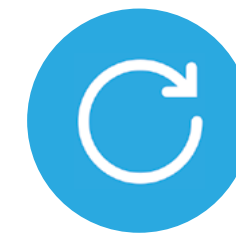
- _ Street Furniture Escola eBin (120Lo)
- _ Stainless steel 316, powdercoated
- _ Smart bin in high activity nodes



- _ SAGE Automation Power Bollard
- _ Stainless steel 316, powdercoated
- _ Power source in high activity / events nodes



- _ SAGE Automation Digital Screens
- _ Aluminium, powdercoated
- _ Community communications device near central foreshore / entry node



Made in Whyalla

Elements (blue) suitable for local design + manufacture

Public realm elements, surfaces + treatments reflective of Whyalla

SIGNAGE

- Gateway / Precinct Signage
- Galvanised / powdercoated steel (optional lighting)
- Key destinations, gateways or entries
- Wayfinding Signage
- Galvanised / powdercoated steel (optional lighting)
- Wayfinding (key location, direction + map) across foreshore
- Informative Signage
- Galvanised / powdercoated steel (laser-cut optional)
- Key informative locations + points of interest
- Trail Signage
- Galvanised / powdercoated steel (laser-cut optional)
- Hummock Hill + Sand dunes
- Surface Wayfinding Signage
- Galvanised / powdercoated steel
- Feature wayfinding in Foreshore Park
- Salvaged wharf timbers
- Feature timber signs for wayfinding and trails
- Natural Old Wharf Timber+ Galvanised / powdercoated steel
- Feature wayfinding in Foreshore Park

Design Detail
Colour + Surface Finish
Design Application

SIGNAGE

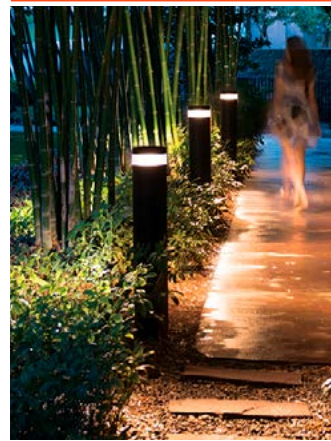
WINDBREAK

- Steel Wayfinding Signage
- Galvanised / powdercoated steel
- Feature wayfinding in Foreshore Park
- Perforated Wayfinding Signage
- Galvanised / powdercoated steel
- Wayfinding in Foreshore Park
- Indent Wayfinding Signage
- Concrete/ stone
- Wayfinding in Foreshore Park
- Bespoke perforated steel windbreak
- Galvanised / powdercoated steel (colour optional)
- Artistic windbreak across foreshore
- Bespoke perforated steel windbreak
- Galvanised / powdercoated steel
- Artistic windbreak across foreshore
- Hedges windbreak
- Planting hedges (refer to planting selection)
- Windbreak across foreshore
- Mounds windbreak
- Grassed mounding as natural wind barrier
- Windbreak across foreshore

Design Detail
Colour + Surface Finish
Design Application

Public realm elements, surfaces + treatments reflective of Whyalla

LIGHTING



FACILITIES



Design Detail
Colour + Surface Finish
Design Application

- _ We-Ef light bollard (ZFY230 LED - 600mm)
- _ Aluminium, powdercoated
- _ Bollard lighting along boardwalk within dunes / secondary paths

- _ We-Ef pole mounted light (RMT320 Two sided)
- _ Aluminium, powdercoated
- _ Boardwalk + pedestrian lighting

- _ Catenary lighting
- _ Aluminium, powdercoated
- _ Feature lighting in play, ceremonies nodes + plazas

- _ Terrain Group Public Amenity Buildings
- _ Varies
- _ New public toilet facility in Foreshore Park

- _ Pop Up Containers
- _ Varies
- _ Temporary activation in high activity areas, including Marina + Foreshore Park

PLAY



Design Detail
Colour + Surface Finish
Design Application

- _ Mini Golf Course
- _ Varies
- _ Themed, multiple course mini golf

- _ Nature Playspace
- _ Varies
- _ Western precinct adjacent oval + Ada Ryan Gardens

- _ Water Park
- _ Varies
- _ Discovery Park water park for all ages including swimming pool

- _ Water playspace
- _ Varies
- _ Fun water experience for a range of ages and abilities in Foreshore Park

- _ Teenage Hangout Area
- _ Varies
- _ Hang out + activity area for 11+ age group in Foreshore Park

- _ BIG Play
- _ Varies
- _ Height obstacle and oversized slide playspace in Foreshore Park



Planting selection sensitive to Whyalla's climate + native landscapes

TREES



Acacia papyrocarpa 'Western Myall'
5-10 x 3-6m



Allocausarina verticillata 'Drooping Sheoak' 5-8 x 4-6m



Banksia marginata 'Silver Banksia'
2-8 x 1-5m



Brachychiton populneus 'Pink Bella'
6-20 x 3-6m



Bursaria spinosa ssp *spinosa*
'Christmas Bush' 2-4 x 1-3m



Cupaniopsis anacardioides 'Tuckeroo'
8-15 x 3-5m



Eucalyptus camaldulensis 'Mt Wedge'
10-15 x 10m



Hakea laurina 'Pincushion Hakea' 2-6
x 3-5m

SHRUBS



Alyogyne hakeifolia 'Desert Hibiscus'
2-3 x 2-3m



Alyxia buxifolia 'Sea Box' 0.5-2 x 0.5
-2m



Atriplex cinerea 'Coastal Saltbush'
1 x 1-2m



Boronia coerulescens 'Blue Boronia'
0.5 x 0.5m



Calytrix tetragona 'Fringe Myrtle' 1-2
x 1-2m



Correa backhouseana 'Velvet Correa'
1-2 x 2-3m



Enchylaena tomentosa 'Ruby
Saltbush' 0.3-1 x 0.5-1.5m



Eremophila alternifolia 'Native
Honeysuckle' 2-3 x 2-3m



Planting selection sensitive to Whyalla's climate + native landscapes

GRASSES



Anigozanthos flavidus 'Tall Kangaroo Paw' 0.6-2 x 0.6-1m



Austrostipa nodosa 'Spear Grass' 0.5-1 x 0.5-1m



Cymbopogon ambiguus 'Native Lemon-Scented Grass' 0.5-1 x 0.5-1m



Dianella brevicaulis 'Native Flax Lily' 0.3-0.5 x 0.5-2m



Enneapogon nigricans 'Bottle Washers' 0.2-0.5 x 0.5m



Lomandra micrantha 'Small Flowering Mat Rush' 0.8 x 0.2-0.8m



Poa poliformis 'Blue Tussock Grass' 0.6-1.2 x 0.5-1.5m



Themeda triandra 'Kangaroo Grass' 0.4-1 x 0.5m

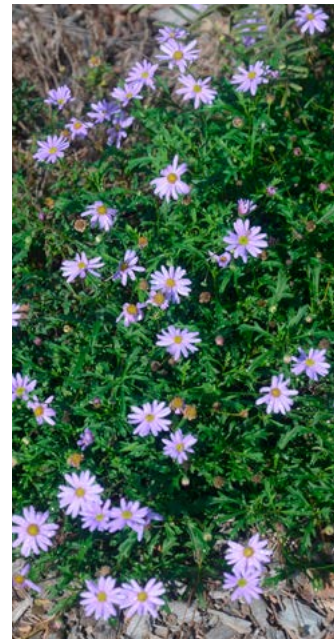
GROUNDCOVERS



Ajuga australis 'Austral Bugle' 0.3 x 0.5-1m



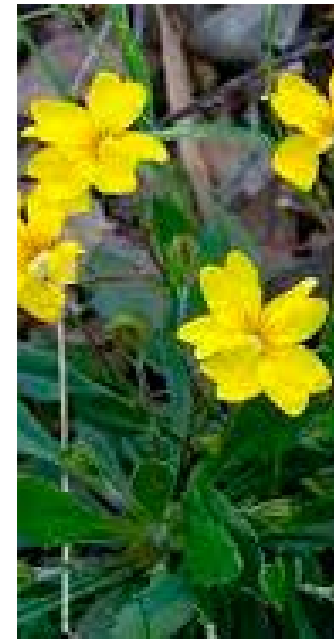
Atriplex semibaccata 'Berry Saltbush' 0.1-0.3 x 1-3m



Brachyscome multifida 'Cut Leaf Daisy' 0.3 x 0.5-1m



Carpobrotus rossii 'Karkalla' 0.1 x 2-3m



Goodenia blackiana 'Goodenia' 0.1-0.2 x 0.2-0.5m



Myoporum parvifolium 'Creeping Boobialla' 0.3 x 0.3-1m



Scaevola aemula 'Fairy Fan Flower' 0.3-0.5 x 0.5-1.5m



Wahlenbergia stricta 'Native Bluebells' 0.3-0.6 x 0.5-1m

8.2 Art + Culture Strategy _ “The Reveal”

by Brecknock Consulting

“Culture hides more than it reveals.”

(Edward T. Hall, *The silent language*, 1959)

“What we usually experience is only a shallow understanding of the culture of a people and their place.”

Context

Brecknock Consulting as part of the master plan team researched and prepared a public art and cultural strategy.

Informed by analysis of the place, and engagement with local people including the arts community, the strategy has been integrated into the wider master plan and concept plans.

“This Foreshore Cultural Strategy has been developed based on the outcomes of on-site investigations, extensive community engagement and a review of relevant City of Whyalla strategic documents.

These documents include the Council’s Strategic plan 2021-2023, Whyalla Reconciliation Action Plan 2019-2020 and the City of Whyalla Arts and Culture Strategy 2020 – 2025.”

Concept _ “The Reveal”

“The Reveal” can be interpreted in the master plan in a variety of ways.

1. It can refer to surfacing more depth of existing local culture and working with the Barngarla people to find new ways of sharing aspects of their cultural knowledge
2. We can “Reveal” through landscape design and public art, more about the local environment - past, present and future
3. The foreshore can be designed as a place to “Reveal” the creativity of the local arts community as an outdoor exhibition space for both temporary and or permanent art installations.

The City of Whyalla has already recognised the importance of revealing more than can be casually observed in its “Unearth our Secrets” campaign.



Themes of "The Reveal"

“We need to embrace the environment we are in.”

(Whyalla community member during Co-Design workshop.)

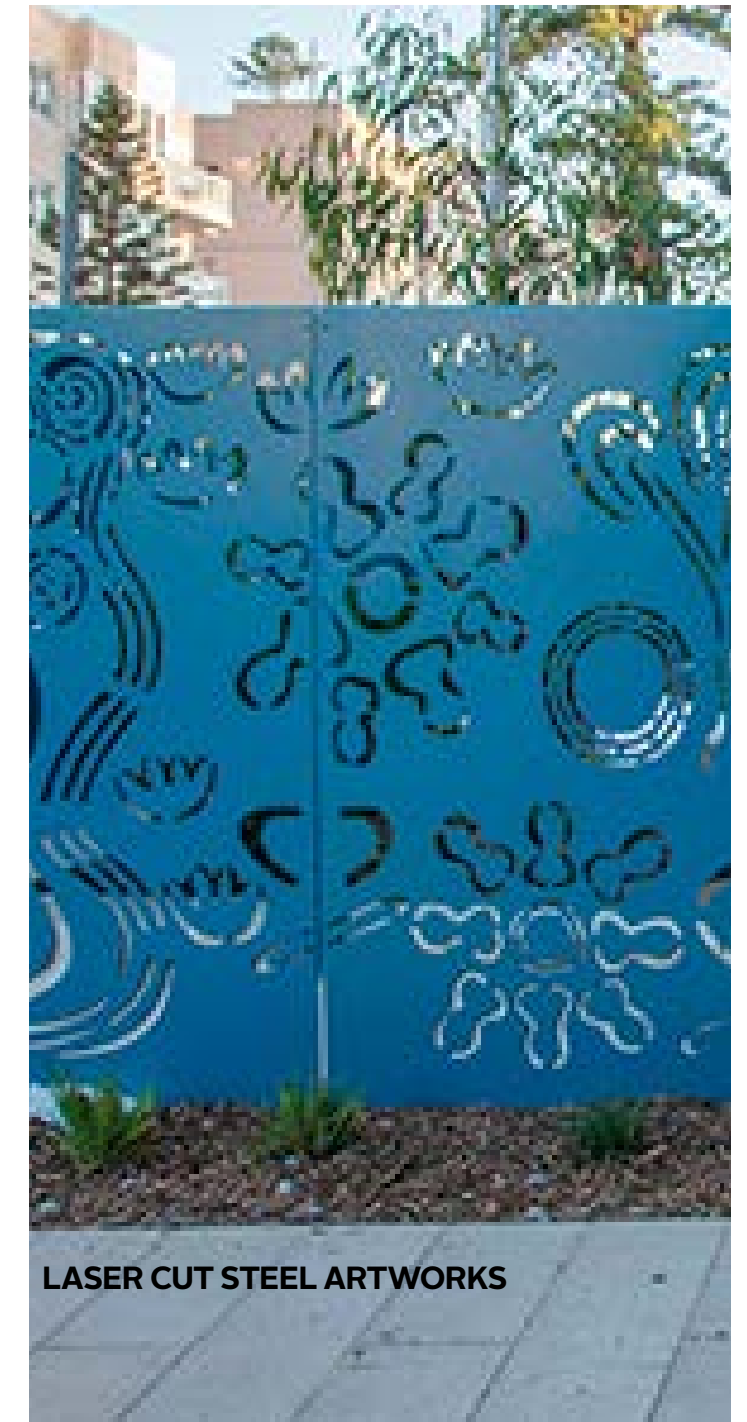
Revealing our stories



Revealing our environment



Revealing our creativity



Potential public art and story telling locations

STREET FURNITURE



SAND ART



PAVEMENT ARTWORKS



STEEL MARKERS



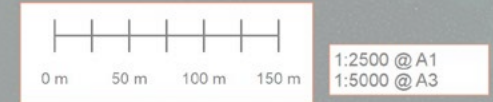
LANDSCAPE LIGHTING



WIND ACTIVATED



TEMPORARY



8.3 Sustainability Strategy

by Dsquared Consulting

A sustainability strategy has been developed as part of the master plan. It proposes a number of planning, design, infrastructure and procurement actions to make the master plan projects more sustainable, especially with respect to climate resilience local economic benefits, and environmentally sustainable building design.

Purpose

Dsquared Consulting has prepared a Sustainability Strategy, the purpose of which is "to assess the Whyalla Foreshore for sustainability challenges and opportunities, and in the context of the proposed Master Plan provide a Sustainability Strategy that can be used to inform the Master Plan development".

Context

Contextual challenges and sustainability opportunities for were identified in a number of areas.

Climate

_"Whyalla has a hot semi-arid climate with hot summers and mild to cool winters, and low volumes of rainfall spread throughout the year."

_"The predominant weather factor for the Whyalla Foreshore is wind. Wind speeds are seasonally very high and regularly reach gust conditions. Wind generally approaches the study area from the south. On average, the area can be described as under calm wind conditions for less than 6% of the year."

_"Buildings with south facing coastal views do not incur a significant summer heat load impact as can often be the case with much of SA's recreational coastline facing west."

Climate change predictions

_"From the available flood mapping, it is apparent that sea level rise will impact on the study area." Forward planning is recommended now to design infrastructure that considers future flood and storm surge risks.

_"...extreme rainfall events are predicted to increase. We have therefore assessed the potential impact of waterway flooding in the area which may result from an increase in extreme rainfall events."

_"Stormwater flood mapping undertaken by Tonkin... in 2019 indicates ...There is a large flood zone with a depth 500mm to 1,000mm adjacent to Neagle Terrace, and channels of inundation increasing to 250mm in depth which should be considered further."

_"The Tonkin report recommends a combination of measures including upgrades to the below ground drainage system, and the introduction of a number of water detention locations, as a means to mitigate the flooding impacts."

Energy and Water Infrastructure

_"The study area is serviced by overhead high voltage and low voltage electricity supplied and underground mains water supplies in a traditional manner."

Transport Infrastructure

_"The study area is connected via traditional road networks with no internal public transport connections. ...there is very little defined infrastructure for transport other than private vehicles."

Built form

_"The built form in the study area is considered to be conventional ...There are no Green Star certified buildings or NABERS Energy certified buildings in the region."

_"...the Master Plan therefore offers some potential to include a more long-term view on sustainable building design."

Strategy and recommendations

"The proposed sustainability themes draw from:

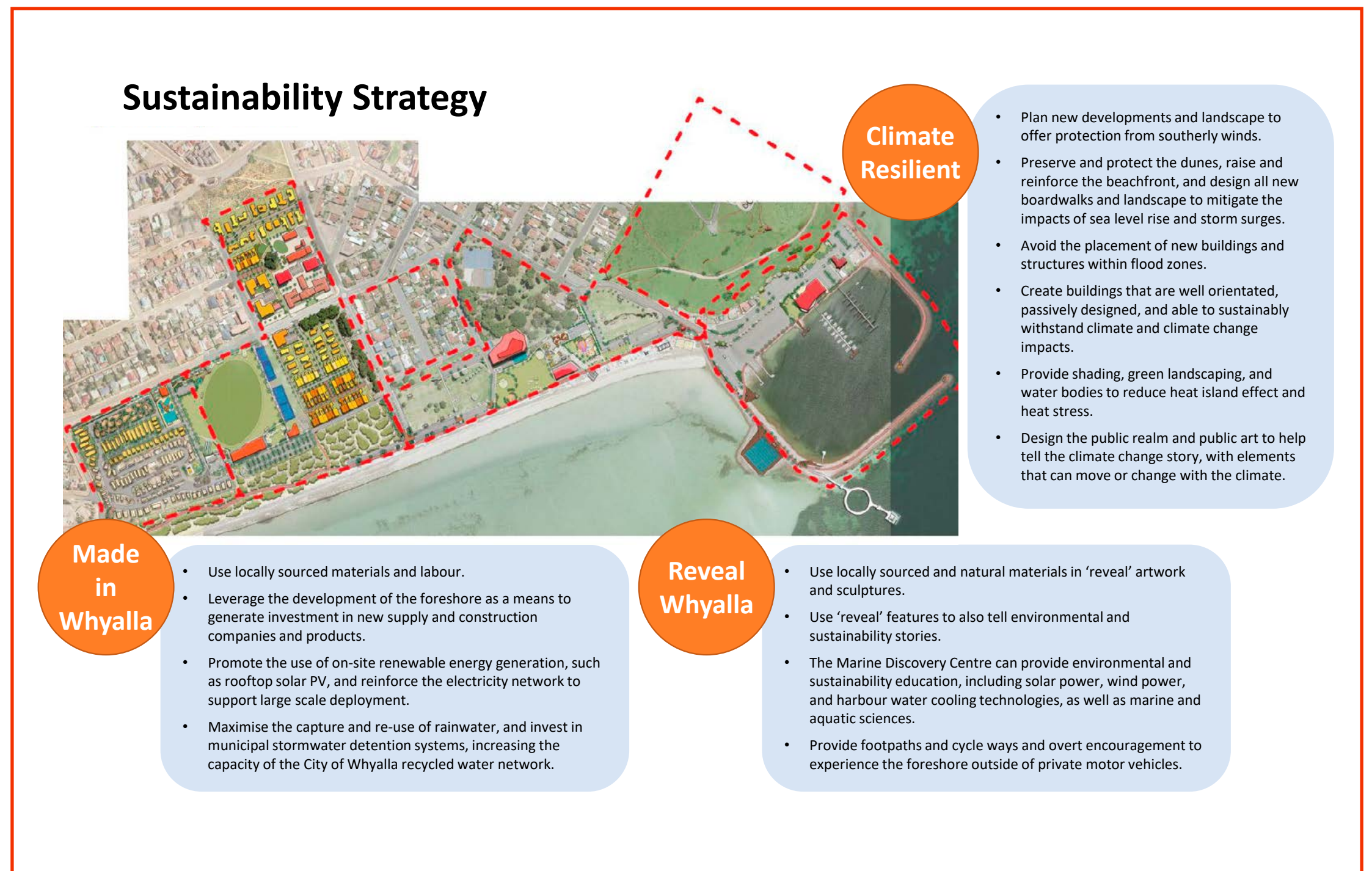
- _ the context analysis undertaken for Climate, Climate Change, and Built Infrastructure...
- _ the draft Master Plan ... by Jensen Plus, which reference the broader context of the Whyalla region; and
- _ important established key themes for the Master Plan including 'made in Whyalla' and 'the reveal!'"

A summary of the strategy and recommendations is provided in the diagram opposite.

Consistency with master plan

The concept plans and land use strategies in the structure plan and master plan already demonstrate a high consistency with the sustainability recommendations.

A number of recommendations (e.g. on-site renewable energy) should also be written into the next phase of feasibility studies and detailed design for individual projects, to ensure the sustainability objectives are carried forward to implementation.





8.4 Movement and Infrastructure Investigations

by Tonkin Consulting

Tonkin Consulting undertook a transport planning and infrastructure review of the master plan proposals, with a focus on the road network, parking, pedestrian and cycling path network, and infrastructure considerations (e.g. stormwater).

Road network observations

- _ “Overall, the road network lacks ‘legibility’ and connectivity to the main street (town centre) precinct.”
- _ “Most of the roads are relatively wide and therefore potentially conducive to higher speeds. We note that Council has installed non-standard speed humps along Watson Terrace and Neagle Terrace in an endeavour to control speeds and behaviour.
- _ Parking is available along both sides of most streets.”
- _ Traffic volumes are thought to be low, and few crashes have been recorded in the locality.

Recommendations

1. *Maintain the existing road hierarchy with Robert Terrace and Cudmore Terrace-Buttlingarra Way as the main link roads within the precinct.*
2. *Extend Watson Terrace beyond the Motor Inn with a connection to the beach car park, to provide improved connectivity to/from the beach foreshore and motor inn; this will also provide a more direct connection between the foreshore and town centre main street*

3. *Upgrade Watson Terrace to better integrate a narrower roadway and integrated parking adjacent the Ada Ryan Gardens. This will provide a better streetscape and encourage more appropriate speeds/behaviour along the route.*
4. *Upgrade Neagle Terrace with improved traffic calming devices to discourage use of the road for ‘through traffic’.*
5. *Close and remove the western end of Beach Road and redevelop as coastal dune.*
6. *Upgrade Roberts Terrace to provide an integrated road, streetscape and shared path facility connecting Elliott Street to the beach foreshore and future development of the Old School precinct.*
7. *Retain Broadbent Terrace as a key east-west corridor and access to the ovals/sport precinct.*
8. *Retain and upgrade Cudmore Terrace-Buttlingarra Way as the key corridor to the marina development and jetty.*

These opportunities have been included in the master plan and are illustrated in the concept plan drawings.

Tonkin also recommend that “As roads are upgraded and development occurs, we recommend roads be redesigned and reconstructed on the basis of: Narrower travel lanes, integration of streetscapes and shade (for reduction of heat and improved pedestrian amenity), improved footpaths, emphasis on pedestrians and cycling rather than being car-centric, lower speed environments, integrated traffic calming to manage ‘drive-throughs’, alternative road surface treatments.”

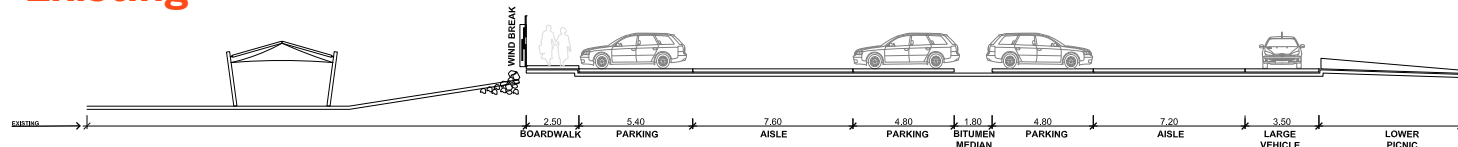
Car parking

Tonkin note the “ample on street parking availability” and “large supply of off-street parking... while some areas can reach capacity in peak times, there is opportunity to rationalise the amount of parking to best suit future development within the precinct.”

Opportunities include:

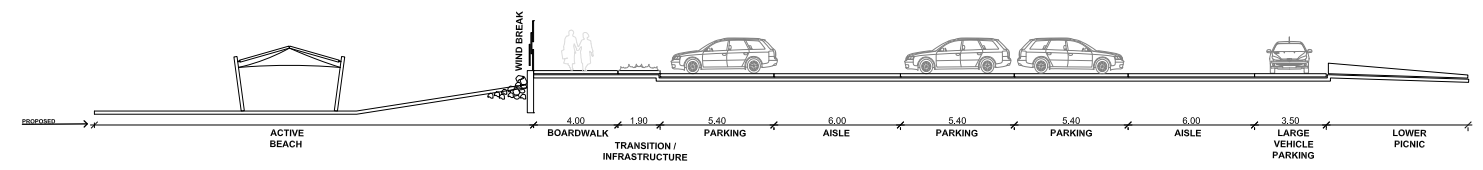
1. *The primary beach car park could be reconfigured (calmed) within integrated landscaping and to enable provision of a wider boardwalk*

Existing



The primary beach car park and 2.5m boardwalk path

Proposed



Widening of the boardwalk to 4m plus transition/infrastructure zone in key sections can be achieved by narrowing parking aisles to standard widths and the removal of a median

2. This park could also be reconfigured to enable access from the proposed extension of Watson Terrace
3. Consideration to be given to additional long vehicle and DDA parking in the key parking areas, with appropriate signage.
4. Consider provision of some supplementary long vehicle parking on road in key locations.
5. Car parks to integrate additional landscape elements for shade and amenity.

2. The provision of a defined shared path connecting the jetty to the foreshore path.
3. Hummock Hill - Improved separation of the 'on-road' shared path with flexible marker posts and contrasting road surface pavement treatment and widen the path (min 3m) as a shared pedestrian path.
4. Develop pedestrian trails on Hummock Hill between the Hill and marina/jetty precincts.
5. Improved connection between the former school site and foreshore along Roberts Terrace.
6. Boardwalk / upgraded pedestrian facilities through the Marina precinct.
7. Upgrade signage and wayfinding throughout the precinct.
8. Construct defined road crossing points to support the pedestrian and cycling network.
9. Connectivity through Ada Ryan gardens to the Whyalla main street precinct - Upgraded paths along Jamieson Street suitable for DDA access (and other design improvements).
10. Development of a loop recreational walking/cycling route along the foreshore, marina and dunes area, linking with the caravan park.

Pedestrians and Cyclists

- _ "Other than the shared path along the foreshore and walking trails over Hummock Hill, much of the road network is designed for vehicle movement rather than pedestrian and cycling activities. Roads are wide crossing can be hard. Not much shade no seating or wayfinding. Some key paths are in poor condition."
- _ Very little on or off-street cycling infrastructure exists in the precinct, despite recommendations from two cycling strategies, in 1997 and 2013.
- _ Recommendations to improve conditions for walking and cycling include:
 1. Upgrade the foreshore boardwalk: - Widen the path to a minimum 3.5 – 4.0m (and other design improvements).

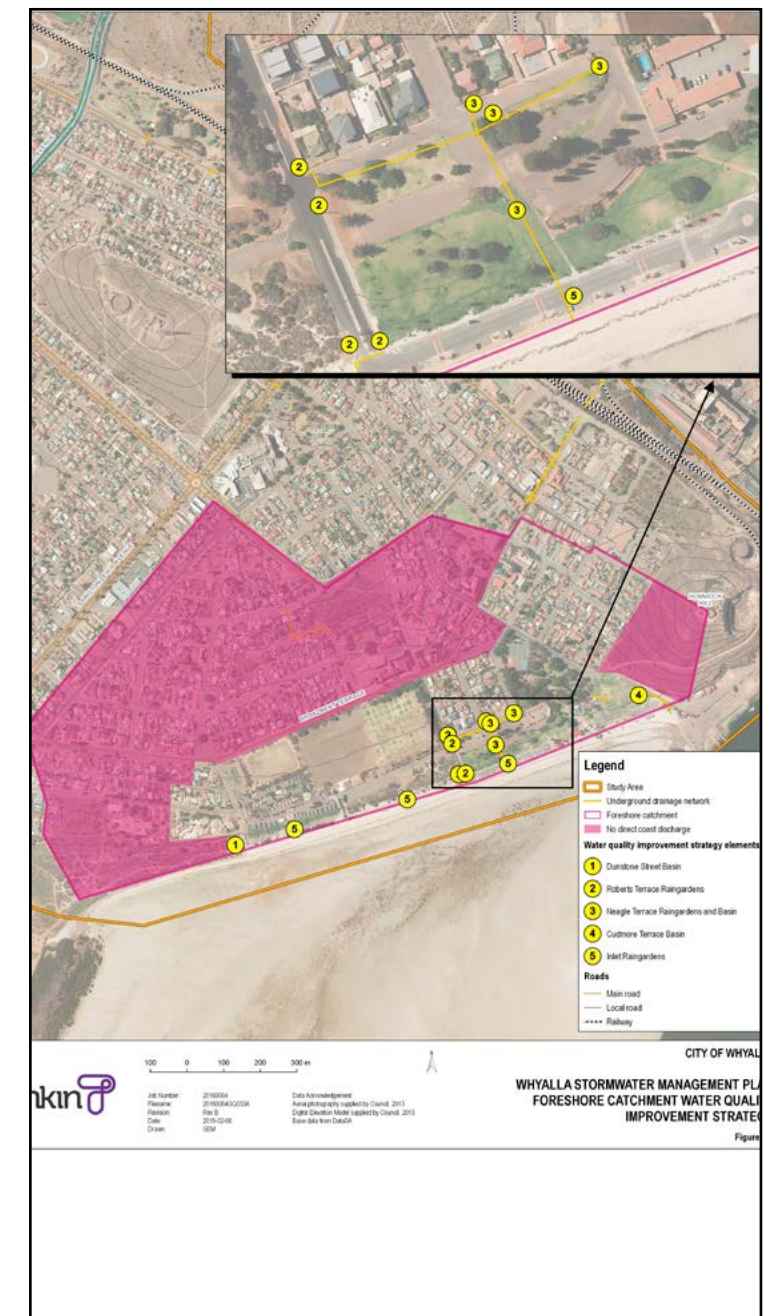
Stormwater infrastructure

Tonkin has previously undertaken (in 2016) a Stormwater Management Plan for the Whyalla area including the foreshore study area. It made some recommendations that remain valid considerations today:

- _ Upgraded stormwater network and rain garden to address localized flooding in major events in Neagle Terrace.
- _ Construction of rain garden inlet pits associated with the existing drainage pits in Roberts Street.
- _ Construction of an (upgraded) infiltration basin in the Cudmore Terrace reserve.

Other opportunities

Tonkin has also suggested that a planned upgrade of Wallack Terrace (Broadbent Terrace to Walls Street) be re-visited to explore whether landscape and pedestrian connectivity and amenity improvements can be made to the design.



8.5 Coastal management strategies and risks

A review of selected previous studies at Whyalla Beach and foreshore

Beach and coastal studies undertaken in 2016 by Civil and Environmental Solutions and 2012 by Magryn & Associates were reviewed to better understand historic and current coastal management issues at Whyalla Beach.

Previous issues and concerns affect the beach as well as the 1.2km sea wall(s) which extend along the whole of the foreshore within the study area.

The beach is subject to erosion, and sand build up is made worse by the development of the marina breakwaters to the 1980s and illustrated in Magryn's report with historical photographs.

Coastal concerns

A summary of key concerns previously identified includes:

- _ Beach and dune erosion, and sand drift.
- _ Seawall and marina breakwater structural and safety concerns (noting beach sea wall collapse in 2011).

- _ Effects of storm surges on beach erosion, marina breakwater condition and on pedestrian safety including risk of serious accidents.
- _ "The lack of a protective balustrade and kerbing along the top of the seawall."
- _ "risk of inundation of the café, surf life saving club building and public toilet during storm surge events due to wave overtopping and the frequency would increase with sea level rise".

Upgrades and management strategies

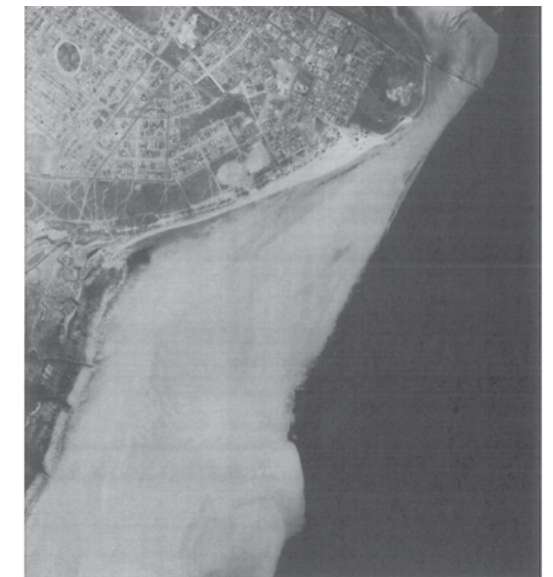
Several design upgrades and beach management strategies have been previously proposed, trialled, or undertaken for periods of time.

Examples of upgrades and management strategies which may remain valid today and could be incorporated into the master plan and future projects include:

1. Installing a handrail and kerb on the sea wall, for pedestrian safety and compliance with relevant standards.
2. Sand replenishment including from sand deposit at eastern end of beach (fillet) and/or offshore sand (lobe), both of which are considered to be appropriate sand sources.

3. Sand drift fencing.
4. Further revegetation and dune establishment in front of the sea wall.
5. Placing sandbags or rock in front of the seawall.
6. Raising the sea wall (by various methods) from 3.6m to 4.3m to address sea level rise and storm surge risks.
7. An option includes the construction of a new path at a higher level on top of existing.
8. Accompanying stormwater drainage on the landward side to prevent erosion.
9. Reducing sand drift into parklands with appropriate plantings of sufficient height, including in dune system west of Roberts Terrace, and in other parkland areas.
10. Retreat of infrastructure including buildings to less susceptible locations inland.
11. Emergency management procedures.

While outside the expertise of the master plan team, it is recommended that Council consider strategies such as those summarised above in all beach and foreshore improvement projects, including through appropriate project scopes, design standards and approvals.



WHYALLA COASTLINE 1953
200 0 200 400 600 800 1000
DIMENSIONS ARE IN METRES



WHYALLA COASTLINE 1974
200 0 200 400 600 800 1000
DIMENSIONS ARE IN METRES

Examples of historical sand build up at Whyalla (from Magryn 2012)



9. Implementation

9.1 Implementation strategy

9.2 Public investment projects (36)

9.3 Private + public / private investment projects (17)

This section
provides a
breakdown of
implementation
+ staging of the
Master Plan

9.1 Implementation strategy

Early success vital

While we like to think that all master plans will stand the test of time (and many do), the reality is that priorities, leaders and local communities change over time.

The first few years of implementation are therefore critical to a successful public realm transformation.

Selecting and delivering catalyst projects that make a meaningful difference on the ground, that change perceptions, and in turn attract more funding and investors is essential for longer term success. It is also important to deliver on the promise while community support and energy is high.

The City of Whyalla is very well placed to do this at the foreshore, having successfully delivered the distinctive new circular jetty in 2020.

A relatively short time-frame of 10 years to complete the transformation also reflects the desire to deliver change soon.

Strategy

A high-level implementation approach is suggested (on following pages). Projects are organised in three overlapping phases, and are separated into public and private (and public/private partnership) projects, to emphasise the shared implementation agenda.

Note that some project names/descriptions have been simplified for presentation purposes.

A high-level strategy also reflects the reality that Council budgeting, grant funding success, other local priorities, and detailed project requirements will change over time. An overly detailed and rigid implementation plan is unlikely to have longevity.

Partnerships

While implementation may be led by the City of Whyalla, strong partnerships are desirable with landowners and especially the SA Government (through Renewal SA), to enable the market sounding and then development or sale of the Whyalla High School land. Innovative options such as land swaps, long term leases or joint ventures should be considered to provide leadership and potentially catalyst projects.

Priorities

The Master Plan will evolve into a staged program of work and investments guided by a number of externalities such as private development, sale of strategic State Government sites and assets, funding opportunities and increased rate revenue to Council from land developments.

The initial priorities for staging will centre on improving accessibility, pathways, trails and renewal of existing uses (such as recreational play and adventure spaces) to ensure they deliver as contemporary examples of best practice in the public realm (particular a premium foreshore environment).

The focus on structural renewal of the public realm, pathways and accessibility is to ensure the foundations for investment attraction are in place.

Quick wins (0-2 years)

_ Quick win projects are typically low cost and simpler, not relying on enabling infrastructure or complex design, approval or funding processes. Quick wins demonstrate action on the ground, make improvements that can be enjoyed immediately, and set the scene for things to come.

Catalysts (<5 years)

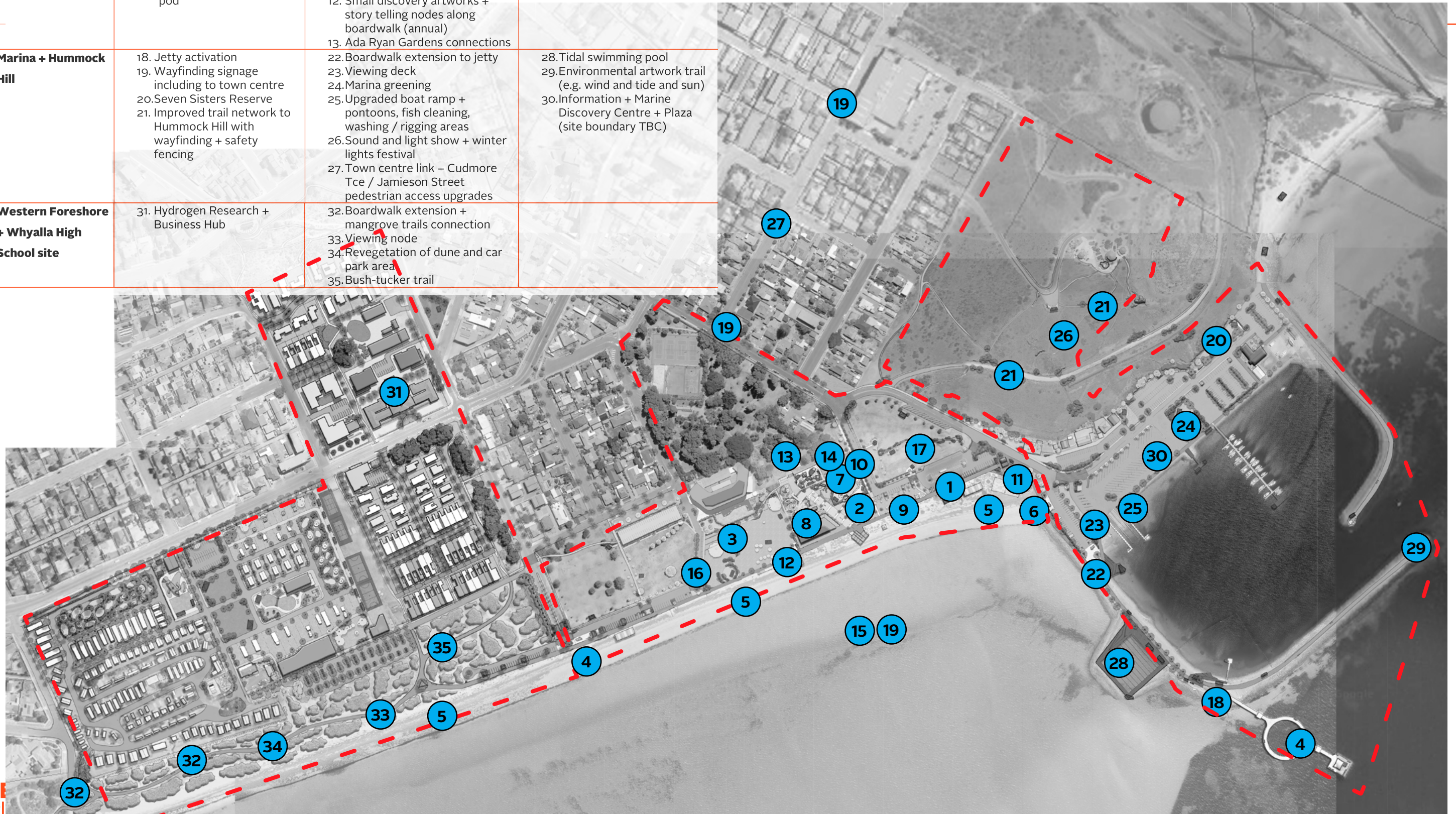
_ The first five years of a public (or private) investment phase are critical. Larger projects often take time to plan, design, fund and implement. It is important to start early. Including transformational projects in this phase is important as these “catalysts” will in turn support later projects by bringing more people, investment and a higher profile to the area.

Transform (<10 years)

_ Large and smaller projects to consolidate and complete the transformation, within the relatively short, 10-year transformation programme for this master plan.

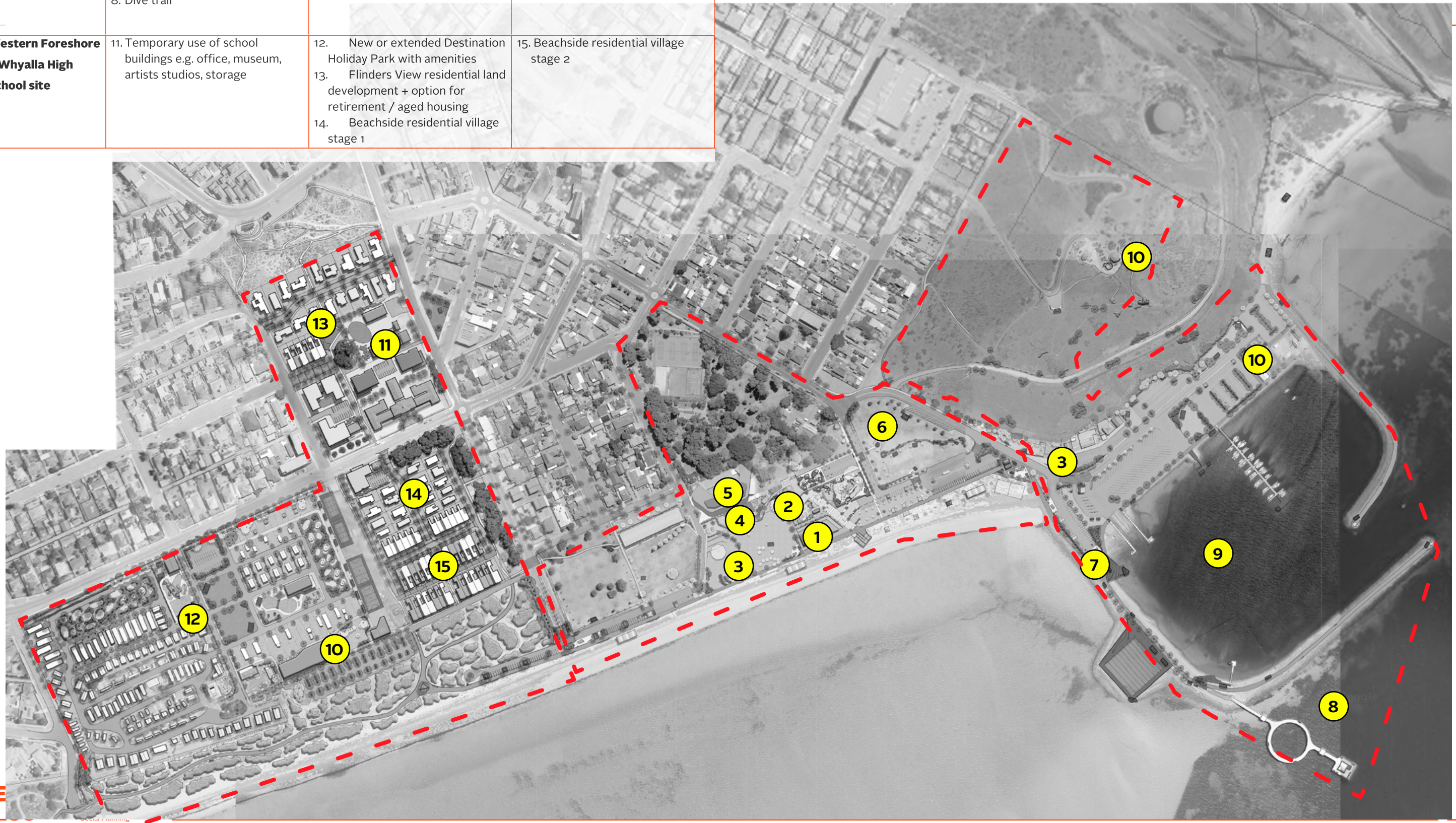
9.2 Public investment projects (35)

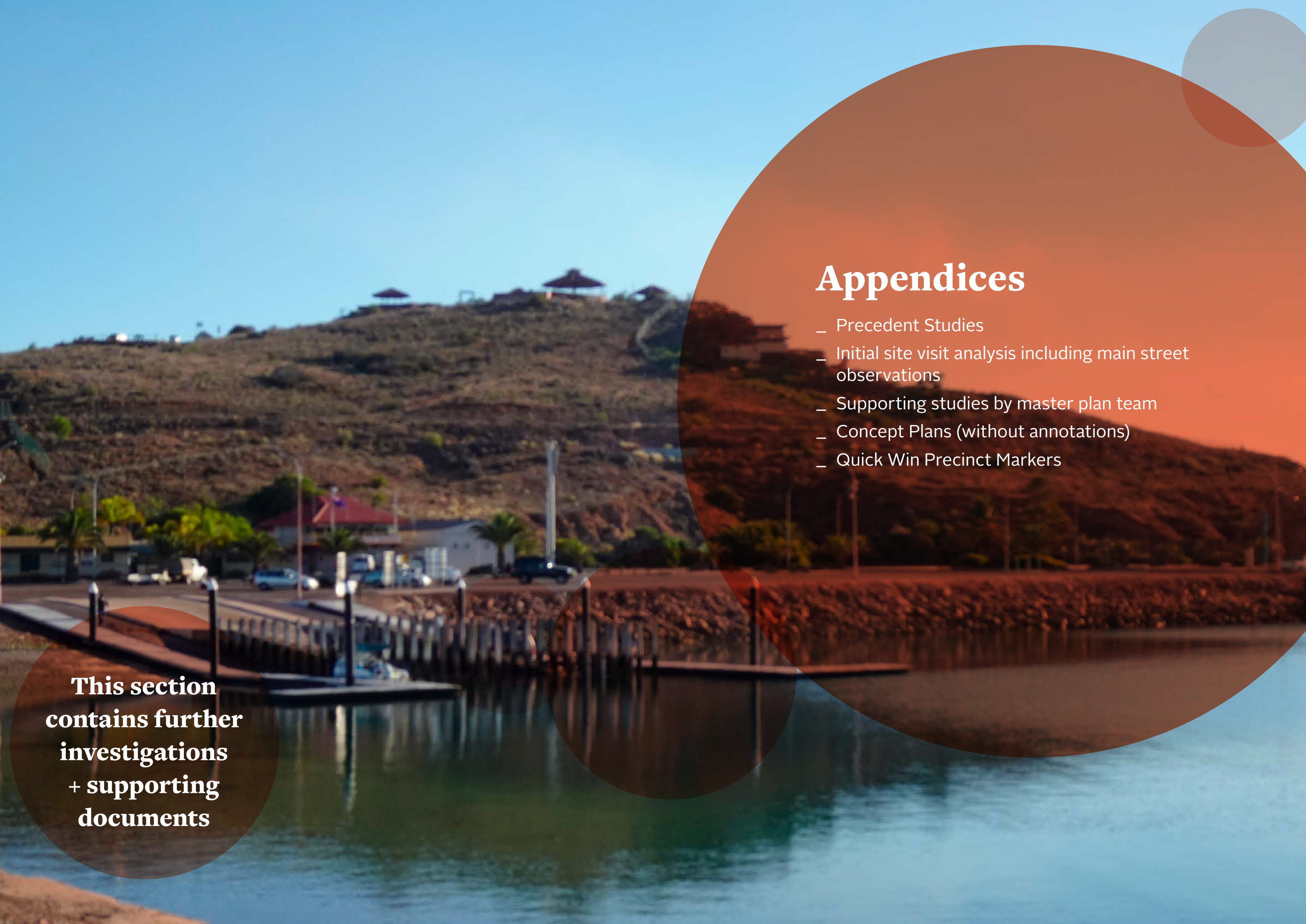
	Quick wins (0-2 years)	Catalysts (<5 years)	Transform (<10 years)
Whyalla Beach + Foreshore Park	<ol style="list-style-type: none"> Wayfinding signage Barngarla Plaza Foreshore Park re-naming Temporary art proposals (e.g. beach, lighting, jetty) Beach management + sand replenishment Pop-up tourist information "pod" 	<ol style="list-style-type: none"> Cuttlefish Water Play Park Redeveloped surf club building, cafes, kiosks, activities Improved boardwalk including universal design and safety upgrades Teen Zone New public toilets Small discovery artworks + story telling nodes along boardwalk (annual) Ada Ryan Gardens connections 	<ol style="list-style-type: none"> Adventure play space and major slide experience Annual story-telling commissions Access and parking improvements Picnic, open space and events space upgrades
Marina + Hummock Hill	<ol style="list-style-type: none"> Jetty activation Wayfinding signage including to town centre Seven Sisters Reserve Improved trail network to Hummock Hill with wayfinding + safety fencing 	<ol style="list-style-type: none"> Boardwalk extension to jetty Viewing deck Marina greening Upgraded boat ramp + pontoons, fish cleaning, washing / rigging areas Sound and light show + winter lights festival Town centre link – Cudmore Tce / Jamieson Street pedestrian access upgrades 	<ol style="list-style-type: none"> Tidal swimming pool Environmental artwork trail (e.g. wind and tide and sun) Information + Marine Discovery Centre + Plaza (site boundary TBC)
Western Foreshore + Whyalla High School site	<ol style="list-style-type: none"> Hydrogen Research + Business Hub 	<ol style="list-style-type: none"> Boardwalk extension + mangrove trails connection Viewing node Revegetation of dune and car park area Bush-tucker trail 	



9.3 Private + public / private investment projects (15)

Whyalla Beach + Foreshore Park	<ol style="list-style-type: none"> 1. Beach café reopening + additional food / drink pop-ups 2. Mini Golf course 3. Outdoor cinema and events 4. Construction hoarding art 	<ol style="list-style-type: none"> 5. New branded hotel with conference facilities (Foreshore Motor Inn redevelopment) 	<ol style="list-style-type: none"> 6. Biennial 'SteelArt' acquisitive competition (sponsored)
Marina + Hummock Hill	<ol style="list-style-type: none"> 7. Pop up marina café + Hummock Hill activations 8. Dive trail 	<ol style="list-style-type: none"> 9. New annual events e.g. fishing, yacht, triathlon competitions 	<ol style="list-style-type: none"> 10. Sporting club upgrades
Western Foreshore + Whyalla High School site	<ol style="list-style-type: none"> 11. Temporary use of school buildings e.g. office, museum, artists studios, storage 	<ol style="list-style-type: none"> 12. New or extended Destination Holiday Park with amenities 13. Flinders View residential land development + option for retirement / aged housing 14. Beachside residential village stage 1 	<ol style="list-style-type: none"> 15. Beachside residential village stage 2





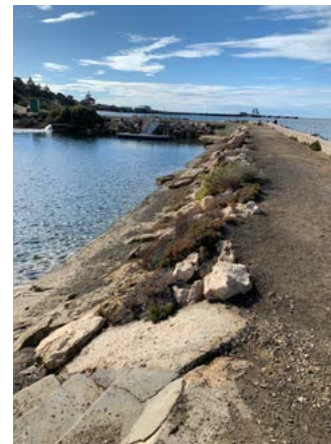
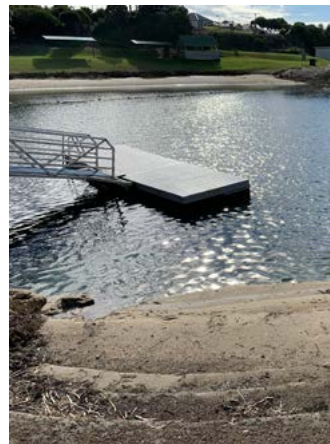
**This section
contains further
investigations
+ supporting
documents**

Appendices

- _ Precedent Studies
- _ Initial site visit analysis including main street observations
- _ Supporting studies by master plan team
- _ Concept Plans (without annotations)
- _ Quick Win Precinct Markers

Precedent Studies

Kingscote Tidal Swimming Pool



50x50m tidal swimming pool
sea wall construction, rocky coastline
pump used to exchange water (not original?)
floating pontoons, small beach is underused
toilets and change room

Port Lincoln swimming enclosure



Built 2014
Netted enclosure adjacent to jetty
Floating boom to protect from swell
50x16m approx

Other



Forster, NSW 60x70m



Edithburgh, SA environment.sa.gov.au



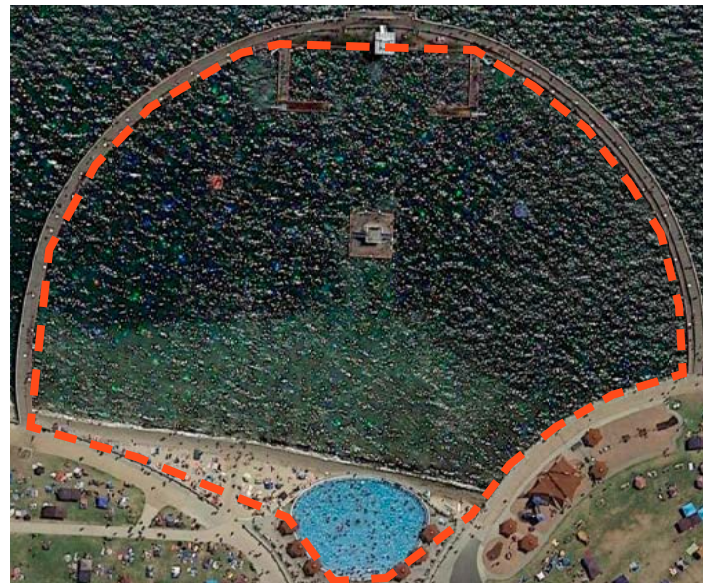
Geelong Eastern Beach Pool, Vic

visitvictoria.com
Enclosed swimming reserve first opened 1930s
180m across

Tidal Pool Footprint



Proposed Whyalla Tidal Pool Option A- 50 x 50m / 2500m² approx



Geelong Eastern Beach Pool, Victoria - 180 x 120m / 21,600m² approx



Forster, NSW - 70 x 60m / 4200m² approx



Kingscote Tidal Swimming Pool, SA - 50 x 50 / 2500m² approx



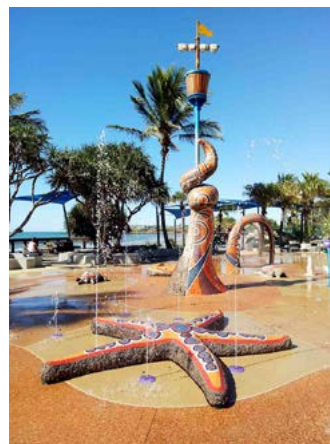
Port Lincoln Swimming Enclosure, SA - 50 x 16m / 800m² approx



Edithburgh Tidal Pool, SA - 30 x 15m / 450m² approx

1:2000 @ A3

Keppel Kraken, Yeppoon



AILA 2016 Tourism Award of Excellence
Parks and Leisure Australia Award for Playspace Major
(\$500K +) 2016
>\$500K
70 x 30m approx

Taylor Riverfront Precinct, Renmark



Built 2020
>\$3mil (within open space project including river deck)
85 x 40m approx

Splash Town, Moonta



Shipwreck Island Playspace, South West Rocks



Water Play Footprint



Proposed Whyalla Water Playspace - 60 x 35m / 1800m² approx



Splash Town Moonta, SA - 35 x 25m / 875m² approx



Keppel Kraken, QLD - 45 x 15m / 675m² approx



Shipwreck Island Playspace - NRMA South West Rocks Holiday Park, NSW - 30 x 17m / 510m² approx



Henley Beach Splash Area, SA - 15 x 15m / 225m² approx



Taylor Riverfront Precinct, SA - 15 x 15m / 225m² approx



Victoria Square Splash Area, SA - 26 x 8m / 208m² approx



Glenelg Splash Area, SA - 16 x 6m / 96m² approx

1:2000 @ A3

Play Footprint



Proposed Whyalla Playspace - 30 x 16m / 480m² approx



Eaglehawk Playspace, Vic - 150 x 25m / 3750m² approx



Strathdale Park Playspace, Vic - 50 x 35m / 1750m² approx



Paperbark Playspace, NSW - 50 x 30m / 1500m² approx



Glenelg Foreshore Playspace, SA - 45 x 40m / 1800m² approx



Frew Park, QLD - 45 x 20m / 900m² approx



Golden Bay Playspace, WA - 38 x 20m / 760m² approx



Wigley Reserve, SA - 25 x 20m / 500m² approx

1:2000 @ A3

Wembley Golf Course Putt Putt, Perth



Built 2016
Scaled down version of full size golf course
18 hole course
80 x 65m / 5200m² approx

Mermaid Beach Putt Putt, Brisbane



3 course runs themed separately - Fun Run (28 holes),
Jungle Trail (21 holes) and Waterways (22 holes)
Offers other facilities
60 x 35m / 2100m² approx

West Beach Mini Golf, Adelaide



Built 2017
Animal and pirate themed
18 hole course
Includes small food and beverage offerings
45 x 30m / 1350m² approx

Others



Victoria Park Putt Putt, Brisbane

120 x 30 m / 3600m² approx



Mt Gravatt Mini Golf, Brisbane

30 x 18 m / 540m² approx

Mini Golf Footprint



Proposed Whyalla Mini Golf Option 1 - 50 x 20m / 1000m² approx



Wembley Golf Course Putt Putt, Perth - 80 x 65m / 5200m² approx



The Range, Victoria - 120 x 35m / 4200m² approx



Dingley Village Adventure Golf, Victoria - 65 x 40m / 2600m² approx



Proposed Whyalla Mini Golf Option 2 - 50 x 20m / 1000m² approx



Mermaid Beach Putt Putt, Brisbane - 60 x 35m / 2100m² approx



West Beach Mini Golf, Adelaide - 45 x 30m / 1350m² approx



Mt Gravatt Mini Golf, Brisbane - 30 x 18m / 540m² approx

1:2000 @ A3

Henley Surf Life Saving Club, Adelaide



Built 2015
\$3.5 mil (\$2mil State Gov, \$900K Council + \$600K SLSC)
Club, bar and restaurant, functions capacity
3 storeys
30 x 15m approx

Brighton Surf Life Saving Club, Adelaide



Club, bar and restaurant, functions capacity
2 storeys
35 x 20m approx

Caloundra Surf Life Saving Club, Sunshine Coast



Club, bar and restaurant, functions capacity and outdoor dining
2 storeys
35 x 20m approx

Scarborough Surf Life Saving Club, Perth



Club, sports and recreation facilities, cafe, functions capacity and outdoor dining
2 storeys
30 x 30m approx

Surf Life Saving Club Footprint



Scarborough SLSC - 30 x 30m / 900m2 approx



Normanville SLSC - 40 x 20m / 800m2 approx



Brighton SLSC - 35 x 20m / 700m2 approx



Whyalla SLSC - proposed redevelopment - 35x 15m / 525m2 approx



Caloundra SLSC - 35 x 20m / 700m2 approx

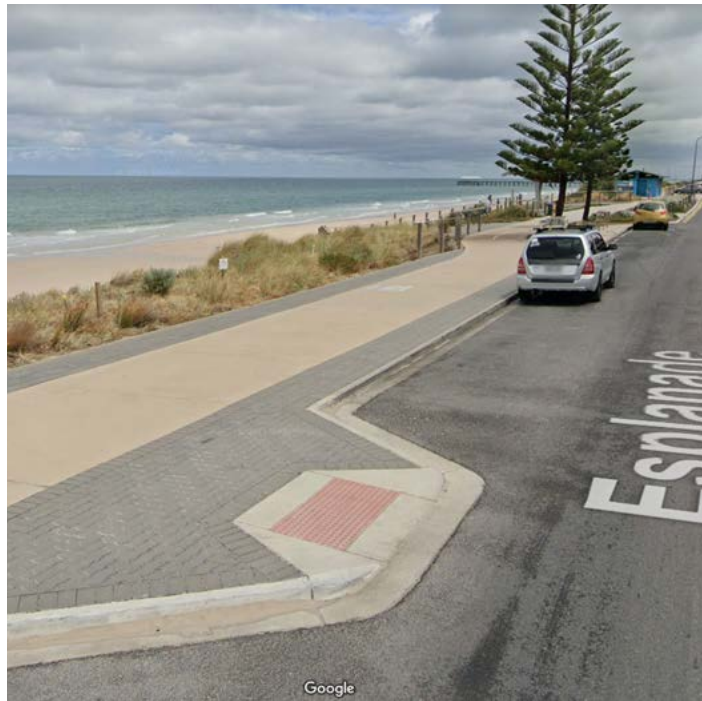


Semaphore SLSC - 25 x 20m / 500m2 approx



Henley SLSC - 30x 15m / 450m2 approx

Henley Beach Southern Boardwalk, Adelaide



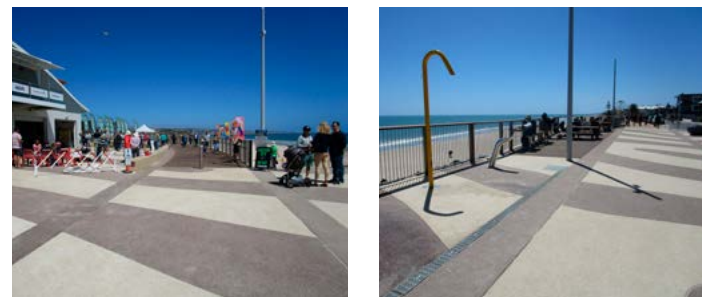
2x transition zones (0.5m + 1m) and 1x main path (3.5 wide)

Transitions zones and main path defined by differing materials

Nodes defined through materiality

Infrastructure only located at nodes

Minda Coast Park Boardwalk, Adelaide



1x main path (4m wide)

Consistent main path materiality

Infrastructure only located at nodes with materiality change defining node

Semaphore Beach Coastal Walk, Adelaide



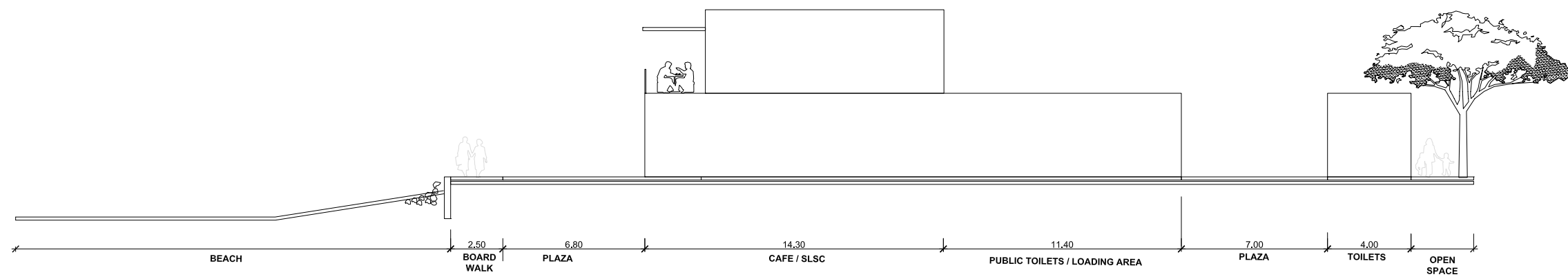
1x main path (4.5) + irregular turfed verge varies in dimension

Continuous main path material, line marked for shared pedestrian and cyclist use

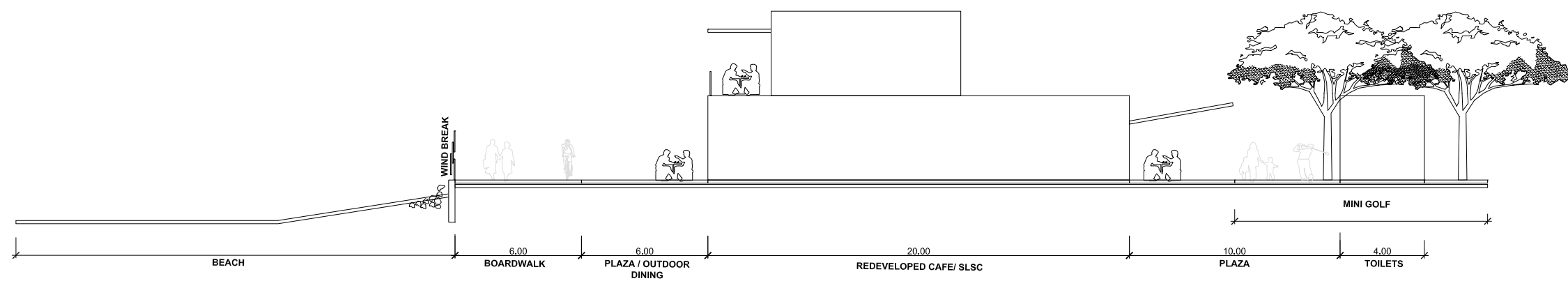
Nodes defined through materiality

Infrastructure at nodes and adjacent main path at regular intervals (approx 100m)

Foreshore East Activity Node

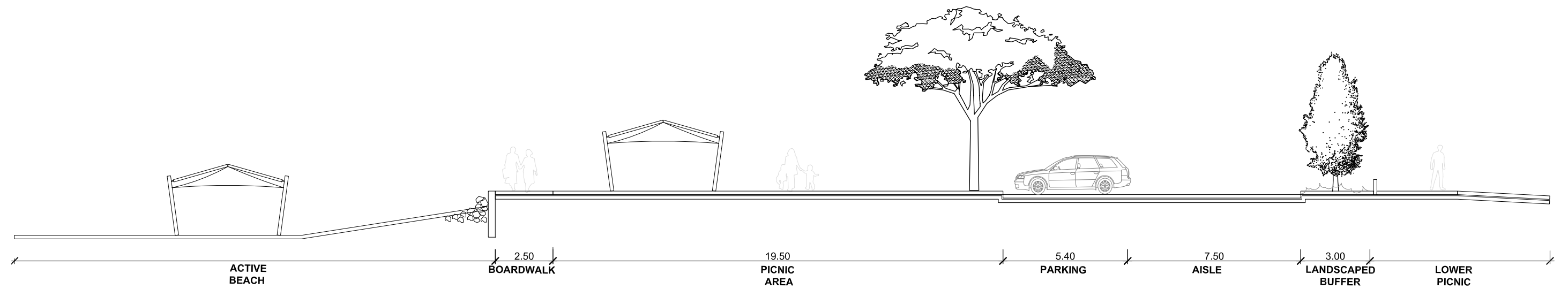


Existing cross section Whyalla Beach to Changing Places toilet facilities.

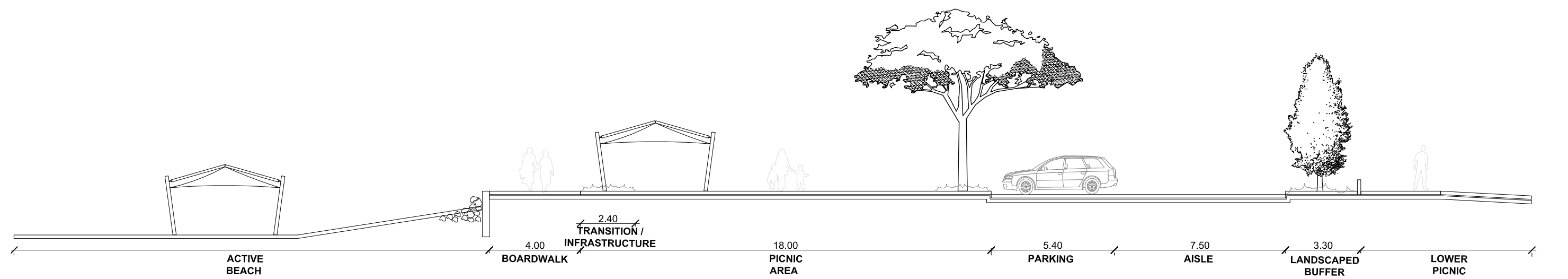


Proposed cross section Whyalla Beach to Changing Places toilet facilities.

Foreshore East Activity Node

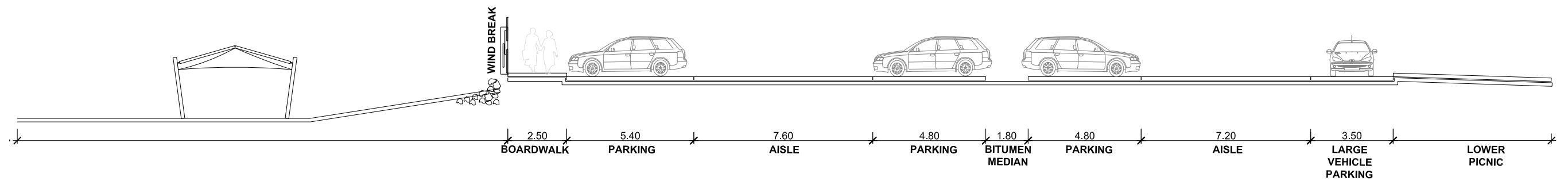


Existing cross section Whyalla Beach to lower picnic area.

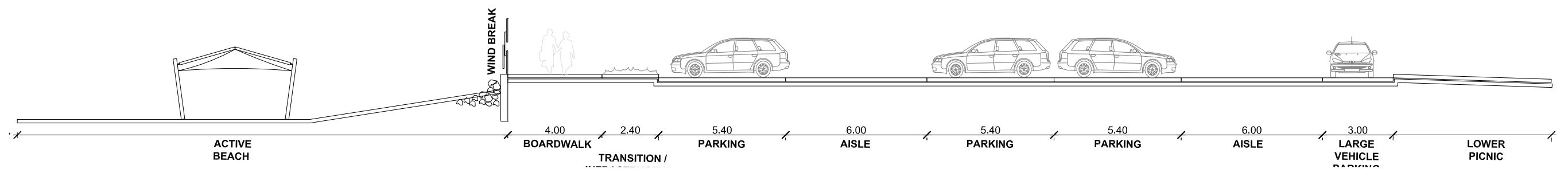


Proposed cross section Whyalla Beach to lower picnic area.

Foreshore East Activity Node



Existing cross section Whyalla Beach, main car park to lower picnic area.



Proposed cross section Whyalla Beach, main car park to lower picnic area

Initial site visit analysis including main street observations

While outside the scope of master plan investigations, early observations were recorded at the nearby main street precinct



Patterson + Forsyth Streets, Whyalla _ up-to-date and well designed main streets, but distant from where most people live, and underused, quiet and struggling economically

Other pics



Placecheck 9th April 2021 _ early opportunities identified

Whyalla Foreshore Master Plan PLACECHECK April 2021
after 9-9-21.
Foreshore Park

A framework for understanding, discussing and recording the attributes and identifying key opportunities.

Success Factors	Indicators	Good - meet / no improvement required	OK - opportunity for improvement	Poor - significant opportunity	N/A - for this area	Not priority
PEOPLE FOCUSED ACTIVITIES + DESIGN						
11	Quality of the public realm General level of wear and tear - maintenance level of built infrastructure and furniture. Is it interesting/appealing?					
	<i>Some weathering of infrastructure.</i>	✓				
12	Opportunities for sitting, congregating etc. Comfortable and plentiful furniture, shade / shelter, drinking fountains, bins etc. Is there a cafe/book nearby, public toilets, anything to encourage longer stays?					
		✓				
13	Age Friendly Design Does the reserve provide seating at regularly + walkable distances? Is the path level + free of hazards? Opportunities for all age physical activity (exercise equipment)? Is the reserve clearly signaged + easy to use/navigate through (minimising the risk of confusion/loss of direction)?					
			✓			
14	Opportunities for learning through play Opportunities for a range of aged play with diverse options of play? Are there play elements that challenge and provide risk? Is the play space maintained + safe?					
	<i>could be more up to date plans + variety e.g. adventure, nature, water.</i>		✓			
15	Safety + CPTED Is the area welcoming, does it appear well lit, paths clear of vegetation, is the area passively supervised / visible, is there a traffic / pedestrian conflict, feeling of personal safety, clear lines of sight.					
		✓				
16	Active use Is there an opportunity for play, sport, fitness or other activity (other than walking/strolling) facilitated? Is it of high quality/functional? Is it supported by facilities/buildings of a high quality?					
	<i>could be more sport based activities promoted.</i>		✓			
17	Buildings, structures + interfaces Opportunities for enhancement of public realm by business operators/building design (integration of access, lighting, facades, fences, artwork etc)					
	<i>SCSCT beach cafe.</i>		✓			

Foreshore open space

- _ **Redevelop play spaces** with more variety e.g. adventure play, nature play, water play
- _ More **sports** activity options
- _ **Surf Life Saving Club + Beach cafe redevelopment**
- _ **Cultural** and historical interpretation
- _ **Wayfinding signage**
- _ More family cycling opportunities - loops?
- _ Beach management - balance natural V groomed spaces
- _ Keep upgrading shelters and furniture over time but not high priority to change

Whyalla Foreshore Master Plan PLACECHECK April 2021
after 9-9-21.
Marina + Jetty area

A framework for understanding, discussing and recording the attributes and identifying key opportunities.

Success Factors	Indicators	Good - meet / no improvement required	OK - opportunity for improvement	Poor - significant opportunity	N/A - for this area	Not priority
PEOPLE FOCUSED ACTIVITIES + DESIGN						
11	Quality of the public realm General level of wear and tear - maintenance level of built infrastructure and furniture. Is it interesting/appealing?					
	<i>Very basic. Engineered. Gravel. Dry.</i>		✓			
12	Opportunities for sitting, congregating etc. Comfortable and plentiful furniture, shade / shelter, drinking fountains, bins etc. Is there a cafe/book nearby, public toilets, anything to encourage longer stays?					
	<i>A few seats. Uninviting.</i>		✓			
13	Age Friendly Design Does the reserve provide seating at regularly + walkable distances? Is the path level + free of hazards? Opportunities for all age physical activity (exercise equipment)? Is the reserve clearly signaged + easy to use/navigate through (minimising the risk of confusion/loss of direction)?					
	<i>No smooth paths.</i>		✓			
14	Opportunities for learning through play Opportunities for a range of aged play with diverse options of play? Are there play elements that challenge and provide risk? Is the play space maintained + safe?					
	<i>Except swimming area. Dolphins!</i>		✓			
15	Safety + CPTED Is the area welcoming, does it appear well lit, paths clear of vegetation, is the area passively supervised / visible, is there a traffic / pedestrian conflict, feeling of personal safety, clear lines of sight.					
	<i>Passive surveillance but not appealing</i>		✓			
16	Active use Is there an opportunity for play, sport, fitness or other activity (other than walking/strolling) facilitated? Is it of high quality/functional? Is it supported by facilities/buildings of a high quality?					
	<i>Recreational walking. Fishing. Boating.</i>		✓			
17	Buildings, structures + interfaces Opportunities for enhancement of public realm by business operators/building design (integration of access, lighting, facades, fences, artwork etc)					
	<i>Several ... from amenity. Toilets O.D.</i>		✓			

Marina + Jetty

- _ Develop the public realm, footpaths, nodes, **boardwalks** from basic/engineered environment to attractive environment
- _ More seating and activity nodes
- _ **Sealed paths for age-friendly and inclusive access**
- _ **New public toilet + change building (beach/marina interface)**
- _ More community events (provide infrastructure)
- _ Better swimming node to hang out and swim with the dolphins
- _ **Seven sisters site interpretation**
- _ Jetty art + interpretation
- _ New fish cleaning station
- _ **Explore development opportunities** for undeveloped land near Hummock Hill
- _ Access to hidden beach behind
- _ Better trails and signage to Hummock Hill
- _ Greenery

(Placecheck cont.) Note: city centre upgrades not in primary scope, but provided for context + opportunity for connection

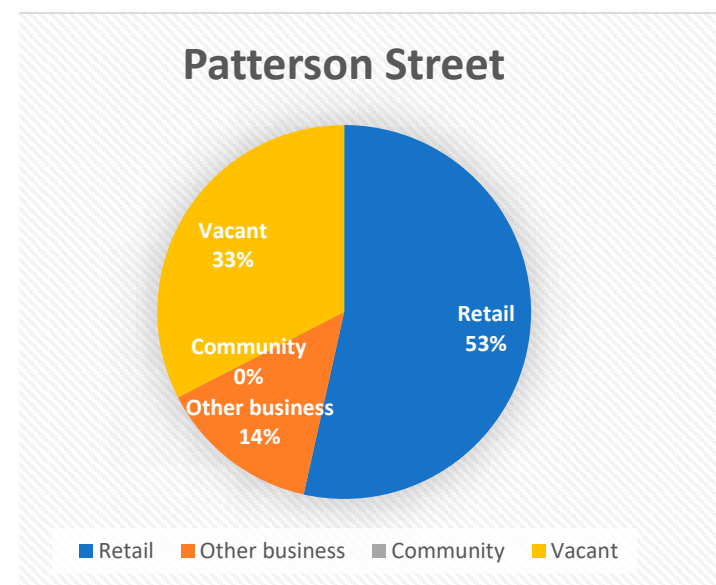
Whyalla Foreshore Master Plan PLACECHECK April 2021
 1.9.21.
 Patterson St (Main St East)

Success Factors	Indicators	Good - meet / no improvement	OK - opportunity for improvement	Poor - significant opportunity	N/A - for this area	Not in scope
1.1	Quality of the public realm General level of wear and tear, maintenance level of built infrastructure and furniture, is it interesting/appealing?					
	Recent upgrade.	✓				
1.2	Opportunities for sitting, congregating etc. Comfortable and plentiful furniture, shade, shelter, drinking fountains, bins etc. Is there a safe/quiet area by public toilets, anything to encourage longer stays?	✓				
	Yes.	✓				
1.3	Age Friendly Design Does the reserve provide seating at regularly + walkable distances? Is the path level + free of hazards? Opportunities for all age physical activity (exercise equipment)? Is the reserve clearly signed + easy to use/move through (minimising the risk of confusion/loss of direction)?					
	Wide level footpaths Pram ramp ok.	✓				
1.4	Opportunities for learning through play Opportunities for a range of aged play with diverse options of play? Are there play elements that challenge and provide risk? Is the play space maintained + safe?					✓
1.5	Safety + CPTED Is the area welcoming, does it appear well lit, paths clear of vegetation, is the area passively surveyed / visible, is there a traffic / pedestrian conflict, feeling of personal safety, clear lines of sight?		✓			
1.6	Active use Is there an opportunity for play, sport, fitness or other activity (other than walking/strolling) facilitated? Is it of high quality/functional? Is it supported by facilities/buildings of a high quality?					✓
1.7	Buildings, structures + interfaces Opportunities for enhancement of public realm by business operations/building design (integration of access, lighting, facades, fences, artwork etc.)					✓

Many bldgs old some unoccupied. Some facades in poor condition.

Patterson Street (Main Street East)

- Better paths + linkages to foreshore and Hummock Hill
- **Wayfinding signage**
- Rejuvenate building stock including heritage buildings e.g. facade upgrades and repainting
- Cultural interpretation... add local information and interest
- **Public art + colour**
- Possible lighting / art project
- Economic development + increased activity + reduced vacancy (easy to say...what are future land use needs?... office? Air B'n'B?)



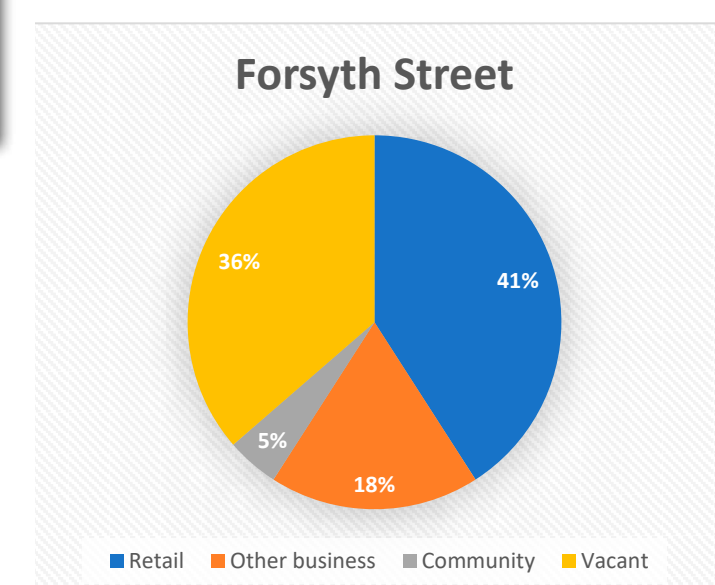
Whyalla Foreshore Master Plan PLACECHECK April 2021
 1.9.21.
 Forsyth St (Main St West)

Success Factors	Indicators	Good - meet / no improvement	OK - opportunity for improvement	Poor - significant opportunity	N/A - for this area	Not in scope
1.1	Quality of the public realm General level of wear and tear, maintenance level of built infrastructure and furniture, is it interesting/appealing?					
		✓				
1.2	Opportunities for sitting, congregating etc. Comfortable and plentiful furniture, shade / shelter, drinking fountains, bins etc. Is there a safe/quiet nearby, public toilets, anything to encourage longer stays?					
		✓				
1.3	Age Friendly Design Does the reserve provide seating at regularly + walkable distances? Is the path level + free of hazards? Opportunities for all age physical activity (exercise equipment)? Is the reserve clearly signed + easy to use/move through (minimising the risk of confusion/loss of direction)?					
		✓				
1.4	Opportunities for learning through play Opportunities for a range of aged play with diverse options of play? Are there play elements that challenge and provide risk? Is the play space maintained + safe?					✓
1.5	Safety + CPTED Is the area welcoming, does it appear well lit, paths clear of vegetation, is the area passively surveyed / visible, is there a traffic / pedestrian conflict, feeling of personal safety, clear lines of sight?					
	Quiet. Designs me ok. Vacant shop windows in place.		✓			
1.6	Active use Is there an opportunity for play, sport, fitness or other activity (other than walking/strolling) facilitated? Is it of high quality/functional? Is it supported by facilities/buildings of a high quality?					✓
1.7	Buildings, structures + interfaces Opportunities for enhancement of public realm by business operations/building design (integration of access, lighting, facades, fences, artwork etc.)					✓

What are the land use needs? Heritage buildings patches presented. Inappropriate add ons.

Forsyth Street (Main Street West)

- Rejuvenate building stock including heritage buildings e.g. facade upgrades and repainting, and removal of inappropriate additions e.g. verandahs
- **ART to address the drab empty buildings....street art?... indigenous art?... shop window art gallery?ask the community**
- **Wayfinding signage**
- Knock down a bunch buildings to lower vacancy rate and replace with pocket parks?





City of Whyalla staff project launch _ early opportunities identified



We value this

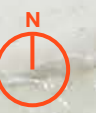
- _ Gardens
- _ Shade, place to retreat on a hot day
- _ Shelter
- _ History
- _ Clear view to water
- _ You can live close to beach, it's convenient
- _ Space
- _ Family oriented, place for families to meet, BBQ
- _ Safe beach
- _ Natural values
- _ Indigenous values
- _ Variety of things in one place
- _ Public land - keep it so



Opportunities

- _ Marina land
- _ **Loop walks + trails**
- _ **Disability friendly paths + connections**
- _ **Seven sisters site**
- _ Dolphins
- _ Communicate better what we do well like beach natural environment values
- _ **Bigger, newer playground**
- _ Mini-golf
- _ Water play
- _ **New toilets**
- _ **Windbreaks** - but don't disrupt the view
- _ Soften the marina area, get better use of it
- _ **Cluster activity** around the buildings, where facilities are
- _ Journey from the city to here - wayfinding at city scale

- _ walk city plaza to beach
- _ Visitor + cuttlefish + interpretive centre???
- _ **More shared paths**
- _ **Connection jetty to foreshore**
- _ (example Yankallila SLSC)
- _ build trust through small **quick wins**
- _ show **historical plans** for foreshore on posters
- _ Expressions of interest...**flexible use options**...in master plan







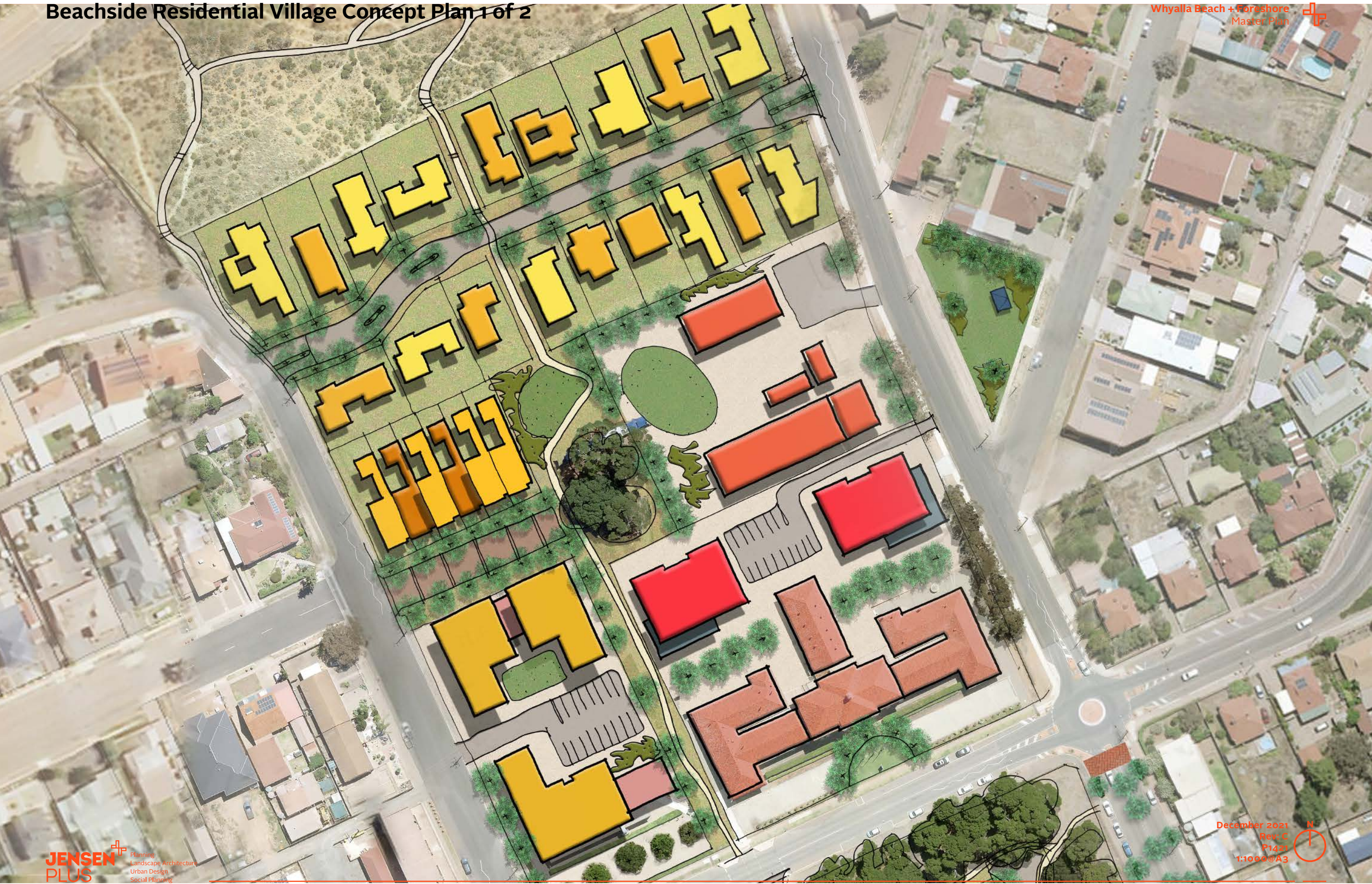




Western Foreshore + Whyalla High School site Concept Plan 1 of 2

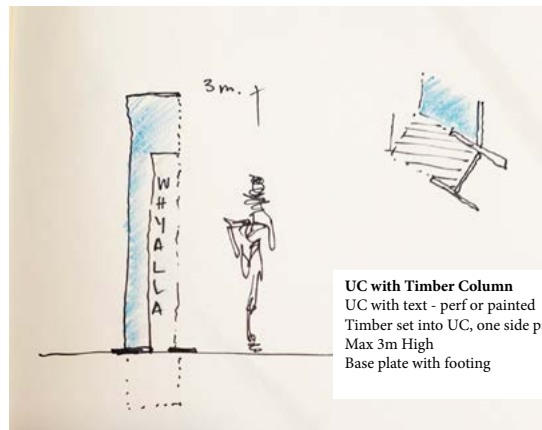




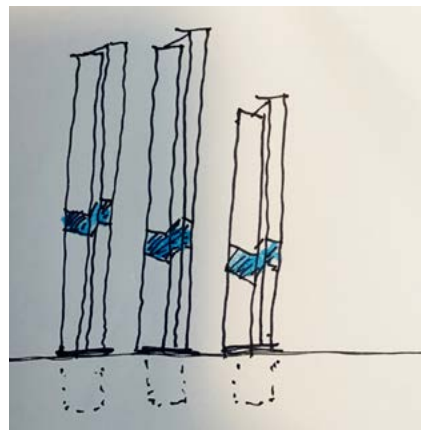
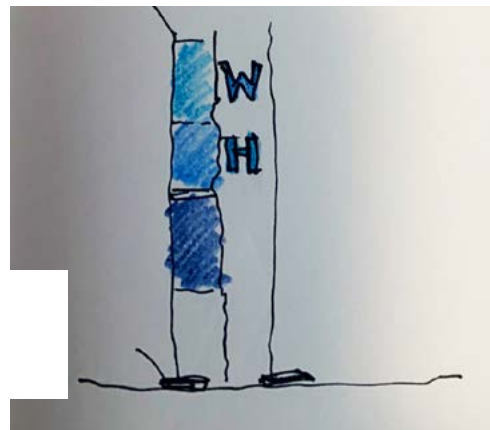




Quick Win Precinct Markers

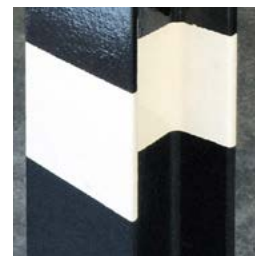


UC with Timber Column
 UC with text - perf or painted
 Timber set into UC, one side painted
 Max 3m High
 Base plate with footing



CONCEPT SKETCHES

ADDITIONS



PAINT



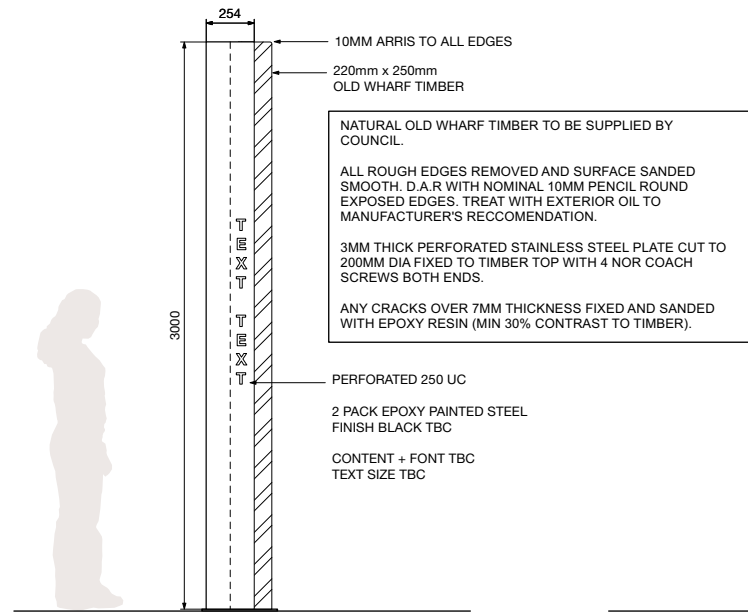
INDENT



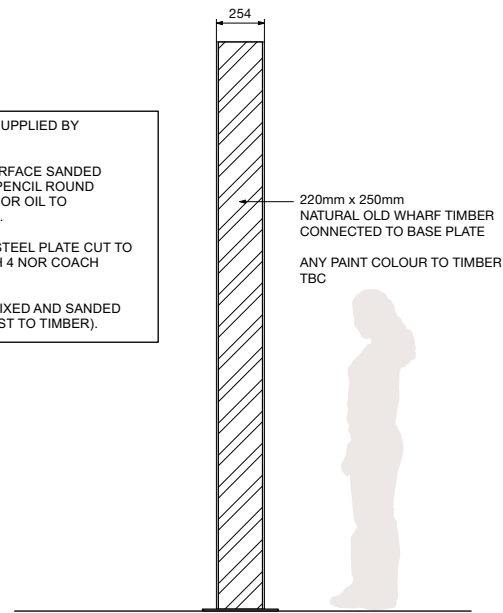
PERFORATE



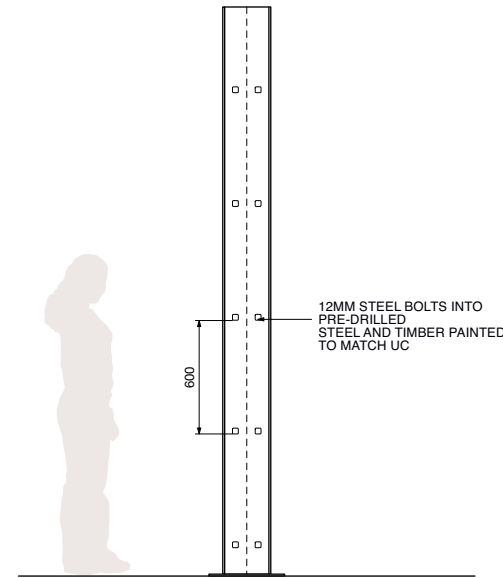
MARKER PRECEDENTS



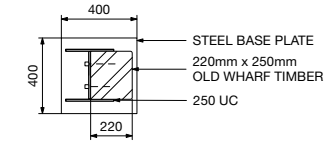
D01 3m PRECINCT MARKER - FRONT ELEVATION
1:20 @A1



D02 3m PRECINCT MARKER - SIDE SECTION
1:20 @A1



D03 3m PRECINCT MARKER - SIDE SECTION
1:20 @A1



D10 PRECINCT MARKER - TOP WITH BASE PLATE
1:20 @A1

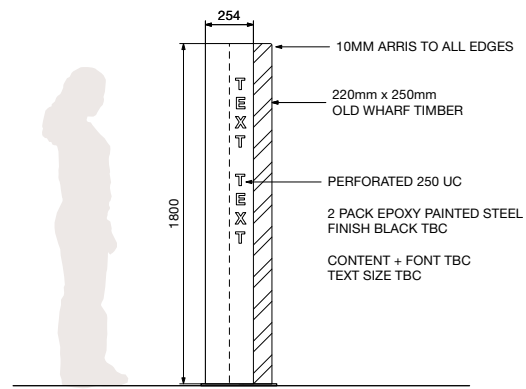
PAINT COLOURS TO MATCH WHYALLA CITY COUNCIL COLOUR PALETTE.
APPLY 2 PACK EPOXY PAINT TO;

1. UC 250 AS TEXT OR PATTERNING,
2. WHARF TIMBER BEHIND STEEL LASER CUT PERFORATION,

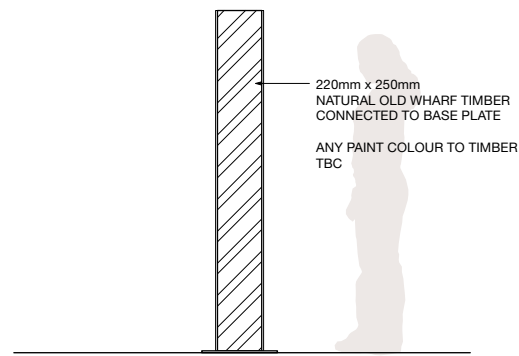
OR

3. WHARF TIMBER AS PATTERNING

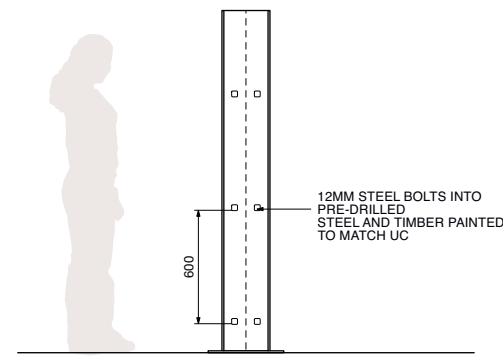
D11 PAINT COLOURS TBC
1:20 @A1



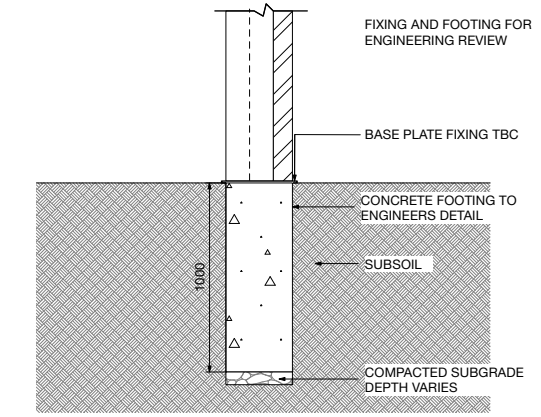
D04 1.8m PRECINCT MARKER - FRONT ELEVATION
1:20 @A1



D05 1.8m PRECINCT MARKER - SIDE SECTION
1:20 @A1

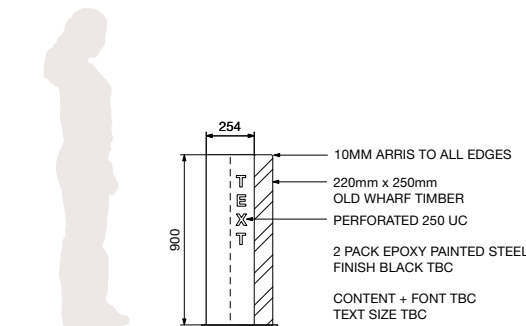


D06 1.8m PRECINCT MARKER - SIDE SECTION
1:20 @A1

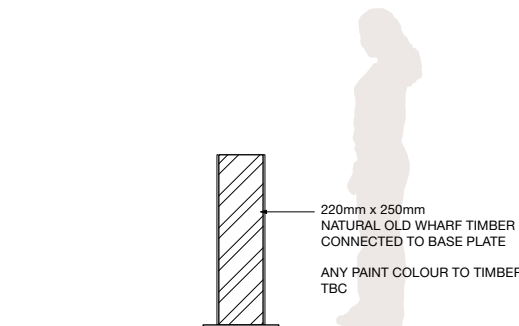


D12 PRECINCT MARKER - FOOTING DETAIL
1:20 @A1

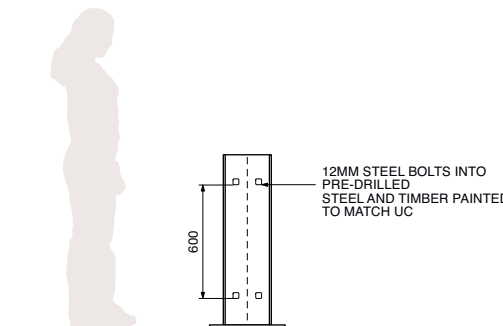
NOTE:
CONCEPT ONLY.
FOR ENGINEERING REVIEW AND SIGNOFF.
ALL STRUCTURAL DETAILS INCLUDING SUBBASE AND SUB-SOIL DRAINAGE TO CIVIL ENGINEER'S DETAILS AND SPECIFICATION.
LOCATIONS TO BE CONFIRMED.



D07 0.9m PRECINCT MARKER - FRONT ELEVATION
1:20 @A1



D08 0.9m PRECINCT MARKER - SIDE SECTION
1:20 @A1



D09 0.9m PRECINCT MARKER - SIDE SECTION
1:20 @A1

Supporting studies by master plan team

Engagement Summary Report #1 and #2

_Lisel Codrington Consulting 2021

Tourism + Economic Analysis

_Stafford Strategy 2021

Public Art and Cultural Strategy

_Brecknock Consulting, 2021

Sustainability Strategy

_Dsquared Consulting, 2021

Master Plan Cost Estimate

_RLB, 2021



Thank You

Produced by Jensen PLUS

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