



Wyong
Shire
Council
CENTRAL COAST

Bateau Bay Town Centre Masterplan

March 2014

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Disclaimer: The recommendations in this masterplan are conceptual only and need to be subject to a further detailed feasibility study, and should not be relied upon for any act or omission. The authors of this masterplan, The Planning Group NSW and Wyong Shire Council, are not responsible or liable for any act or omission by any person based on the information in this masterplan.

Executive Summary

Bateau Bay Town Centre is one of the main town centres in the Wyong Shire and Central Coast Region that plays an important social and economic role in the community. Wyong Shire Council has prepared this Masterplan for the future growth and development of the Bateau Bay Town Centre to provide a planning framework and direction for investment in community building, economic activity and employment, and environmental sustainability in the Centre that will support the growth of Wyong Shire and Central Coast Region over the next 20 years.

The objectives, strategies and principles in this Masterplan for the Town Centre and its precincts are the key outcomes sought from future growth and development. The plans and drawings for the precincts are indicative concepts only, and each precinct will need to be subject to a more detailed development design process in the implementation plan.

Wyang Shire Council owns significant land and building assets that have a major role in the future growth and development of the Town Centre. The implementation of the Masterplan is premised on key opportunity sites being developed in joint ventures and public private partnerships for new uses including employment generating commercial uses, leisure / entertainment / recreation uses and new housing choices which are to either provide the public domain works or generate revenue for Council that is to be used to fund improvements to the public domain, community and recreation facilities.

The vision for the Bateau Bay Town Centre is:

A centre of community and economic vitality providing shopping, recreation and entertainment, employment, education and training, business services, housing and civic space for social gathering and events that is attractive, functional and cohesive.

The goals of the Masterplan are to:

- Facilitate the development of a range of additional land uses for leisure/recreation and entertainment, business services and employment, education and training, and housing (in addition to retail shopping and community facilities) that increase community and economic activity and employment including after business hours;
- Develop a cohesive public domain with outdoor civic spaces that have a high level of environmental amenity and are functional, safe and legible in streetscapes, pathways, signage, furniture, lighting, landscaping and public art;
- Continue a functional and safe access network of transport infrastructure, roads, pedestrian and cycle paths, and parking all with equitable access;
- Enhance community and recreational facilities that meet social and recreational needs of the community and contribute to community pride and social cohesion;
- Implement principles of ecological sustainability particularly in new development through appropriate management of biodiversity, water conservation, energy efficiency, waste management and promoting a walkable environment.



Final Masterplan

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1.0 Introduction

Wyang Shire Council has prepared this Masterplan for the future growth and development of the Bateau Bay Town Centre. This Masterplan is the fifth phase of the process and forms part of a program of community consultation inviting the public to comment on matters to be included in the Masterplan.

This Masterplan provides a framework and direction for investment in community building, economic activity and employment, and environmental sustainability in the Town Centre to support the growth and development of Wyong Shire and the Central Coast Region over the next 20 years. The scope of the Masterplan addresses:

- **Vision and Goals** for the Bateau Bay Town Centre;
- **Role and Identity** of the Town Centre including its urban context, boundaries, character, precincts, land uses and key public and private sites;
- **Urban Design and Public Domain Framework** for civic spaces, built form, streetscapes, gateways, visual corridors and connections, pedestrian paths, landscaping, lighting, signage and safety and security;
- **Access, Transport, Traffic and Parking** including hierarchy, functionality and amenity of movement corridors/access paths for light and heavy vehicles, pedestrians and the disabled, public car parking, and bus interchange;
- **Community Infrastructure** relating to function and amenity of community and recreational infrastructure;
- **Sustainability** relating to water, energy, biodiversity, waste and social sustainability.

The planning context and background of NSW Government and Wyong Shire Council strategic plans in which Bateau Bay is identified as a Town Centre is outlined in Section 2 below.

The purpose of this Masterplan is to receive feedback and comment from interested stakeholders on preliminary ideas and directions for the future development and management of the Bateau Bay Town Centre over the next 20 years.



Figure 1.1: Masterplan study area (Bateau Bay Town Centre boundary outlined in red)

1:5,000 @ A3



The process for the preparation of the Bateau Bay Town Centre Masterplan is shown in the following flow diagram.

Masterplan Process



The community consultation program for the Masterplan is described further in Section 9.

2.0 Strategic Planning Context

The NSW Government and Wyong Shire Council have a number of strategic plans in place relating to the growth and development of the NSW Central Coast and Wyong Shire that are relevant to the preparation of a masterplan for the Bateau Bay Town Centre. These strategic plans are:

- NSW State Plan 2021;
- Central Coast Regional Strategy 2006-2031;
- Wyong Shire Council Community Strategic Plan 2030
- Wyong Shire Council Strategic Plan 2012-2016;
- Wyong Shire Council Settlement Strategy (Draft);
- Wyong Shire Council Retail Centres Strategy;
- Wyong Shire Council Residential Strategy; and
- Wyong Shire Council Sustainability Principles.

2.1 NSW 2021 PLAN

NSW 2021 – ‘A Plan to Make NSW No.1’ is the State Governments 10 year plan to guide policy and budget decision making. It defines the overarching goals and outcomes for consideration by State Government Agencies over the next 10 years. Reflecting the vision of communities across NSW, the NSW State Plan sets out clear priorities for Government action. The following priorities are relevant to planning for future urban growth within the Wyong LGA:

Rebuild the Economy

Goal 3: Drive economic growth in regional NSW

Goal 4: Increase the competitiveness of doing business in NSW

Renovate Infrastructure

Goal 20: Build liveable centres

Strengthen our local environment and communities

Goal 22: Protect our natural environment

Goal 24: Make it easier for people to be involved in their communities

Goal 27: Enhance cultural, creative, sporting and recreation opportunities

Restore accountability to government

Goal 29: Restore confidence in the planning system

In accordance with these key goals of NSW 2021, the Masterplan for the Bateau Bay Town Centre plans for a centre which drives local economic growth into the future, which is liveable, provides the infrastructure and planning to make it easy for residents and visitors to be involved in their communities, as well as enhance the cultural, creative and recreation opportunities for residents and visitors of the Town Centre.

The Masterplan seeks to explore and develop a vision and framework to address the relevant community and environmental planning issues within the Town Centre consistent with the Central Coast Regional Strategy outlined in Section 2.2.

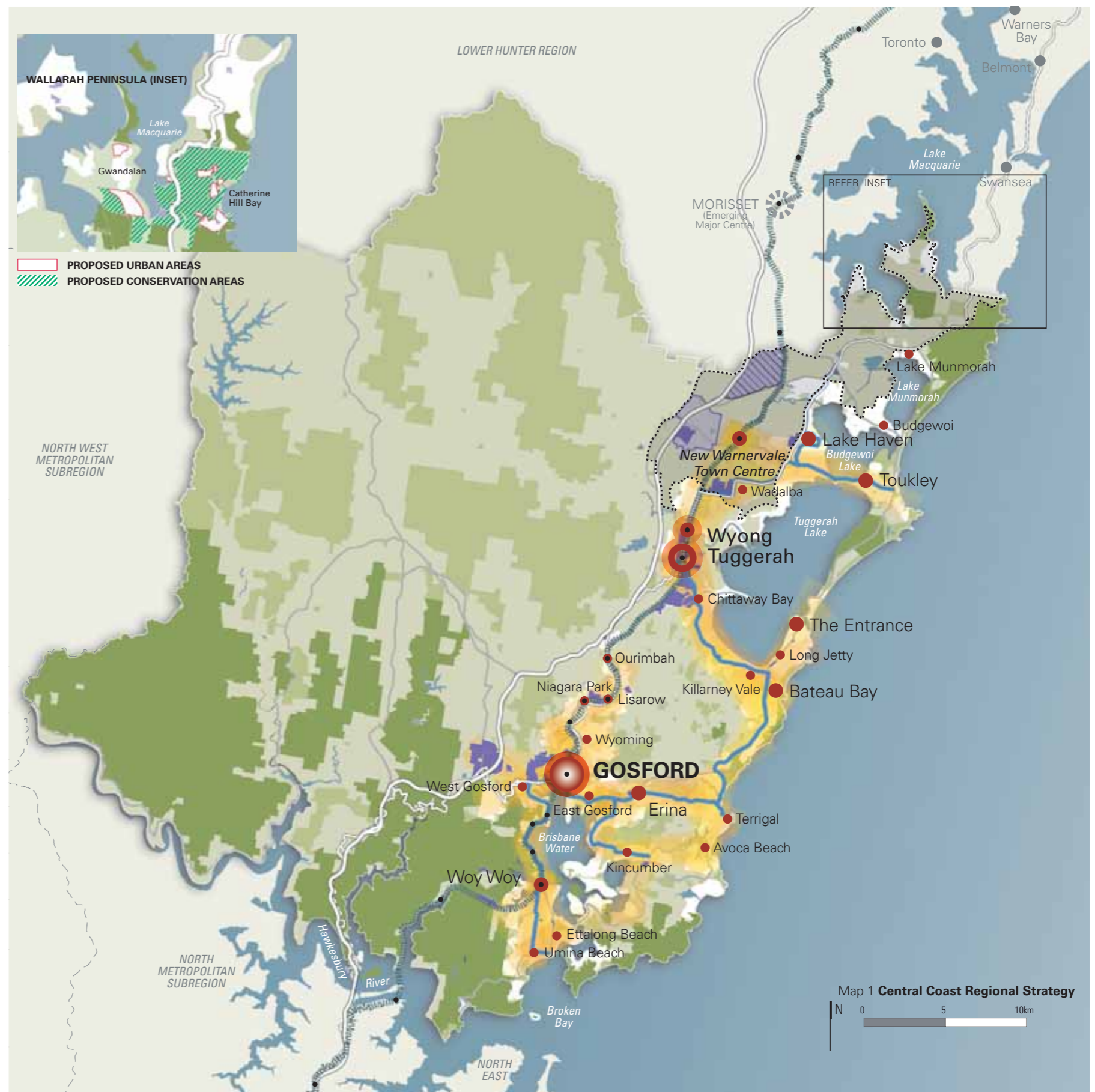


Figure 2.1: Central Coast Regional Strategy map

2.2 CENTRAL COAST REGIONAL STRATEGY

The Central Coast Regional Strategy 2006-2031 (CCRS) is a 25 year planning strategy for the Wyong and Gosford Local Government Areas and sets the planning agenda for the region. The CCRS was prepared in response to the original Sydney Metropolitan Strategy – City of Cities: A Plan for Sydney’s Future (2005), and was one of 10 sub-regional Planning Strategies developed by the NSW State Government for the Greater Sydney Metropolitan Region.

The CCRS is a strategic framework based on the following projections for the region:

- An additional 100,000 people living in the Central Coast Region by 2031 (increasing the population from 300,000 to 400,000 in 25 years);
- An additional 70,000 people in the Wyong Shire Local Government Area (LGA) housed in both existing urban areas and greenfield areas;
- An additional 56,000 dwellings in the Region over the next 25 years to accommodate the increased population with falling household occupancy levels;
- An additional 45,000 jobs in the Region over the next 25 years, with 27,000 jobs to be accommodated in the Wyong Shire including 9,000 jobs in the centres;

The CCRS states that, apart from external factors such as national economic growth rates, employment growth on the Central Coast will be largely driven by the following:

- The Region’s resource base which attracts investment in agriculture, fisheries, forestry, minerals/mining and energy sectors;
- Population growth driving new economic and employment opportunities;
- Competitively-priced employment lands and the position of the Region between Sydney and the Hunter for industrial and logistics businesses and good interregional transport infrastructure (i.e. the F3 Freeway and rail);
- Demographic and lifestyle changes, such as young families, older professional workers who commute part-time to Sydney and retirees; and
- A burgeoning tourism industry.

The Bateau Bay Town Centre contains concentrations of retail, recreational and community uses as well as a transport interchange. The CCRS talks to the networking of centres, the transport network, environmental qualities, jobs, housing choice and urban design. The CCRS also lists the following actions which are relevant to the subject site in relation to centres and housing:

- Action 4.4: Councils are to investigate the potential for land located within and around centres for future housing opportunities, consistent with the centres hierarchy and the dwelling and employment capacity targets through the preparation of LEPs and local planning strategies, (i.e. generally within a radius of 1000 metres of a regional city and major centre, 800 metres for towns, 400–600 metres for villages and 150 metres for neighbourhoods).
- Action 4.13: Consider a range of affordable housing strategies, including forms of low-cost housing, suitable zonings and development controls to improve housing choice, and specific schemes. These strategies must be consistent with relevant State policies.

- Action 4.23: The Department of Planning is to prepare Centre Design Guidelines to encourage improvement and appropriate renewal of local centres and exchange of practices between councils.
- Action 4.25: Prior to the preparation of LEPs and centres planning strategies, councils need to establish whether development or redevelopment of any significant government landholdings could assist in achieving the overall objectives for that centre.
- Action 4.26: Councils are to implement their cultural plans and investigate opportunities to encourage clusters of entertainment and cultural facilities, including activities based around the night economy when preparing centres planning strategies.
- Action 5.1: Promote economic and employment growth in the Region to increase the level of employment self containment and achieve capacity for more than 45 000 new jobs on the Central Coast over the next 25 years.
- Action 5.3: Councils are to investigate strategies to ensure sufficiently zoned land to enable the provision of comparatively low cost premises for start-up business. Centre strategies should include provision of low-cost office and studio space to assist business start-ups for cultural activities.
- Action 5.8: Ensure that development of residential and mixed-use buildings in business zones do not result in a weakening of a centre’s retail and commercial functions.
- Action 5.9: Ensure that bulky goods retailing is not located on industrial land and is located in centres and nominated nodes
- Action 5.11: Ensure new retail and commercial development is located in centres. Some local convenience retailing may be required out of centre, however the presence of a convenience shop can initiate a neighbourhood centre, around which other activities such as child care facilities can be located.
- Action 5.14: The NSW Government and councils are to utilise government assets and investment to support centres in accordance with the centres hierarchy.

Bateau Bay is identified as a ‘Town Centre’ under the CCRS which is defined as having concentrations of retail, health and professional services mixed with medium density residential within the centre. Town Centres will also serve surrounding residential areas. Services present will generally include two to three supermarkets, a discount department store, more than 50 shops, child care, schools, community facilities, bank, branch library, professional services, medical centre and small civic square. Centres that will develop as Town Centres over the next 25 years are Bateau Bay, The Entrance, Erina, Lake Haven, Toukley, Warnervale (new) and Woy Woy.

In accordance with the CCRS, the Masterplan for Bateau Bay Town Centre provides a vision, framework and actions which are consistent with the centres hierarchy and strategic actions of the CCRS. It plans for concentrations of businesses and services such as retail, health and professional services to cater for long term regional growth over the next 25 years. It promotes the Town Centre as an attractive, accessible and active space with a focus on economic activity and employment, community and recreational/leisure uses, and environmental amenity and sustainability. The Masterplan implements the identified actions of the CCRS to ensure local strategic directions remain consistent with both State and Regional planning guidelines.

The Masterplan is designed and implemented to keep in mind the need for a balance between growth and development, and the unique and defining environmental qualities of the locality. The Masterplan aims to guide the development of the Bateau Bay Town Centre to sustainably accommodate the projected housing and employment projections in the CCRS.

2.3 WYONG SHIRE COUNCIL COMMUNITY STRATEGIC PLAN 2030

The Wyong Shire Council Community Strategic Plan 2030 (CS Plan) is a document which lays out four principles that must apply in the future and identifies eight priority objectives to create the best possible quality of life for residents and visitors of Wyong Shire. The CS Plan looks ahead over two decades and provides a direction and focus in all levels of government to achieve the most significant long-term benefits.

The CS Plan contains the following objectives and principles which relate to all land in Wyong Shire:

1. *Communities will be vibrant, caring and connected with a sense of belonging and pride in their local neighbourhood.*
2. *There will be ease of travel within the Shire, and to other regional centres and cities. Travel will be available at all hours and will be safe, clean and affordable.*
3. *Communities will have access to a diverse range of affordable and coordinated facilities, programs and services.*
4. *Areas of natural value in public and private ownership will be enhanced and retained to a high level in the context of ongoing development.*
5. *There will be a sense of community ownership of the natural environment through direct public involvement with environmental programs.*
6. *There will be a strong sustainable business sector and increased local employment built on the Central Coast's business strengths.*
7. *Information communication technology will be consistent with world's best practice and adaptive to technological advances across all sectors.*
8. *The community will be well educated, innovative and creative. People will attain full knowledge potential at all stages of life.*

The Masterplan for the Bateau Bay Town Centre addresses the challenges facing the Town Centre and aims to capitalise on its opportunities to improve the function, sustainability and amenity of the Town Centre. In order to meet the objectives and principles of the CS Plan, the Masterplan aims for enhanced social interaction through the careful deployment and arrangement of social facilities and infrastructure. Furthermore, the Masterplan examines the road hierarchy and traffic flow within and around the Town Centre, including the location and function of car parking areas, transport interchange, and vehicle unloading areas. Finally, the Masterplan identifies opportunities to encourage active participation in sport and incidental recreation by enhancing existing open space and recreational areas, community facilities and pedestrian network.

2.4 WYONG SHIRE COUNCIL STRATEGIC PLAN 2012-16

The Wyong Shire Council Strategic Plan (the Corporate Strategic Plan) aligns Council's programs with the aspirations of the community as expressed in the Community Strategic Plan (2030). The Corporate Strategic Plan provides policy direction and strategies which seek to deliver value for money services in a sustainable manner, focusing on social, economic, environmental and civic leadership for the future and considers issues impacting our community such as business attraction, increased population, environmental sustainability and increased traffic.

The Corporate Strategic Plan identifies a number of key challenges for Wyong Shire Council including the impact of the creation of the Central Coast Water Corporation on Council services and the business structure, rising costs to the organisation such as the carbon tax, energy costs and a growing population, rising community expectations, and continual financial sustainability. It states that Council seeks to address these

challenges by managing assets sustainably, balancing development with environmental and social needs, increasing local employment and enhancing the Shire's appearance and attractiveness.

The preparation of the Masterplans aligns with Council's Corporate Strategic Plan and in particular with the following relevant Principle Activities:

- Principle Activity 1.01, 1.02 and 1.03 Community & Cultural Development. By engaging with our community and enhance their knowledge and skills through the planning and provision of services programs, events and facilities, we strive for equity and inclusiveness and encourage innovation and enterprise.
- Principle Activity 2.01 and 2.02 Parks and Open Space. To provide sports facilities, parks and reserves as well as enhance the natural environment for the benefit of the community.
- Principle Activity 3.01, 3.02 and 3.03 Economic and Property Development. To support quality town centre development and to build a sense of community cohesion and pride. To oversee the management of major projects and identify sustainable income strategies. Key activities include the preparation and implementation of masterplans for town centres.
- Principle Activity 4.01 and 4.02 Council Enterprise. To provide information, education and support services to the community in order to assist in making Wyong Shire a place where individuals are always learning.
- Principal Activity 8 and 9 Roads and Stormwater. To manage and develop the Shire's road, bridge and drainage networks along with associated infrastructure to help ensure ease of travel and environmental responsibility.

2.5 WYONG SHIRE COUNCIL SETTLEMENT STRATEGY (DRAFT)

The Wyong Shire Council Settlement Strategy (Settlement Strategy) has been developed to provide a blueprint for the growth of the LGA with accessible and reliable transport, a strong regional economy, a vibrant community and a healthy natural environment. The 'Planning for our Community' chapter of the Settlement Strategy considers community services and facilities, open space and recreation, educational and health facilities, and emergency services available to residents. The chapter identifies ways in which key objectives 3 and 8 of the Community Strategic Plan can be achieved:

'Communities will have access to a diverse range of affordable and coordinated facilities, programs and services.'

'The community will be well educated, innovative and creative. People will attain full knowledge potential at all stages of life.'

The vision of the 'Planning for our Community' chapter of the Settlement Strategy is to consider how community facilities and services connect to the centres, as well as the wide distribution of housing in Wyong, coupled with an emphasis on integrating community planning within the overall planning process. The Masterplan for the Bateau Bay Town Centre identifies and develops focal points or activity nodes that are identifiable places with character within each centre which help achieve a sense of place and ownership. It also re-appraises local priorities and needs for community and sporting infrastructure to identify where and when upgrade funds are best spent, allowing better connections to the Town Centre and a greater variety of facilities for residents.

The chapter titled 'Planning for Economy and Employment' of the Settlement Strategy is also relevant to the preparation of a Masterplan for the Bateau Bay Town Centre. The chapter considers employment lands, commercial and retail development, business parks, agriculture, tourism, resource extraction and economic development within Wyong Shire. The chapter also identifies ways in which key objective 6 of the Community Strategic Plan can be achieved:

'There will be a strong sustainable business sector and increased local employment built on the Central Coast's business strengths.'

The vision of the 'Planning for Economy and Employment' chapter of the Settlement Strategy is for the Council over the next 20 years to strengthen the economy and increase employment opportunities. This will involve managing the economic implications of future growth responsibly, ensuring that employment lands are released in an efficient manner, with due regard to constraints such as environmental attributes, bushfire and flooding. The chapter also states that this will involve careful planning for the existing commercial and retail centres, by reinforcing the current role and function of these centres and improving transport links and community access to these centres.

The Masterplan for the Bateau Bay Town Centre seeks to encourage and facilitate private development and public domain improvements that attract investment in employment generating uses. It also identifies the potential for mixing new uses in appropriate zones that will attract more people to the Town Centre and make it a more desirable place to invest in business.

2.6 WYONG SHIRE COUNCIL RETAIL CENTRES STRATEGY

The Retail Centres Strategy examines the Shire's projected population growth and forecast retail spending, and considers the supply of retail floor space to meet consumer demands. The report was prepared for Wyong Shire Council by Leyshon Consulting, and has following relevant objectives:

- *to build on the economic modelling and assessment work that has been undertaken for Council in recent times*
- *to review current and possible future trends in retailing, commercial development and centre support development and how they will impact on Wyong Shire into the future*
- *to identify the current and future demand for retail, commercial and centre support floorspace and its spatial distribution within Wyong Shire*
- *to review the 1996 Wyong Shire Retail Strategy, DCP81 – Retail Centres and the associated hierarchy of centres in Wyong*
- *to identify a point of difference for each centre and nominate the sort of facilities that could be provided in the future in response to the specific demographics of centres' trade areas*
- *to identify appropriate floorspace limits for each centre within the hierarchy based on its nominated position in the hierarchy and projected growth within its trade area and the nominated site area*
- *to identify guidelines and principles for "good retail development"*
- *to prepare a new planning framework to facilitate growth and which identifies the current and future roles of centres*
- *to assist Council staff in communicating the new framework to the elected representatives and the general public.*

The Retail Strategy is currently under review by Wyong Shire Council, and the Masterplan for Bateau Bay Town Centre will need to be consistent with the outcomes of the review.

2.7 WYONG SHIRE COUNCIL RESIDENTIAL DEVELOPMENT STRATEGY

Wyong Shire Council has developed a Residential Development Strategy (RDS) to meet the State Government requirement for local Councils to take responsibility for implementing local planning policies to meet planning objective needs and increase the quality, diversity and quantity of residential development in the Wyong Shire. The key aims are to:

- *Provide a comprehensive strategy to guide residential development and increase the quality and diversity of development in Wyong Shire;*
- *Provide a local approach to justify exemption from SEPP 53 - Metropolitan Residential Development;*
- *Identify amendments to the Wyong Local Environmental Plan 1991 to satisfy residential development objectives;*
- *Identify short and medium term actions which Council can facilitate to realise metropolitan planning objectives for residential development, while maintaining local sustainability.*
- *Plan for environmental, economical and socially sustainable residential development;*

Section 6 – Residential Development Opportunities talks to urban infill and redevelopment for Wyong. This section identifies that opportunities exist for centres in Wyong to expand residential development by looking more closely at specific precincts within the centre that may have potential for increased densities, and that Wyong's historic buildings and town character must be considered in any such study.

The preparation of the Masterplan examines the opportunities for residential development in the Bateau Bay Town Centre, and also addresses some of the drivers that attract residential development such as the public domain, environmental amenity and access.

2.8 WYONG SHIRE COUNCIL SUSTAINABILITY PRINCIPLES

Wyong Shire Council's sustainability principles are to:

- *Think holistically;*
- *Act responsibly;*
- *Be smart, local and adaptable;*
- *Care for nature;*
- *Good processes, improved outcomes;*
- *Work together; and*
- *Lead by example.*

The Masterplan is consistent with the above principles of Council for ecological sustainability.

2.0 Strategic Planning Context

2.9 BATEAU BAY TOWN CENTRE KEY ISSUES & OPPORTUNITIES

The key issues and opportunities for the growth and development of the Bateau Bay Town Centre are shown in Figure 2.2. In summary, the key issues and opportunities relate to the following:

- Additional land uses for more economic activity and employment, training and education, recreation/leisure, housing and activation outside standard business hours;
- Enhancement of the public domain with new outdoor civic spaces, landscape treatments, and improved safety and security;
- Better connectivity and integration between precincts through the town centre and with surrounding areas;
- Enhancement of community and recreational infrastructure; and
- Implementation of additional measures for ecological sustainability.

Key Long Term Development Site



- Opportunity for new land uses - employment, retail, education &/or residential; and
- Potential 'commercial/retail/business units' hub (low cost, low remediation).

Redesign or Relocate Bus Interchange



- Create a 'quiet' landscaped space;
- Improved shade and seating opportunities;
- Improve 'arrival' experience to the centre; and
- Adjust road lanes to cater for buses.

Formalise Pedestrian 'Ant-Track'



- Formalise McColl Park crossing point(s);
- Improved safety and security; and
- Address litter issues.

Potential Village Square



- Shaded civic space framed with built form; and
- Addresses primary centre car park and pedestrian underpass arrival point.

Key Development Opportunity Site



- Opportunity for new land uses - employment, retail, education and/or residential;
- Potential amenity outlook to hills for residential (aged care); and
- Pedestrian through-site link to centre.

Improve Connection to Centre

- Enhance shade and footpath to centre.

Gateway Opportunities

- Signage or built form opportunities to:
 - cnr Eastern Road and Village Bay Road
 - cnr Eastern Road and The Entrance Road
 - cnr Wyong Road and The Entrance Road



Continue Special Streetscape

- Continue streetscape enhancement programme south along the Entrance Road to Bateau Bay Square.

Potential New Pedestrian Crossing



- Formalise 'desire line' from school to shopping centre - aligned with stairs shown on western side of the Entrance Road

Frame & Define the Ovals



- Informal seating/viewing options;
- Landscape existing batter slope for seating opportunities and to stop erosion; and
- Improve signage, naming and identity.

Landscape Path & Carpark



- Shade trees, seating etc. to delineate path and provide definition between open space and parking areas and improve amenity; and
- Investigate opportunities to shade and soften carpark with landscaping.

Key Development Opportunity Site



- Opportunity for new leisure/recreation/ community uses; and
- Improve surveillance, safety and security.

Enhance Underpass



- Generally a good and open underpass;
- Could benefit from some landscaping and more of a destination on the eastern side; and
- Improve surveillance from new uses.

Eastern Pedestrian Connection



- Potential re-alignment;
- Enhance shade and landscaping; and
- Break up journey with destinations.

Figure 2.2: Bateau Bay Town Centre Issues & Opportunities

3.0 Vision & Goals

The vision for the Bateau Bay Town Centre is:

A centre of community and economic vitality providing shopping, recreation and entertainment, employment, education and training, business services, housing and civic space for social gathering and events that is attractive, functional and cohesive.

The goals of the Masterplan are to:

- Establish a planning framework to guide public and private investment in the future development of the Town Centre for community building, recreation, economic activity and employment and environmental sustainability;
- Facilitate the development of a range of additional land uses for leisure/entertainment, business services, employment uses, education and training and housing (in addition to retail shopping and community and recreation facilities) that increase community and economic activity as well as employment, including after business hours;
- Develop a cohesive public domain with outdoor civic spaces that have a high level of environmental amenity and are functional, safe and legible in streetscapes, pathways, signage, furniture, lighting, landscaping and public art;
- Continue a functional and safe access network of transport infrastructure, roads, pedestrian and cycle paths, and parking all with equitable access;
- Enhance community and recreational facilities that meet social and recreational needs of the community and contribute to community pride and social cohesion;
- Implement principles of ecological sustainability particularly in new development through appropriate management of biodiversity, water conservation, energy efficiency, waste management and promoting a walkable environment.

4.0 Role & Identity

A Town Centre with a distinct role and identity that is functional and has a good level of activity and environmental amenity can make a significant contribution to community building and attracting economic investment. It creates a sense of place for the community and is a core attractor for investment in economic activity and business.

The role and identity of the Town Centre relates to its urban context, character, precincts, land uses, and key public and private sites.

4.1 URBAN CONTEXT, ROLE AND LAND USES

The urban planning context of NSW Government and Wyong Shire Council strategic plans in which Bateau Bay is identified as a Town Centre is outlined in Section 2.

Bateau Bay Town Centre includes the Bateau Bay Square shopping centre, Entrance Tigers Leagues Club and Bowling Club, Council community centre and library, and the Bateau Bay recreation centre with recreational facilities, ovals and parkland, and Government emergency services and uses of fire station, ambulance station and Council depot. It is adjacent to the Tuggerah Lakes Secondary College campus and to the north, and seniors housing to the east.

The Bateau Bay Town Centre has a unique role compared to other business zones and centres nearby in Wyong Shire. The Long Jetty business zone performs as an enterprise corridor and The Entrance Town Centre performs more of a foreshore tourist oriented business and activity centre. The Bateau Bay Town Centre performs the role of shopping, recreation, education, employment, seniors housing, and emergency services.

The Masterplan aims to build on the existing role and character of the Town Centre to develop it further as a centre for shopping, active recreation/sports and education/training, health facilities, housing, employment uses, information technology, and community facilities. These uses can maintain and improve the vitality and activity in the Town Centre which contribute to community building and attracting economic investment.

4.2 CHARACTER AND PRECINCTS

The Bateau Bay Town Centre is characterised by a number of distinct precincts defined by the main land uses and street layout as shown in Figure 3. The Masterplan aims to improve the connectivity and integration between precincts, and develop a more unified character and identity to the Town Centre to give a greater sense of overall place and identity for the community. This can be achieved by the urban design and public domain framework and improvements to the access network as well as development of key opportunity sites.

4.3 KEY OPPORTUNITY SITES FOR NEW DEVELOPMENT

There are a number of key sites in the Town Centre that provide opportunities for development of new uses that can increase the activity and vitality in and around the Town Centre, provide spaces for community/cultural use and social interaction, generate economic activity and employment, meet demand for housing, generate revenue for investment in community infrastructure and the public domain, and improve accessibility and connections through the Town Centre.



Figure 4.1: Town centre precincts and key opportunity sites

4.0 Role & Identity

The key opportunity sites for redevelopment and additional new land uses and facilities are shown in Figure 4.1 and include the following:

- Long Jetty Works Depot;
- Bus stop interchange and car park at the northern end of the shopping centre;
- Vacant Crown land and Council land between the shopping centre and leagues club (southern opportunity site);
- Central hub area between ovals in Bateau Bay recreation centre;
- Leagues Club opportunity for further development of hospitality, leisure and entertainment uses; and
- Bushland (Crown land) to the west.

The Council and Crown land is strategically located to act as catalyst development.

The above mentioned sites have environmental attributes suitable for development in terms of large parcels in single ownership, flat topography cleared of vegetation, availability of transport infrastructure, community and recreational infrastructure, business and retail services and utility infrastructure in the immediate area. These sites need to be subject to more detailed development feasibility studies including market demand for land uses, environmental conditions, and infrastructure capacity.

The following sections of this Masterplan include an Urban Design and Public Domain Framework and Implementation Plan to build on the role and identity of the Town Centre and facilitate development of key opportunity sites.

5.0 Urban Design & Public Domain Framework

A cohesive urban design and public domain framework that is functional and safe with a good level of environmental amenity can make a significant contribution to community building and attracting economic investment in the Town Centre. It can unify and contribute to a connected Town Centre as a community 'heart' that feels safe and is attractive to visit and participate in community activities. It builds a sense of place and identity for community pride and enjoyment, as well as improving vibrancy and vitality. A quality public domain is also a core attractor for investment in economic activity and business development, and as a place to shop and conduct business.

The Masterplan includes an urban design and public domain framework to improve the sense of place and identity of the Town Centre and integrate the precincts and places within it. Key opportunity precincts and sites for redevelopment need an urban design framework to ensure new development is integrated and connected with the whole Town Centre. A public domain plan for specific public domain improvements and design themes that reflect the local character can contribute to unifying the Town Centre and building its identity. The core elements of the urban design and public domain framework include civic/community spaces and open spaces, building forms, gateways, visual corridors, streetscapes, movement corridors and pedestrian paths, furniture, lighting, landscaping, signage, public art and security.

The Masterplan urban design and public domain framework for Bateau Bay Town Centre is illustrated in the figures below.

5.1 CIVIC PLACES AND OPEN SPACES

Bateau Bay Town Centre can benefit from outdoor civic spaces, plazas and formal passive open spaces that provide focal points or activity nodes that are identifiable and useable places with character which help to create a sense of place, amenity and ownership, places for people to informally gather and interact in shaded, human-scaled spaces. The Masterplan includes the following new civic spaces and open spaces which are also shown in the urban design and public domain framework plans in the figures below:

- The vacant Crown land and Council land precinct adjoining the southern end of the shopping centre provides an opportunity for a significant outdoor civic space and plaza in the Town Centre that is connected with the shopping centre;
- The bus interchange, car park and takeaway food premises precinct at the north end of the shopping centre can benefit from a civic space with seating for passive use with soft green landscaping to improve useability and amenity;
- The recreation centre precinct has opportunities for new civic spaces and open spaces that can be created by framing existing playing fields/ovals and sporting assets to create secondary civic spaces nested around them, and by the redevelopment of the underutilised central area between the playing fields/ovals (See also Section 6.2 below for further discussion of recreation facilities).

5.2 BUILDING FORMS

An urban structure of well defined building forms and streets integrates the Town Centre and connects its precincts, and contributes to the identity and sense of place. Building forms define the public domain, spaces and access paths between them. The design of buildings and facades has a significant influence on the environmental amenity of the public domain and attractiveness of the Town Centre.

The urban design framework for new development and built forms on key opportunity precincts is shown in the precinct plans in the figures below.



Figure 5.1: Urban design and public domain framework

1:5,000 @ A3



5.3 GATEWAYS

Gateways to the Town Centre can be treated to improve way finding and legibility, give a sense of arrival, contribute to sense of place and identity, and create a good level of environmental amenity. There are opportunities for the gateways in Bateau Bay Town Centre to be improved with measures such as landscaping, signage and public art as shown in the urban design and public domain plan framework plans in figures below.

5.4 VISUAL CORRIDORS AND CONNECTIONS

Visual corridors provide connections between precincts in the Town Centre and contribute to the integration of the Town Centre as well as way finding, legibility and sense of security in the Town Centre.

The Masterplan takes into account the opportunities for maintaining visual corridors and connections between precincts in the urban design framework and public domain plan. It considers the visual interest of the Town Centre with variation between open vistas, enclosed spaces and a sequence of visual glimpses and reveals. The key visual corridors in the Town Centre are shown in the urban design and public domain plan framework plans below.

5.5 MOVEMENT CORRIDORS AND PEDESTRIAN PATHS

Section 5 of the Masterplan describes the access network, transport, traffic and car parking in the Bateau Bay Town Centre.

The legibility of connections between places through the use of built form and landscape enhancements including tree plantings, paving treatments, shade structures, furniture, lighting and signage in the public domain is enhanced in the Masterplan.

The movement corridors and pedestrian and cycle paths can facilitate healthy living and movement in line with healthy by design principles.

The urban design and public domain framework plans below consider the visual interest and walkability of the Town Centres by designing for inviting and rewarding journeys which incorporate a varied deployment of open vistas, enclosed spaces and a sequence of visual hints and reveals.

5.6 PUBLIC DOMAIN LANDSCAPE

The Masterplan includes a coherent public domain plan and theme that builds on the existing local character and unifies the Town Centre precincts, and contributes to its identity and sense of place in the urban community. The urban design and public domain framework plans below address landscaping, furniture, lighting, and public art in the main areas of the public domain including civic spaces, gateways, streetscapes, access/movement corridors, and connections with adjacent stormwater drainage lines and bushland. The plans also integrate principles of Accessibility, Healthy by Design and Safety by Design. The public domain plan components include robust materials that have a long life and relatively low maintenance requirements and costs.

5.7 SAFETY AND SECURITY

Safety and security issues are evident around certain parts of the Town Centre including in particular the bushland to the west of the shopping centre, bus interchange, and central area of the recreation centre adjacent to the PCYC facility and Central Coast Highway underpass.

Safer by Design principles are implemented in the public domain plans below based on the following principles of Crime Prevention through Environmental Design (CPTED):

- Surveillance – All areas of the public domain including the civic spaces and open spaces can be seen from surrounding buildings (passive surveillance) and also from CCTV (active surveillance).
- Access Control – Existing building premises and new development are to have appropriate access controls, and associated signage strategy informs and reinforces access control.
- Territorial Reinforcement – New land uses and activities particularly in the development of opportunity sites activates the use of surrounding spaces and reinforces territorial ownership and use. The signage strategy informs and reinforces ownership, use and identity of the public and private spaces.
- Space Management – The public domain plan includes robust materials that have a long life and relatively low maintenance requirements and costs. A maintenance program will need to be implemented by the local community, landowners and Council to manage the public and private domains and reinforce ownership and identity.



Connected and legible pedestrian paths.



Shaded parking areas.



Shaded streets.



Integrated seating opportunities.

5.0 Urban Design & Public Domain Framework

5.8 COUNCIL DEVELOPMENT PRECINCT

The proposed site is for the Council Development Precinct owned by Council and addresses the main car parking area adjacent to it. This site affords the unique opportunity to contribute to the vitality of the 'heart' of the town centre without detracting from the viability of the shopping centre itself.

Objectives:

- To provide a space which encourages address, apertures and activation from surrounding built form.

Development Opportunities:

- Retail opportunity building sleeves existing shopping centre and forms north-western edge of square.
- Option to retain / expand the medical centre.

Public Domain Strategies:

- Bay Village Road enhancements
- Street tree plantings
- Posted awnings provide additional shade and enclosure.

The concept plan is an indicative concept only, and the precinct will need to be subject to a more detailed development design process outlined in the implementation plan.



A square full of activity.



Create shaded outdoor rooms.



Enclosing the square with development.



Pedestrian connect through to square.



Existing street view of site.



Potential street view of development.

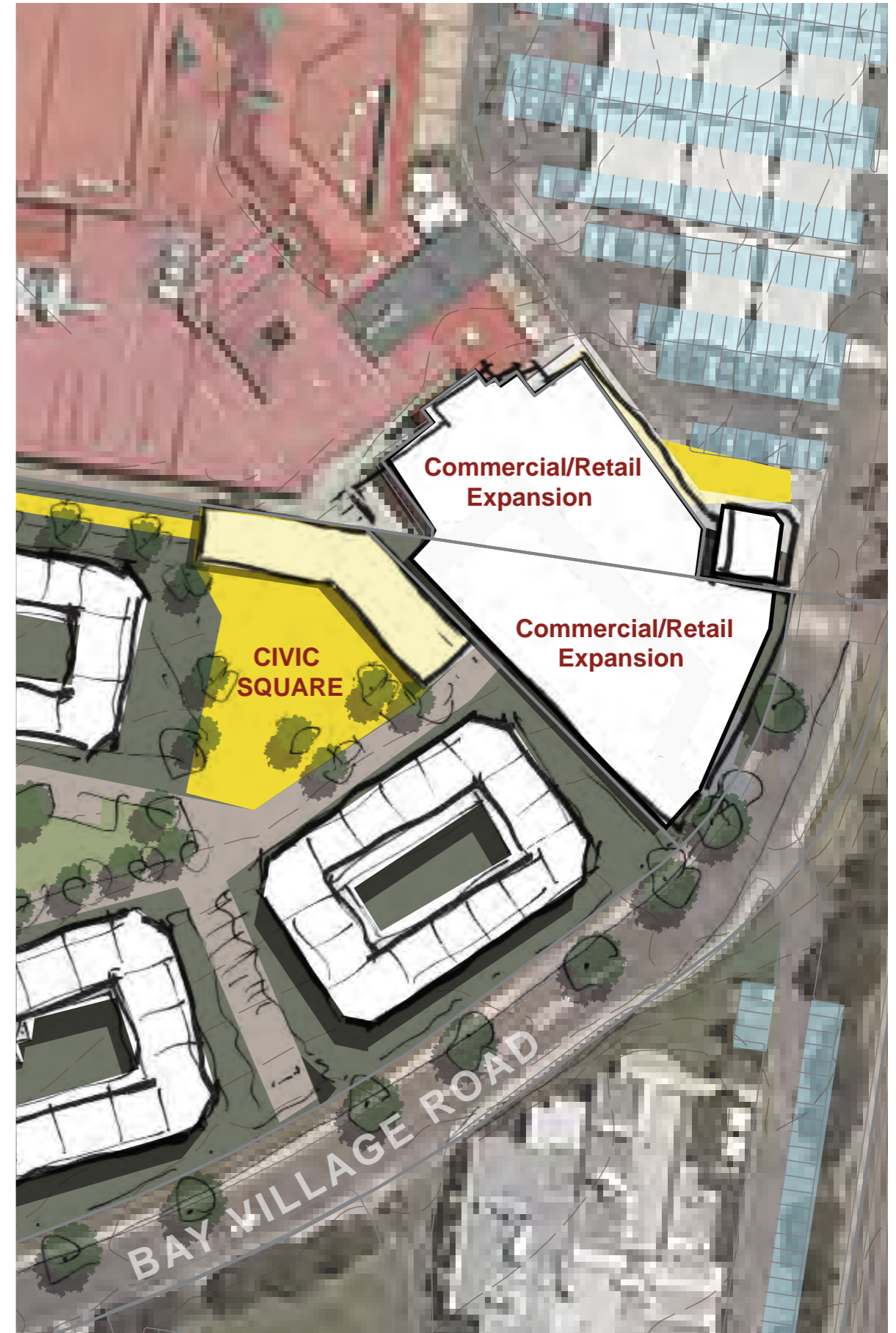


Figure 5.2: Community square precinct concept plan

5.0 Urban Design & Public Domain Framework

5.9 SOUTHERN OPPORTUNITY SITE

The site possesses a good street frontage to Bay Village Road and has the potential to contribute to the vitality of the centre. The site also possesses district views across vegetation west to the hills. The site topography falls to the west and facilitates semi-basement car parking construction.

Objectives:

- To encourage uses that contribute to the vitality of the centre.
- To increase residential density and housing variety.
- Create street fronting development to Bay Village Road.



Built form that addresses the street.



Landscaped internal courtyards.



Communal landscape amenity.

5.9.1 CONCEPT 1: AGED CARE

Development Opportunities:

- Develop site for aged care residential use, including:
- Internal amenity and pedestrian connection through to retail uses and shopping centre.
- Most apartments capture westward amenity views to hills.

Public Domain Strategies:

- Street tree planting to Bay Village Road.
- Street tree planting and footpath construction to Service Road.
- Improved and formalised pedestrian/cycle connection between shopping centre to north and leagues club and community centre to the south.

The concept plan is an indicative concept only, and the precinct will need to be subject to a more detailed development design process outlined in the implementation plan.



Southern opportunity site redevelopment concept plan 1

1:2,000 @ A3 0 40m



Existing street view of site.

5.9.2 CONCEPT 2: MIXED USE RETAIL EXPANSION

Development Opportunities:

- Retail expansion of centre, including multi-level parking structure.
- Mixed use residential development along Service Road and Bay Village Road. Most apartments capture westward amenity views to hills.

Public Domain Strategies:

- Re-align Service Road to expand site and facilitate bus travel around the centre along its western side.
- Potential southern bus interchange.
- Street tree planting to Bay Village Road.
- Street tree planting and footpath construction to Service Road.
- Improved and formalised pedestrian/cycle connection between shopping centre to north and leagues club and community centre to the south.

The concept plan is an indicative concept only, and the precinct will need to be subject to a more detailed development design process outlined in the implementation plan.



Southern opportunity site redevelopment concept plan 2

1:2,000 @ A3 0 40m



Potential street view of development.

5.0 Urban Design & Public Domain Framework

5.10 NORTHERN OVAL EDGE

The oval is an important community asset that is largely hidden from view. The turfed batter along the western edge of the oval provides informal viewing opportunities, but is suffering from erosion. The pedestrian path and parking area to the west of the oval are almost entirely unshaded.

Objectives:

- To enhance the quality of the pedestrian and spectator experience.
- To increase the level of activity around the oval.
- To formalise and clarify the informal crossing point across The Entrance Road.

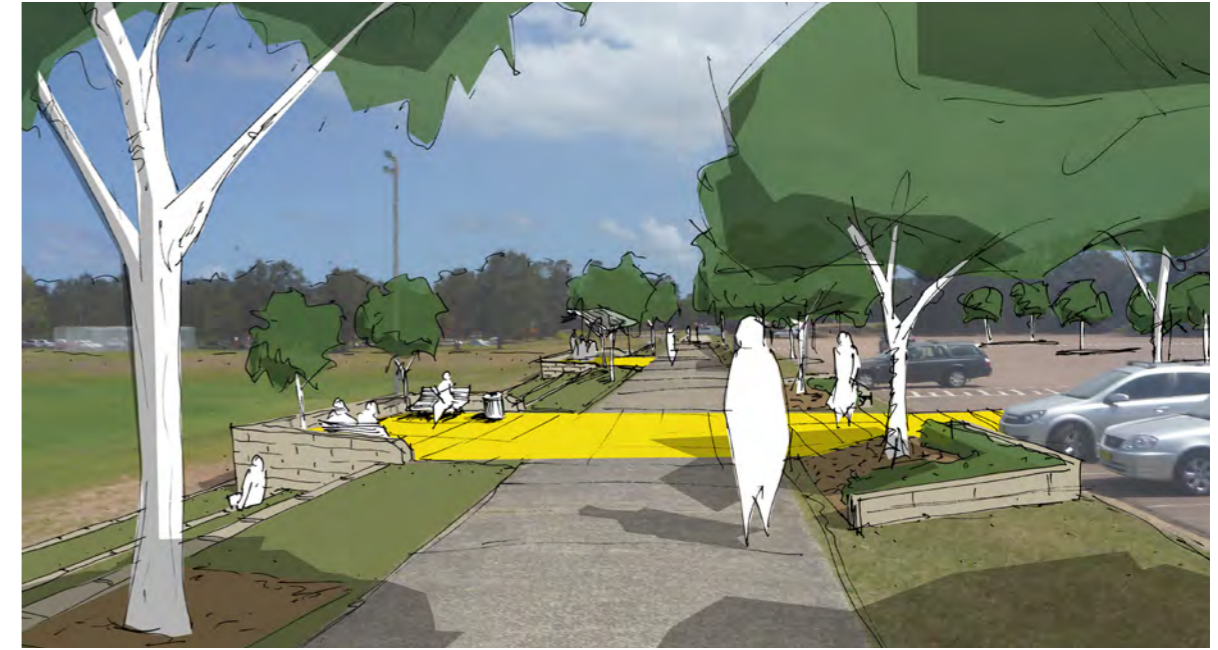
Public Domain Strategies:

- Tree planting between parking bays at regular intervals (every 6 bays).
- Pedestrian crossing point across The Entrance Road westward to shopping centre.
- Tree planting along north-south pedestrian path.
- Terraces around oval reduce erosion impacts and provide informal seating opportunities.
- Build-out platforms provide amenity outlook and gathering opportunities.

The concept plan is an indicative concept only, and the precinct will need to be subject to a more detailed development design process outlined in the implementation plan.



Current street view.



Potential street view of enhancements.



Terraced seating on bank.



Landscape to parking.



Shaded pathway.



Terraced green spaces.



Shade structures.



BBQ pods.



Figure 5.3: Oval's edge precinct concept plan



5.0 Urban Design & Public Domain Framework

5.11 THE HUB RECREATION PRECINCT

The existing PCYC building and surrounds provide several important sporting functions, although the building itself is underutilised. The area is also a strategic pedestrian connection between the centre (via the underpass) and residential areas to the east.

Objectives:

- To create a focus point for the recreational uses in the precinct.
- To provide safe, clear, shaded and legible pedestrian connections through the area.

5.11.1 CONCEPT 1: REDEVELOPED FACILITY

Development Opportunities:

- PCYC building removed and replaced with central multi-purpose training facility building with integrated office, gym, and club rooms.
- Outdoor multi-purpose courts and artificial turf training areas to the north side of centre.

Public Domain Strategies:

- Re-aligned carriageways and associated parking to run around south side of the multi-purpose training facility.
- New parking area adjacent to The Entrance Road as extension of parking grid to the north.
- Widen paths to allow wheelchairs and mobility scooters to pass through this precinct.

The concept plan is an indicative concept only, and the precinct will need to be subject to a more detailed development design process outlined in the implementation plan.

5.11.2 CONCEPT 2: RE-LOCATED FACILITY

Development Opportunities:

- Recreation Centre building re-located to sit adjacent to The Entrance Road and include club facilities and cafe.
- 8 x new multi-sport courts
- 4 x new tennis courts
- New skate plaza.

Public Domain Strategies:

- Re-aligned and rationalised carriageways and associated parking areas.
- Shaded pedestrian walkway and viewing axis between new multi-sport courts.
- Widen paths to allow wheelchairs to pass through this precinct.

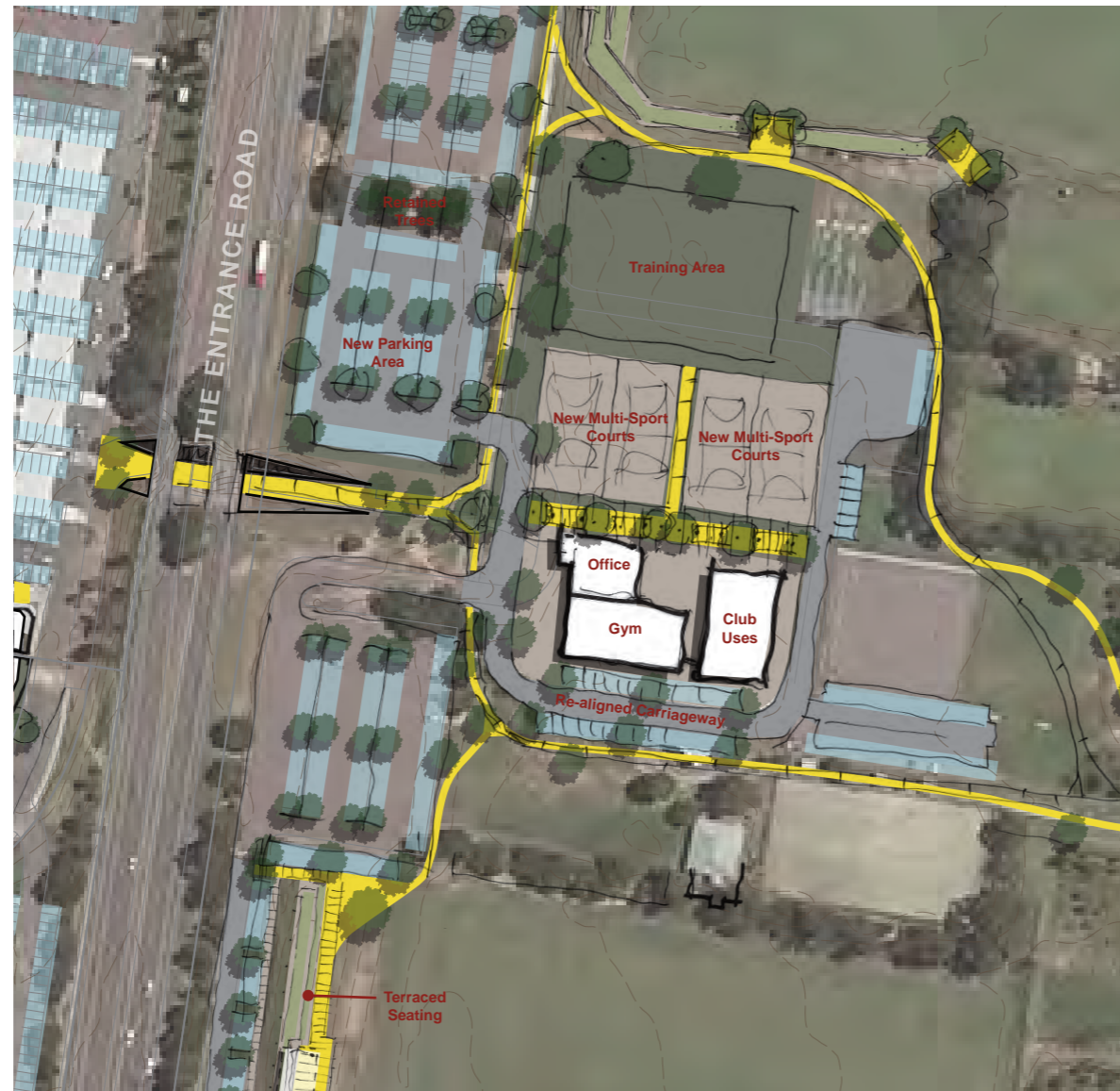
The concept plan is an indicative concept only, and the precinct will need to be subject to a more detailed development design process outlined in the implementation plan.



Skate plaza.



Outdoor water play.



The hub recreation precinct concept plan 1

1:1,000 @ A3 0 20m



The hub recreation precinct concept plan 2

0 20m

5.12 THE GATEWAY - REVITALISING THE UNDERPASS

The existing pedestrian underpass serves a key function as an east-west pedestrian connection across The Entrance Road. There is currently, however, a perceived lack of safety associated with the underpass.

Objectives:

- To improve the sense of safety and security.
- To enhance the quality of the pedestrian experience and 'sense of arrival'.

Public Domain Strategies:

- Create shaded seating opportunities at the western end of the underpass.
- Investigate opportunities for using lighting for both aesthetic and safety purposes.
- Fairy lights around aperture, slung under road.
- Investigate opportunities for visual enhancements, such as:
 - » Feature colour painted edge of road slab (e.g. local team colours etc.).
 - » Thick vegetation / hedge in lieu of fencing barriers
 - » Veg cover to batters.

The concept plan is an indicative concept only, and the precinct will need to be subject to a more detailed development design process outlined in the implementation plan.



Figure 4.5: The gateway strategy concept plan.



Potential street view of enhancements.



Current street view.

5.0 Urban Design & Public Domain Framework

5.13 SOUTHERN OVAL EDGE

The oval is an important community asset that is largely hidden from view. The turfed mound along the western edge of the oval provides informal viewing opportunities, but is suffering from erosion. The parking area to the west of the oval is almost entirely unshaded.

Objectives:

- To enhance the quality of the pedestrian and spectator experience.
- To increase the level of activity around the oval.
- To create a safe and clear crossing point across The Entrance Road.

Public Domain Strategies:

- Re-surface edge road and formalise parking bays.
- Tree planting between parking bays at regular intervals (every 6 bays).
- Signalised pedestrian crossing point across The Entrance Road westward to Leagues Club, including disabled access ramps and stairs to accommodate gradient transition.
- Bollards along eastern edge of parking are to prevent vehicular access to turfed mound and protect oval fencing.
- Terraced seating opportunities along turfed mound with shaded viewing areas.
- Shade structures to central viewing area.
- Gateway entrance signage aligned with pedestrian crossing point.
- Additional formalised parking area behind existing building.
- Weather protection cover over spectator area would be subject to additional funding source or via joint partnership with The Entrance Leagues Club.
- Redevelopment of change sheds, additional storage space, and fencing upgrade would be subject to additional funding source.

The concept plan is an indicative concept only, and the precinct will need to be subject to a more detailed development design process outlined in the implementation plan.



Terraced seating on bank.



Terraced green spaces.



Protective bollards.



Landscape to parking areas.



Shade structures.



BBQ pods.



Potential street view of enhancements.

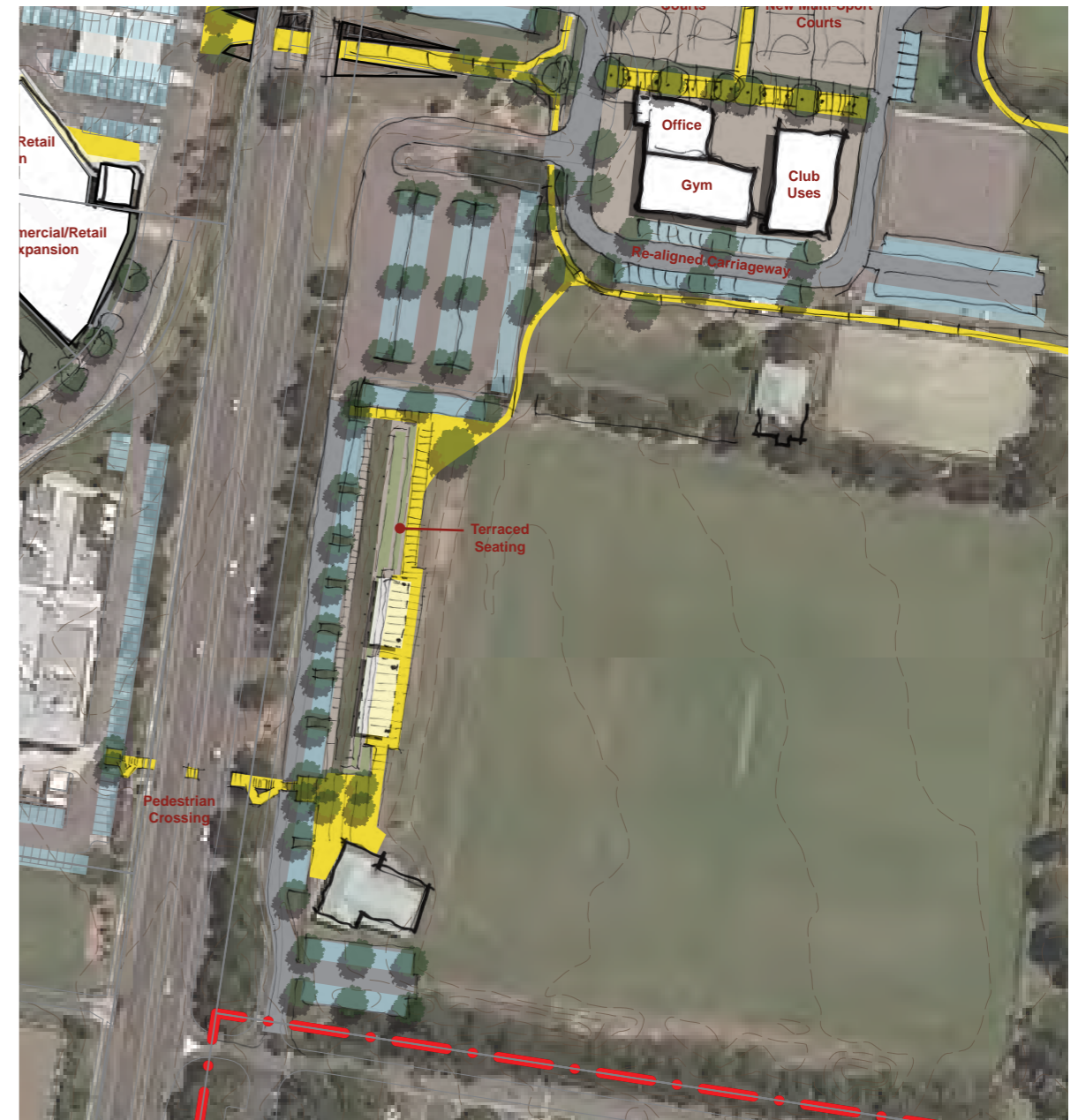


Figure 5.5: Oval's edge strategy concept plan



5.14 BUS INTERCHANGE

The existing bus interchange runs along the northern edge of the shopping centre building, with buses looping around the parking area from Bay Village Road as illustrated. This arrangement is problematic in terms of:

- Queuing issues due to inadequate carriageway widths adjacent to the bus stops.
- Turning issues for buses at the corners of the loop around the parking area.
- Access to the car parking area to the west of the shopping centre is challenged by the 'pinch-point' created by the relationship of the existing shopping centre building and the site boundary.

Objectives:

- To improve the functionality of the existing bus interchange.
- To enhance the experience of catching and waiting for public transport.
- To improve the 'arrival' experience to the centre.

5.14.2 CONCEPT: WEST OF BAY VILLAGE ROAD

In this concept the bus interchange is relocated to the existing parking area on the western side of Bay Village Road. Traffic is one-way (as indicated) and bus-only. A splitter island is used to alleviate queuing issues. A new parking area extends into the vegetated zone, which also facilitates car and bus movements

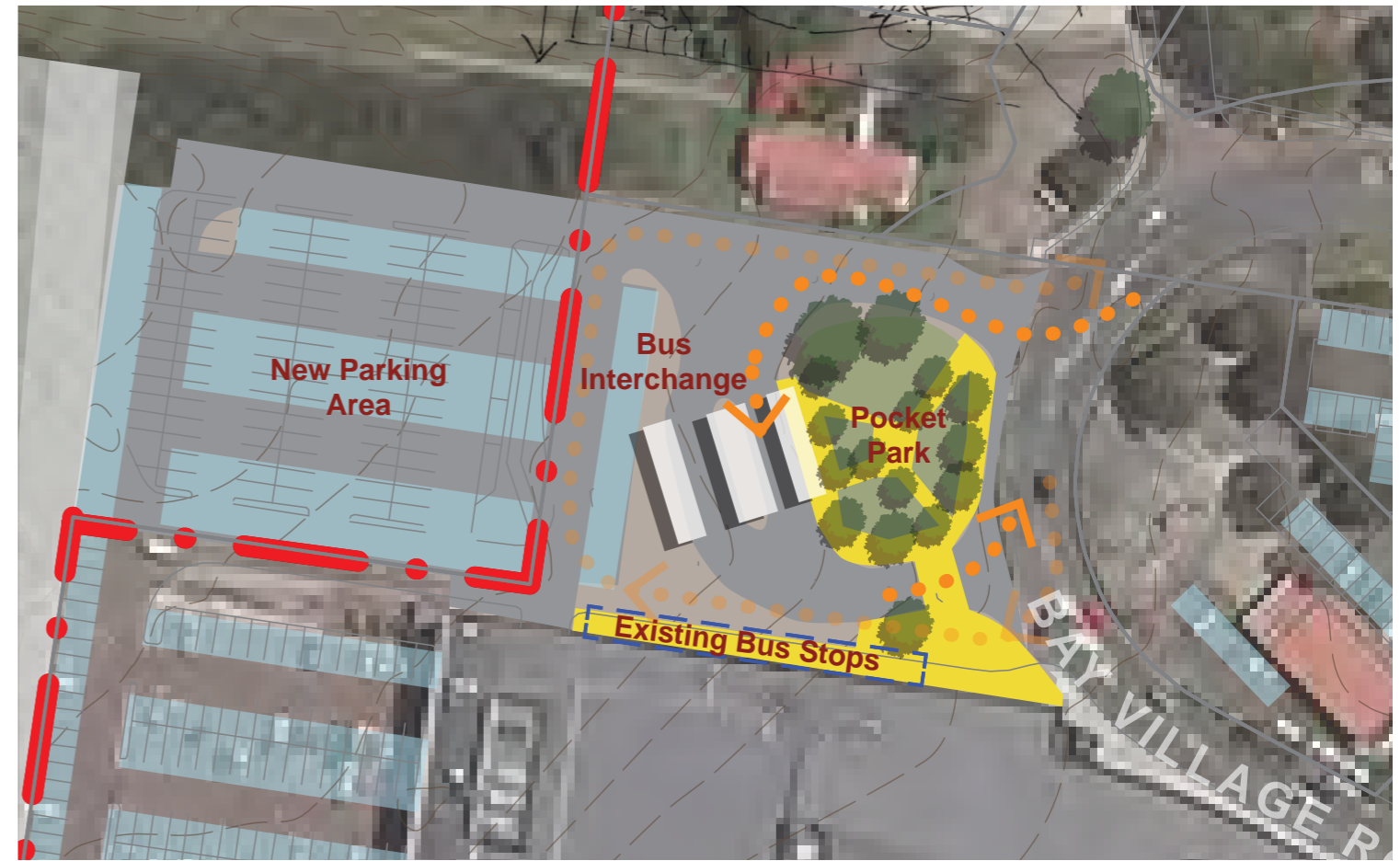
Development Opportunities:

- Potential for kiosk retail development associated with relocated bus interchange.

Public Domain Strategies:

- New kerb lines and asphalt to accommodate revised bus interchange.
- Shade structures, benches, shade trees, landscaping to frame the interchange area.
- New pocket town park.
- New pedestrian connection to western car parking area along north side of shopping centre.

The concept plan is an indicative concept only, and the precinct will need to be subject to a more detailed development design process outlined in the implementation plan.



Bus interchange concept plan



View of existing bus interchange.



Potential view of bus interchange located on western side of Bay Village Road

5.0 Urban Design & Public Domain Framework

5.15 EMPLOYMENT DEVELOPMENT PRECINCT - BUSINESS UNITS

The Long Jetty Works Depot site affords a number of opportunities for redevelopment. Existing land uses along Community Road have a strong civic focus. The redevelopment of the site should reflect this and contribute to the vitality of the town centre. This page deals with potential solutions for the northern portion of the site.

Objectives:

- To enhance business opportunities in the area.
- To provide a pedestrian link through the site from Community Road / Morris Place through to Wyong Road.

Development Opportunities:

- Redevelop northern portion of Council Depot Site for commercial/retail/business units.

Public Domain Strategies:

- Construct footpath along the western side of Community Road.
- Plant street trees along the western side of Community Road.
- Option for closure of Morris Place requiring all traffic access via Community Road.



An example of low rise office building.



An example of low rise office building.



Figure 5.6: Business incubator units concept plan

5.0 Urban Design & Public Domain Framework

5.16 EMPLOYMENT DEVELOPMENT PRECINCT - COMMUNITY ROAD AGED CARE

The Long Jetty Works Depot site affords a number of opportunities for redevelopment. Existing land uses along Community Road have a strong civic focus. The redevelopment of the site should reflect this and contribute to the vitality of the town centre.

Objectives:

- To increase residential density and housing variety.
- To provide opportunities for residents to age-in-place.
- Create a sympathetic interface to existing residential dwellings to the west.

Development Opportunities:

- Redevelop southern portion of Long Jetty Works depot for aged care residential uses.
- Public Domain Strategies:
 - Construct footpath along the western side of Community Road.
 - Plant street trees along the western side of Community Road.
 - Bulky goods retailing is an option for part of the site.

The concept plan is an indicative concept only, and the precinct will need to be subject to a more detailed development design process outlined in the implementation plan.



Figure 5.7: Community Road aged care precinct concept plan

5.0 Urban Design & Public Domain Framework

5.17 MCCOLL PARK PRECINCT

Pedestrian desire lines have become informal tracks through the vegetated area to the west of the shopping centre. While there are existing pedestrian access points along the western edge of the shopping centre, these are currently configured for back-of-house operational access only.

Objectives:

- To encourage pedestrian activity throughout the town centre.

Development Opportunities:

- Re-configure western entries to shopping centre to facilitate pedestrian access.
- Council and Crown lands to examine feasibility of urban development on suitable parts of this precinct including road link connection between Tasman Avenue and shopping centre subject to funding.

Public Domain Strategies:

- Formalise the pedestrian desire lines from the residential areas in the east to the shopping centre, including:

Creating clear track access points

- Track edge definition
- Bridging over watercourses, as required
- Interpretive signage

The concept plan is an indicative concept only, and the precinct will need to be subject to a more detailed development design process outlined in the implementation plan.



Figure 5.8: McColl Park pedestrian connections concept plan

1:2,000 @ A3 0 40m

5.18 PLANTING STRATEGY

The planting lists attached here support the Public Domain Plan. The general intent is to provide cost effective and low maintenance vegetation options, while also selecting species with formal qualities which will contribute to the sense of urbanity in the Town Centre.

The planting strategy includes the deployment of the following broad categories of plant (details of which are attached):

Street Trees

These trees are suggested to use as street trees for their generous canopy, moderate to fast growth rate and tolerance to urban environments.

Where possible, for new streets the same species will be used in series to create a sense of street rhythm and consistency.

Feature Trees

These trees are suggested to use for their distinctive branch structures and seasonal colour.

Feature trees will be used in limited numbers in key locations to highlight entrances and key civic spaces.

Small Shrubs

These shrubs are suggested to use for hedging and edge definition purposes.

The species selected are hardy and waterwise.

Ground Covers & Grasses

These ground covers are suggested to use as feature elements in paved areas and as edge treatments to planted areas.

The species suggested are hardy and waterwise.

Street Trees



Plane Tree
(Platanus Acerifolia)



Chinese Elm
(Ulmus Parvifolia)



Smooth Barked Apple
(Angophora Costata)



Pride of Bolivia
(Tipuana Tipu)

Feature Trees



Illawarra Flame Tree
(Brachychiton Acerifolius)



Jacaranda
(Jacaranda Mimosifolia)

Small Shrubs



Little John Bottlebrush
(Callistemon) to 1m(h)



Dwarf Grey Honey Myrtle
(Melaleuca incana nana)
1-1.5m(h) x 0.80-1.5m(w)



Gin Gin Gem
(Grevillea obtusifolia)
0.5m(h) x 3-4m(w)

Ground Covers & Grasses



Full Moon
(Convolvulus)
5cm(h) x 1-1.5m(w)



Grey Cottonhead
(Conostylus candicans)
30cm(h) x 30cm(w)



Cassa Blue
(Dianella caerulea)
40cm(h) x 40cm(w)

5.19 SIGNAGE STRATEGY

Signage in the town centre has a number of benefits in contributing to a unified character and identity, assisting in way finding and legibility, reducing potential for traffic conflict and increasing efficiency of traffic flow. The signage strategy for Bateau Bay Town Centre should consist of an integrated suite of signage types (outlined below) appropriately located as suggested by the attached plan and accompanying principles.

The signage strategy should incorporate:

- Gateway Signage
- Directional Signage
- Operational Signage, and
- Place Branding Elements

Gateway Signage

Gateway signage is primarily oriented towards higher-speed motorists passing the centre. As such, it should be appropriately located and scaled to maximise visibility from strategic locations which allow for discretionary changes of travel into the centre. Consideration should be taken of the design speed for the road from which the sign is to be viewed. Typically higher speeds require larger signs, although the use of spaced vertical elements can also be useful.

Directional Signage

Directional signage is oriented towards lower-speed motorists and pedestrians entering or already in the centre. As such, they should be appropriately located and scaled to facilitate the operational requirements of the centre. These signs are best located at key intersections and pedestrian hubs.

Operational Signage

Operational Signage refers to signage that conveys the functions contained within a building. This can take the form of clear signage on the building itself and/or building directory signage clearly visible to the prospective pedestrian.

Place Branding Elements

Beyond the 'functional' signage types outlined above, there is merit in creating a sense of identity and community ownership for civic spaces through place naming and colour association e.g. the use of the local sporting team colours to paint otherwise plain concrete or naming parks, spaces and buildings after iconic local characters.

Design principles for advertising signage can also contribute to maintaining a good level of environmental amenity and a coherent public domain, and avoid potential for visual clutter and light from excessive advertising. Design principles for advertising signs are included in the existing Wyong Shire Council Development Control Plan - Chapter 50.

Wyong Shire Council Branding Strategy

Council is currently preparing a **place brand** for the Wyong Shire area, which helps to create jobs by attracting tourism, business and investment. By creating a distinctive and iconic place brand that reflects how Wyong Shire sees itself and wants to be seen by others, we can have a positive impact on the area.

The Bateau Bay Masterplan will need to be consistent with Wyong's place brand.

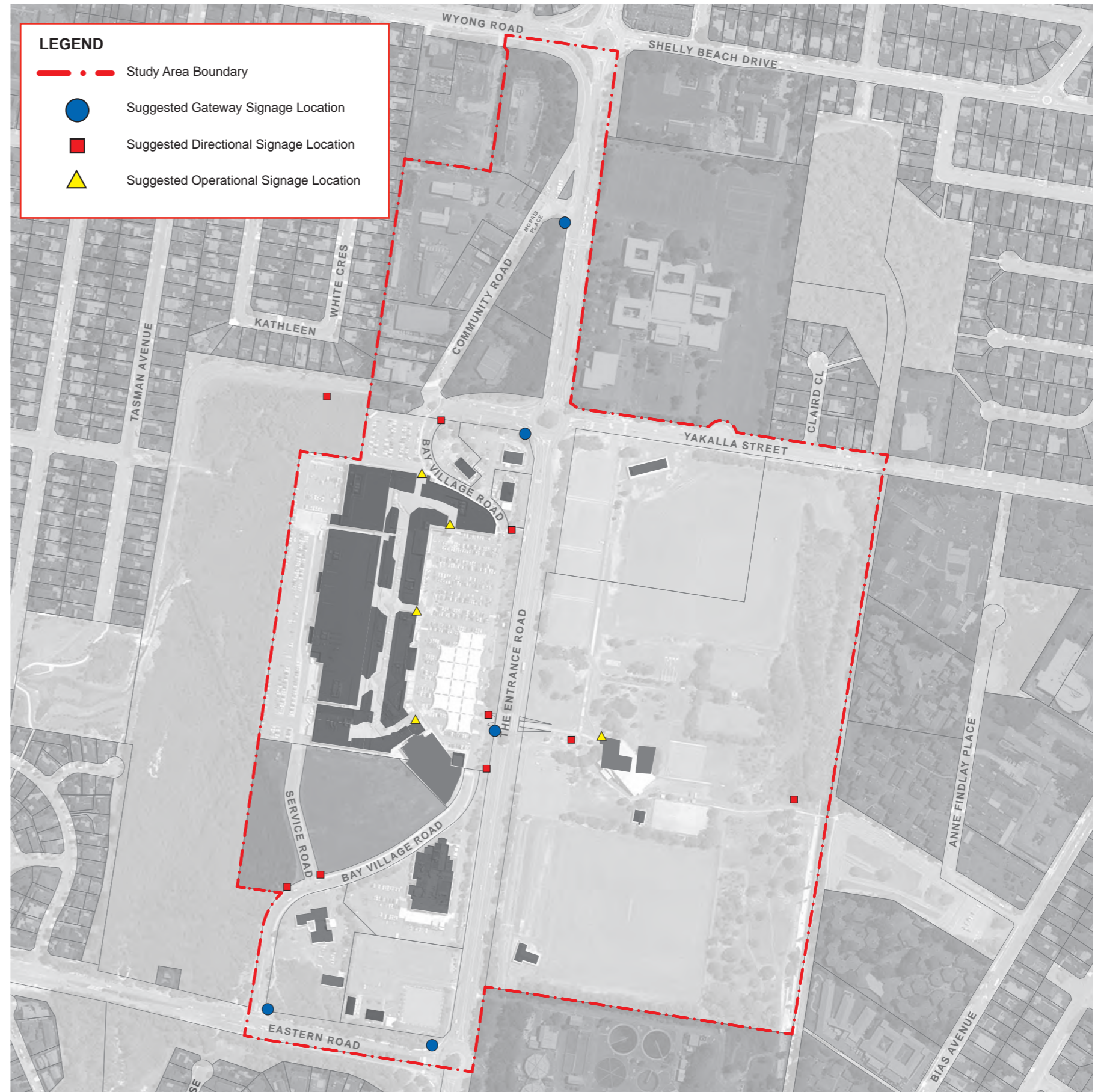


Figure 5.9: Signage strategy plan

The network of access routes, transport infrastructure, and parking in and around the Bateau Bay Town Centre is important to the functionality and environmental amenity and safety of the Town Centre, and its attractiveness for people to use and invest in the centre for business, shopping, leisure and recreation, and community activities.

The Masterplan provides the opportunity to review the access network including connections with surrounding areas, integration of precincts through the Town Centre, functional efficiency, amenity and safety of access network in the Town Centre. The core elements of an access network in and round the Town Centre include a network hierarchy of access routes and traffic management for customer vehicles, service vehicles, public transport, bicycles, pedestrians and the disabled, and car parking. The Masterplan for the access network is illustrated in the figure below and includes the following components.

All recommendations for new development, access and traffic management need to be subject to further specialist transport and traffic management study.

6.2 PEDESTRIAN AND DISABLED ACCESS

- Shared pedestrian/cycle and disabled access connections in and around the Town Centre are available and improved between the Town Centre precincts.
- A signalised shared pedestrian/cycle crossing at The Entrance Road/ Central Coast Highway near Tuggerah Lakes Secondary College improves pedestrian conditions and safety, particularly for students of the College.
- A signalised pedestrian crossing at The Entrance Road/ Central Coast Highway near the Entrance Tigers Leagues Club improves pedestrian conditions and safety, particularly between the Club and football oval.
- The underpass at The Entrance Road/ Central Coast Highway is retained as it provides a good connection between east and west side of the Town Centre, particularly between Bateau Bay Square and the seniors housing precinct to the east. The amenity and safety of the underpass is enhanced in the Masterplan with landscaping in the public domain plan and surveillance from new uses.
- To the east of the underpass, the pathway connection to the seniors housing precinct is realigned with additional landscaping, shading and signage along some sections of the pathway.
- The shared pedestrian/cycle path running north-south through the Bateau Bay recreation centre is retained as a well defined path with good sight lines, and is improved with additional landscaping, shading and signage.
- The bushland adjacent to the west side of the Town Centre has formalised access paths through it to provide pedestrian and disabled access between the Town Centre / Bateau Bay Square and the residential areas to the west, which link to formalised entrances to the west side of the shopping centre.
- The development of the vacant Crown land and council land situated between the shopping centre and leagues club includes pedestrian and disabled access paths through it to better connect these precincts in the town Centre.
- The development of the Long Jetty Works Depot land includes pedestrian and disabled access path through it to enhance connections through these precincts.

6.3 CYCLE ACCESS

- Bicycle routes are provided through the Town Centre and link with the NSW Coastline Cycle way route that runs along The Entrance Road/ Central Coast Highway.
- Bicycle routes have signage, particularly where it follows pedestrian and disabled access paths.
- Bicycle parking is provided throughout the Town Centre area.

6.1 ROAD ACCESS AND TRAFFIC FLOW

- Road access, intersections and traffic flow into and out of the Town Centre from surrounding roads operates with satisfactory levels of service (other than at times of peak bus use around the bus stop interchange) and is retained.
- Bay Village Road is modified to better cater for bus manoeuvring near the bus stop interchange.
- The separation of customer vehicle access at the front and primary service vehicle access at the rear of Bateau Bay Square shopping centre is retained as it reduces potential for traffic conflicts and is efficient and safe.
- The efficiency of traffic flow through Bay Village Road is improved by modifications to the widths of lanes and turning paths.
- The rear of the Bateau Bay shopping centre is better utilised for improved traffic flows around the Town Centre.

6.4 CAR PARKING

- Car parking in Bateau Bay Square has sufficient numbers and operates reasonably well with good pedestrian amenity. Operation of the car park and traffic flow is improved with better use of the north and rear of the shopping centre for customer car parking and with better directional signage.
- Car parking for the Bateau Bay recreational centre and playing fields is retained with sufficient numbers of parking spaces, and is landscaped for improved amenity.
- New development will need to provide parking in accordance with the Wyong Shire Council Development Control Plan.

6.5 BUS INTERCHANGE

- The bus interchange is retained with modifications to road access to improve capacity at peak times and better cater for bus manoeuvring needs which improves traffic flow and safety.
- The bus interchange area is redesigned with public domain and landscape improvements to the amenity, safety and security.

6.6 SERVICE VEHICLES AND LOADING DOCKS

- The location of the loading dock and separation of service vehicles to the rear of Bateau Bay Square is retained as it reduces potential conflict with customer access at the front of the shopping centre.
- Traffic management and signage is included in the loading and service vehicle areas at the rear of the shopping centre to manage potential conflicts with increased use of this area for pedestrian connections to the adjacent residential areas to the west and improved traffic circulation and customer car parking.

6.0 Access, Transport, Traffic & Car parking

6.7 ACCESS NETWORK

The strategy for the access network for the Bateau Bay Town Centre relates to providing for all users, vehicles, pedestrians and cyclists alike. The strategy is framed around the following principles:

- Increasing the level of permeability and connectivity within the Town Centre.
- Facilitating parking and circulation within the Town Centre.

Equal Access

- Provide equal access opportunities through careful consideration of gradient transitions at key locations, particularly at carpark perimeter.

New Paths:

- Several new formalised pedestrian connections are proposed throughout the Town Centre to enhance walkability.
- A new signalised crossing point is proposed to the south of the centre between the Leagues Club and the southern oval.

Improved Circulation and Connectivity:

- New, low-key streets are proposed to facilitate circulation of cars and more importantly buses around the centre.

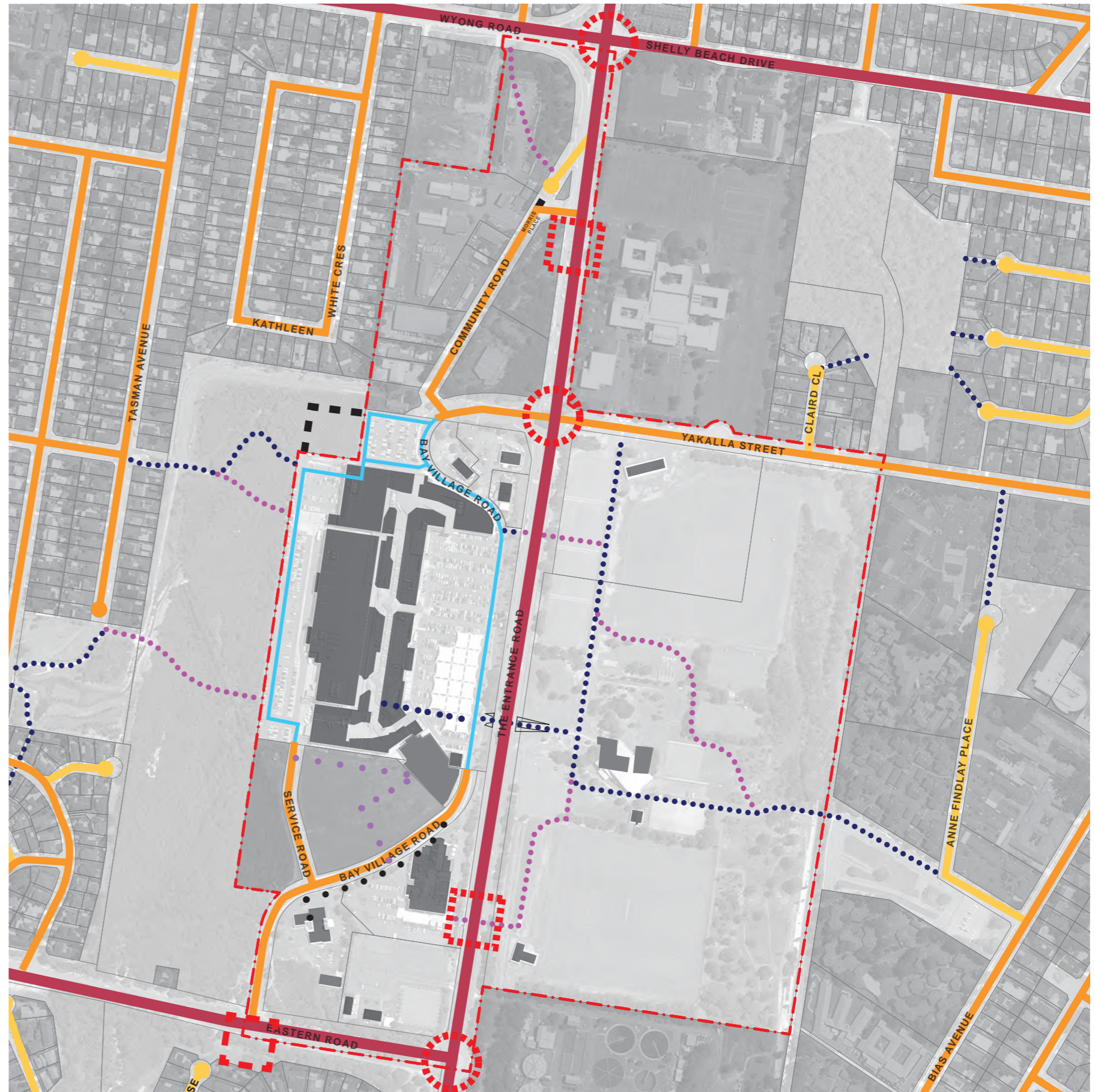
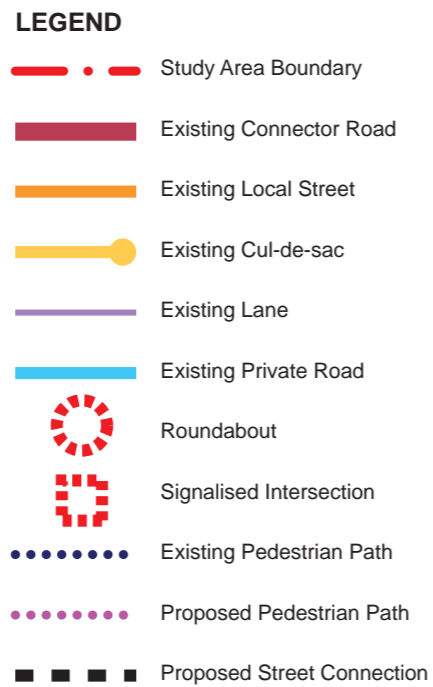


Figure 6.1: Network access plan

1:5,000 @ A3 0 100m

7.0 Community Infrastructure

Community infrastructure in the form of facilities for community and recreational use is integral to community building. It is needed to meet social and recreational needs, and contributes to building community pride and social cohesion. The location of community and recreational facilities in the Bateau Bay Town Centre is an integral part of the character of the centre and contributes to its identity and sense of place in the community, and adds to the vibrancy and vitality of the Town Centre. The community activity can also contribute to a safe and secure Town Centre environment.

The preparation of a Masterplan for Bateau Bay Town Centre provides the opportunity to review the community and recreational/sporting infrastructure in the centre including the use and condition of existing infrastructure, and future needs and priorities. The Masterplan includes the following development of community facilities and recreational facilities in the Bateau Bay Town Centre.

7.1 COMMUNITY FACILITIES, SERVICES AND ACTIVITIES

- The development of the vacant Crown land precinct adjoining the southern end of the shopping centre is to include a new outdoor civic space as described in Section 4.
- The future redevelopment of the Long Jetty Works depot land at the northern end of the Town Centre is to include a community related use.
- Potential new community facilities and uses include information technology, health, social services and facilities for seniors.
- New community events and activities are to be held in the Bateau Bay Town Centre including around the new civic spaces and community and recreational facilities.
- Directional signage is provided to better identify community facilities.
- Safer by Design principles are to be implemented around community facilities based on the principles of Crime Prevention Through Environmental Design (CPTED) including Surveillance from surrounding buildings (passive surveillance) and from CCTV (active surveillance), Access Control, Territorial Reinforcement from activity in spaces and signage, and Space Management with the use of robust materials and a maintenance program to reinforce ownership and identity.
- Access for seniors and the disabled is provided within and around community facilities.
- Investigate opportunities for the provision of new multi-function learning centres to encourage lifelong learning. Such centres may be developed through partnerships with local businesses and landowners and could incorporate new library facilities.

7.2 OPEN SPACE AND RECREATION FACILITIES

- The Masterplan reinforces Bateau Bay recreation centre precinct as the largest area of open space and playing fields in the locality.
- The central area between the playing fields is the key development site for new leisure/recreation uses. The redevelopment will, in addition to providing new leisure/recreational opportunities, activate this central underutilised area, improve access through it and better connect surrounding precincts, and improve safety, security and landscape amenity in the precinct.
- The PCYC recreation facility in the central area may also be redevelped and incorporated into the new development.

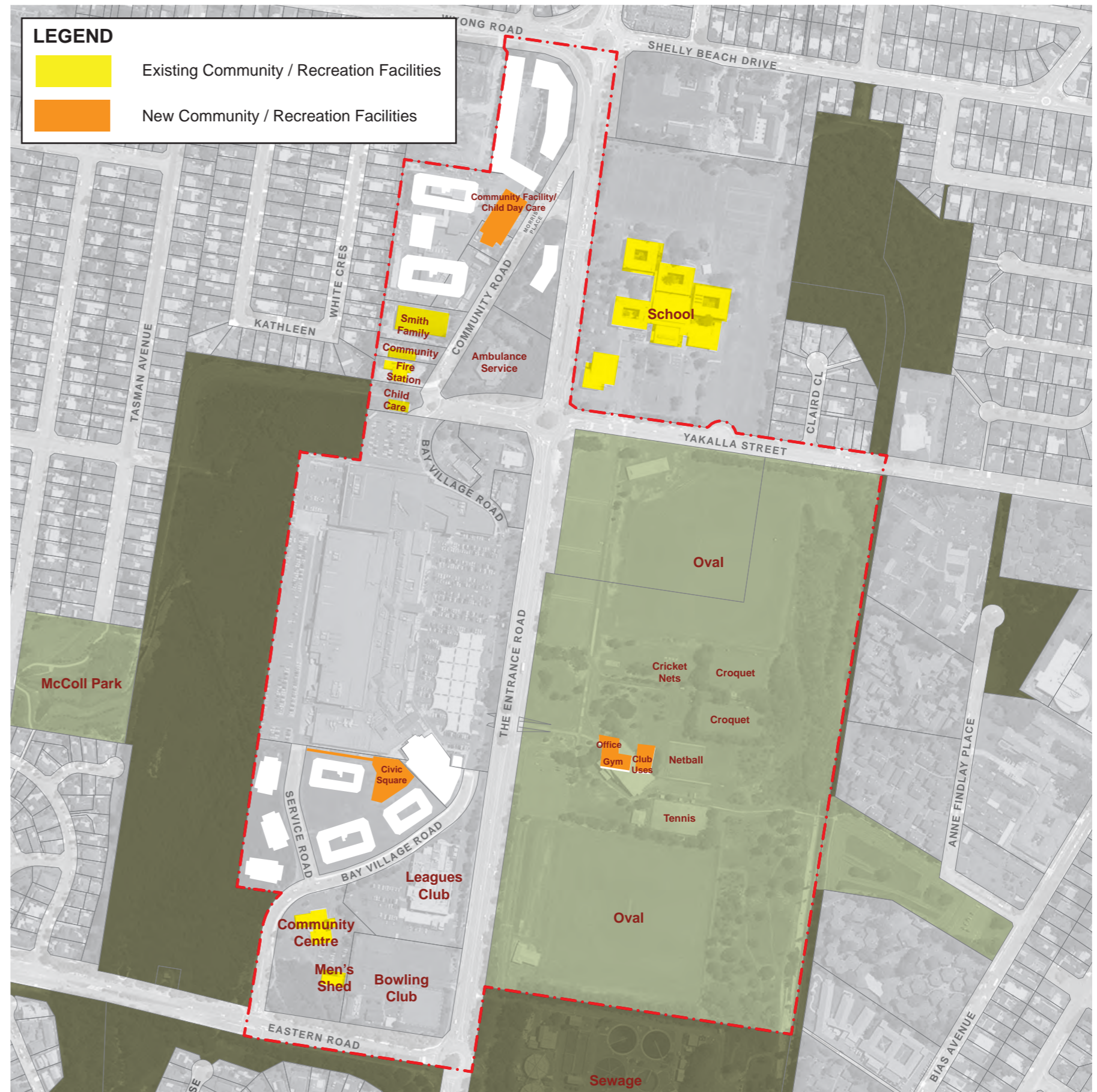


Figure 7.1: Community facilities and recreation facilities plan



7.0 Community Infrastructure

- The embankments around the ovals are rehabilitated and framed with landscaping informal seating/viewing spaces together with naming and signage that removes soil erosion problems and improves the landscape amenity, and gives greater definition, identity and ownership to the open space.
- The tennis centre and netball courts are retained with enhanced landscaping.
- Access is provided for sporting users and spectators, students, seniors and the disabled with access paths configured for disabled access, well defined and easy to find with clear sight lines, landscaped and shaded.
- Safer by Design principles are implemented around recreational facilities based on the principles of Crime Prevention Through Environmental Design (CPTED) including Surveillance from new buildings (passive surveillance) and from CCTV (active surveillance), Access Control, Territorial Reinforcement from new activities and signage, and Space Management with the use of robust materials and a maintenance program to reinforce ownership and identity.

The principles of ecological sustainability are integrated into the Masterplan in particular through management of areas with biodiversity value, water conservation, energy efficiency, and waste management.

8.1 BIODIVERSITY

- Crown land adjoining to the west and southern end of study area which contains a threatened ecological community (TEC) and may be foraging habitat to threatened fauna such as the Swift Parrot is to be the subject of ecological impact studies in relation to any development with a potential to impact on it.

8.2 WATER CONSERVATION

- Water Sensitive Urban Design (WSUD) initiatives are included in the public domain plan and new developments.
- Northern oval and vacant Crown land to the west retain their function as detention basins.
- Water conservation measures including management of stormwater water quality and quantity runoff and reuse, and use of water saving technology is to be addressed in future development sites.

8.3 ENERGY EFFICIENCY

- The Masterplan facilitates a walkable Town Centre and multi-purpose trips to minimise travel and transport demands.
- Energy efficiency measures are to be implemented in new developments and the public domain.

8.4 WASTE MANAGEMENT

- Waste is managed in the Town Centre and in new development consistent with the hierarchy and principles of sustainable waste management – avoidance, reuse recycling and responsible disposal.
- Waste bins are provided and maintained in the public domain throughout the Town Centre.

The preparation of the Bateau Bay Town Centre Masterplan includes the following three (3) phases of community consultation:

Phase	Consultation	Dates
1	Community Information Display and Survey on Preliminary Issues and Opportunities	Dec 2012 to Jan 2013
2	Consultation with landowners on Preliminary Draft Masterplan	Feb to April 2013
3	Public Exhibition of Draft Masterplan	October to November 2013

9.1 PHASE 1 COMMUNITY INFORMATION DISPLAY AND SURVEY ON PRELIMINARY ISSUES AND OPPORTUNITIES

A community information display and survey on a Preliminary Issues and Opportunities Paper for the Bateau Bay Town Centre Masterplan was held on Saturday 8 December 2012 from 10am to 4pm at Bateau Bay Square shopping centre, and also placed on the Wyong Shire Council website. The community information display and survey were advertised in the Express Advocate newspaper in December 2012. Submissions were invited until 15 January 2013.

The issues raised during the first phase community information display and survey were as follows:

- The league field needs a grandstand and weather protection for spectators.
- Suggested new uses for the town centre include:
 - swimming centre;
 - cinemas;
 - medical centre/super clinic on council depot land to supplement Long Jetty health care centre;
 - community centre;
 - public plaza next to library; and
 - children's day care.
- Library is well utilised and should remain.
- Residential use on vacant Crown land may not be compatible with traffic on surrounding roads in the town centre.
- Landscaping and maintenance of pedestrian pathways is required, particularly to the south around Eastern Road and Bay Village Road.
- Formal pedestrian access for the public is needed through the rear of Bateau Bay Square linking the car park and residential area to the west.
- Additional parking is needed to service the shopping centre and new development in the town centre.
- Lane widths in Bay Village Road and around the bus interchange need to be reviewed.

- A community shuttle bus would improve access around the town centre, particularly for seniors.
- Future development and new uses need to cater for changing demographics of the population.
- Access across The Entrance Road for school children and Leagues Club supporters.
- Odour from the sewerage treatment plant needs to be managed and taken into account.

Major landowners in Bateau Bay Town Centre including The Entrance Tigers Leagues Club and owners of Bateau Bay Square shopping centre have also been consulted on the Masterplan as part of the first phase of consultation.

9.2 PHASE 2 CONSULTATION ON PRELIMINARY DRAFT MASTERPLAN WITH LANDOWNERS

The Phase 2 Consultation involved consultation with landowners on Issues and Opportunities and a Preliminary Masterplan for Bateau Bay Town Centre.

9.3 PHASE 3 PUBLIC EXHIBITION OF FINAL DRAFT MASTERPLAN

The Phase 3 community consultation involved newspaper advertisements, public information session and a public exhibition of the Masterplan at Bateau Bay Shopping Centre between the hours of 10am and 4pm on 9 November 2013. The plan was also available for viewing on Wyong Shire Council's premises and website.

10.1 IMPLEMENTATION STRATEGY

The implementation of the Masterplan is based on the objective of achieving social, economic and environmental benefits for the community in the growth and development of Bateau Bay Town Centre at minimal public cost for Council. The implementation of the Masterplan is premised on key opportunity sites being developed in joint ventures and public private partnerships for new uses including employment generating commercial uses, leisure / entertainment / recreation uses and new housing choices which are to either provide public domain works or generate revenue for Council that is to be used to fund improvements to the public domain, community and recreation facilities.

Priorities outlined within the schedule are categorised as:

- Short term (1-5 years)
- Medium Term (5-10 years)
- Long Term (10+ years)

The key focus of the implementation plan outlined within the following table is to facilitate key enabling actions and priorities that will assist the Wyong Shire Council and its partners to achieve vision and intended outcomes of this Masterplan.

Item	Actions	Responsibility	Staging	Priority
Community Strategic Plan and Corporate Strategic Plan	Incorporate the Masterplan core components into Council's Community Strategic Plan and Corporate Strategic Plan including: <ul style="list-style-type: none"> • Development of vacant Crown on southern end of Bateau Bay Shopping Village to include a new civic square; • Redevelopment of central area between ovals in recreation centre with new leisure/recreational uses; • Relocation of Long Jetty Works Depot; • Redevelopment of Long Jetty Works Depot including new employment and community use/s; • Public domain works program; • Access network improvements; • Community, cultural and sporting events for Bateau Bay Town Centre. 	Council / Crown Land	Short term	High
Wyong Shire Cultural Plan	Develop a program of community, cultural and sporting events including in new venues to be created in key development sites for inclusion in the Wyong Shire Cultural Plan.	Council	Short term	High
Tenders for key development precincts	Conduct a two stage tender process (Stage 1 Expression of Interest and Stage 2 – Detailed Tender) for the development of each of the key sites in the following order <ul style="list-style-type: none"> • Vacant Crown and Council land on southern end of Bateau Bay Square; • Central area between ovals in recreation centre; • Long Jetty Works Depot 	Council	Short term Medium term Short term	High
Preparation of Specialist Technical Studies	<ul style="list-style-type: none"> • Prepare feasibility studies on development scenarios and to assist in setting feasible LEP standards for maximum building height and floor space ratio • Prepare specialist transport and traffic management study for implementation of Masterplan 	Council	Short term	High
Planning Proposal for rezoning and reclassification	Prepare and process Planning Proposals to amend the Wyong Local Environmental Plan to: <ul style="list-style-type: none"> • Rezone to B4 Mixed Use the Long Jetty Works Depot and adjacent Crown land to the north of the shopping centre, southern opportunity site and leagues club community precinct; • Implement a zoning and classification of land that enables development of key sites. 	Council	Short term	High
S.94 Contributions Plan	Amend the Wyong Shire Council S.94 Contributions Plan is amended to include a proportion of the cost of public domain works and access network improvements to be funded by developer contributions on sites within the primary trade catchment of the Town Centre.	Council	Short term	High
Development Applications	Prepare and assess Development Applications for key development sites in line with principles of design excellence, ecologically sustainable development, equitable access, and safer by design, and healthy by design.	Council	Short term Short term for Long Jetty Works depot	High

10 Implementation Plan

Item	Actions	Responsibility	Staging	Priority
Construction of new development uses and community and recreation facilities	Construct new uses and community and recreation facilities on key sites.	Preferred Tenderers	Short term Short term for Long Jetty Works depot	High
Construction of public domain works and signage	Construction of public domain works and signage.	Council / Preferred Tenderers	Ongoing	As required
Management of public domain	Maintain and clean the public domain and remove waste.	Council	Ongoing	As required

10.2 PUBLIC DOMAIN STRATEGY

This section outlines the delivery and implementation schedules to enable delivery relate to key elements of the public realm outlined in Section 5- Urban Design and Public Domain Framework. The Implementation Plan sets out indicative budgets, priorities, staging and also identifies delivery agencies and partners. The scope of projects and actions is categorised as Public Domain (PD) and Development (D), which includes land development and built form initiatives. Development initiatives have been included as, in many cases, there is an interdependency between the public domain and interface with development outcomes.

The budgets outlined in this schedule are indicative, based on high level assessment and assumed outcomes and are intended only as a guide to assist Council in preliminary prioritisation of works and actions. Actual budgets and project costs would subject, as applicable, to: detailed de-

sign, investigation and analysis; and tendering, detailed costing and procurement of works. Budget estimates are categorised as follows:

- \$ - Low (<100,000)
- \$\$ - Medium (100,000 – 500,000)
- \$\$\$ - High (500,000+)

Additional factors that may influence the prioritisation of works and actions include:

- Availability and allocation of Council funding;
- Further consultation and engagement relating to later detailed planning and design stages;
- Known Council priorities and emerging social and economic circumstances; and
- Establishment of partnerships with other government bodies, community groups and the private sector.

Prioritisation outlined within the schedule is categorised as:

- Short term (1-5 years)
- Medium Term (5-10 years)
- Long Term (10+ years)

The scope of works is categorised into two categories, Development opportunities (D) and Public domain works (PD) as per the Masterplan document. Whilst development opportunities are not strictly public realm oriented, they have been included as they include public domain elements (e.g. new streets and public places) or impact directly on neighbouring public realm elements (e.g. interface between built form and public places).

Scope	Project/ Action		Budget	Priority (H)igh (M)edium (L)ow	Staging S/M/L	Lead/ Partners
COUNCIL DEVELOPMENT PRECINCT						
PD	Bay Village Road enhancements	Street tree plantings	\$	H	S	WSC
		Posted awnings provide additional shade and enclosure.	\$	M	M	Private sector/ WSC
SOUTHERN OPPORTUNITY SITE						
D	Deliver market ready land parcels to enable new infill aged care residential development to occur: <ul style="list-style-type: none"> • Land tenure rationalisation; • Amend planning framework to enable development; and • Infrastructure delivery. 		\$\$\$ (NB – Potential to offset costs through land release/ leasing)	H	S	WSC/ Private sector/ Community groups
PD	Street tree planting to Bay Village Road.		As above	H	S	WSC
PD	Street tree planting and footpath construction to Service Road.		\$	H	S	WSC
PD	Improve and formalise pedestrian/cycle connection between shopping centre to north and leagues.		\$	H	S	WSC
NORTHERN OVAL EDGE						
PD	Tree planting between parking bays at regular intervals (every 6 bays).		\$	H	S	WSC
PD	Pedestrian crossing point across The Entrance Road westward to shopping centre.		\$	H	S	WSC
PD	Tree planting along north-south pedestrian path.		\$	H	S	WSC
PD	Terraces around oval reduce erosion impacts and provide informal seating opportunities.		\$\$	M	M	WSC
PD	Build-out platforms provide amenity outlook and gathering opportunities.		In conjunction with delivery of terraces.			

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Scope	Project/ Action	Budget	Priority (H)igh (M)edium (L)ow	Staging S/M/L	Lead/ Partners	
THE HUB RECREATION PRECINCT – CONCEPT 1						
D	PCYC building removed and replaced with central multi-purpose training facility building with integrated office, gym, and club rooms.	\$\$\$	L	L	WSC/ PCYC/ Community groups	
D	Outdoor multi-purpose courts and artificial turf training areas to the north side of centre.	\$\$	M	M	WSC/ Community groups	
PD	Re-aligned carriageways and associated parking to run around south side of the multi-purpose training facility.	\$	L	L	WSC	
PD	New parking area adjacent to The Entrance Road as extension of parking grid to the north.	\$\$	M	M	WSC	
PD	Widen paths to allow wheelchairs and mobility scooters to pass through this precinct.	\$\$	H	S	WSC	
THE GATEWAY - REVITALISING THE UNDERPASS						
PD	Create shaded seating opportunities at the western end of the underpass.	\$	H	S	WSC	
PD	Improve lighting for both aesthetic and safety purposes.	\$	H	S	WSC	
PD	Fairy lights around aperture, slung under road.	\$	H	S	WSC	
PD	Undertake visual enhancements	Feature colour painted edge of road slab (e.g. local team colours etc).	\$	H	S	WSC
		Thick vegetation / hedge in lieu of fencing barriers	\$	H	S	WSC
		Vegetation cover to batters.	\$	H	S	WSC
SOUTHERN OVAL EDGE						
PD	Re-surface edge road and formalise parking bays.	\$\$	M	M	WSC	
PD	Tree planting between parking bays at regular intervals (every 6 bays).	\$	H	S	WSC	
PD	Signalise pedestrian crossing point across The Entrance Road westward to Leagues Club, including disabled access ramps and stairs to accommodate gradient transition.	\$\$	H	S	WSC (advocacy)/ RMS	
PD	Install bollards along eastern edge of parking area to prevent vehicular access to turfed mound and protect oval fencing.	\$	H	S	WSC	
PD	Terraced seating opportunities along turfed mound with shaded viewing areas.	\$\$	M	M	WSC	
PD	Shade structures to central viewing area.	\$	M	M	WSC	
PD	Gateway entrance signage aligned with pedestrian crossing point.	\$	H	S	WSC	
PD	Additional formalised parking area behind existing building.	\$\$	M	M	WSC	
PD	Weather protection cover over spectator area would be subject to additional funding source or via joint partnership with The Entrance Leagues Club.	\$\$	M	M	WSC/ Leagues Club	
PD	Redevelop change sheds, additional storage space, and fencing upgrade (subject to additional funding source).	\$\$	M	M	WSC/ Leagues Club	
BUS INTERCHANGE (CONCEPT: WEST OF BAY VILLAGE ROAD)						
D	Establish kiosk retail development associated with relocated bus interchange.	\$	M	M	Private Sector/ WSC (enablement)	
		(NB – minimal cost to Council if delivered by private sector)				
PD	New kerb lines and asphalt to accommodate revised bus interchange.	\$\$	M	M	WSC	
PD	Shade structures, benches, shade trees, landscaping to frame the interchange area.	\$	M	M	WSC	
PD	New pocket town park. (Includes new car park construction to offset loss of bays).	\$\$	M	M	WSC	
PD	New pedestrian connection to western car parking area along north side of shopping centre.	\$	M	M	WSC	

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Scope	Project/ Action	Budget	Priority (H)igh (M)edium (L)ow	Staging S/M/L	Lead/ Partners
EMPLOYMENT DEVELOPMENT PRECINCT - BUSINESS UNITS					
D	Deliver market ready and/ or developable land parcels to enable new infill commercial/ retail/ business unit development to occur: <ul style="list-style-type: none"> Land tenure rationalisation; Investigate potential acquisition of Crown Land by Council; Amend planning framework to enable development; and Infrastructure delivery. 	\$\$\$ (NB – Potential to off-set costs through land release/ leasing)	L	L	WSC
PD	Construct footpath along the western side of Community Road.	\$	H	S	WSC
PD	Plant street trees along the western side of Community Road.	\$	H	S	WSC
PD	Close Morris Place requiring all traffic access via community Road.	\$	H	S	WSC
EMPLOYMENT DEVELOPMENT PRECINCT - COMMUNITY ROAD AGED CARE					
D	Deliver market ready and/ or developable land parcels to enable new infill aged care residential (or bulky goods) development to occur: <ul style="list-style-type: none"> Land tenure rationalisation; Amend planning framework to enable development; and Infrastructure delivery. 	\$\$\$ (NB – Potential to off-set costs through land release/ leasing)	L	L	WSC/ Private sector
PD	Construct footpath along the western side of Community Road.	\$	H	S	WSC
PD	Plant street trees along the western side of Community Road.	\$	H	S	WSC
MCCOLL PARK PRECINCT					
PD	Re-configure western entries to shopping centre to facilitate pedestrian access.	\$	H	S	Private sector/ WSC
PD	Investigate potential acquisition of Crown Land by Council.	\$	M	S	WSC
PD	Examine feasibility of urban development on suitable parts of this precinct including road link connection between Tasman Avenue and shopping centre subject to funding.	\$	L	L	WSC/ Crown lands/ Community groups
PD	Formalise the pedestrian desire lines from the residential areas in the east to the shopping centre, including: <ul style="list-style-type: none"> Creating clear track access points Track edge definition Bridging over watercourses, as required Interpretive signage 	\$	H	S	WSC/ Crown lands/ Community groups
SIGNAGE					
PD	Signage includes (as per figure 5.9 of the master plan): <ul style="list-style-type: none"> Gateway signage Directional signage Operational signage 	\$	H	S	WSC
PD	Place Branding Elements as per Wyong Shire Council Branding Strategy (currently under preparation).	Budget assigned.	S	Commenced	WSC