PLANNING for ECONOMY & EMPLOYMENT

Wyong Shire Council

The Planning for Economy and Employment section of Council's Settlement Strategy considers employment lands, commercial and retail development, business parks, agriculture, tourism, resource extraction and economic development within Wyong Shire. This chapter also identifies ways in which Key Objective 6 of our 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.'

Establishing our Vision:

What do we want to achieve?

The economy of Wyong Local Government Area (LGA) needs to grow alongside our anticipated population growth, in order to provide employment opportunities for our growing population, as well as providing access to local goods and services, an important component of a sustainable population and economy.

Over the next 20 years, Council will be aiming to strengthen our 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. This will also involve careful planning for our 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.

A number of other crucial economic activities carried out within the Wyong LGA, such as resource extraction, agriculture and tourism, are also considered.

Key Documents for Planning for Economy and Employment:

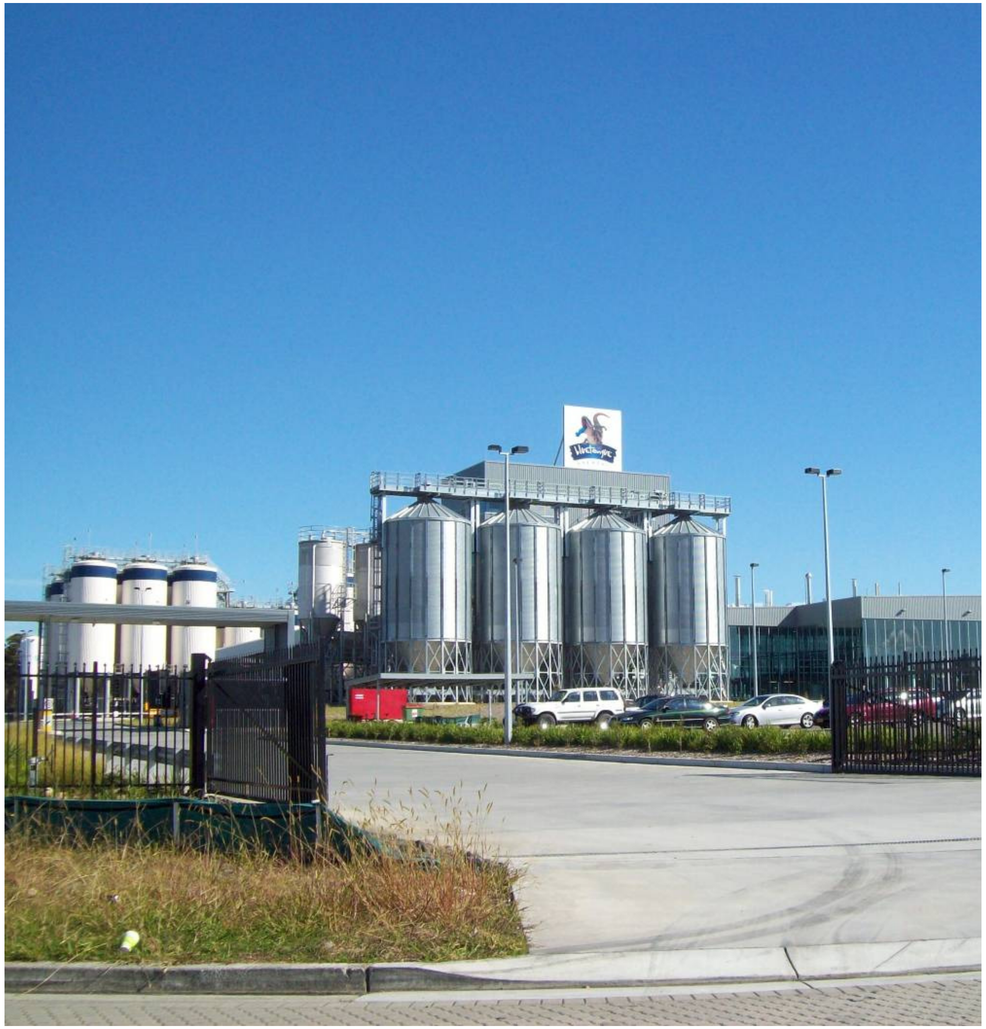
Community Strategic Plan (2011)
Central Coast Regional Strategy (2006)
Regional Economic Development and Employment Strategy (2010)
North Wyong Shire Structure Plan (2010)
Retail Centres Strategy (2007)
Community Plan (2008)
NSW State Plan (2010)
Wyong Employment Lands study and industrial land audit (2013)
Central Coast Employment Study (2004)

What legislation do we need to consider?

Local Government Act 1993
Mining Act 1992
Environmental Planning and Assessment Act 1979
Draft SEPP (Competition) 2010
Water Management Act 2000
SEPP (Infrastructure) 2007
SEPP (Major Development) 2005
SEPP (Rural Lands) 2008.
SEPP (Housing for Seniors or People with a Disability) 2004
SEPP (Exempt and Complying Development Codes) 2008
SEPP (Mining, Petroleum Production and Extractive Industries) 2007
Sydney Regional Environmental Plan No 8 (Central Coast Plateau Areas)

Planning for EMPLOYMENT LANDS

HOW DO WE SUSTAINABLY CATER FOR OUR RESIDENT, BUSINESS AND VISITOR POPULATION, IN TERMS OF OUR EMPLOYMENT LANDS?



Note: Refer to the Land Use Strategy chapter of this document for further information about sites nominated as future employment land development precincts.

Background to OUR EMPLOYMENT LANDS:

Employment lands are defined as:

Land that is zoned for industry and/or warehouse uses including manufacturing; transforming and warehousing; service and repair trades and industries; integrated enterprises with a mix of administration, production, warehousing, research and development; and urban services and utilities.

Employment lands do not include commercial/retail areas. These areas are discussed in more detail later in this chapter.

In 2008, the then Department of Planning released the Central Coast Regional Strategy (CCRS), which requires Wyong LGA to accommodate an additional population of 70,000 residents to 2031 within its existing centres or new urban release areas. The CCRS also includes a goal of 27,000 new jobs in Wyong LGA to 2031, to accommodate the additional population. Our employment lands will contribute a quarter to a third of these new jobs over the next 20 years. A key issue, identified by the CCRS, over the next 25 years is to increase the current level of self-containment to ensure more local jobs for the local population. A specific self-containment target was not provided in the CCRS.

Current Supply

At present, there is approximately 1,500ha of industrial zoned land within the Wyong LGA, however of this land only 533.4ha is developed (Department of Planning & Infrastructure, 2012). Significantly, take-up of employment lands in Wyong LGA over the 2008, 2009 and 2010 calendar years was only 18.9ha (Department of Planning & Infrastructure, 2012). Currently, Wyong LGA has the following land area zoned within the following zones within the 'employment lands' category:

Category of land	Best practice supply (years)	Wyong LGA's supply (years)	Wyong LGA's supply (Ha)
Undeveloped: zoned and serviced	5-7 years	16 years	126.5
Undeveloped: unzoned and serviced	n.a.	16 years	123.3
Undeveloped: zoned but not serviced	8-10 years	34 years	264.5
Strategically identified	15 years	98 years	756.5

Table 20: Employment Land Supply within Wyong LGA

Issues:

Specifically, Wyong LGA has the following employment lands:

1. Berkeley Vale Industrial Area

Berkeley Vale Business Park is located eight kilometres from the F3 Freeway and between Wyong and Gosford town centres. The head offices for Mars Foods Australia and Sanitarium Health Foods are located at the site. More recently, Sico South Pacific and Toll IPEC have also opened facilities there, alongside many small to medium-sized companies.

2. Charmhaven Industrial Estate

This estate is located off the Pacific Highway, close to Lake Haven Shopping Centre and bulky goods homewares centre. It features factory warehousing and showroom style units, catering for small business and bulky goods retail. Major companies located here include Kelloggs Australia, Borg Manufacturing and BCF Precast, as well many smaller businesses.

3. Doyalson Industrial Estate

Located at the intersection of the Pacific Highway and Scenic Drive Doyalson, this estate provides for smaller industrial uses.

4. North Wyong Industrial Estate

Positioned alongside the Pacific Highway, this estate is home to manufacturing and service industries of various sizes. It covers more than 114ha with lot sizes between 1ha to 15ha, with some vacant blocks still available.

5. Tuggerah Industrial Area

This area is located along the Pacific Highway, between Tuggerah Westfield and Wyong CBD, and adjacent to the Sydney to Newcastle rail line. Businesses include commercial, building and automotive industries, car dealers and bulky goods retailers.

6. Tumbi Umbi Industrial Estate

Opposite Mingara Recreation Club, this estate is dominated by construction and automotive industries.

7. Wyong Employment Zone (WEZ)

The 744ha WEZ is located adjacent to the F3 Freeway at the Sparks Road interchange. This includes the recently approved Warner Industrial Park that consists of approximately 100ha of zoned industrial land. The WEZ promotes economic development within Wyong LGA and enables a wide range of business and employment opportunities including industrial, manufacturing, warehousing, storage and research purposes. It is anticipated that the WEZ will create around 6,000 jobs and generate $1.5 billion of investment.

8. Warnervale Business Park

This area is part of the WEZ. It covers 47.6ha of land and is next to the F3 Freeway interchange, airport and railway line. Coastal Transport Services runs a distribution service from the site, and Woolworths Ltd also operates an 81,000m^2 distribution centre. Pacific Beverages has also recently opened the $120 million Bluetongue Brewery.

9. Gwandalan Industrial Estate

This estate is currently being developed with approximately 20 smaller industrial lots that would provide opportunities for businesses to establish and service the local community.

Future Supply

The Regional Economic Development and Employment Strategy (REDES) estimates that by 2031, an additional 324,185m^2 of industrial floor space (including Manufacturing, Logistics and Storage) could be required to accommodate the increased local employment requirement that is generated by the growth in population over the period to 2031 (Buchan Consulting, 2009). This figure applies to the entire Central Coast Region.

SGS (2013) undertook an analysis of existing and future employment land supply for Wyong Shire. Using the 7.7 hectares per year as the pro rata demand figure, and comparing Wyong LGA's employment lands supply to the NSW Employment Lands Taskforce best-practice benchmark, there is sufficient supply in the LGA:

In general there is no early need to rezone additional land for employment uses. Existing precincts have capacity and new areas are not required until around 2025 (subject to review). However, the issues evident in existing precincts (such as desirable development staging, internal structure, desirable lot sizes and mix and infrastructure provision) need to be addressed through more detailed planning and analysis.

A possible implication of this demand and supply analysis is that current demand in industrial areas may not be sufficient for Wyong Shire to achieve its targets.

Issues:

What are the current and foreseeable issues that impact on OUR EMPLOYMENT LANDS?

There are a number of issues that have impacted on the attractiveness of Wyong LGA employment land stocks for development. This includes fragmentation of land that is under different ownership and in small lots; lack of adjoining parcels of land for consolidation; inefficient transport access to some sites; and potential for landuse conflicts with other adjoining uses. Additional issues include competition from employment lands outside the LGA, environmental sensitivity, and market uncertainties.

Fragmented Ownership

A large portion of employment lands within Wyong LGA are divided into a number of relatively small land parcels with fragmented ownership. This can create problems for those seeking to amalgamate parcels to enable larger industrial developments.

Shortage of large industrial allotments

The Central Coast Employment Lands Study (Parsons Brinckerhoff, 2004) identified that there was a shortage of large industrial lots (e.g. >5Ha) to readily accommodate the development of large scale industries within the Central Coast.

Servicing

High servicing costs and lack of available infrastructure currently limit development potential of a number of industrial precincts in the north of the LGA, such as the WEZ and NWSSP Precinct 10 - Bushells Ridge.

Market Uncertainties

Market uncertainty is a major reason for the relatively slow employment land take-up within Wyong LGA. The LGA is affected by regional, national and global market uncertainties, and the Global Financial Crisis, beginning in 2007, has had an impact on take-up of employment land, with many developers choosing to delay development until global market strength improves. This has resulted in flat industrial land market in Wyong Shire and is an Australian wide phenomenon in outer suburban and regional areas.

Additionally, the State Government has amended the Section 94 Development Contributions framework a number of times in recent years, as well as introducing State Infrastructure Contributions Plan (SIC) fees for State Significant Site developments such as the Warnervale Town Centre and WEZ. Developer uncertainty over the level of Section 94 Development Contributions and SIC fees has also contributed to the relatively slow employment land take-up within Wyong LGA.

Competition

The Hunter Employment Zone and other employment lands within the Hunter Region, as well as employment lands in Sydney, have increased competition for employment lands within the Sydney-Central Coast-Hunter corridor. This has had a moderate effect on land take-up within the Wyong LGA in the past. Similarly, if Mount Penang Parklands (located within Gosford LGA) is declared a State Significant Site, and rezoned accordingly, this site will also create more competition for Wyong LGA employment lands, given the proximity of this site to the Kariong Interchange of the F3 Freeway.

However, it is worth noting that the declining stock of employment land and resulting pressure on affordability of employment land within the Sydney Region may result in increased demand for employment land within Wyong LGA.

Environmental Sensitivities

A large portion of Wyong LGA’s employment land supply is highly constrained by environmental sensitivities. As a result, this constrained land is an under-utilised resource. For example, the large area of (4(e) (Regional Industrial and Employment Development zone) land in the north of Wyong LGA is environmentally constrained and has not been developed as a result, in spite of it being appropriately zoned since 1997. The WEZ is also environmentally constrained, however an offsetting package is currently being developed under the State Government’s Biodiversity Certification program, in an attempt to adequately address environmental issues on the site, provide appropriate offsetting requirements, and to provide certainty to developers that may be interested in developing employment land within the WEZ.

Inefficient Transport Access

A number of employment lands within Wyong LGA, including Gwandalan, Berkeley Vale, North Wyong and Tumbi Umbi industrial estates, are affected by inefficient transport access, due to the distance of these sites to the F3 Freeway. Other sites such as the WEZ and Warner Business Park are appropriately located in close proximity to the F3 Freeway.

Encroachment of Non-Industrial Landuses / Landuse Conflicts

As with any intensive landuse, there is potential for a number of employment lands within Wyong LGA to interfere with the amenity of sensitive landuses, such as residential, education, open space and parklands. Some industrial areas within Wyong LGA are experiencing the encroachment of non-industrial landuses such as gyms, childcare centres, places of public worship, funeral homes, and entertainment areas locating within industrial zones. This is in large part the result of more affordable land and/or leasing costs. These are often high traffic volume generating developments with distinct peak flows. There is also the possibility that some of these uses, such as child care centres, are more sensitive landuses than some of the neighbouring industrial landuses, which may lead to landuse conflicts in the future.

In addition, bulky-goods retailing (usually homemaker items such as furniture and whitegoods) is becoming more frequently located out-of centres and in industrial zones, due to this land being less expensive for purchase or leasing, compared to commercially zoned land. This type of retailing does not neatly fit into either a commercial or industrial zone, however the current model can result in a weakening of existing commercial and retail centres, as well as reducing the availability of employment land for more traditional industrial uses. It can also inflate industrial land values and affect the future viability of the operation of industrial zoned lands.

Protecting major employment land areas within Wyong LGA from such uses will ensure that traditional industrial uses will be protected and encouraged. It is for this reason that uses in industrial zones should be reviewed to ensure that non-industrial landuses are complementary to employment generating landuses.

Planning for our Employment Lands:

How do we plan for OUR EMPLOYMENT LANDS?

Employment Land Study

Council completed an Employment Land Study and Industrial Land Audit for Wyong Shire (SGS Economics and Planning, 2013). This project has been funded by the NSW State Government’s Planning Reform Fund (PRF). The study identifies trends in industrial and employment lands, examines employment land supply and demand and makes recommendations on strategies, zonings and future employment precinct planning. The study will be used to inform rezoning and policy work.

Continue to Support the Development of the WEZ

Council will continue to play an important facilitation role in supporting the development of the WEZ. This will include continuing to administer the Biodiversity Certification process for the WEZ. As a Biodiversity Certified site, certainty for future development will be greatly improved. If Biodiversity Certification for this site is not achieved, this will add significantly to developer uncertainty and may lead to longer development timeframes or no development taking place at all. In recognition of the uncertainties surrounding the WEZ, it is recommended that a study be undertaken to investigate the potential of other sites within Wyong LGA that have potential to meet the employment land demand that is currently assigned to the WEZ.

Facilitate Supporting Infrastructure Development

One of the main ways that Council can facilitate take up of employment lands, is by ensuring that infrastructure is in place to support development. Council can ensure adequate planning, consultation and support for infrastructure development, including basic water and sewerage servicing, electricity connections, as well as road networks essential for industrial transportation.

What are other Government Authorities currently doing?

North Wyong Shire Structure Plan (NWSSP)

The NWSSP identifies employment land that is close to both existing and future residential areas; and close to key transport nodes and transport corridors which would be suitable for large-scale employment development that services a broader market. As part of the NWSSP, the Department of Planning & Infrastructure (DP&I) has identified a total future employment land development area of 650ha and a potential Net Developable Area of around 450ha. These areas are to be investigated in the future as to the suitability for future industrial use. If all these areas are developed, they have the potential to provide capacity for between 4,900-9,800 jobs, assuming a density of 10-20 jobs per hectare. This will significantly contribute to the provision of additional jobs to service the anticipated future population of the LGA. These figures do not include the WEZ employment lands, which has an approximate employment capacity of 6,000 jobs.

Regional Economic Development and Employment Strategy (REDES)

A long-term strategy for sustainable economic development and jobs growth for the Central Coast Region, the REDES was adopted in 2010. Aiming to create ‘a positive environment for government and business investment’ and facilitate the creation of an additional 45,000 jobs. Key strategies identified by REDES include:

- Attracting new businesses and supporting existing businesses
- Improving training and skills development opportunities
- Increasing research, knowledge and innovation
- Planning for regional economic centres
- Marketing the Region as an attractive business location.

The Standard Instrument, Wyong LEP 2013 and Wyong DCP 2013:

What provisions can be incorporated into our Planning Instruments to ensure planning for OUR EMPLOYMENT LANDS can be met?

Wyong LEP 2013

The following measures can be incorporated into Wyong LEP 2013 to improve our planning for employment lands:

- Wyong LEP 2013 should consider permissibility of industrial retail outlets. Floor space restrictions are able to be utilised for this purpose (Clause 5.4 - Controls relating to miscellaneous permissible uses).

Wyong DCP 2013

The following measures can be incorporated into Wyong DCP 2013 to improve our planning for employment lands:

- The following Chapters of Wyong DCP 2013 will support Council’s local economy and employment initiatives:
  - Industrial Development
  - Industrial and Business Zones (Subdivision)
  - Berkeley Vale – Industrial (Western Precinct)
  - North Wyong Industrial Area
  - Wyong Employment Zone
  - Warnervale – Business Park
  - Warnervale – Industrial (East).

Key Planning Considerations:

Key Planning Considerations for OUR EMPLOYMENT LANDS:

- *Ensure that adequate serviced employment land is available for development.*
- *Support and encourage opportunities for employment generating industries.*
- *Minimise landuse conflict with adjacent landuses such as residential land by appropriately locating employment lands, and implementing a suitable land use buffer.*
- *Ensure appropriate landuses are permitted within industrial zones.*
- *Ensure that bulky goods retailing is not permissible within industrial zones and is instead located in commercial centres and nominated nodes.*

Strategic Actions and Local Initiatives:

EMPLOYMENT LANDS

#	ACTIONS	RESPONSIBLE AUTHORITY	IMPLEMENTATION LEP 2013	LEP Am.	DCP 2013	DCP Am.	Other	COMMUNITY STRATEGIC PLAN	CENTRAL COAST REGIONAL STRATEGY
EE01	Implement recommendations of the Wyong Employment Lands Study, update Industrial Lands Audit, in accordance with the Regional Economic Development and Employment Strategy, to review the adequacy of current supply and to identify future needs.	WSC		X			X	▪ Ensuring adequate and appropriate employment land in the LGA. This will help to ensure timely land availability and also support business investors.	**5.6** Ensure LEPs do not rezone employment lands to residential zonings or other uses across the Central Coast, unless supported by a planning strategy agreed to by the DP&I. **5.7** Investigate, through the preparation of LEPs, options to expand existing employment land nodes and ensure future development occurring on employment land does not result in inappropriate fragmentation of that land. **5.13** The NSW Government and councils are to engage with industry regarding employment land stock to ensure a sufficient supply of employment land in the correct locations.
EE02	Review the Industrial Lands Audit to review the adequacy of current supply and to identify future needs.	WSC		X			X	**5.15** The DP&I is to protect and enhance strategic employment lands through the development of an employment lands State environmental planning policy. **5.16** The DP&I is to establish an Employment Lands Development Program, in parallel with the Metropolitan Development Program and under a Sydney land supply program, to: improve planning and delivery of employment lands monitor demand and supply of employment lands. **5.17** The DP&I is to work with councils in identifying and implementing measures to manage interface issues between industrial and residential lands uses.	
EE03	Investigate potential sites to meet employment land demand, if the Wyong Employment Zone is unable to be developed to anticipated capacity.	WSC					X		

Planning for COMMERCIAL & RETAIL CENTRES

HOW DO WE SUSTAINABLY CATER FOR OUR RESIDENT, BUSINESS AND VISITOR POPULATION, IN TERMS OF OUR COMMERCIAL AND RETAIL CENTRES?

Background to OUR COMMERCIAL and RETAIL CENTRES:

Centres Hierarchy

The CCRS provides for an additional 70,000 residents for the Wyong LGA to the year 2031, with a target of 27,000 new jobs to be provided by 2031. The CCRS provides a centre hierarchy to classify the Region's larger centres and further identify their future roles. The different types of retail centres are defined by the CCRS as follows:

- *Major Centre:* The Tuggerah-Wyong centre will develop as the Region's Major Centre and will perform vital economic, employment, civic, residential, social and cultural roles for the northern half of the Central Coast and support Gosford Regional City.
- *Town Centre:* Town Centres generally have concentrations of retail, health and professional services mixed with medium density residential within and adjoining the centre. 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.
- *Village Centre:* Village Centres are generally small to medium sized concentrations of retail, health and other services integrated with medium density (mainly townhouses) dwellings and local public transport connections to Town Centres. Villages have 11 to 50 shops, a small supermarket, child care, primary school, access to parks, general practitioner plus ancillary and local business services ((dentist, accountant etc)
- *Neighbourhood Centre:* All other small centres within Wyong LGA. These will have four to ten shops with access to small parks, a primary school and child care centre.

The centres hierarchy of Wyong LGA is as follows:

Table 21: Retail Centres Hierarchy

Major Centre	Wyong-Tuggerah
Town Centres	Warnervale Town Centre, The Entrance, Toukley, Lake Haven, Bateau Bay
Village Centres	Budgewoi, Chittaway Bay, Killarney Vale, Gorokan, Lake Munmorah, Long Jetty, Ourimbah, San Remo, East Toukley and Wadalba.
Neighbourhood Centres	All other small centres – for example Kanwal, Charmhaven and Cresthaven Avenue (Bateau Bay).

The identification of a retail centres hierarchy assists Council in determining the appropriate size and mix of commercial development, which assists in determining whether a particular retail centre needs to be expanded due to anticipated population growth. Additionally, reinforcing the current role of retail centres can provide protection to centres and certainty to the community as well as business operators.

Wyong LGA essentially has a "top heavy" retail hierarchy, with 71.9% of total spending generated by Wyong residents in 2006 estimated to be captured by the Tuggerah-Wyong Major Centre and the town centres (Leyshon Consulting, 2007). As a result, the

Neighbourhood and Village Centre share of the retail market is well below average. This is anticipated to continue, with the Tuggerah-Wyong Major Centre anticipated to remain the focus of Wyong LGA's administrative, civic, major shopping and business park functions. The CCRS states that priority will be given to ensuring that the future expansion of major retail and commercial elements in Tuggerah and new development contributes to achieving an attractive and pedestrian-friendly major centre.

Current Commercial Floor Space

The majority of recent growth in floor space in Wyong LGA has occurred in office employment in Tuggerah, reflecting a trend toward businesses wanting to locate in business parks such as Tuggerah Business Park, and around retail centre nodes (Buchan Consulting, 2009). This has created competition with established centres such as Wyong, which has experienced a subsequent fall in demand for commercial floor space.

Future Commercial Floor Space

REDES estimates that by 2031, an additional 104,929m^2 and 205,301m^2 of commercial and retail floor space (respectively), could be required to provide for increased local employment generated by the growth in population over the period to 2031 (Buchan Consulting, 2009). A requirement for an additional 82,476m^2 of restaurant and café floor space has also been identified over the period to 2031 (Buchan Consulting, 2009). These figures relate across the Central Coast and are not specific to Wyong LGA.

Issues:

What are the current and foreseeable issues that impact on OUR COMMERCIAL and RETAIL CENTRES?

Competition

Competition from large shopping mall developments at Tuggerah, Bateau Bay, Lake Haven, and to a lesser extent Erina Fair, has resulted in a loss of retail activity in the traditional 'Main Street' style of development of a number of our Town, Village and Neighbourhood Centres. These centres have large trade areas and can have a significant impact on traditional centres. For example, Tuggerah Westfield has created a draw for many different types of business (including banks) away from Wyong Central Business District (CBD), creating a retail deficit in Wyong with a high vacancy rate.

Since the mid-1990s some significant changes in regional-level retailing have occurred with consequent flow-on effects for centres in Wyong LGA. The most significant of these has been the recent expansion of Erina Fair, which now contains 106,971m^2 floor space and dominates retailing in Gosford LGA (Leyshon Consulting, 2007). To the north of Wyong LGA, a major centre opened at Glendale in 1996 and today contains some 38,464m^2 floor space but is currently undergoing further expansion (Leyshon Consulting, 2007). Glendale is known to attract retail sales from residents of the very northern part of Wyong LGA. In addition, the emerging centre of Morriset may have similar implications

Inefficient Transport Access

A number of retail centres within Wyong LGA are affected by inefficient public transport access, particularly those in the north of the LGA.

Review of Commercial and Retail Floor Space

There is a need for active planning for our commercial and retail centres to address the major issues that impact on our centres. In particular, our current commercial and retail floor space information is not up to date, having last been reviewed in 2007. An updated review of our commercial and retail floor space needs to be undertaken.

Online Retailing

The impact on traditional retail channels of purchasing goods on-line has been much less than originally predicted (Leyshon Consulting, 2007). However, as online retailing becomes more competitive, this is expected to increase and this needs to be considered in terms of impacts on our retail centres hierarchy. However, it is noted that many analysts in the retail sector point to the fact that the internet is used by people to examine and compare goods produced by rival manufacturers and to check prices within specific stores but that the majority of purchases are still made face-to-face by consumers armed with the knowledge they have obtained from internet searches (Leyshon Consulting, 2007).

Demographic Change (Ageing Population)

With respect to changes in the age structure to 2031, projections indicate a decline in the proportion of the population aged 0-49 years across Wyong LGA and significant growth in the proportion of the population aged 50+ years (Forecast.id, 2007). This has the potential to result in a sharp decline in the retail spending of households, compared to average household spending (Leyshon Consulting, 2007).

Planning for our COMMERCIAL and RETAIL CENTRES:

How do we plan for OUR COMMERCIAL and RETAIL CENTRES?

Planning Strategies and Masterplans

Council has recently completed a number of comprehensive planning strategies, including planning strategies for Wyong-Tuggerah, Toukley and The Entrance/Long Jetty Peninsula:

- *The Entrance Peninsula Planning Strategy:* To establish The Entrance Peninsula as a liveable tourist coastal destination for all ages and groups, Council has prepared The Entrance Peninsula Planning Strategy, the 'blueprint' for The Entrance North, The Entrance, Blue Bay, Toowoon Bay, Long Jetty and Shelly Beach.
- *Toukley Planning Strategy:* The overall purpose of the Toukley Planning Strategy is to establish a framework of planning principles and objectives that provide long term direction to accommodate growth while protecting the unique environmental setting of the Toukley peninsula. This Strategy aims to reinforce the role of the town centre and to increase residential density to increase the support base for business.

- *Wyong Tuggerah Planning Strategy:* Covering the area from Wyong CBD, Tuggerah Straight and the Tuggerah Town Centre, the Strategy outlines how the area might develop over the next 20 years, in light of the function the area will perform as the main shopping, civic and administrative centre for Wyong LGA. The Strategy seeks to increase residential and business densities within and close to the town centre.
- *Wyong Active River Foreshore and Baker Park Masterplans:* Stage 1 of implementing the Wyong-Tuggerah Planning Strategy involves the Wyong Active River Foreshore and Baker Park Masterplans, which aims to assist Council and the community with directions to sustainably manage the River Foreshore and the recreational open space area over the next 20 years. It identifies opportunities for cultural and economic growth appropriately addressing historical, social and environmental considerations.

Council's Place Management Unit will prepare and implement masterplans for Major, Town and Village Centres (and nominated Neighbourhood Centres). The masterplans will provide a design framework for future development and growth of these centres in addition to identifying and prioritising public domain and infrastructure improvements to assist in the long term viability of these centres. These will be prepared in consultation with businesses, government agencies and the community. Nominated centres include:

- The Entrance
- Lake Haven
- Killarney Vale
- Ourimbah
- Bateau Bay
- Long Jetty
- Canton Beach
- Norah Head
- Budgewoi
- Toukley
- Wyong

Key (Iconic) Development Sites (KIDS)

Council is currently facilitating the development of a number of KIDS throughout the LGA by identifying sites with the ability to generate significant economic return and revitalise town centres. Sites have been identified at The Entrance, Wyong, Long Jetty, Toukley, Tuggerah, Lake Haven, and Warnervale as having potential to be a catalyst for economic growth and development confidence. The sites have been chosen based on their ability to provide a significant economic benefit to the community, stimulate further development and provide a significant public domain benefit. Landowners and developers will receive a number of incentives for developing these iconic sites, including allowances for additional height and staged developer contributions in return for design excellence including architecture and sustainability, and developments that provide significant public domain improvements such as streetscape improvements, public art and community facilities.

Character Statements

The form and function of individual Town, Village and Neighbourhood centres should be reviewed, and Character Statements prepared, to consider the desired future vision for each Centre. These Character Statements will consider projected character over time.

Retail Centres Strategy Review

Originally prepared in 2002, the Retail Centres Strategy was last reviewed in 2007. Council is currently reviewing the Retail Centres Strategy, in accordance with the Centres Hierarchy provided by the CCRS and the NWSSP, to ensure that the visions and future needs of individual centres are achieved. The review will:

- Consider and revise the existing centres hierarchy in line with the CCRS
- Consider appropriate zoning for each retail centre as part of Wyong LEP 2013
- Assess and revise the distribution of bulky goods floor space
- Provide recommendations on landuse and planning controls for business parks and enterprise corridors to guide Wyong LEP 2013.

Note: Review may be subject to the adoption of the State Government's Centres Policy.

Built Form

Built form improvements can positively influence the viability of our commercial and retail centres. General points include:

- Increasing densities and mix of landuse around retail centres to increase activity
- Traditional centres may need to be re-imagined to compete with the super centres like Tuggerah Westfield. For example, convenience based outlets
- Improve presentation of retail centres to encourage new customers
- Co-locate commercial and civic functions to ensure accessibility, facilitate multi-purpose trips, and reduce dependence on private transport.

Commercial Lands Audit

There is a need for an analysis of commercial land supply and the establishment of processes for this information to be kept up to date. This information would underpin long term planning to deliver an adequate supply of commercially zoned land in Wyong LGA, with ongoing supply being delivered through local planning. In order to achieve this, Council will update and maintain the Commercial Lands Audit to review the adequacy of current supply, and to identify future needs.

What are other Government Authorities currently doing?

North Wyong Shire Structure Plan (NWSSP)

DP&I propose the addition of two new commercial centres within the NWSSP area, in Gwandalan and Lake Munmorah. In relation to the Gwandalan centre, the NWSSP identifies this land for future investigation as to the suitability for future commercial use. These potential new commercial centres would accommodate the commercial/retail needs of the growing population in the far-north of the Wyong LGA. In relation to the Lake Munmorah new commercial centre, this site was rezoned in 2010, and is already subject to a Development Application for construction of a new 3,800m^2 Woolworths supermarket; 1,250m^2 of specialty store floor space; and a 500m^2 medical centre.

Regional Economic Development and Employment Strategy (REDES)

A long-term strategy for sustainable economic development and jobs growth for the Central Coast Region, the REDES was adopted in 2010. Aiming to create *'a positive environment for government and business investment'* and facilitate the creation of an additional 45,000 jobs. The REDES is discussed in more detail in the Planning for EMPLOYMENT LANDS section of this chapter.

State Environmental Planning Policy (Competition) 2010

In 2009, the then Department of Planning and the Better Regulation Office released a discussion paper (*Promoting Economic Growth and Competition through the Planning System*) to facilitate discussion on what elements of the NSW planning system promote or detract from opportunities for competition and economic growth. This report recommended that a State Environmental Planning Policy (SEPP) be prepared to clarify that competition between individual businesses is not a relevant planning consideration. In particular, that the loss of trade for an existing business is not normally a relevant planning consideration, and that any restrictions on the number of a particular type of retail store contained in any LEP or DCP is invalid. In 2010, draft *SEPP (Competition) 2010*, was prepared and publicly exhibited. At the time of writing, this policy had not been gazetted, however if gazetted it will have significant implications on our retail hierarchy.

Tuggerah Town Centre State Significant Site Study

On 23 January 2009, the then Minister for Planning gave notice of a proposal to amend Schedule 3 of *State Environmental Planning Policy (Major Projects) 2005* to include the Tuggerah Town Centre as a State Significant Site (SSS). The SSS covers approximately 120ha, including land adjacent to the Tuggerah Rail Station, Westfield Ltd land holdings, and land adjacent to the F3 Freeway. On 1 May 2009, the Minister agreed to Westfield Ltd lodging a concept plan under Part 3A of the *Environmental Planning and Assessment Act, 1979* (EP&A Act) for a proposal involving residential, retail, community and employment generating uses on their land within the Tuggerah Town Centre SSS area.

The Westfield Ltd concept plan will align with the Tuggerah Town Centre SSS study currently being undertaken by the DP&I. The DP&I will masterplan Tuggerah Town Centre, review the strategic direction of the area, and establish planning parameters to guide its development, as recommended by the Wyong-Tuggerah Planning Strategy and in line with the CCRS. It is anticipated that the draft masterplan, concept plans and zoning plans for the Tuggerah Town Centre will be exhibited in 2013.

The Standard Instrument, Wyong LEP 2013 and Wyong DCP 2013:

What provisions can be incorporated into our Planning Instruments to ensure planning for OUR COMMERCIAL and RETAIL CENTRES can be met?

Wyong LEP 2013

The following measures can be incorporated into Wyong LEP 2013 to improve our planning for commercial and retail centres:

- Apply appropriate Business Zones for commercial land within existing centres to reflect their desired form, status and employment targets as identified by the review of the CCRS Centres Hierarchy, and to absorb projected demand
- Wyong LEP 2013 should specify maximum floor space areas for neighbourhood shops through Clause 5.4 - Controls relating to miscellaneous permissible uses
- Inclusion of development bonuses within Wyong, Toukley and East Toukley (where appropriate) through local clauses to encourage the revitalisation of existing centres
- Provide for greater residential density around existing centres to assist in the revitalisation of existing centres, particularly where supported by existing strategies

Wyong DCP 2013

The following measures can be incorporated into Wyong DCP 2013 to improve our planning for commercial and retail centres:

- The following chapters of Wyong DCP 2013 support Council's retail centres initiatives:
  - Carparking
  - Business Zones
  - Retail Centres
  - The Entrance Peninsula
  - Wyong Town Centre
  - Greater Toukley
  - Tuggerah
  - Warnervale Town Centre
  - Commercial and Mixed Use Development
  - Key (Iconic) Site Development
  - Bateau Bay – Bay Village Road
  - Warnervale – Alison F3 Service Centres
  - Ourimbah Commercial Area
  - Charmhaven – Moala Parade
  - Lake Munmorah Village Centre
  - Norah Head Business Area

Key Planning Considerations:

Key Planning Considerations for OUR COMMERCIAL and RETAIL CENTRES:

- *Protect and reinforce the existing hierarchy of commercial and retail centres. Manage commercial and retail development so that new development does not cause adverse economic or social impacts on the existing hierarchy of commercial and retail centres.*
- *Ensure that the viability of the commercial and retail hierarchy is maintained and enhanced through appropriate built form requirements, encouraging higher density, compact form and mixed uses.*
- *Encourage the co-location of civic and recreational facilities in or near the Tuggerah-Wyong Major Centre and Town Centres to improve the vitality of these centres, as well as enabling multi-purpose trips.*
- *Ensure that dispersed populations have access to sustainable local centres that provide for the needs of the community.*
- *Ensure adequate parking is provided within our commercial and retail centres.*
- *Facilitate increased use of transport alternatives to the private motor vehicle by encouraging improved public transport and walking/cycling pathways connecting to commercial and retail centres.*
- *Consider the location of Bulky Goods retailing having regard for sustainability criteria, in terms of reducing the impact of car dependency and movement.*

Strategic Actions and Local Initiatives:

OUR COMMERCIAL and RETAIL CENTRES

#	ACTIONS	RESPONSIBLE AUTHORITY	IMPLEMENTATION LEP 2013	LEP Am.	DCP 2013	DCP Am.	Other	COMMUNITY STRATEGIC PLAN	CENTRAL COAST REGIONAL STRATEGY
EE04	Apply appropriate Business Zones for commercial land within existing centres to reflect desired form, status and employment targets, and to absorb projected demand. Implement development bonuses in nominated centres of Wyong, Toukley and East Toukley.	WSC	X					**SP** - Planning and delivering a new Town Centre at Warnervale including a new railway station and transport interchange. **SP** - Implementing the Regional Strategy for the Central Coast that will guide appropriate development, maintain the lifestyle and environment and include Government intervention to provide more than 35,000 jobs in the next 25 years.	**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. **5.8** Ensure that development of residential and mixed-use buildings in business zones do not result in a weakening of centres retail and commercial functions. **5.9** Ensure that bulky goods retailing is not located on industrial land and is located in centres and nominated nodes. **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. **5.14** The NSW Government and councils are to utilise government assets and investment to support centres in accordance with the centres hierarchy.
EE05	Apply greater residential densities within and surrounding centres in accordance with adopted local planning strategies.	WSC	X						
EE06	Implement maximum floor space area for Neighbourhood Shops through Clause 5.4.	WSC	X						
EE07	Identify an appropriate location for the development or expansion of a Town Centre within the NWSSP Area. Potential locations include the expansion of Summerland Point or Gwandalan Neighbourhood Centres.	WSC					X		
EE08	Implement the Wyong-Tuggerah Planning Strategy by rezoning land within the Wyong CBD in accordance with the Baker Park and Active River Foreshore Master plans.	WSC	X						
EE09	Review the Retail Centres Strategy in accordance with the CCRS Centres Hierarchy and the NWSSP to ensure that future needs of individual centres are achieved.	WSC		X		X	X		
EE10	Update the Commercial Lands Audit annually to review the adequacy of current supply, and to identify future needs.	WSC					X		
EE11	Review form and function of individual centres and develop local character and place statements which consider their desired future vision. Statements should consider projected character over time.	WSC					X		
EE12	Liaise with the Department of Planning & infrastructure in planning for the Tuggerah State Significant Site.	SG					X		
EE13	Prepare and implement masterplans for Major, Town and Village Centres and nominated Neighbourhood Centres.	WSC					X		

Planning for BUSINESS PARKS

HOW DO WE SUSTAINABLY CATER FOR OUR RESIDENT, BUSINESS AND VISITOR POPULATION, IN TERMS OF OUR BUSINESS PARKS?

Background to OUR BUSINESS PARKS:

Out of centre commercial activity generally refers to a business park, and there are considerable benefits of consolidating operations into a single site that combines head office, back office, manufacturing, warehouse and distribution activities (Department of Planning, 2008). Business parks represent an opportunity to provide a supply of alternative employment and training opportunities and generate flow-on employment to other industries. This will also have the flow-on effect of improving employment skills within the Central Coast Region. Business parks also provides an ideal location for "clean" and "green" industries which complement the environmental integrity of the area but take advantage of the lifestyle attributes of the Central Coast.

The *Metropolitan Plan for Sydney 2036* (Department of Planning, 2010), establishes criteria for business park locations as follows:

- Access to public transport corridors (preferably rail)
- Links to freight corridors and major transport nodes
- Land area (50-180ha) to allow expansion to accommodate 8,000-40,000 employees
- Proximity to workforce (within 30 minutes commute)
- Business parks should have a relationship to adjoining economic infrastructure e.g. hospitals, universities, educational facilities, research institutes or clusters of knowledge–based activity.

Current Business Parks

Tuggerah Business Park

Tuggerah Business Park is located adjacent to the Pacific Highway and is close to the Tuggerah railway station, the F3 Freeway, Tuggerah Westfield, Tuggerah Supa Centre and Wyong CBD. The park covers 75 hectares and currently hosts a mix of professional, commercial, manufacturing and industrial services including accountants, insurance brokers, publishers and call centres. It is home to the NSW Police Assistance Line call centre; two call centres for financial company ING; Bunnings Central Coast Distribution Centre; the national distribution centre for Hachette Australia and Murdoch books; Star Track Express' freight terminal; and will soon accommodate a Centrelink call centre.

Tuggerah Business Park has been successful in terms of attracting employment to the Tuggerah-Wyong Major Centre, as it provides opportunities for firms to locate in a precinct offering a distinct alternative to traditional centres and industrial areas. As this park is nearing full development, it is important that future business park sites are identified in order to meet future demand for this type of development.

Future Business Parks

Precinct 7A Business Park (Porters Enterprise Park – PEP)

As part of planning investigations into the Precinct 7A investigation area, Council has identified a future site for employment generating uses, situated to the west of the railway line and south of Warnervale Road. Investigations have resulted in this site being identified as suitable for development as a business park, to fill the anticipated need for employment generating business parks in the north of Wyong LGA as our population increases. The site, referred to as Porter Enterprise Park (PEP) meets three out of five location criteria as described in the *Metropolitan Plan for Sydney 2036* (Department of Planning, 2010):

- Access to rail corridor and links to freight corridors and major transport nodes
- Within 30 minutes commute to the growth areas within the north of Wyong LGA and southern Lake Macquarie LGA
- Adjoins economic infrastructure by way of the WEZ and Warnervale Town Centre.

Issues:

What are the current and foreseeable issues that impact on BUSINESS PARKS?

Impact on Existing Town Centres

Historically, it is considered that the establishment of business parks is often to the detriment of existing town centres, as some businesses choose to move out of the town centre to business parks, due to both affordability and logistics benefits. Some businesses identify cost savings in co-locating office, light industrial and warehouse uses in the one spot. As a result, it is acknowledged that development of Tuggerah Business Park within Wyong LGA resulted in a loss of some businesses from Wyong CBD in particular.

Location

If business parks are inappropriately located they can contribute to increasing car dependency of residents, as limited options may exist to utilise public transport nodes. Therefore it is important to ensure that future business parks within Wyong LGA are located appropriately, within a reasonable distance of a railway station. Provision of shared pathways is also important in order to enable access to the business park by pedestrians and cyclists.

Planning for our BUSINESS PARKS:

How do we plan for BUSINESS PARKS?

Long Term Strategic Planning

In light of the abovementioned issues, Council needs to consider the role of business parks, the demand for future business parks and the impact on existing centres by reviewing current permissible landuse activities within business parks and ensuring any future business parks are appropriately located with good access to rail transport and the F3 Freeway. It is particularly important that a new business park site is identified within the northern part of Wyong LGA, given the anticipated future growth of this part of the LGA, as well as access to the key transport node of the F3 Freeway.

There are proposals for enterprise corridors in the Craigie Avenue and North Wyong (Pacific Highway frontage) areas. These are appropriate provided some restrictions on retail (and bulky goods retail) apply.

What are other Government Authorities currently doing?

Central Coast Regional Strategy (CCRS)

The CCRS identifies that a key economy and employment opportunity for the Central Coast Region is *'the development of business parks, which provide good building design and layout and an, emphasis on light industrial and value-adding industries and integration of industrial, warehousing and office activities. Significant opportunities also exist to expand technology-based jobs in the Region.'* The continued implementation of the REDES is expected to positively influence the future development of business parks as well as minimise the impacts of business parks on existing commercial and retail centres.

The Standard Instrument, Wyong LEP 2013 and Wyong DCP 2013:

What provisions can be incorporated into our Planning Instruments to ensure planning for BUSINESS PARKS can be met?

Wyong LEP 2013

The following measures can be incorporated into Wyong LEP 2013 to improve our planning for business parks:

- Identifying and incorporating appropriate landuses for the B7 Business Park zone that applies to Tuggerah Business Park and will apply to the PEP (former Country Music Park site).
- Specification of maximum floor space areas for shop-top housing (25%) in the B7 Business Park zone, through a local clause.

Wyong DCP 2013

The following measures can be incorporated into Wyong DCP 2013 to improve our planning for business parks:

- With an aim to limit the impact of Tuggerah Business Park on nearby commercial and retail centres, a provision should be included in Wyong DCP 2013 to the effect that businesses and commercial offices will be considered within the Tuggerah Business Park, but only where they are a single tenant or firm occupying a minimum gross floor area of $200m^2$.
- The following Chapters of Wyong DCP 2013 will support Council's initiatives for business parks:
  - Tuggerah
  - Warnervale Business Park.

Key Planning Considerations:

Key Planning Considerations for BUSINESS PARKS:

- *Ensure future business parks are appropriately located in proximity to public transport nodes as well as pedestrian/cyclist links.*

Strategic Actions and Local Initiatives:

OUR BUSINESS PARK DEVELOPMENT

#	ACTIONS	RESPONSIBLE AUTHORITY	IMPLEMENTATION					COMMUNITY STRATEGIC PLAN	CENTRAL COAST REGIONAL STRATEGY
			LEP		DCP		Other		
			2013	Am.	2013	Am.			
EE14	Consider the role of business parks and the impact on existing centres by reviewing current landuse activities and implement appropriate controls in Wyong LEP 2013 and Wyong DCP 2013.	WSC	**X**		**X**			▪ No CSP actions.	**5.10** The DP&I will prepare guidelines to apply to business development and enterprise corridor zones. **5.18** Enterprise corridors to be investigated and, if appropriate, implemented through principal local environmental plans – possibilities include, West Gosford and Long Jetty. Detailed guidelines on enterprise corridors will be issued by the DP&I.

Planning for AGRICULTURE

HOW DO WE SUSTAINABLY CATER FOR OUR RESIDENT, BUSINESS AND VISITOR POPULATION, IN TERMS OF OUR AGRICULTURAL LANDS?

Background to OUR AGRICULTURAL LANDS:

The Ourimbah, Yarramalong and Dooralong Valleys, as well as the Kulnura Plateau, are major agricultural resources for Wyong LGA. Agricultural uses within Wyong LGA include turf and poultry farms, grazing activities, market gardens, hydroponics and nurseries. However, agricultural land within Wyong LGA is under threat from a number of competing landuse activities, including residential and employment uses. New landuses such as rural living, part-time farming and newer specialised forms of agriculture have established to replace traditional forms of agriculture such as dairy and citrus farming.

Although the economic value of the LGA's agricultural production has declined over the last few decades, it is still important to preserve agricultural land, for both economic and scenic value, as well as the inherent value of producing fresh, locally grown produce for residents of Wyong LGA and beyond. With more sustainable ways of thinking, agricultural production within our LGA is an important component of ensuring that we have access to fresh, locally grown produce into the future. Agriculture can also provide an economic buffer during downturns in other sectors of the economy, such as construction and retail.

Agriculture is an important part of Wyong LGA's economy, and it is important to protect agricultural land from inappropriate adjoining landuse activities and fragmentation by small-lot rural subdivisions. Protecting agricultural land will provide security for primary producers as well as providing long-term food security for residents. It is also important that agricultural activity is carried out sensitive to the environment, without exacerbating issues such as salinity, streambank erosion and pollution of our land and/or waterways.

Issues:

What are the current and foreseeable issues that impact on AGRICULTURAL LANDS?

Loss of Agricultural Land

Residential subdivision and hobby farm development is often blamed for the loss of prime agricultural land and agricultural industry. Larger farms tend to be more viable than small farms, however due to population and lifestyle pressures (such as an increased desire for rural living), the subdivision of large farms into smaller farms is becoming more common.

Environmental Impacts

Agricultural activity can have a number of impacts on the environment if not managed appropriately, including:

- Removal of native vegetation and the introduction of exotic species causing a decline in biodiversity
- Construction of dams and diversion of water from rivers can alter water flows, including a reduction in the amount of water flowing down rivers

- Deterioration of soil and water quality in many areas, including salinity and increased erosion, sediments and nutrients in aquatic environments
- Amenity issues such as air quality, odour and noise issues.

It is important that agricultural activities are properly managed through appropriate landuse, development controls and monitoring to minimise these impacts. Due to these pressures, it is an aim of the Settlement Strategy that agricultural land be preserved as much as possible, rather than increased in size and/or intensity. However, issues will remain unless appropriate management of landuse conflicts is undertaken.

Landuse conflicts

Increasing demand for rural-residential properties within traditional agricultural areas can lead to conflict due to their general incompatibility. Landuse conflicts may arise due to amenity issues associated with noise, odour, farm chemicals, visual amenity, and weed infestation. The issue of agricultural-urban conflict particularly arises when there is no separation between agricultural and residential uses.

Planning for our AGRICULTURAL LANDS:

How do we plan for AGRICULTURAL LANDS?

Minimum Lot Sizes

In 1998, Council adopted the Wyong Valleys Planning Report and Strategy (Wyong Shire Council, 1998), which outlined the main planning issues in the Ourimbah, Yarramalong and Dooralong Valleys, where the majority of the LGA's rural land is located. A major component of this strategy was the recommendation to retain the minimum lot size of 20ha within rural areas. This minimum lot size is a mechanism to maintain present and future agricultural opportunities and limit population numbers and densities within the water catchment. The 20ha minimum lot size also provides flexibility in managing rural landuse conflicts, as it is easier to provide buffers and setbacks on large lots to reduce the effects of potential nuisances from agricultural activities. The minimum lot size is also an important factor in maintaining the scenic rural atmosphere of the area. It is recommended that this minimum lot size be retained as part of Wyong LEP 2013.

Rural Lands Development Control Plan Chapter

The Wyong Valleys Planning Report and Strategy recommended that a Rural Lands DCP chapter be prepared for the Wyong Valleys, a component of which would incorporate guidelines and performance criteria for agricultural activities to address:

- Agricultural land management issues, such as the retention of vegetation on drainage courses, fencing of streambanks, and landscape screening measures for visually obtrusive agricultural structures
- Environmental requirements for "high" and 'low" impact forms of agriculture
- Design and planning measures to reduce the potential for landuse conflicts to occur by establishing effective separation distances between landuses and establishing landscape design measures to reduce rural landuse conflicts potential
- Guidelines on best management practices for agricultural activities
- Appropriate forms of building design and the siting of rural workers dwellings.

It is recommended that a DCP chapter for our rural lands be prepared and implemented as part of Wyong DCP 2013.

Agricultural Potential Study

Land capability (land suitable for soil based agriculture and livestock production) is an important consideration that needs to be given more focus within Wyong LGA. Council will approach the State Government and advocate for the updating of agricultural land mapping, including land capability and constraint studies. The final outcome could be packaged as an Agricultural Potential Study. Once this mapping is updated, an agricultural capability overlay should be added to Wyong LEP 2013 to require land with characteristics of Class 1, 2 or 3 Agricultural Land to be retained for agricultural purposes.

Rural Residential Development

Increasing rural residential development by way of rural-residential development (reduced lot sizes) raises a number of issues including fragmentation of agricultural lands and subsequent loss of efficiencies, conflict with other resource landuses such as extractive industries, water rights issues and higher servicing costs. The CCRS proposes that opportunities for new rural residential development be limited to those already provided in the Region and opportunities, if any, identified as a part of the NWSSP. Careful planning is required in order to limit the fragmentation of agricultural lands, and the potential conflicts that co-location of agricultural and residential landuses can create. It is however considered, that there may be scope for additional rural residential living opportunities, but this should be supported by a review of the Wyong Valleys Strategy and detailed investigations in other areas. This matter is discussed further under the Settlements and Housing Chapter.

What are other Government Authorities currently doing?

Deemed State Environmental Planning Policy (Central Coast Plateau Areas) (formerly Sydney Regional Environmental Plan No 8)

An aim of this plan is to encourage the use of land having a high agricultural capability for that purpose and, as much as possible, to direct development for non-agricultural purposes to land of lesser agricultural capability.

State Environmental Planning Policy (Rural Lands) 2008

SEPP (Rural Lands) 2008 was prepared by the then Department of Planning to support a State-wide strategic approach to rural planning and land-use conflict management. The aims of the SEPP are as follows:

(a) To facilitate the orderly and economic use and development of rural lands for rural and related purposes,

(b) To identify the Rural Planning Principles and the Rural Subdivision Principles so as to assist in the proper management, development and protection of rural lands for the purpose of promoting the social, economic and environmental welfare of the State,

(c) To implement measures designed to reduce landuse conflicts,

(d) To identify State significant agricultural land for the purpose of ensuring the ongoing viability of agriculture on that land, having regard to social, economic and environmental considerations,

(e) To amend provisions of other environmental planning instruments relating to concessional lots in rural subdivisions.

The SEPP provides guidance in relation to (but not restricted to):

- Rural planning principles for Councils to refer to during preparation of comprehensive or amending LEPs in respect to rural and environmental zones
- Rural subdivision principles to provide guidance for Councils seeking to vary existing minimum lot sizes in rural and environmental zones
- Enabling subdivision of rural land below the minimum lot size for the purpose of primary production without allowance for a dwelling
- Heads of consideration for landuse conflict assessment as part of development applications in rural areas
- Removal of concessional lot provisions from LEPs to minimise landuse conflicts and fragmentation of rural lands

S.117 Ministerial Direction –No. 1.2 Rural Zones and No 1.5 Rural Lands

LEPs are to be consistent with Section 117 Ministerial Directions. The objective of direction No. 1.2 – Rural Zones is to protect the agricultural production value of rural land. This direction requires that a LEP shall not:

(a) Rezone rural zoned land to a residential, business, industrial, village or tourist zone

(b) Contain provisions that will increase the permissible density of land within a rural zone (other than land within an existing town or village).

The objectives of direction No 1.5 – Rural Lands are to:

(a) Protect the agricultural production value of rural land

(b) Facilitate the orderly and economic development of rural lands for rural and related purposes.

Direction No. 1.5 applies when a council prepares an LEP that affects land within an existing or proposed rural or environment protection zone; or a draft LEP that changes the existing minimum lot size on land within a rural or environment protection zone. This direction requires LEPs to be consistent with the rural planning principles listed in SEPP (Rural Lands) 2008.

The Standard Instrument, Wyong LEP 2013 and Wyong DCP 2013:

What provisions can be incorporated into our Planning Instruments to ensure planning for OUR AGRICULTURAL LANDS can be met?

Wyong LEP 2013

The following measures can be incorporated into Wyong LEP 2013 to improve our planning for agriculture:

- Wyong LEP 2013 should zone agricultural lands to reflect landuse activities under the provisions of Wyong LEP 2011. It is recommended that the RU1 Primary Production zone be adopted for the protection and promotion of agricultural lands
- Review rural zones and landuse activities to ensure the consideration of all activities and potential issues. The review will also consider priority agricultural lands identified by the DP&I and Department of Primary Industries, to ascertain desirable landuse activities in certain locations which are economically and environmentally sustainable.

Wyong DCP 2013

The following measures can be incorporated into Wyong DCP 2013 to improve our planning for agriculture:

- Develop or revise a DCP Chapter to address Rural Workers Dwellings and identify appropriate forms of building design and the siting for dwellings on rural landholdings.
- Develop and implement a Rural Lands DCP Chapter as a future amendment to Wyong DCP 2013
- The following Chapters of Wyong DCP 2013 will support Council's initiatives for agriculture:
  - Rural, Scenic Protection and Conservation Zones
  - Commercial Hydroponics: Chapter to be reviewed to mitigate potential landuse conflicts within future development areas identified by the NWSSP and the Central Coast Regional Conservation Plan proposed Green Corridor.

Key Planning Considerations:

Key Planning Considerations for OUR AGRICULTURAL LANDS:

- *Ensure the long-term protection of agricultural land and prevent sterilisation of agricultural activities by way of encroaching development.*
- *Investigate potential rural residential living opportunities on unconstrained land in close proximity to the F3 Freeway and existing rural residential areas.*

Strategic Actions and Local Initiatives:

AGRICULTURAL LANDS

#	ACTIONS	RESPONSIBLE AUTHORITY	IMPLEMENTATION					COMMUNITY STRATEGIC PLAN	CENTRAL COAST REGIONAL STRATEGY
			LEP		DCP		Other		
			2013	Am.	2013	Am.			
EE15	Review rural zones and landuses, considering potential land use conflicts for all activities. The review will also consider priority agricultural lands identified by the Department of Planning & Infrastructure and Department of Primary Industries, to ascertain desirable landuse activities in certain locations which are economically and environmentally sustainable.	WSC	**X**					▪ No CSP actions.	**5.12** The Department of Primary Industries, Department of Water and Energy and DP&I, in conjunction with Department of Environment and Climate Change, is to review planning for the Central Coast plateaus and Wyong valleys to consider agriculture, extractive resources, water supply values and tourism uses and address any conflict between these uses. **6.1** The Department of Primary Industries, in partnership with the DP&I, is to undertake mapping of regionally significant activities, including agriculture, mining, extractive industry and special uses, to identify rural activities and resource lands for preservation. **6.9** Ensure LEPs do not rezone rural and resource lands for urban purposes or rural residential uses unless agreement from the DP&I is first reached regarding the value of these resources.
EE16	Review the Hydroponics Chapter of Wyong DCP 2013 to mitigate potential landuse conflicts within future development areas and proposed green corridors identified by the NWSSP.	WSC			**X**				
EE17	Develop a Chapter of Wyong DCP 2013 to address rural lands.	WSC				**X**			
EE18	Approach the State Government and advocate for the updating of agricultural land mapping for Wyong LGA, including land capability and constraint studies.	WSC					**X**		
EE19	Once agricultural land mapping is updated, an agricultural capability overlay should be added to Wyong LEP 2013 to require land with characteristics of Class 1, 2 or 3 Agricultural Land to be retained for agricultural purposes.	WSC		**X**					

Planning for TOURISM

HOW DO WE SUSTAINABLY CATER FOR OUR RESIDENT, BUSINESS AND VISITOR POPULATION, IN TERMS OF TOURISM?

Background to TOURISM:

Tourism is a significant component of the Wyong LGA economy, with the area being a popular visitor destination, in particular due to our close proximity to Sydney and Newcastle, picturesque villages set in bays and inlets, and surf beaches, lakes and national parks. Direct and indirect benefits of tourism include job creation, economic and business development, and an impetus for improvements in services and infrastructure. There are a number of flow-on financial benefits from tourism that extend beyond direct accommodation income – including hospitality, retail and business benefits.

Tourism provides approximately 162,500 jobs, or 4.8% of total jobs in NSW – Tourism NSW (2008)

Accommodation Facilities

At present, accommodation capacity across the Wyong LGA is estimated to be approximately 650 rooms. This comprises self-contained accommodation and hotels/motels. In addition to this figure, there are approximately 1,500 caravans, cabins and/or villas provided in tourist parks. These figures do not include short term holiday accommodation rentals and bed and breakfast accommodation, which are well represented within the Wyong LGA. Camping sites are also not included in these figures, however a quick estimation of these sites indicates there are more than 2,000 campsites within the Wyong LGA.

Conference Venues

Existing conference facilities for events with less than 80 people include: Waldorf Apartment Hotel at The Entrance; Zenith Business and Function Centre at Tuggerah Business Park; and Noonaweena at Kulnura. Existing conference facilities for events with more than 80 people include: The Beachcomber Hotel at Toukley; Tuggerah Lakes Golf Club; Kooindah Waters at Wyong; Quay West Resort at Magenta Shores; El Lago Waters Resort at the Entrance; Wallarah Bay Recreation Club; and Wyong Rugby League Club.

Issues:

What are the current and foreseeable issues that impact on TOURISM?

Demands on infrastructure

Wyong LGA is experiencing increasing tourist populations throughout the year, but continues to experience particularly high numbers at certain times of the year (such as the Christmas holidays). This influx of tourists during peak periods places significant additional demand on infrastructure and services. Therefore, the development of an increased focus on tourism in Wyong LGA will rely on the development of appropriate tourist and related infrastructure. This infrastructure ranges from private sector provisions (accommodation, restaurants, built attractions, tours and transport) and public sector provisions (directional signage, public amenities). Council will need to ensure that this infrastructure is appropriately planned for and provided, whilst also planning for increased capacity for water, sewerage, electricity and telecommunications infrastructure during peak tourism season.

Competition from neighbouring regions

Due to the close proximity of Wyong LGA to the Hunter Region, the tourism industry in Wyong LGA experiences competition, particularly from the Hunter Valley.

Protection of environment, character and amenity

Increasing tourism within the area without appropriate planning may reduce the intrinsic tourism value of Wyong LGA, by disturbing the natural environment, character and amenity of the area that attracts tourists to this area. Whilst we will plan to improve our tourism opportunities within Wyong LGA, this must not be to the detriment of our natural environment or the character and amenity of the area in general.

Shortage of appropriate accommodation

An issue associated with the current supply of conference and event facilities is the lack of associated accommodation facilities, or lack of accommodation facilities to a suitable standard.

Planning for our Tourism:

How do we plan for TOURISM?

Council is a major source of funding for tourism events within Wyong LGA, as well as playing an important role in planning for and encouraging future tourism activities.

Tourism Opportunity Plan

To boost our tourism industry, Council will develop a Tourism Opportunity Plan for Wyong LGA in liaison with Central Coast Tourism, which considers cultural, recreational, educational and eco-tourism opportunities. This will include the development of an Event Strategy for Wyong LGA which could link events with the zoning and permissibility of restaurant and tourism accommodation precincts.

Sports Tourism

Sport tourism is also expected to become a significant component of our tourism industry, with the recently approved Mariners Sporting Centre of Excellence. The approved development will incorporate a 120-room accommodation facility, a function centre, playing and training fields, sport clinic, academy and office space at Tuggerah. Development of this centre will ensure that sporting facilities will be available for playing sport at international and elite levels.

Rural Tourism

In general, rural tourism is centred on either the natural environment (National Parks and State Forests, for example), or a tamed natural environment (such as a farm). Opportunities exist to develop our rural tourism industry in the Dooralong, Yarramalong and Ourimbah Valleys, as well as the Kulnura Plateau area. Rural tourism can include farmstay, rural self-catering units, camping/caravan sites, and eco-tourism. Encouraging more tourism related activity in these areas will assist in diversifying the local economy whilst maintaining the significant character and amenity of these areas.

Council will investigate links between the provision of tourism and entertainment related facilities with agricultural facilities and zone accordingly under Wyong LEP 2013. Examples include the provision of Cellar Doors / Restaurants and events and current facilities, including the Lavender Farm, Macadamia Farms, and so on.

The Wyong Valleys Planning Report and Strategy recommended that a Rural Lands DCP be prepared for the Wyong Valleys, a component of which would incorporate appropriate guidelines/controls for overnight accommodation opportunities within the Wyong Valleys.

Heritage Tourism

Heritage tourism can be encouraged to diversify tourism in Wyong LGA, as well as a source of revenue to enable continued maintainance of heritage properties.

Conference/Events venues

The conference and events sector of the tourism industry will be particularly targeted for the flow-on financial effects and the repeat visitation that the sector generates. Conferences are also more likely to be held at non-peak tourism periods, assisting in strengthening the tourism industry outside of the peak periods. To address the issue of a lack of associated accommodation facilities or lack of accommodation facilities to a suitable standard within the current supply of conference venues, Council will encourage the development or redevelopment of conference venues incorporating a high standard of accommodation by ensuring adequate flexibility in relevant business and tourist zones.

What are other Government Authorities currently doing?

Draft Tourism Industry Plan (2010)

Tourism NSW is responsible for shaping and promoting NSW tourism destinations and experiences. In 2008, Tourism NSW adopted the NSW Tourism Strategy, which identifies areas for additional investment in NSW. A key area of this strategy is to *'Increase visitation to regional NSW by expanded promotion of regional NSW as a tourist destination.'* This involved the establishment of 13 Regional Tourism Organisations (RTO) to promote tourism in regional NSW. The Central Coast has its own RTO, known as Central Coast Tourism. Central Coast Tourism is classified as a Tier One RTO and therefore receives funding for demand building activity on a dollar for dollar basis.

The Draft Tourism Industry Plan is a key initiative under the NSW Tourism Strategy and will be delivered in partnership with industry. This draft Plan aims to address the issues that underpin current and future growth opportunities for tourism in NSW, and to deliver three core outcomes:

- Growth in visitor numbers and nights;

- Improved and sustainable tourism products, services and infrastructure;
- Enhanced tourism industry skills, knowledge and professionalism.

The Central Coast Destination Management Plan for Tourism 2010- 2013

The Central Coast Destination Management Plan (DMP) is the first strategic plan for tourism on the Central Coast that identifies the vision, goals and priority strategies for the destination between 2010 and 2013. It has been developed in partnership with Local Government, the tourism industry, the Central Coast Tourism board and staff, and other tourism stakeholders through multiple destination management workshops, face to face interviews and online surveys. One the challenges identified in the DMP is the undersupply of tourism products, including attractions, tours and accommodation, when compared to our competitor Regions of the South Coast, Hunter Valley or Port Stephens. It is therefore critical for the Central Coast to proactively plan for the increased supply of tourism products to remain competitive with other destinations competing for common tourism visitor markets.

The Standard Instrument, Wyong LEP 2013 and Wyong DCP 2013:

What provisions can be incorporated into our Planning Instruments to ensure planning for OUR TOURISM can be met?

Wyong LEP 2013

The following measures can be incorporated into Wyong LEP 2013 to improve our planning for tourism:

- Allow for newer forms of tourism including eco-lodges and cellar doors in appropriate areas.
- Incorporate appropriate tourism zone objectives and landuses within the RU1 Primary Production and RU2 Rural Landscape zones.
- Include appropriate provisions within Clause 5.4 - Controls relating to miscellaneous permissible uses, for Bed and Breakfast and Farm Stay Accommodation.
- Adopt the SP3 Tourist zone for appropriate locations.

Wyong DCP 2013

The following measures can be incorporated into Wyong DCP 2013 to improve our planning for tourism:

- The following Chapters of Wyong DCP 2013 will support Council's initiatives for tourism:
  - Caravan parks
  - Bed and Breakfast
  - Future provisions to address Rural Lands

Key Planning Considerations:

Key Planning Considerations for OUR TOURISM:

- *Ensure infrastructure planning is designed to meet tourism requirements.*
- *Ensure that tourism development does not cause detrimental impacts on the character and amenity of Wyong LGA.*
- *Encourage tourism development close to existing town centres to utilise existing infrastructure and ensure improved accessibility.*
- *Diversify tourism potential for the LGA through strategies utilising natural assets, plus cultural, recreational, educational and eco-tourism.*

Strategic Actions and Local Initiatives:

TOURISM

#	ACTIONS	RESPONSIBLE AUTHORITY	IMPLEMENTATION LEP 2013	IMPLEMENTATION LEP Am.	IMPLEMENTATION DCP 2013	IMPLEMENTATION DCP Am.	IMPLEMENTATION Other	COMMUNITY STRATEGIC PLAN	CENTRAL COAST REGIONAL STRATEGY
EE20	Develop a Tourism Opportunity Plan for Wyong LGA in liaison with Central Coast Tourism, which considers cultural, recreational, educational and eco-tourism opportunities.	WSC					**X**	▪ Supporting the development of a major Conference Centre in the LGA. This should be capable of hosting conferences of 600-1000 participants and be promoted throughout Australia. ▪ Sourcing tourist attractions across the LGA. This will build the tourist industry and contribute significantly to local employment and economic development.	**6.21** Councils and the NSW Government are to ensure that development pressure of tourist activities are managed to minimise loss of natural resources, potential for landuse conflict and impact on the environment.
EE21	Develop an Event Strategy for Wyong LGA which could link events with the zoning and permissibility of restaurant and tourism accommodation precincts.	WSC					**X**		
EE22	Investigate links between the provision of tourism and entertainment related uses within agricultural zones and zone accordingly under Wyong LEP 2013. Examples include the provision of Cellar Doors / Restaurants at existing facilities, including the Lavender Farm and Macadamia Farms.	WSC		**X**			**X**		
EE23	Consider heritage tourism opportunities to diversify tourism in the LGA.	WSC					**X**		
EE24	Develop a Chapter of Wyong DCP 2013 to address rural lands incorporating appropriate guidelines/controls for tourist accommodation opportunities.	WSC				**X**			

Planning for RESOURCE EXTRACTION

HOW DO WE SUSTAINABLY CATER FOR OUR RESIDENT, BUSINESS AND VISITOR POPULATION, IN TERMS OF RESOURCE EXTRACTION?

Background to RESOURCE EXTRACTION:

Extractive Industry is defined in the Standard Instrument as:

'The winning or removal of extractive materials (otherwise than from a mine) by methods such as excavating, dredging, tunnelling or quarrying, including the storing, stockpiling or processing of extractive materials by methods such as recycling, washing, crushing, sawing or separating, but does not include turf farming.'

All exploration and mining activity in NSW must be conducted on a mining or exploration title issued and administered by the Department of Primary Industries. These titles stipulate operating and environmental conditions, and give title holders exclusive rights to explore and mine for minerals specified in the licence. If exploration identifies a deposit of an economic size and grade, the titleholder must obtain consent from the relevant planning authority and obtain a mining lease before mining can be commenced. For large developments and developments of State significance, the planning authority is the Minister for Planning & Infrastructure; whereas smaller proposals are determined by Council.

Wyong LGA has a considerable amount of coal resources and mineral resources such as clay and gravel. At the time of writing, the following Department of Primary Industries issued exploration licences and mining leases existed within Wyong LGA:

	Mineral	Petroleum	Coal
Existing Coal Mines (Chain Valley Bay; Mannering Park)	0	0	2
Exploration Licences	4	2	5
Mining Leases	1	0	13
Licence Applications	0	0	4
Authorisations	0	0	5
Total	**5**	**2**	**27**

Table 22: Mining Activity within Wyong LGA

Issues:

What are the current and foreseeable issues that impact on RESOURCE EXTRACTION?

Although mining can have positive economic impacts on the economy, a number of issues are associated with this practice, including timing of development, environmental, damage to infrastructure and private property, health, agricultural, climate change and aesthetic issues.

Timing of Development

There are two existing coal mines in Wyong LGA, with a large number of areas under current exploration licences or mining leases. In March 2011, a proposed underground coal mine (Wallarah 2 Coal Project) was refused by the then Minister for Planning. However, a new application for this coal mine was before the Minister for Planning & Infrastructure at the time of writing.

The Department of Primary Industries, *State Environmental Planning Policy (Mining, Petroleum Production and Extractive Industries) 2007*, and S.117 Ministerial Directions ensure that the existence of coal, mineral and petroleum resources is considered in landuse planning. This may mean that the presence of these resources is either an absolute constraint on development or a barrier to broad strategic planning being undertaken, prior to the extent and value of the resource being fully known. However, the timing of extraction of coal reserves is often difficult to predict, and depends on the nature, quality and location of the reserves, the cost of extraction, and the status of the regional and/or global economy.

Therefore, proposed future resource extraction within the Wyong LGA may have an impact on the location of urban land release areas, and the timing and form of development. This constraint needs to be considered when determining timeframes for future urban release investigation areas, or in more extreme cases (such as open cut coal or open pit clay mining) this constraint may result in the impacted areas being excluded from consideration as an urban release area.

Health Impacts

Dust or particulate matter levels can be exacerbated by mining activities, and can be related to health and amenity impacts. The vast majority of dust from mining activities consists of particles generated from natural activities such as mechanical disturbance of rock and soil materials, bulldozing, blasting, and vehicles on dirt roads. Dust from mining activities can have amenity impacts as well as health impacts, on nearby residents.

Agricultural Impacts

Mining can have flow on effects on agriculture, including the loss of agricultural land to open cut or open pit mining, damage to farm infrastructure from blasting activities, and danger to livestock and crops from potential pollution of waterways and drinking sources.

Environmental Impacts

Mining can cause a number of environmental impacts, including (Smith, 2009):

- Mine subsidence can be associated with cracking of valley floors and creeklines with subsequent effects on surface and groundwater hydrology, as well as release of gases.
- Impacts on underground and water resources, including drinking water catchments.
- Alteration of surface flows or water levels, which can cause loss of aquatic habitats.
- Decreased water quality, by way of increased iron oxides, manganese, sulphides and electrical conductivity, and lower dissolved oxygen.

Climate Change

The direct impacts of mining associated with greenhouse gas emissions include release of methane once the strata is disturbed during the mining process. Indirect impacts of mining are associated with the burning of mined coal and gas to generate electricity, causing release of large amounts of greenhouse gases into the atmosphere.

Aesthetic Impacts

Aesthetically, open cut or open pit mines disrupts the aesthetic elements of the landscape, as does the aboveground machinery and infrastructure associated with longwall (underground) mining. Such mines need to be appropriately located and buffered in order to provide both visual and aural separation from residential landuses.

Mine Subsidence – Damage to Infrastructure and Private Property

Large parts of the northern Wyong LGA are within Mine Subsidence Districts, areas where intensive underground coal mining has been carried out, is in progress, or where significant reserves exist, and are designated by the State Government as areas that could be subject to land subsidence. The impact of underground mining activities on surface development is managed by the Mine Subsidence Board (MSB), by way of landuse and building controls. For example, the MSB sets building parameters for development within Mine Subsidence Districts, to accommodate potential ground subsidence.

Regardless of these controls, mine subsidence continues to cause damage to both infrastructure and private property. Common damage includes hairline cracks to walls and cornices, and fine cracks to brickwork. There are also concerns about potential mine subsidence impacts on Council's Buttonderry Waste Management Facility, the consequences of which could be contamination of our waterways and groundwater.

The following map depicts the location of Mine Subsidence Districts within Wyong LGA:

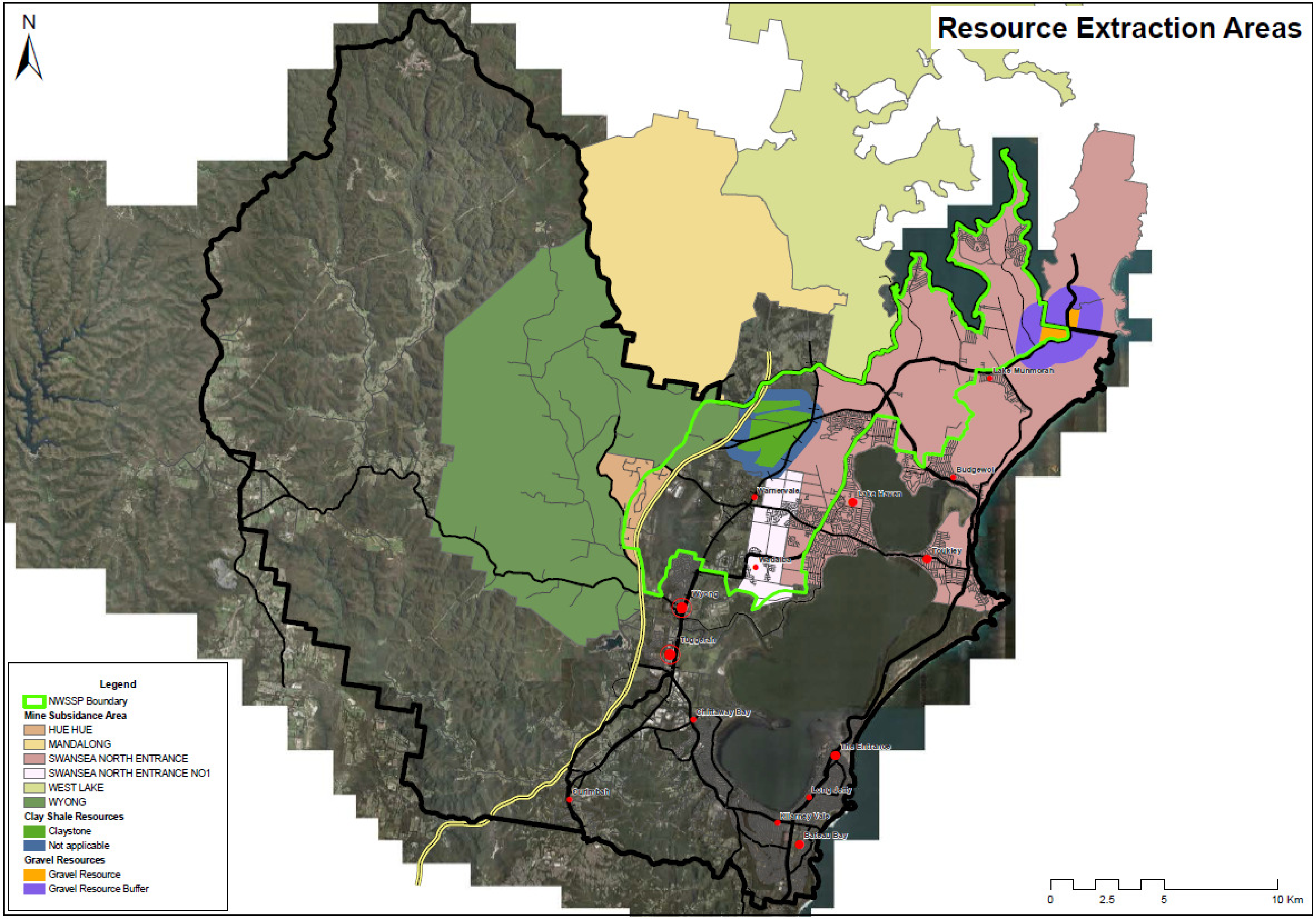


Figure 27: Mine Subsidence Areas and Clay / Shale Resources

Planning for our Resource Extraction:

How do we plan for RESOURCE EXTRACTION?

Much of the NWSSP area is underlain by coal resources and there are also significant clay and gravel deposits within the study area. The impact of underground mining activities on surface development can be managed by applying building controls and staging surface development so that it occurs after coal has been extracted and surface subsidence is largely complete. The potential for future coal extraction and subsidence has been a key consideration in the development of the staging plan for the NWSSP.

The clay and aggregate resource areas within Wyong LGA are noted to have State and Regional significance respectively. Both resources could continue to be extracted over the long-term and provide construction materials for the region. Planning for these areas and the surrounding areas needs to ensure that clay mining and gravel quarrying remain permissible uses (with development consent) in the resource areas, and that appropriate landuse buffers are created between these areas and future development.

What are other Government Authorities currently doing for planning for RESOURCE EXTRACTION?

State Environmental Planning Policy (Mining, Petroleum Production and Extractive Industries) 2007

State Environmental Planning Policy (Mining, Petroleum Production and Extractive Industries) 2007 (Mining SEPP) was introduced to improve practices and performance of the mining, petroleum production and extractive industries. The Mining SEPP introduced new provisions to ensure potential environmental and social impacts are adequately addressed during the assessment and determination of development proposals. The Mining SEPP improves the relationship between the *Mining Act 1992* and the EP&A Act in the assessment and approval of mines. For example, the SEPP removed provisions that allowed mines to expand without the need for a transparent assessment of their impacts or consent under the EP&A Act once a mining lease had been granted.

Clause 7(b) of this SEPP also makes mining permissible with consent on land where development for the purposes of agriculture or industry may be carried out. Council has ensured that existing mining activities retain their permissibility under either Wyong LEP 2013, or under this SEPP.

State Environmental Planning Policy (Major Development) 2005

Mining, petroleum production, extractive industries and related industries are included as major projects under the *State Environmental Planning Policy (Major Development) 2005*, depending on the value of the project being more than $30 million or the project employing 100 or more people.

Section 117 Ministerial Direction No. 1.3 - Mining, Petroleum Production and Extractive Industries

The objective of this direction is to ensure that the future extraction of State or regionally significant reserves of coal, other minerals, petroleum and extractive materials are not compromised by inappropriate development. This direction applies when a Council prepares a draft LEP that would have the effect of:

(a) prohibiting the mining of coal or other minerals, production of petroleum, or winning or obtaining of extractive materials, or

(b) restricting the potential development of resources of coal, other minerals, petroleum or extractive materials which are of State or regional significance by permitting a land use that is likely to be incompatible with such development.

As a result, future strategic planning investigations are to have regard for mineral, petroleum and/or coal resources and be consistent with Section 117 Ministerial Direction No. 1.3 - Mining, Petroleum Production and Extractive Industries.

The Standard Instrument, Wyong LEP 2013 and Wyong DCP 2013:

What provisions can be incorporated into our Planning Instruments to ensure planning for RESOURCE EXTRACTION can be met?

Wyong LEP 2013

The following measures can be incorporated into Wyong LEP 2013 to improve our planning for resource extraction:

- Ensure appropriate zone conversion so that mining is a permissible use, with development consent, in the resource areas.

Wyong DCP 2013

The following measures can be incorporated into Wyong DCP 2013 to improve our planning for resource extraction:

- There are currently no relevant matters in relation to resource extraction activities.

Key Planning Considerations:

Key Planning Considerations for RESOURCE EXTRACTION:

- *Assess potential impacts on adjacent landuses of any noise, dust or odour emanating from resource extraction operations.*
- *Continue to liaise with the Mine Subsidence Board and DARZL for development and rezoning located within Mine Subsidence Dstricts.*
- *Ensure detailed planning for new urban release areas considers existing and proposed mineral, petroleum and/or coal resources.*

Strategic Actions and Local Initiatives:

RESOURCE EXTRACTION

#	ACTIONS	RESPONSIBLE AUTHORITY	IMPLEMENTATION LEP 2013	LEP Am.	DCP 2013	DCP Am.	Other	COMMUNITY STRATEGIC PLAN	CENTRAL COAST REGIONAL STRATEGY
EE25	Ensure appropriate zoning as part of Wyong LEP 2013 so that mining remains a permissible use, with development consent, in the resource areas.	WSC	**X**					▪ No CSP actions.	**6.1** The Department of Primary Industries, in partnership with the DP&I, is to undertake mapping of regionally significant activities, including agriculture, mining, extractive industry and special uses, to identify rural activities and resource lands for preservation. **6.2** The DP&I and Wyong Council are to work with the NSW Mine Subsidence Board and Department of Primary Industries to ensure future development in Wyong LGA takes account of current and potential future mining issues. The findings of the strategic inquiry into the potential coal mining impacts in Wyong local government area established by the Minister for Planning in February 2007 should also be considered.

Planning for ECONOMIC DEVELOPMENT

HOW DO WE SUSTAINABLY CATER FOR OUR RESIDENT, BUSINESS AND VISITOR POPULATION, IN TERMS OF ECONOMIC DEVELOPMENT?

Background to ECONOMIC DEVELOPMENT:

Approximately 35% of employed residents have jobs outside the Region (NSW Government, 2009)

Creating a healthy and vibrant business environment leads to economic sustainability, with a more diverse economic base providing a more resilient local economy. At present, economic and employment growth has not kept pace with the level of population growth in Wyong LGA, resulting in a significant proportion of the population needing to commute outside the Central Coast Region for employment purposes. Such a high level of commuting can result in a range of specific infrastructure and social challenges. Therefore, our population pressures require a better balance of services and local jobs growth.

Wyong LGA's economy is comprised of a large number of small and medium sized businesses, with few large employers. Key economic sectors include manufacturing, retail, agriculture, tourism, construction, and service industries such as health and community services, property and business services. Sectors expected to experience strong growth over the next 25 years include wholesaling, retailing, property and business services, tourism, health services, cultural and recreational services and personal services (Regional Development Australia, 2010). Wyong LGA also has a narrow jobs base that is highly reliant on population related services (mainly health, retail, construction), and is under-represented in business, professional, technical, and finance services (Regional Development Australia, 2010). Emerging sectors of our economy also include:

Working from home/telecommuting: As communication technology improves, the number of people working from home has steadily increased.

Home business: Improvements in communication technology has also resulted in increased home business, with the benefit of low establishment and low operating costs.

Issues:

What are the current and foreseeable issues that impact on OUR ECONOMIC DEVELOPMENT?

High Rate of Unemployment

Wyong LGA has one of the lowest workforce participation rates (those aged over 15 who are either working or looking for work) of all Regions in NSW. In March 2010, the Central Coast Region's participation rate was 61.4% compared to the NSW average of 63.0% (Australian Bureau of Statistics, 2010). The LGA also has a high ratio of part-time to full-time employment that may be hiding significant levels of underemployment. Youth unemployment is also particularly high. The increasing population in Wyong LGA will result in the need for more local employment opportunities to be created, to reduce the LGA's dependence on outside Regions for employment opportunities.

Large Commuter Population

35% of residents commute outside the LGA for employment. This is due to a lack of employment opportunities within Wyong LGA, and can have wide reaching impacts on the quality of life of commuting residents. For example, commuting does not leave much time in the day for spending time with family members or friends, and limits available time for leisure activities in general. In addition, access to community facilities and services is generally quite restricted outside of core business hours.

Narrow Jobs Base

Wyong LGA has a limited number of jobs in higher order knowledge and business services, and has a relative over-reliance on the construction and retail industries for employment opportunities. Overdependence on any one employment sector exposes an economy to the likelihood of an economic downturn if that employment sector contracts. For example, both the construction and the retail industries are subject to boom/bust cycles and yet these sectors provide approximately 13.2% and 33% of jobs in Wyong LGA respectively (Australian Bureau of Statistics, 2010).

Lower Skill Levels

Relative to the Sydney Region and NSW overall, the Central Coast has lower levels of skills, reflected in lower average education levels and a smaller share of the population with post school qualifications (Regional Development Australia, 2010). On an occupation basis, the Region has a higher percentage of skilled trades, production and transport and distribution workers, but less high order white-collar occupations (including managers, administrators and professionals) compared with the Sydney metropolitan area.

Competition from Business Activities outside Wyong LGA

As discussed earlier in this chapter, the Hunter Employment Zone (HEZ) and other employment lands within the Hunter Region have played a role in increasing competition for employment lands within the Sydney-Central Coast-Hunter corridor. This has had a moderate effect on land take-up within the Wyong LGA in the past. In addition, competition from offshore competitors may also play a role in the strength of our economy in the future, with more businesses looking overseas for cost-savings.

Market Uncertainties

Contracting markets and restricted availability of investment capital due to the Global Financial Crisis in 2007 had a minor impact on our economy, however it is an example of how our economy is and will continue to be significantly influenced by the broader regional, national and global economy.

Carbon Trading Scheme

The local economy is likely to be impacted by rising costs associated with emissions abatement and the Carbon Tax (and future Emissions Trading Scheme). Industrial activity uses more electricity and fuel, and will therefore be most affected. New industrial opportunities are likely to emerge in the carbon economy in particular carbon sequestration and renewable energy.

Limited Public Transport Access

Wyong LGA has relatively limited public transport opportunities for residents to access employment opportunities, due in part to the connectedness of public transport and the location of jobs and population centres. This particularly disadvantages lower-paid workers who may not be able to afford the cost of keeping a vehicle running, or can only afford one vehicle per household.

Ageing Population

An ageing population within Wyong LGA will have an impact on the demand for services, including health services, aged care and other support services. The ageing population is also exacerbated by the continued loss of young people from the area for higher education and higher skilled jobs, thus further distorting the age structure of the LGA.

Increasing home based employment

Home businesses are an important component of our economy, however permitting larger scale home-based business may result in reduced levels of environmental amenity for residential neighbourhoods, as well as undermining the business centre hierarchy.

Planning for our Economic Development:

How do we plan for OUR ECONOMIC DEVELOPMENT?

Council's role in business growth and development is becoming increasingly important. Council's Economic and Property Development Unit plays a key role in facilitating economic development within the Wyong LGA.

Economic Development Strategy

Council has an important role in governance, leadership, management, planning and facilitation of job creation and investment in Wyong LGA. Implementing this role can enhance the ability of the local area and wider Central Coast Region to generate and attract sustainable investment and jobs. Council will prepare an Economic Development Strategy that will build upon the REDES and facilitate sustainable growth in the local economy and the local job market, creating more jobs closer to home for LGA residents.

Key (Iconic) Development Sites (KIDS) Program

Council is proposing to facilitate the development of 28 sites which have the ability to generate significant economic return, revitalise town centres and be a catalyst for economic growth and development confidence. Sites identified include Wyong Racecourse, Dunleith Caravan Park at The Entrance North, and the Toukley carpark.

Monitor Development Activity

Development of employment lands requires action on constraints including services (water, sewer, power) and the securing of funding for these requirements. Council needs to closely monitor development activity particularly in our employment lands, in order to ensure that the land is appropriately serviced once a development is ready to proceed.

Developing Industry Clusters

Build and strengthen clusters by providing appropriate planning, facilitation and support. This recognises that competitive economies need strong drivers and diverse sectors.

Cater for Emerging Industries – Aged Care

Aged care is an emerging industry for Wyong LGA. An influx of older people can be expected to create the need for specific accommodation styles, retirement facilities and health services. With Wyong LGA's ageing population, this is an industry which will grow significantly over time and as a result there is potential for job creation and training opportunities associated with this emerging industry. For example, there are opportunities to develop new models of aged care to meet the demands for ageing in place.

Target Growth Sectors

- *Logistics and Warehousing Sectors*

The Central Coast's logistical advantage is its strategic location in the major east coast transport corridor, excellent transport links, available land, skilled and motivated workforce and supportive planning regime (Department of State and Regional Development, 2008). To capitalise on these strengths, Council should identify options for expanding the logistics and warehousing sectors within Wyong LGA, as these sectors generally provide a reasonably stable employment base.

- *Manufacturing Sector*

Similar to the logistics and warehousing sectors, Wyong LGA is suited for further development of our manufacturing sector.

- *Tourism Sector (d*iscussed previously in this chapter, under 'Planning for Tourism').
- *Professional and Skilled Employment Sector*

Due to a shortage of professional and skilled employment options within Wyong LGA, Council should encourage research and development companies to locate within Wyong.

Home businesses

Measures Council can implement to support home business activity include:

- Monitoring and review of home occupation/home business provisions regularly to protect residential amenity and to keep up to date with changing trends.
- Establishing a register of home-based businesses and conduct policing of illegal business operations in residential areas.
- Developing an information package for home-based business planning requirements.

What are other Government Authorities currently doing?

Regional Economic Development and Employment Strategy (REDES)

A long-term strategy for sustainable economic development and jobs growth for the Central Coast Region, the REDES aims to create '*a positive environment for government and business investment*' and facilitate the creation of an additional 45,000 jobs. The REDES is discussed previously in this chapter, under 'Planning for Employment Lands'.

Department of Trade & Investment

The Department of Trade & Investment is a State Government initiative providing a range of services and programs to assist the Central Coast Region to meet economic challenges. The Department of Trade & Investment works to build a stronger NSW economy by delivering services to regional enterprises, industries and communities, and recruiting new investment to regional areas of NSW. As economic conditions change, the Department has programs to address both longstanding and emerging economic development issues in regional NSW.

The Department has established a number of support programs including:

- Regional Business Development Scheme
- Regional Economic Transition Scheme
- Regional Business Employment Fund
- Funding Business Growth
- Business Growth Program
- Enterprising Regions Program.

In 2010, the Department prepared a Regional Business Growth Plan for the Central Coast, providing the background detail behind work being undertaken to achieve the NSW State Plan Priority objective to increase business investment in NSW.

Regional Development Australia

Regional Development Australia (RDA) is a Federal Government initiative bringing together Federal, State and Local Government to enhance the growth and development of Australia's regions, including the Central Coast. The RDA:

- Provides advice to government about regional issues
- Provides strategic input into National and State programs
- Provides information to on National and State government initiatives
- Helps co-ordinate regional planning and regional development initiatives.

In 2010, the RDA prepared the Central Coast Regional Priorities Plan (CCRPP), an integrated planning document that brings together the strategies, plans and actions of various stakeholders from economic, social, cultural, and environmental sectors.

According to Regional Development Australia (2010), the regions key economic and transport challenges include:

- Ensuring that sufficient employment lands and commercial space is provided in appropriate locations to accommodate growth in existing and emerging businesses
- Increasing and diversifying job opportunities and employment self-containment
- Promoting innovation and skills development within the Region
- Encouraging and investigating opportunities to diversify the Region's economy
- Strengthening the employment base to help industries achieve critical mass
- Capitalising on the Region's position between Sydney and Newcastle and protecting existing and proposed transport corridors within this corridor
- Supporting and strengthening tourism opportunities, as well as managing the impact of seasonal population fluctuations in the Region's environment and infrastructure.

The Standard Instrument, Wyong LEP 2013 and Wyong DCP 2013:

What provisions can be incorporated into our Planning Instruments to ensure planning for ECONOMIC DEVELOPMENT can be met?

Wyong LEP 2013

The following measures can be incorporated into Wyong LEP 2013 to improve our planning for economic development:

- Adopt the B5 Business Development, B6 Enterprise Corridor and B7 Business Park zones for appropriate locations.
- Include a local clause in Wyong LEP 2013 to facilitate the KIDS initiative.

Wyong DCP 2013

The following measures can be incorporated into Wyong DCP 2013 to improve our planning for economic development:

- The following chapters will support economic development:
  - Industrial Development
  - Retail Centres
- Council will review Wyong DCP 2013 Chapter – Home Based Employment in light of the Wyong LEP 2013 provisions to examine its continued applicability.

Key Planning Considerations:

Key Planning Considerations for ECONOMIC DEVELOPMENT:

- *Increase the provision of locally based jobs and increase the proximity of employment opportunities to existing and future development areas.*
- *Facilitate and support the growth of small and home-based business.*

Strategic Actions and Local Initiatives:

PLANNING FOR ECONOMIC DEVELOPMENT

#	ACTIONS	RESPONSIBLE AUTHORITY	IMPLEMENTATION LEP 2013	LEP Am.	DCP 2013	DCP Am.	Other	COMMUNITY STRATEGIC PLAN	CENTRAL COAST REGIONAL STRATEGY
EE26	Continue to work with the State Government to implement the Regional Economic Development and Employment Lands Strategy.	WSC / SG					X	▪ Providing a coordinated approach to business generation, employment and development for the region. This should be done through partnerships across industries, businesses and government departments. Representatives from each sector should take a leadership role and "think outside the square" to continually generate new business opportunities. The group should also clarify responsibilities and avoid repetition.	**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. **5.2** LEPs are to be consistent with the CCRS, the related employment capacity targets and provide a distribution that reflects the centres hierarchy.
EE27	Prepare an Economic Development Strategy for the LGA, building upon the work already undertaken as part of the Regional Economic Development and Employment Lands Strategy.	WSC					X		
EE28	Review Wyong DCP 2013 Chapter - Home Based Employment to examine its continued adequacy and applicability.	WSC				X		▪ Identifying and leveraging the competitive advantages of Wyong LGA. This will help to differentiate the LGA from other regions, ensure a coordinated approach to business development and provide greater focus for business investors and job seekers. ▪ Actively promoting the business benefits of Wyong LGA. Creating a single executive level voice to attract employment generating development to the Central Coast and negotiating in liaison with all relevant agencies. This will reduce duplication and help target businesses that can take full advantage of the benefits on offer. ▪ Establishing and maintaining a strategic database on business and economic trends on the Central Coast. This should also include information on best practices for employment generation and other regional centres. It will provide useful information to governments, industries and business networks and act as a valuable monitoring tool.	▪ Establishing and maintaining key industry networking roundtables. Each roundtable should focus on different industries. They will share information, encourage local business expansion and encourage the local sourcing of business materials. ▪ Regularly identifying Central Coast businesses that are innovative and creative with high growth potential ("gazelles"). These should be supported in maintaining their growth and encouraged to expand in the region. ▪ Support the growth of the LGA as a competitive major business sector while reducing the alienation of towns/ suburbs that can result from regional pressures. This will generate employment while sustaining the quality of life.
EE29	Identify options to further develop the warehousing and logistics sectors.	WSC					X		