



WYONG CIVIC AND CULTURAL CENTRE MASTER PLAN



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1. BACKGROUND MASTER PLAN INTRODUCTION

1.1 PURPOSE OF THE REPORT

Wyong Shire Council has engaged Moir Landscape Architecture to prepare a Master Plan for the proposed Cultural and Civic Centre, north of the Wyong Town Centre.

The study seeks to provide a framework for the future of the Wyong Town Centre, based on a clear vision and a comprehensive set of development principles.

The proposed masterplan is a long term plan intended to be implemented over the next 10-15 years.

The aim of the Wyong Cultural and Civic Master Plan is to:

- Provide guidance to Wyong Shire Council on the delivery of the master plan.
- Guide developers who are seeking to develop sites within the study area.
- Identify future studies and steps that should follow the master plan.

The Wyong Cultural and Civic Master Plan aims to demonstrate the importance of Wyong as the administrative and cultural hub of Wyong Shire and the Central Coast.

1.2 SCOPE OF WORKS

The scope of work includes the development of a master plan for the Civic and Cultural Precinct. The development of the master plan is intended to be of adequate detail and scale that enables sufficient analysis of the challenges and opportunities that exist. The master plan will include both a visual master plan and also a written document that provides a comprehensive analysis of the precinct and options included.

The following items have been considered in the preparation of the master plan:

- A landuse planning scheme that identifies both the opportunities and constraints for the precinct.
- Develop conceptual design for Frank Ballance Park including preliminary cost estimates.
- Integration of the proposed Arthouse, Regional Police Station (currently under construction) into the master plan.
- Location of potential car park sites.
- Road and pedestrian concept designs.
- Detailed streetscape improvements and public domain treatments.
- Opportunities for incorporating public art.
- Flood mitigation works associated with the redevelopment of Frank Ballance Park.

The intersection of Anzac Avenue and Margaret Street is considered to be the spine of the precinct. The masterplan is to identify the need to better manage the relationship between pedestrian and traffic movements in light of future urban development within the precinct.

1.3 REPORT STRUCTURE

1	BACKGROUND	MASTER PLAN INTRODUCTION PLANNING CONTEXT CATALYST PROJECTS MASTER PLAN PROCESS	Provides background into the planning context and process of the master plan development stage.		
	2	CONTEXT	REGIONAL CONTEXT STUDY AREA MASTER PLAN OBJECTIVES	Provides an overview of the context of Wyong Town Centre and indicated the objectives of the Wyong Cultural and Civic Master Plan.	
		3	ANALYSIS	NATURAL FEATURES BUILT FORM ACCESS & CONNECTIVITY STUDY AREA CHARACTER	Contains an analysis of the various opportunities and constraints of the existing built form, movement patterns, character and features of the Study Area. Analysis of the town centre was undertaken through a number of Site visits, desktop investigation and consultation with council staff, community members and key stakeholders. This analysis information forms the basis upon which the master plan objectives are developed.
			4	MASTER PLAN	URBAN DESIGN PRINCIPLES MASTER PLAN
5	IMPLEMENTATION	IMPLEMENTATION STRATEGIES	The implementation section of the report provides detailed concept designs for key areas within the master plan. It also outlines the principles that should be applied to future development within the Study Area.		

1. BACKGROUND PLANNING CONTEXT

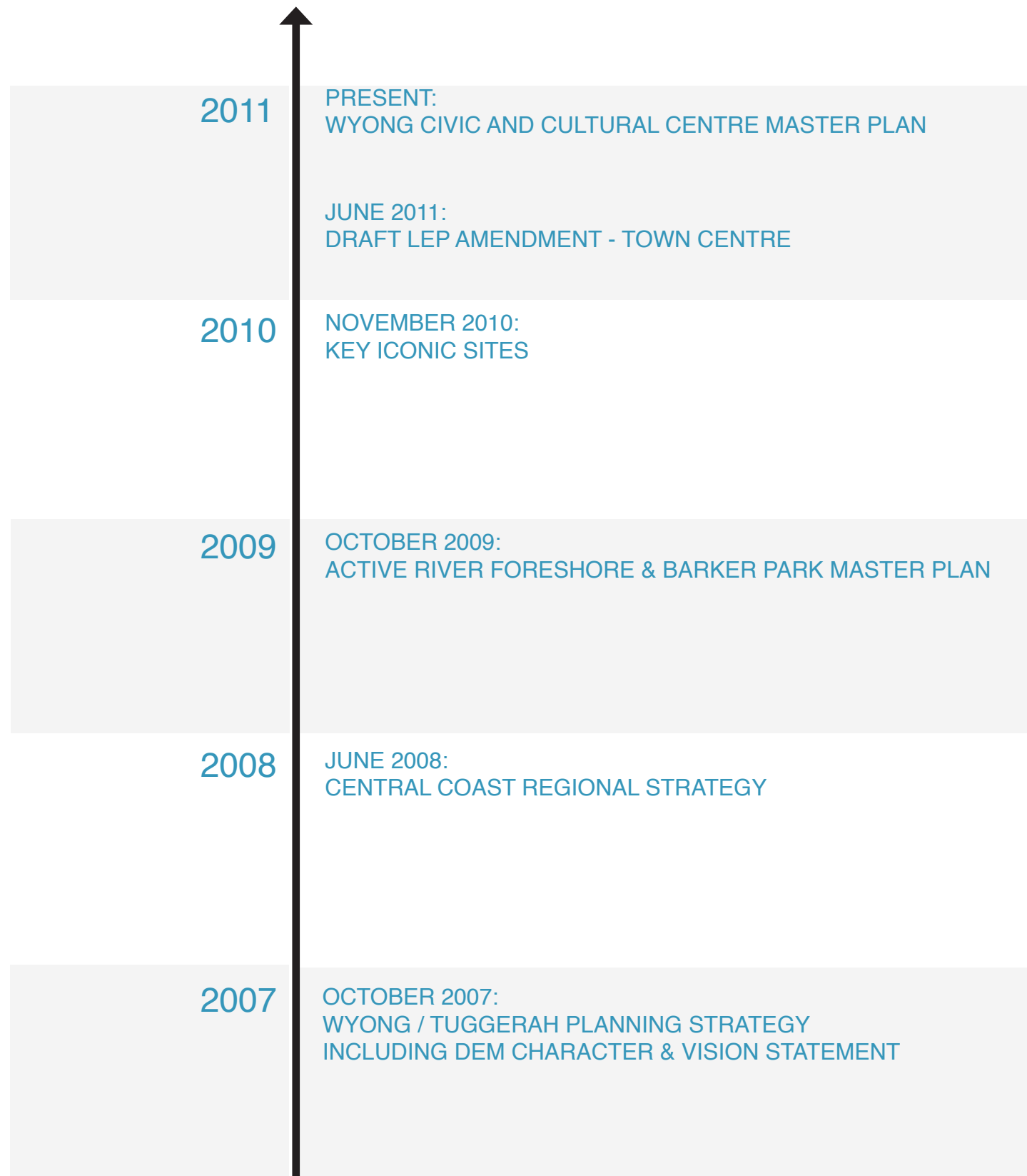


FIGURE 1. PLANNING CONTEXT TIME LINE

1.4 PLANNING BACKGROUND

The development of the master plan is consistent with the strategic directions of the following documents:

WYONG / TUGGERAH PLANNING STRATEGY, INCLUDING DEM CHARACTER & VISION STATEMENT

This strategy outlines Council's and the community's visions for the Wyong/Tuggerah area with a range of actions to achieve these visions. This Strategy provides a starting point from which future planning can be undertaken and the current planning framework amended.

CENTRAL COAST REGIONAL STRATEGY

The Central Coast Regional Strategy applies to the local government areas of Gosford and Wyong and is one of a number of regional strategies recently prepared by the Department of Planning. In 2008 the Central Coast Regional Strategy was adopted by the Department of Planning. The strategy defined Wyong as a "Major Centre" to perform the main civic and administrative roles for Wyong Shire.

ACTIVE RIVER FORESHORE & BARKER PARK MASTER PLAN

Wyong Shire Council engaged Jackson Teece to prepare a master plan for land located at Wyong known as the Active River Foreshore Precinct and Baker Park Precinct. The document assists Council and the community with directions to sustainably manage the River Foreshore and the Recreational Open Space Area over the next 20 years. The master plan was based upon the recommendations and strategies of the Wyong/Tuggerah Planning Strategy - Urban Design Vision and Master Plan prepared Wyong Shire Council.

KEY ICONIC SITES

Council considered a report titled "Iconic Development Sites" at its ordinary meeting on 24 November 2010. The report identified 31 Iconic Development Sites within the Shire that have the potential to create economic growth and development confidence.

DRAFT LEP AMENDMENT - TOWN CENTRE

The Local Environmental Plan (LEP) outlines what development is allowed in each zoning and special provisions. The plan indicates the land uses, building types and planning controls within the Wyong Town Centre.

WYONG CIVIC AND CULTURAL CENTRE MASTER PLAN

On August 25th 2010, Council recommended that Council was to initiate a master plan for the Wyong Cultural Precinct Master Plan. Moir Landscape Architecture was engaged in January 2011.

1. BACKGROUND CATALYST PROJECTS

1.5 CATALYST PROJECTS

THE ART HOUSE

Wyong Shire Performing Arts and Conference Centre

The Art House, Wyong Shire Performing Arts and Conference Centre is a facility developed by Wyong Shire Council to support the development and showcasing of a wide range of arts whilst focusing primarily on the performing arts. It will be a place for exhibitions, performance, rehearsal, partnerships, mentoring, development, education and, networking for students, amateurs and professionals.

The facility has been developed in response to the Wyong Performing Arts Centre Feasibility Study (TZG 2006) which identified a significant shortfall in accessible cultural facilities for the needs of the region's growing population. The Art House in Wyong is designed to be a flagship arts facility for the region. Complimenting facilities in Gosford, it will provide increased capacity to better position the Central Coast in the national performing arts market, significantly enhance creative industry training and vocational opportunities, and support new partnerships and programming for tourism, culture and business.

Replacing the current 300 seat Wyong Memorial Hall on the corner of Anzac and Margaret Streets Wyong, The Art House will consist of a 500 seat theatre, 120 retractable seat studio, rehearsal space, gallery, large foyer, a café, meeting, dressing and green rooms and supporting administrative, storage and technical workshop areas. Increased demand for car parking will be met by 21 on site car parking spaces and additional spaces funded by the Art House via developer contributions will be located within close proximity on land identified in the Wyong Civic and Cultural Precinct master plan.



Proposed Art House

WYONG REGIONAL POLICE STATION

The Wyong Regional Police Station (currently under construction) is located on Hely Street adjacent to the Wyong Courthouse. The station will become the regional centre for police operations in the northern portion of the Central Coast. The proposed Police Station will create in excess of 100 jobs within the town centre. The development will add to the current car parking issues in the areas and contribute to associated traffic congestion.



Regional Police Station (Under Construction)

KEY ICONIC SITES

Council considered a report titled "Iconic Development Sites" at its ordinary meeting on 24 November 2010. The report identified 31 Iconic Development Sites within the Shire that have the potential to create economic growth and development confidence.

Key Iconic Sites identified within the Wyong Town Centre include:

- Anzac Avenue Community Centre- Corner of Anzac Avenue and Hely Street
- Chapman Building- Corner of Alison Road and Hely Street
- Grand Hotel- Pacific Highway
- Proposed Aldi Site- Corner of Pacific Highway and Hope Street



Key Iconic Sites

1. BACKGROUND MASTER PLAN CONTEXT

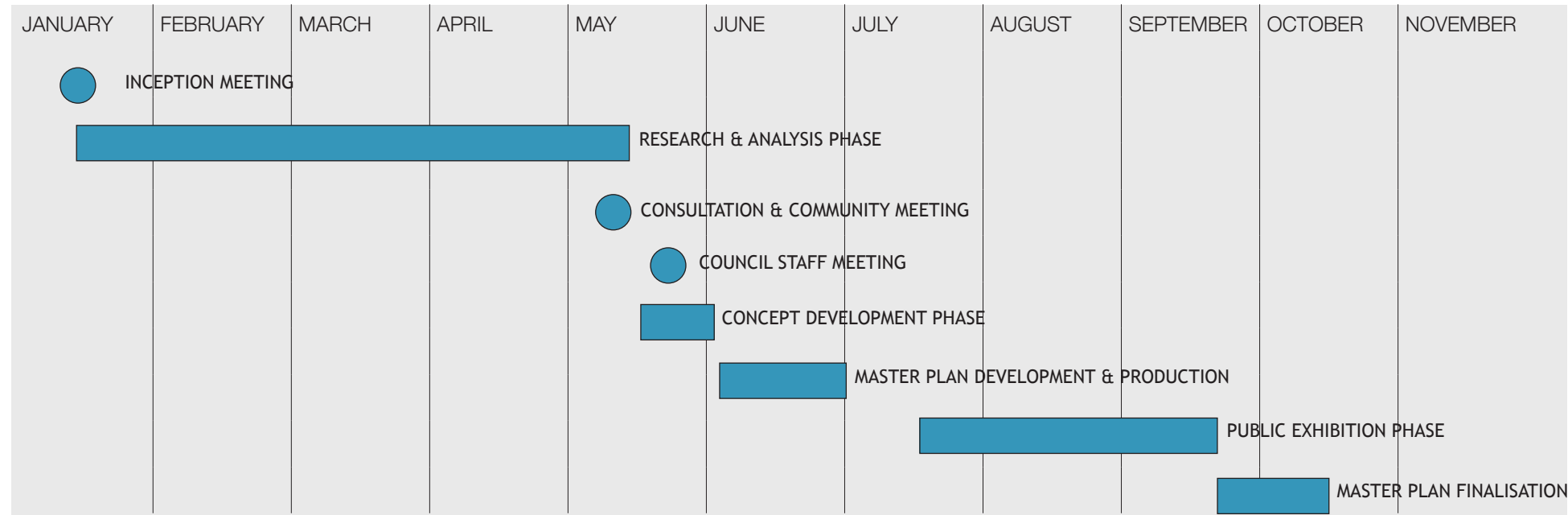


FIGURE 2. MASTER PLAN DEVELOPMENT TIME LINE

1.6 MASTER PLAN PROCESS

1. RESEARCH AND ANALYSIS PHASE

The research and analysis phase of the master plan process included site analysis, photographic surveys, meetings with Council staff and the community to assist in the development of a range of preliminary opportunities and constraints for the Wyong Civic and Cultural Precinct.

2. CONCEPT DEVELOPMENT PHASE

The concept development phase of the master plan process involves the refinement of the opportunities and constraints identified for the Wyong Civic and Cultural Precinct in the aim of providing workable solutions.

3. MASTER PLAN DEVELOPMENT AND PRODUCTION

The master plan development phase has been refined in response to feedback from the concept design.

4. PUBLIC EXHIBITION PHASE

Once a final master plan has been developed it will be placed on exhibition for community feedback.

5. MASTER PLAN FINALISATION

Master plan finalisation stage of the process will follow the public exhibition phase of the process.



Community Consultation Meeting- 10th May 2011.



1. BACKGROUND WSC SUSTAINABILITY PRINCIPLES

1.7 RELATIONSHIP TO WSC SUSTAINABILITY PRINCIPLES

THINK HOLISTICALLY. ACT RESPONSIBLY



A sustainable Wyong Shire recognises that people, nature and the economy are affected by our actions. We plan for the long-term and recognise shorter term needs. We integrate these considerations into our decision making, working with the forms and functions of the natural environment and with our social and economic attributes as the basis of our planning and development.

The Wyong Civic and Cultural Precinct Master Plan focuses on the quadruple bottom line that reinforces the role of economic, social, environmental and governance that is important to Wyong Town Centre. The precinct reinforces the objectives and outcomes of the adopted Wyong/Tuggerah Planning Strategy and also the Central Coast Regional Strategy. The master plan integrates various land uses including commercial, residential, cultural and social planning with an emphasis on consolidation of existing asset and infrastructure base. The master plan seeks to establish the most practical schematic plan that integrates the various land uses and provides a place safe to live, work and play.

SMART, LOCAL, ADAPTABLE.



A sustainable Wyong Shire responds to future challenges by embracing innovation and acting timely and effectively. We base our actions locally, mindful of our place in the world, building on our strengths and special qualities of place and community.

The Wyong Cultural and Civic Precinct Master Plan focuses on the community and cultural strengths of Wyong. The catalyst for development is the LEP for Wyong Town Centre and also the proposed Art House. There is an emphasis on reinforcing the role and importance of the Cultural and Civic Precinct. There is economic sense in developing in the centre including close proximity to transport nodes, existing services and close location to the market place.

CARE FOR NATURE.



A sustainable Wyong Shire recognises the intrinsic value of biodiversity and natural ecosystems, protecting the environment for the benefit of all life forms. We commit to the sustainable use of natural resources to maintain healthy ecological systems for the benefit of present and future generations.

The master plan highlights the need to develop the Cultural and Civic Precinct and to concentrate land use activities as close as possible to transport nodes. The driving planning mechanism is the Wyong Town Centre LEP for Wyong Town that will facilitate increased residential and commercial densities in the town centre. This intensification of employment and residential components will help in minimising carbon footprints in the Shire. There is a concerted effort to utilise existing facilities within the established urban network of Wyong Civic and Cultural Precinct including better ways to manage existing assets. Storm water management is a significant issue in the town centre of Wyong. Due to topographical patterns and drainage lines the precinct experiences periods of localised flooding. As a result the master plan includes proposed mitigation methods located at Frank Ballance Park and also a program for updating existing drainage networks to help in mitigating this problem.

1. BACKGROUND WSC SUSTAINABILITY PRINCIPLES

GOOD PROCESSES, IMPROVED OUTCOMES.



A sustainable Wyong Shire demonstrates leadership, accountability, transparency and financial responsibility in all decision making. We measure our prosperity by the health and wellbeing of our people, environment and economy and strive for continuous improvements

As part of the master plan the tender process was developed in accordance with Councils Procurement Policy, development of the Art House, probity policy for engagement of consultants and the requirement for external funding. Public domain works need to be identified in the budget and also in future Management Plans. The master plan aligns with key strategic Council policies including the draft Community Strategic Plan and Council Strategic Plan 2011-2015. Engagement and facilitation of the Key Iconic Site processes that reinforce the role of the Centres Policy that focuses on town centre development.

WORK TOGETHER.



A sustainable Wyong Shire community builds partnerships by engaging with and listening to all facets of society, working together for the benefit of the whole. We have a culture of collaboration and participation that encourages innovation, sharing of resources, engagement in decision making and shared accountability for all results.

As part of the project brief, Community Engagement was identified as a critical component of the overall process that values the input and aspirations of its community. A community workshop was conducted on 10th May 2011 and included valuable feedback that highlighted the aspirations and challenges of the community for the precinct.

- Provide avenues for community feedback.
- Engaging with relevant key stakeholders through consultation and workshopping.
- Developing an integrated approach that utilises both Council and community resources.

LEAD BY EXAMPLE.



A sustainable Wyong Shire leads by example with actions for positive change and supports visionary policies and practices within the community. We involve people with the relevant skills and knowledge in our projects and recognise there are many ways to achieve our goals. We embrace the opportunity to learn from our actions and the actions of others.

Key Principles:

- Increased residential and commercial development alongside main public transport nodes including Wyong Train Station to provide incentives for reduced private vehicle usage and promote a healthy environment.
- Ensuring a balance between development and open space provisions.
- Reinforcing the role of Frank Ballance Park as an active open space area.
- Provision of public domain improvements that will facilitate place making and contribute to the sense of place.

1. BACKGROUND WSC COMMUNITY PLAN

1.8 RELATIONSHIP TO WSC COMMUNITY STRATEGIC PLAN

CREATING A BETTER QUALITY OF LIFE

Communities will be vibrant, caring, connected with a sense of belonging and pride in their local neighbourhood.

There will be ease of travel within the Shire, and to other regional centres and cities. Travel will be available at all hours and will be safe, clean and affordable.

The masterplan provides a framework that reinforces the positive attributes of the town centre and seeks to build upon the key assets. The masterplan provides a schematic plan of how the precinct might look in the future that centres around civic and public domain improvements with particular emphasis on Frank Balance Park. There is a focus on development within the town centre and the masterplan is consistent with regional and state policies associated with facilitation of urban development within existing centres that focus of public transport nodes.

The core objective of the masterplan is to:

- To provide for an integrated land use plan that promotes the precinct as a civic and cultural hub.
- An urban design framework to improve the urban fabric of the precinct including public domain improvement preliminary redesign of Frank Balance Park including landscape design.
- To improve connectivity including pedestrian movements between the precinct and the town centre
- To ensure that stormwater management issues are given high priority in any urban / landscape design.

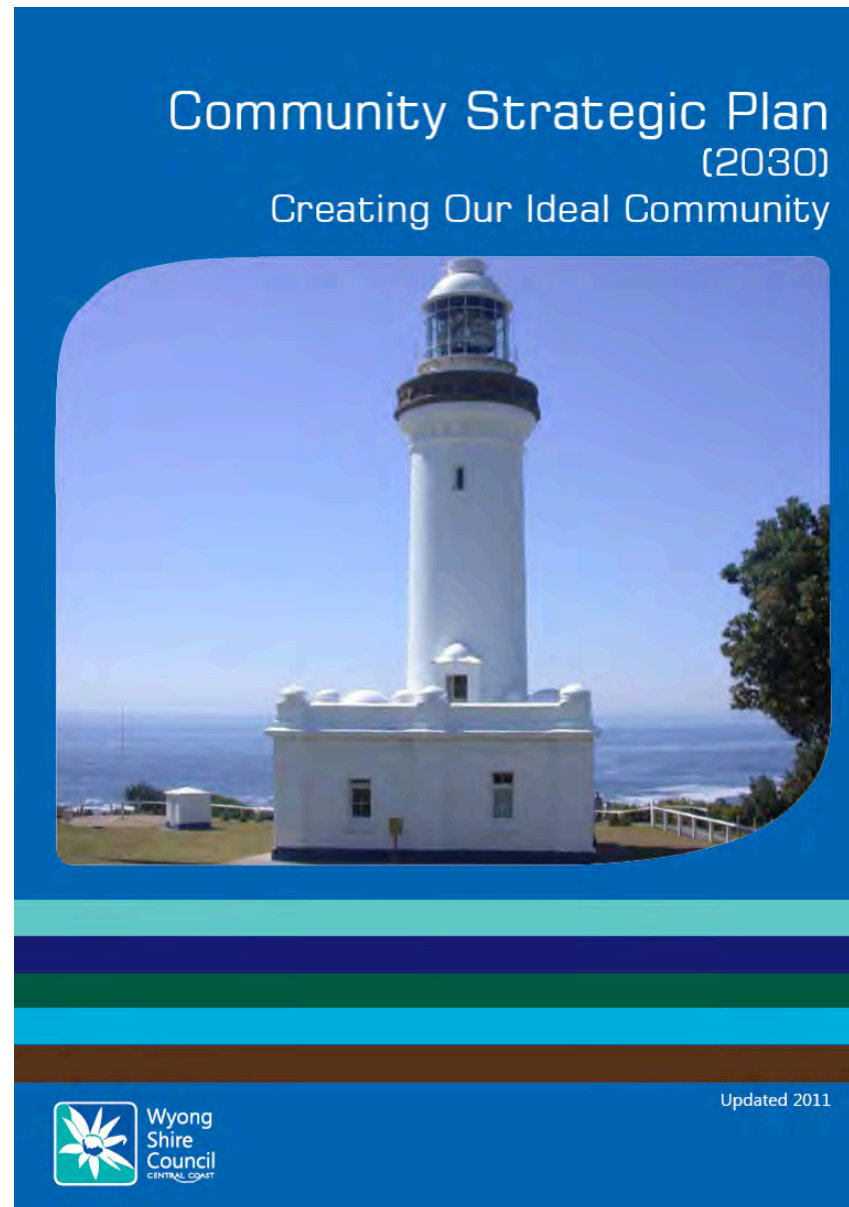
The masterplan established eight key design principles that were the foundations of the masterplan development.

DIVERSE FACILITIES AT YOUR DOORSTEP

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

The masterplan identifies the proposed Art House as a pivotal hub that enables the facilitation and promotion of cultural activities and services that would enable greater participation in community building. The centre will have ability to offer a diverse range of uses and programs that would seek engagement from a wide spectrum of audiences.

The masterplan highlights the need to focus on precinct planning including the role and demand for civic and cultural services that are intertwined. The future planning of the precinct through the local environmental plan process highlights the need to increase commercial and mixed use densities and also pinpoints the potential future role of both the Wyong Regional Police Station and also Wyong RSL Club, both key stakeholders within the precinct.



PRESERVING OUR NATURAL WONDERS

Areas of natural value in public and private ownership will be enhanced and retained to a high level in the context of ongoing development.

There will be a sense of community ownership of the natural environment through direct public involvement with environmental programs.

The masterplan has identified the importance of Frank Balance Park and role of open space provision in the town centre. There is an emphasis on streetscape design and development with the park been the key open space component in the precinct. The extension of Frank Balance park will enable the ability to provide for drainage mitigation measures and also provide a larger town centre park that will within proximity to the expected commercial and residential in-fill development.

WORKING HARD FROM HOME

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

Information communication technology will be consistent with world's best practise and adaptive to technological advances across the sectors.

The masterplan seeks to provide a visual representation of the implementation of the draft local environmental plan for Wyong Town Centre that includes all land within the masterplan precinct. The draft LEP places a strong emphasis on the establishment and facilitation of employment growth within the town centre including parcels of land within the masterplan precinct. Under the draft LEP employment targets in the town centre is estimated at 1300 jobs that will require appropriate commercial building development.

A PLACE WHERE YOU ARE ALWAYS LEARNING

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

The masterplan has identified land that is earmarked for future commercial development. Permissible land uses include learning facilities. Possible options might include a community library and the utilisation of floor space within the Art House. The proposed Art House will have usable space for the delivery and learning of cultural building programs including performance arts. Other possible options might include community based services within the Key Iconic Site.