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BACKGROUND

CONTEXT

ANALYSIS

MASTER PLAN

IMPLEMENTATION

- 2.1 REGIONAL CONTEXT
- 2.2 STUDY AREA
- 2.3 STUDY AREA BUILT FORM
- 2.4 MASTER PLAN OBJECTIVES





# 2. CONTEXT REGIONAL CONTEXT

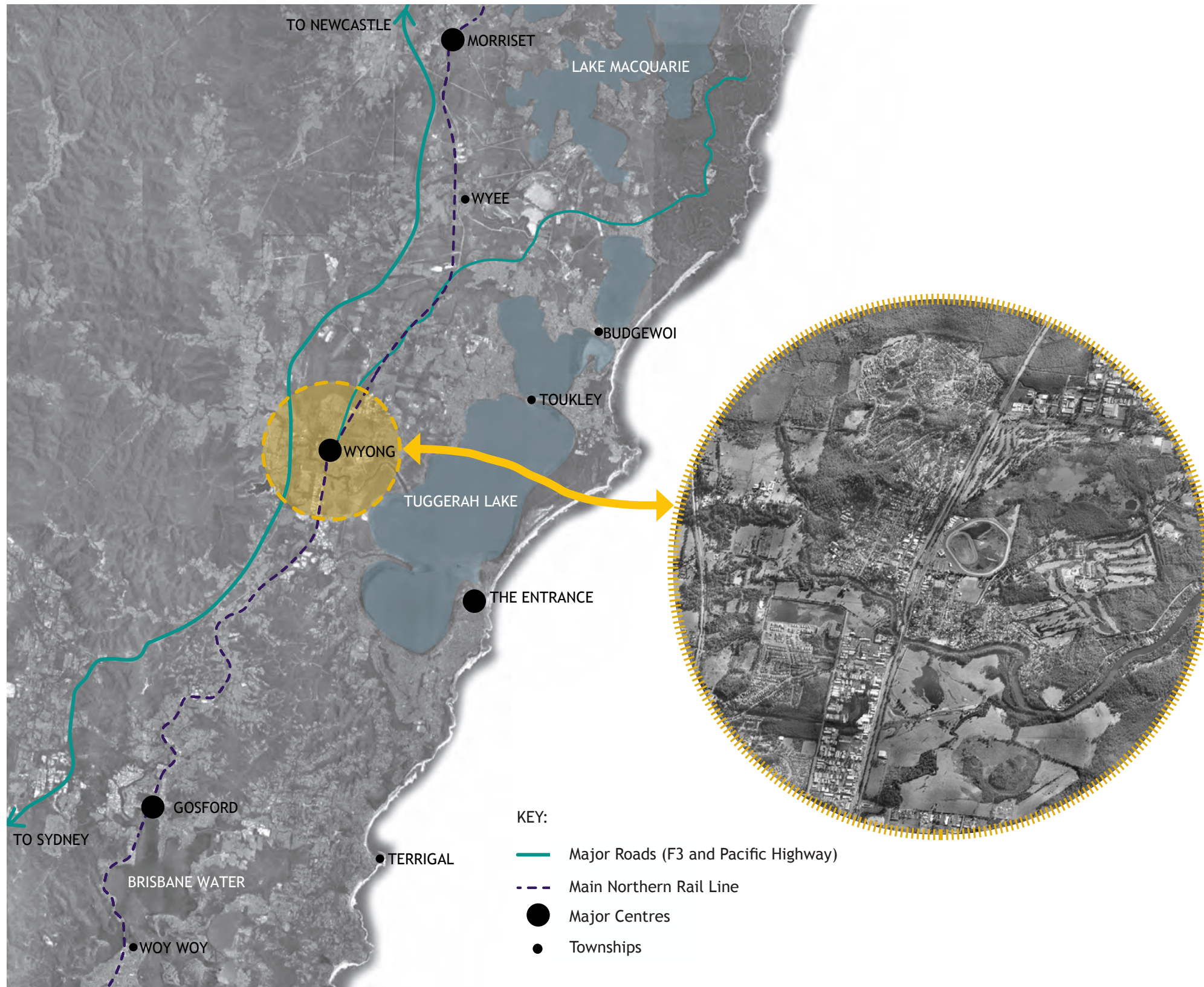


FIGURE 3. MASTER PLAN REGIONAL LOCATION

## 2.1 REGIONAL CONTEXT

Wyong is located on the Central Coast of New South Wales, approximately 90 minutes north of Sydney and 60 minutes south of Newcastle.

Wyong was identified as a Major Centre in the Central Coast Regional Strategy which was adopted by the Department of Planning in 2008.

Settlement in the Central Coast is characterised by a network of towns, villages, neighbourhoods and rural communities. Seventy per cent of future residential growth to 2031 is forecast to occur in the Wyong Local Government Area.

It is proposed that as a major centre, Wyong will provide the Central Coast with a vital economic, employment, civic, residential, social and cultural roles for the northern half of the Central Coast and support the Gosford Regional Centre.



## 2. CONTEXT STUDY AREA

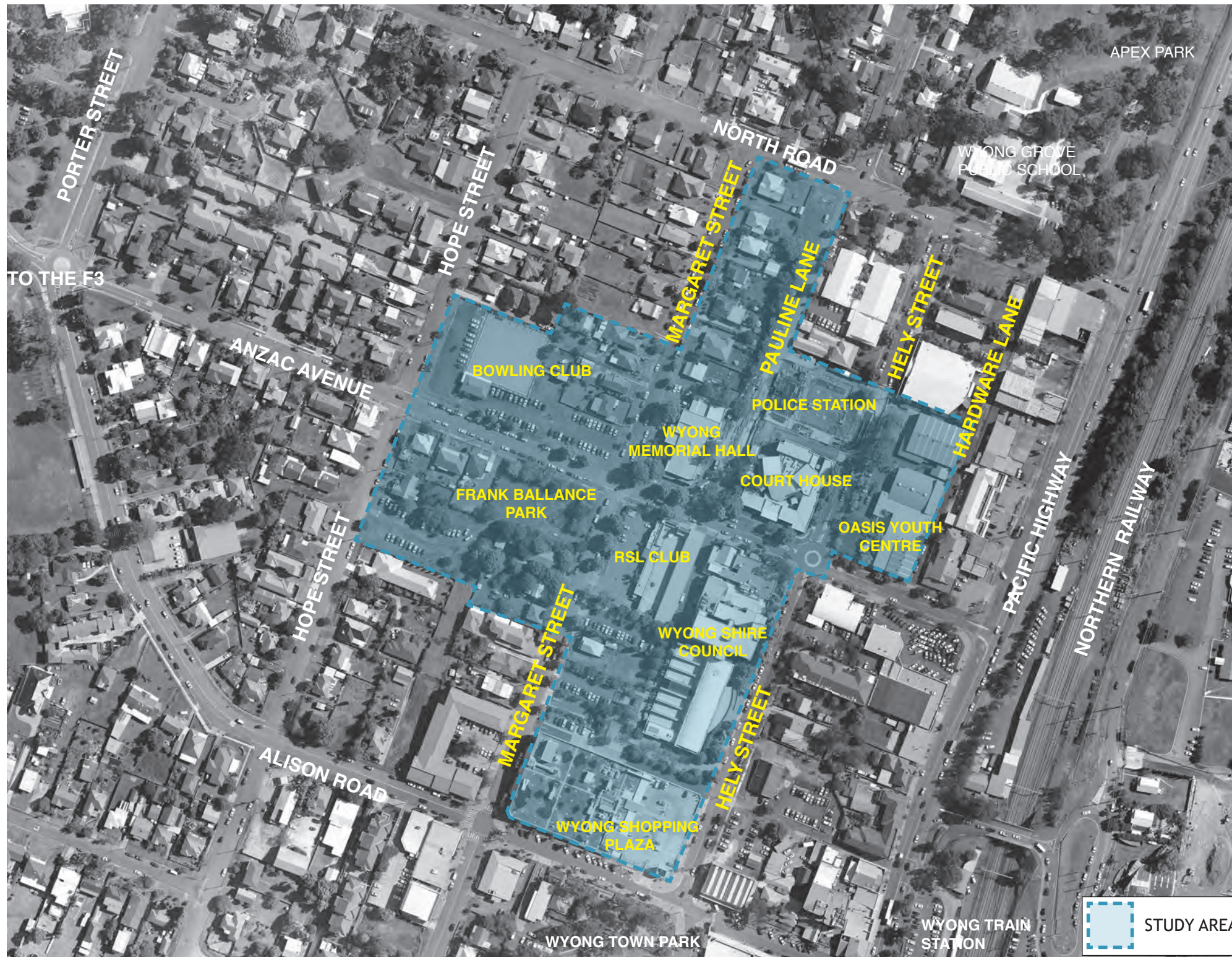


FIGURE 4. MASTER PLAN STUDY AREA

### 2.2 STUDY AREA

The study area is defined by the location of commercial, administration and community buildings directly north of the existing town centre core. The focus of the study area surrounds the location of the existing Memorial Hall, which is the site of the proposed Art House. The study area encompasses a range of land uses including residential, commercial, administration and open space.

There are a range of opportunities and challenges that exist within the study area.

The relationship of the study area to surrounding context will also form an integral portion of the design development process. The study area is located adjacent the existing strip retail centre along the Pacific Highway, and retail precinct along Alison Road. Design principles proposed within the study area will ensure a strong relationship with the surrounding context.



## 2. CONTEXT STUDY AREA

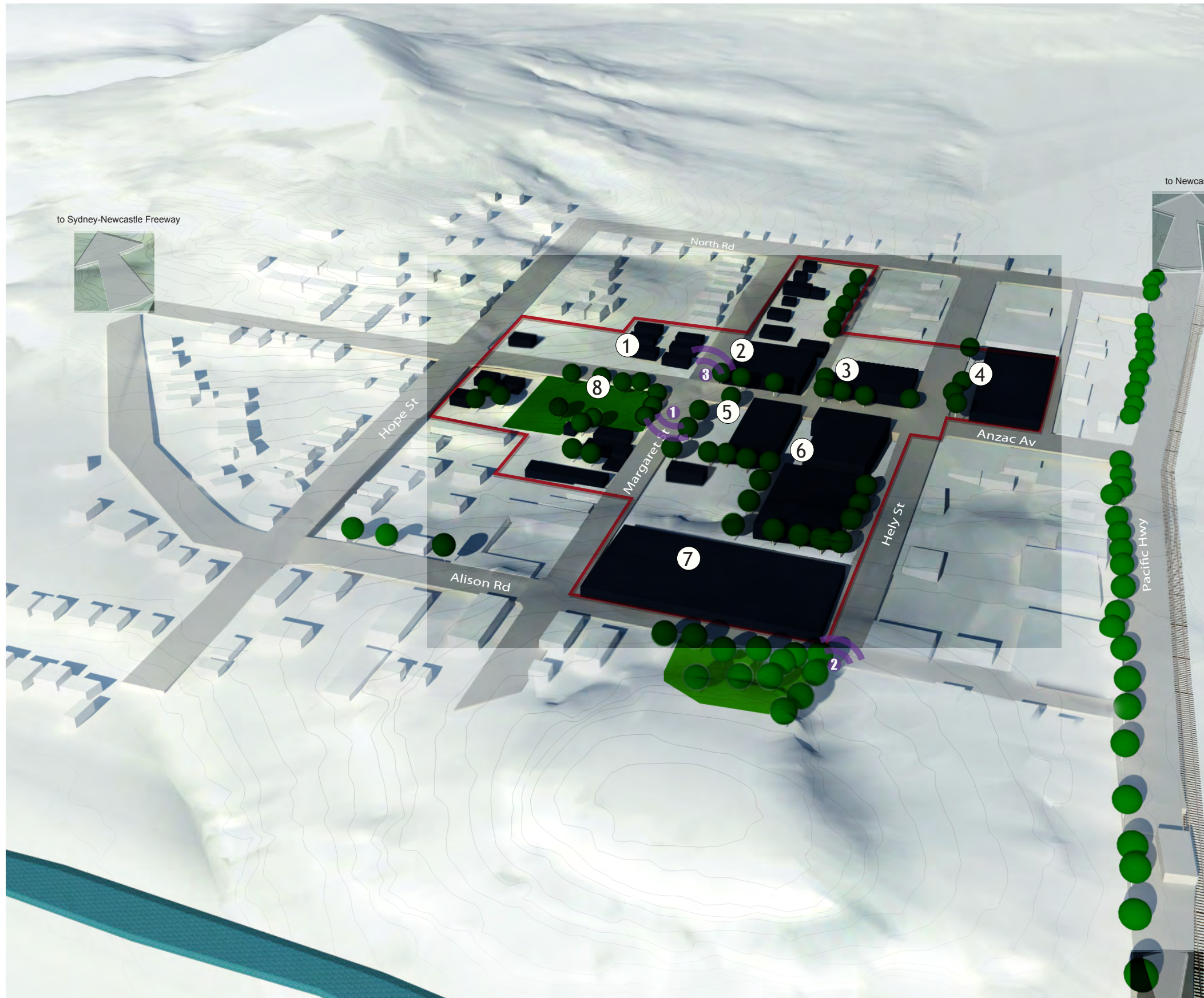


FIGURE 5. MASTER PLAN STUDY AREA

## 2.3 STUDY AREA BUILT FORM

Key Sites located within the study area include:

1. WYONG BOWLING CLUB
2. WYONG MEMORIAL HALL
3. WYONG COURTHOUSE
4. OASIS YOUTH CENTRE
5. WYONG RSL CLUB
6. WYONG SHIRE COUNCIL CHAMBERS
7. WYONG SHOPPING PLAZA
8. FRANK BALLANCE PARK



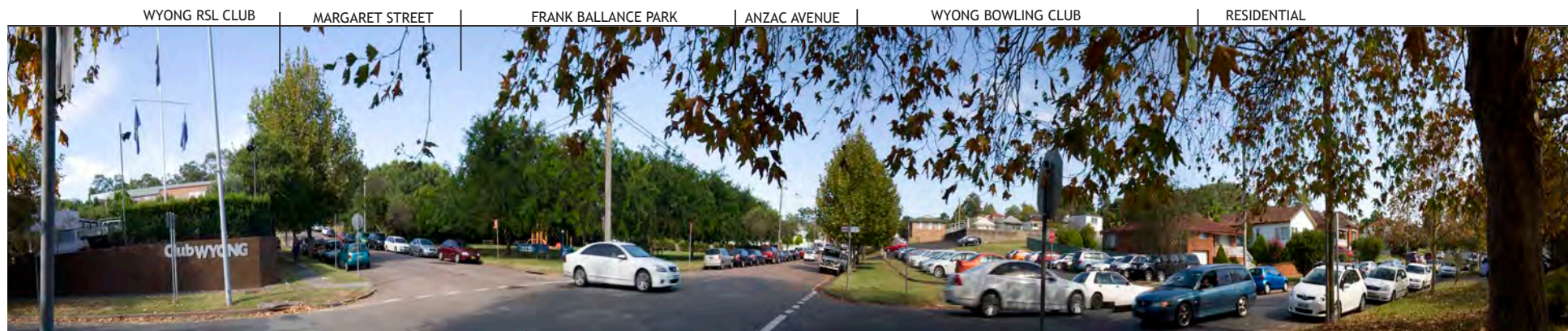
# 2. CONTEXT MASTER PLAN OBJECTIVES



PANORAMA 1



PANORAMA 2



PANORAMA 3



PANORAMA 4

## 2.4 MASTER PLAN OBJECTIVES

Specific objectives of the master plan are:

1. TO PROVIDE FOR AN INTEGRATED LAND USE PLAN THAT PROMOTES THE PRECINCT AS A CIVIC AND CULTURAL HUB.
2. AN URBAN DESIGN FRAMEWORK TO IMPROVE THE URBAN FABRIC OF THE PRECINCT INCLUDING PUBLIC DOMAIN IMPROVEMENTS INCORPORATING THE REDESIGN OF FRANK BALLANCE PARK INCLUDING LANDSCAPE DESIGN.
3. TO IMPROVE CONNECTIVITY INCLUDING PEDESTRIAN MOVEMENTS BETWEEN THE PRECINCT, THE TOWN CENTRE AND SURROUNDING AREAS.
4. TO ENSURE THAT STORM WATER MANAGEMENT ISSUES ARE GIVEN HIGH PRIORITY IN ANY URBAN DESIGN.
5. IDENTIFICATION OF KEY POTENTIAL CAR PARKING SITES.