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BACKGROUND

CONTEXT

ANALYSIS

**MASTER PLAN**

IMPLEMENTATION

- 4.1 OPPORTUNITIES & CONSTRAINTS
- 4.2 KEY URBAN DESIGN PRINCIPLES
- 4.3 MASTER PLAN
- 4.4 URBAN FORM



# 4. MASTER PLAN OPPORTUNITIES & CONSTRAINTS MAPPING



FIGURE 17. MASTER PLAN OPPORTUNITIES AND CONSTRAINTS

## 4.1 OPPORTUNITIES AND CONSTRAINTS

Key opportunities and constraints were identified through the analysis phase of the master plan development. These include:

### OPPORTUNITIES:

The key opportunities of the master plan include:

- Limited number of overall landowners.
- Development of the proposed Art House.
- Proposed extension of Frank Ballance Park.
- Large land holdings.
- Construction of the Wyong Regional Police Station.
- Concentration of existing civic and cultural land uses within the town centre.

### CONSTRAINTS:

The key constraints of the master plan include:

- Localised stormwater management issues.
- Provision of public carparking.
- Stakeholder engagement.
- Land ownership.
- Public domain development and cost implications.
- Timing of development.
- Funding of improvements.
- Potential land acquisition.

# 4. MASTER PLAN URBAN DESIGN PRINCIPLES

## 4.2 KEY URBAN DESIGN PRINCIPLES

Key Urban Design Principles for the Civic and Cultural Precinct have been developed in response to the analysis, consultation process and opportunities and constraints mapping.

1. ESTABLISH THE CULTURAL PRECINCT.
1. IMPROVE TRAFFIC MOVEMENT THROUGH THE PRECINCT.
2. ESTABLISH A PEDESTRIAN FRIENDLY LANEWAY NETWORK.
3. DEFINED STREET HIERARCHY.
4. PROVIDE SAFE AND CONVENIENT CARPARKING.
5. CREATE A SERIES OF CONNECTED URBAN SPACES.
6. ACTIVATE STREETSCAPES.
7. IMPROVE ACCESS TO PUBLIC TRANSPORT.
8. CREATE A WELL CONNECTED CIVIC AND CULTURAL HUB.

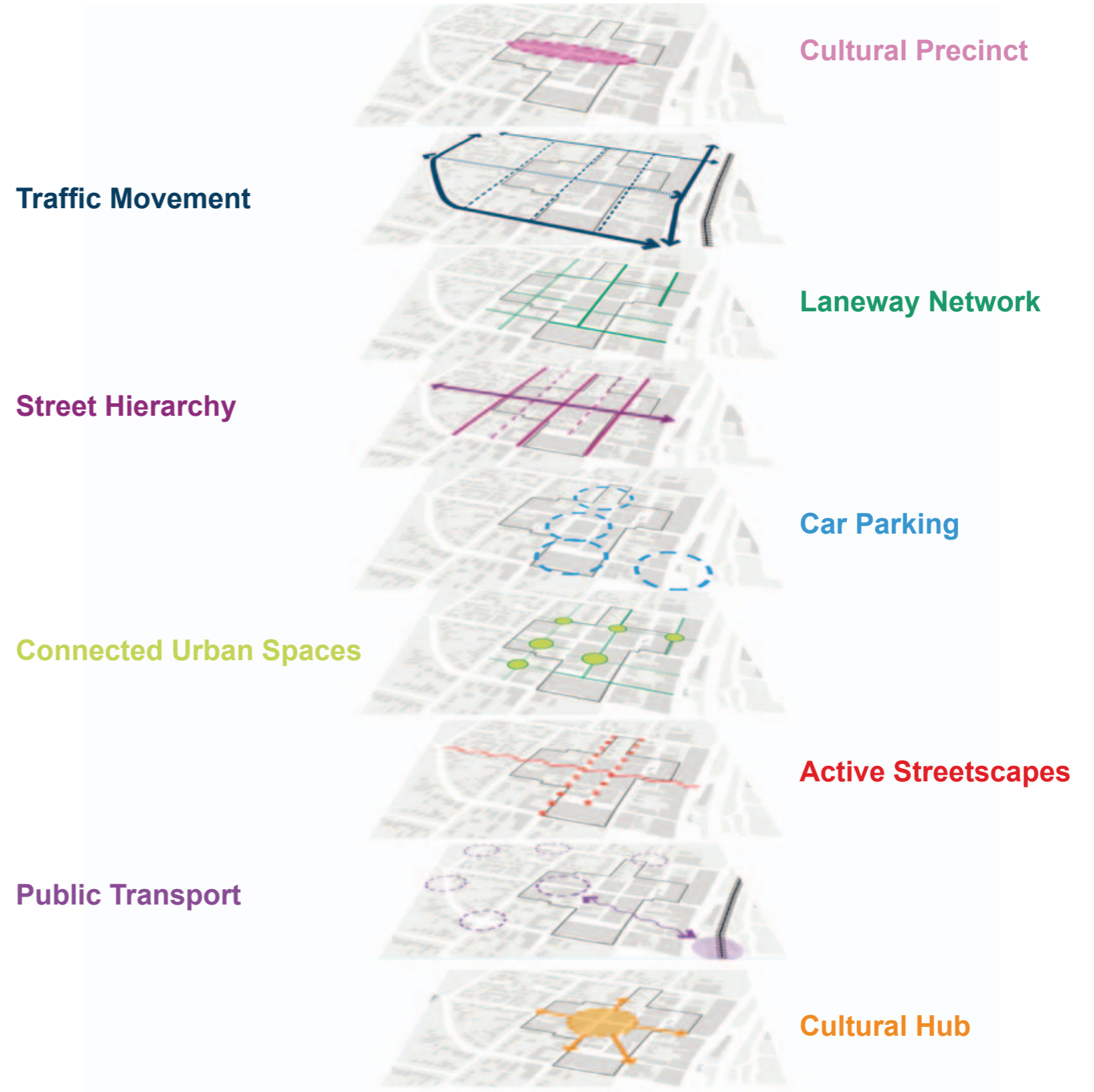
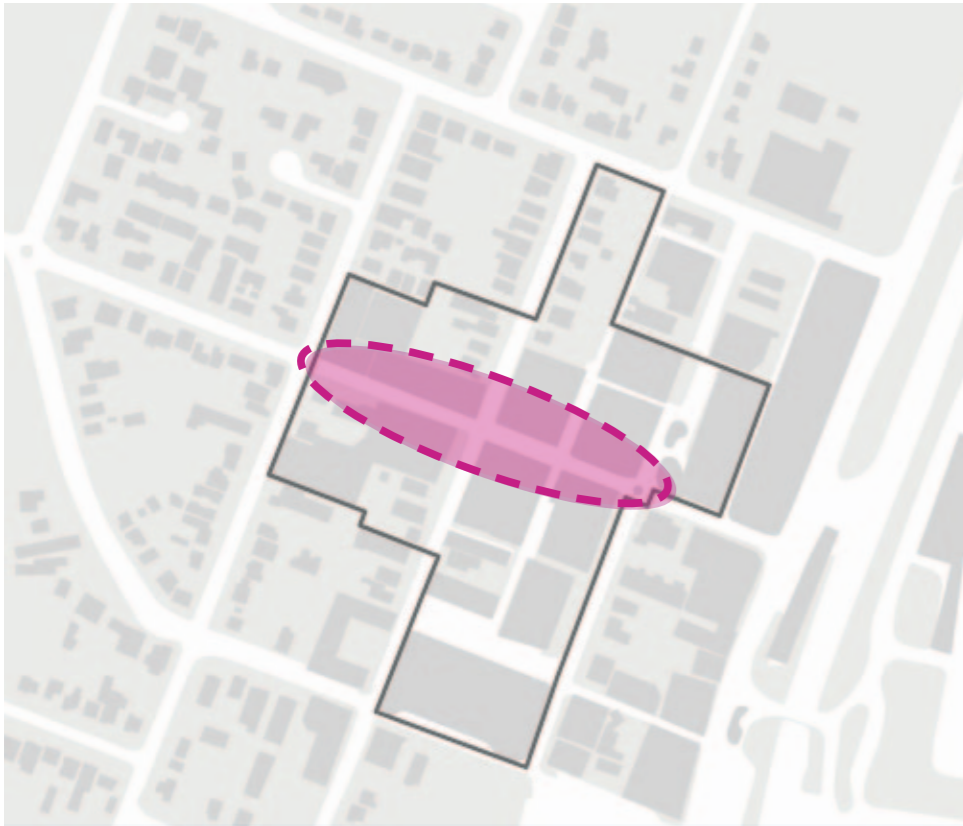


FIGURE 18. KEY URBAN DESIGN PRINCIPLES

# 4. MASTER PLAN URBAN DESIGN PRINCIPLES

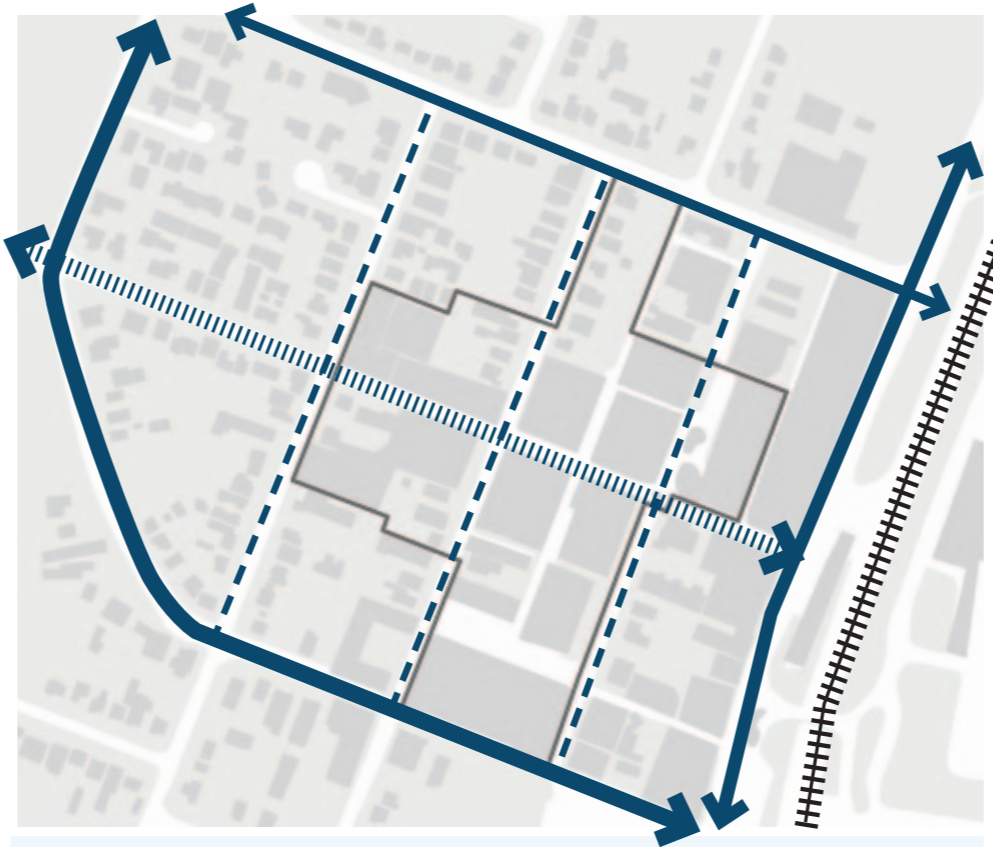
## 1. ESTABLISH THE CULTURAL PRECINCT



### PRINCIPLES:

- A key principle of the master plan is the definition of Anzac Avenue as the cultural precinct.
- The central location of the key cultural sites combined with the generally flat topography of the area means Anzac Avenue has the potential to become the central civic and cultural spine of Wyong.
- Anzac Avenue will be improved by development which addresses and activates the street. Anzac Avenue will become a pedestrian orientated road with wide footpaths, generous building setbacks, large street tree planting and safe and convenient pedestrian crossings.
- Utilise the flat topography and central location of Anzac Avenue to provide opportunities for community events including markets, memorial marches and cultural gatherings.
- Providing opportunities for a variety of cultural activities and related industries intended to draw visitors from the surrounding local and regional areas.
- Encourage active ground level commercial uses such as cafes, restaurants and shops along the main strip of Anzac Avenue to activate the streetscape.

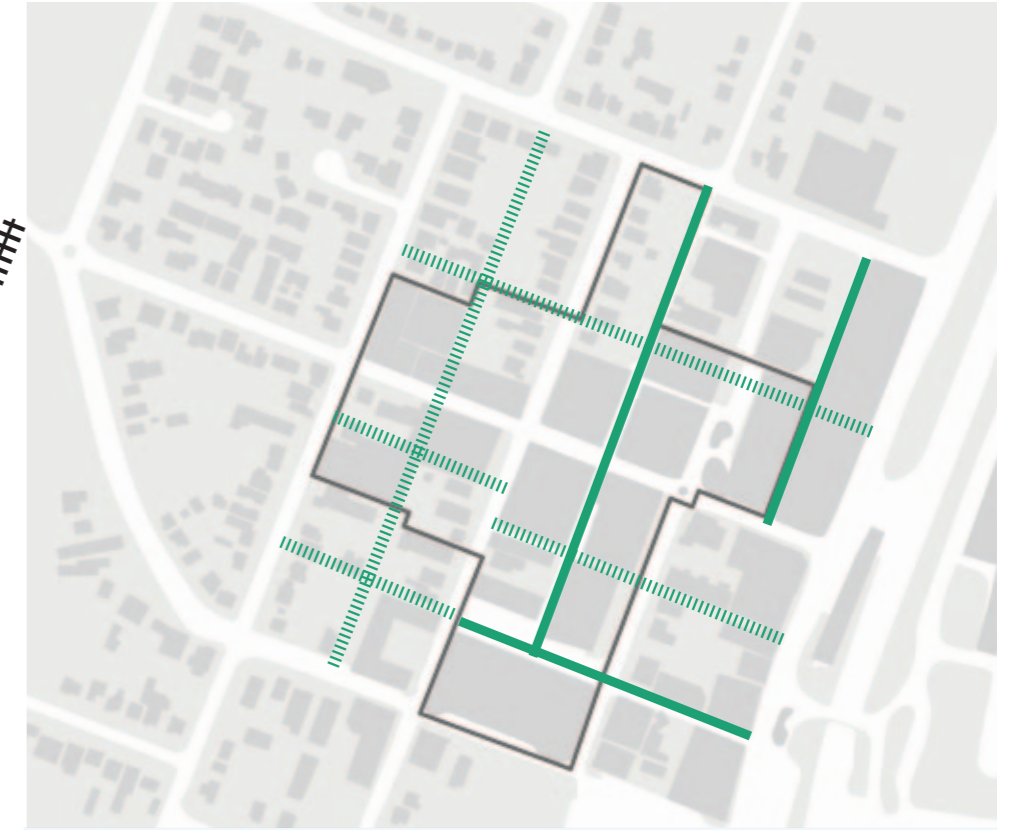
## 2. IMPROVE TRAFFIC MOVEMENT



### PRINCIPLES:

- Manage the relationship between pedestrian and traffic movements by widening verges to increase pedestrian comfort and safety.
- Proposed upgrades of existing roundabouts to signaled intersections (Anzac Avenue and Margaret Street) to improve traffic flow and provide logical crossing points.
- Proposed upgrades along the Pacific Highway at the intersections of Anzac Avenue and North Road to improve traffic flow and increase pedestrian safety.
- Limit parking on Anzac Avenue to reduce congestion, allow for traffic flows and to increase pedestrian safety.

## 3. ESTABLISH A PEDESTRIAN FRIENDLY LANEWAY NETWORK



### PRINCIPLES:

- Extend the existing laneway network to provide a series of safe, direct and green pedestrian links between blocks within the civic centre and between key sites.
- Opportunity to provide open space areas at the junction of laneways to form a series of connected urban spaces.
- Shared laneways to provide pedestrian and vehicular access to proposed developments, reducing the need for on street parking.
- Extension of the laneway network through blocks will increase the street address for buildings, provide cross ventilation between development blocks and provide increased connectivity for future residents and workers in the area.
- Laneway width of no less than 10m to allow for tree planting, safe pedestrian movement and ample space for vehicular movement.
- Allows for low volume traffic movements and for service access to internal car parking areas, reducing congestion on the road system.

# 4. MASTER PLAN URBAN DESIGN PRINCIPLES

## 4. DEFINED STREET HIERARCHY



### PRINCIPLES:

- Create a street hierarchy through the civic centre which defines main roads, local roads and shared lane ways. The hierarchy is defined through a combination of street tree plantings, footpath widths and materials and building setbacks.
- Define Anzac Avenue as the main axis with large street tree planting to create a 'gateway' effect when entering the Civic Precinct.

## 5. PROVIDE SAFE & CONVENIENT CARPARKING



### PRINCIPLES:

- Ensure that new public, car park areas are located within comfortable walking distance to key public facilities, such as the Courthouse, Art House and Council Chambers.
- Ensure car parks and the surrounding landscape provide a safe environment for users with clear sight lines and adequate night lighting.
- Ensure well designed car park areas with an efficient layout and logical entries, shaded by trees and softened by landscaping.
- Provisions that ensure all new residential and commercial buildings have adequate off-street car parking as part of any new development application.

## 6. CREATE A SERIES OF CONNECTED URBAN SPACES



### PRINCIPLES:

- Pathways and streets are not just for moving through, they link to a series of urban spaces designed for users to slow down and spend time in. The junctions of proposed laneway networks form a series of urban spaces.
- Opportunity for small retail outlets to service both residential and commercial buildings.
- Proposed urban spaces to be connected through a series of pedestrian friendly laneway networks.
- A series of public squares which assist in providing a focus for each neighborhood within the civic precinct.
- Residential and commercial buildings front lane ways increasing passive surveillance promoting safe public domain areas.
- Nodes in the pathway network surrounded by shops and community facilities that are mutually supportive.

# 4. MASTER PLAN URBAN DESIGN PRINCIPLES

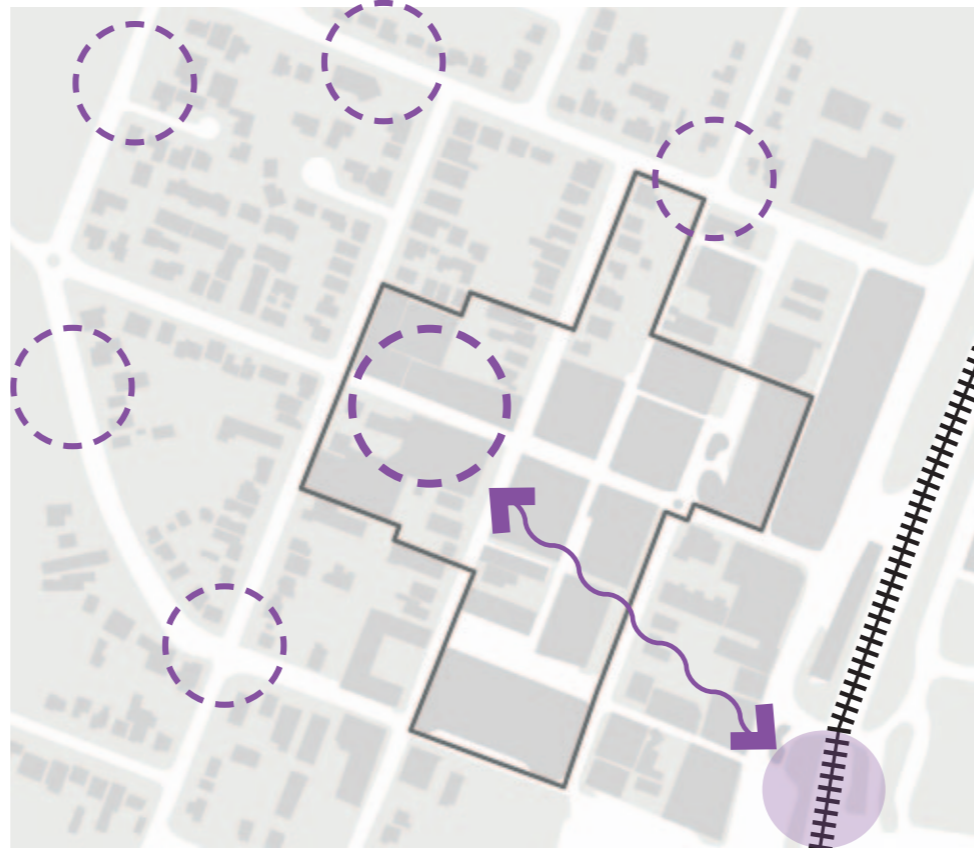
## 7. ACTIVATE STREETSAPES



### PRINCIPLES:

- Proposed building setbacks form a guideline to proposed development in the town centre.
- Encourage active street frontages with wide building forecourts providing opportunities for cafes, restaurants, outdoor seating areas and outdoor gatherings.
- The master plan proposes a development treatment which has an interface with the street to prevent blind buildings such as those that currently exist within the town centre.
- Encourage ground floor commercial uses and residential uses in upper storeys.
- Promote active facades on buildings on corners and major intersections.

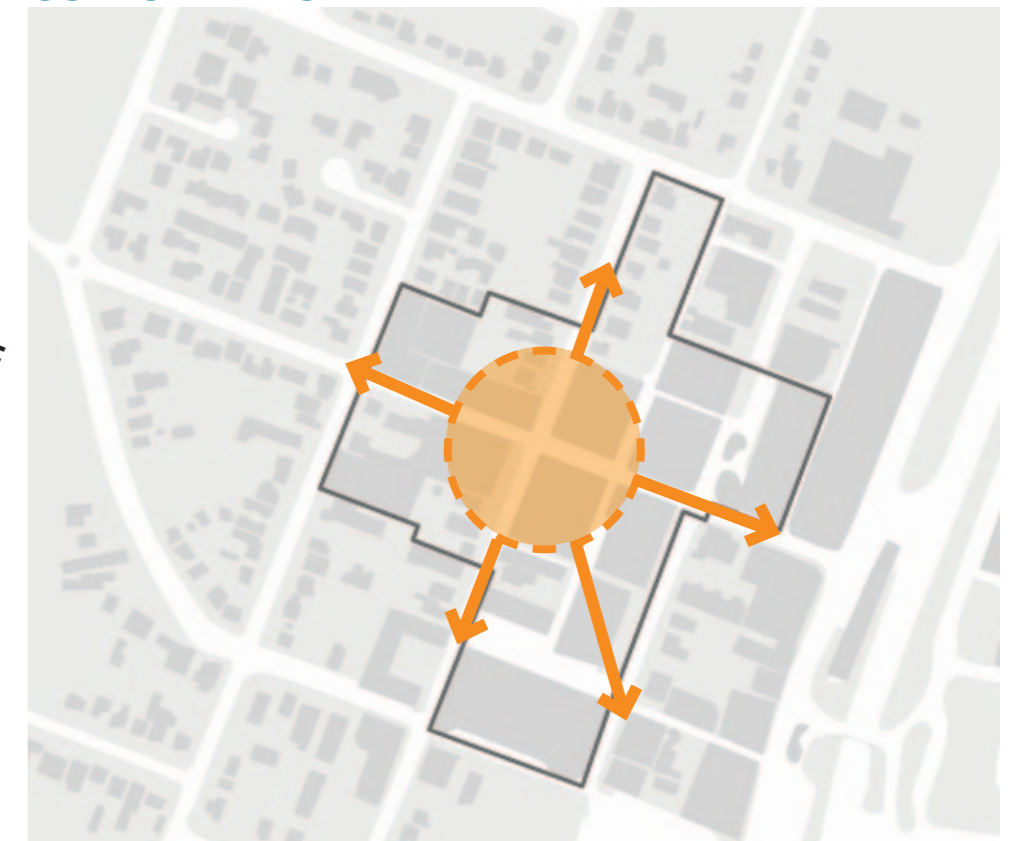
## 8. IMPROVE ACCESS TO PUBLIC TRANSPORT



### PRINCIPLES:

- Increased pedestrian permeability between city blocks and major public transport interchanges such as Wyong Train Station.
- Provision of bus set down areas along Anzac Avenue and adjacent to Frank Ballance Park.
- Upgrade pedestrian access from existing bus stops located on the periphery of the study area and within comfortable walking distance to key areas.
- Employ way finding design principles such as consistent use of materials, signage and artwork, making it easier and more convenient for people to find their way around public spaces within the civic centre.

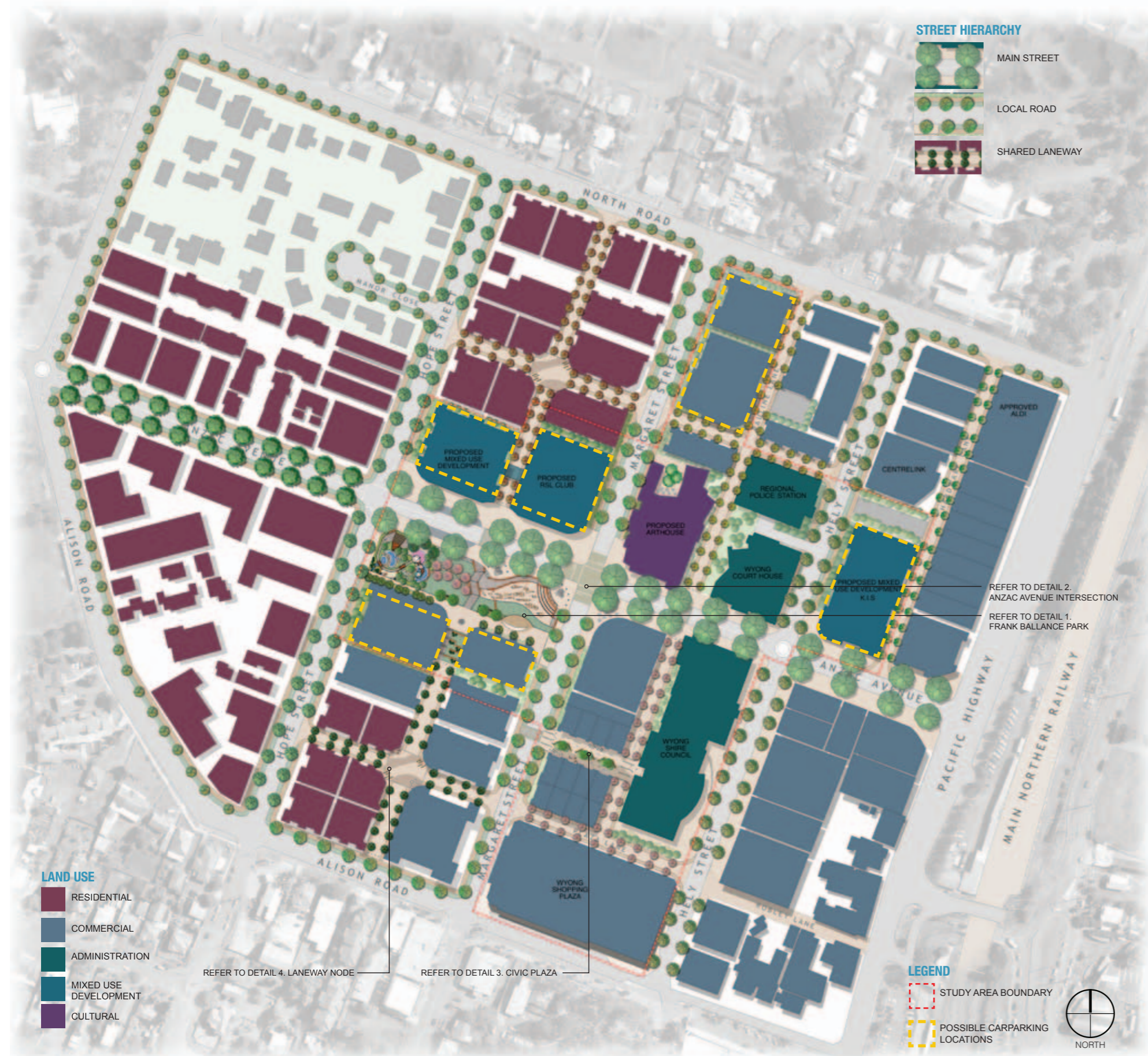
## 9. CREATE A WELL CONNECTED CIVIC AND CULTURAL HUB



### PRINCIPLES:

- To build on Wyongs cultural identity fostering places for collaboration, creativity and community engagement.
- The provision of wide footpaths and off street share ways to encourage alternative forms of transport and convenient links to surrounding areas (including TAFE, schools and residential areas).
- Encourage ground floor commercial development to provide active street fronts.
- Opportunities to visually and physically link the Art House and Frank Ballance Park. The inclusion of art in the public domain.
- Large avenue plantings on the major entry roads to provide a gateway entry and sense of arrival.
- Inclusion of way finding elements (signs, public art, local heritage references, street furniture and lighting).
- The proposed LEP consolidates cultural and civic buildings within the centre of the study area.
- The master plan aims to reinforce this core with wider footpaths, large street tree plantings and sculptural elements.
- The proposed establishment of a pedestrian friendly laneway network provides safe and clearly defined access to the cultural and civic core of the town centre.

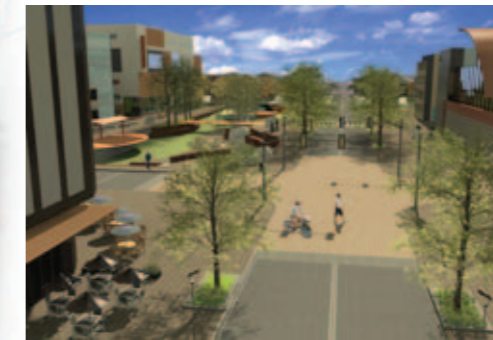
# 4. MASTER PLAN WYONG CULTURAL & CIVIC CENTRE MASTERPLAN



## 4.3 MASTERPLAN



1. FRANK BALLANCE PARK



2. ANZAC AVENUE CULTURAL PRECINCT



3. CIVIC PLAZA



4. LANEWAY NETWORK

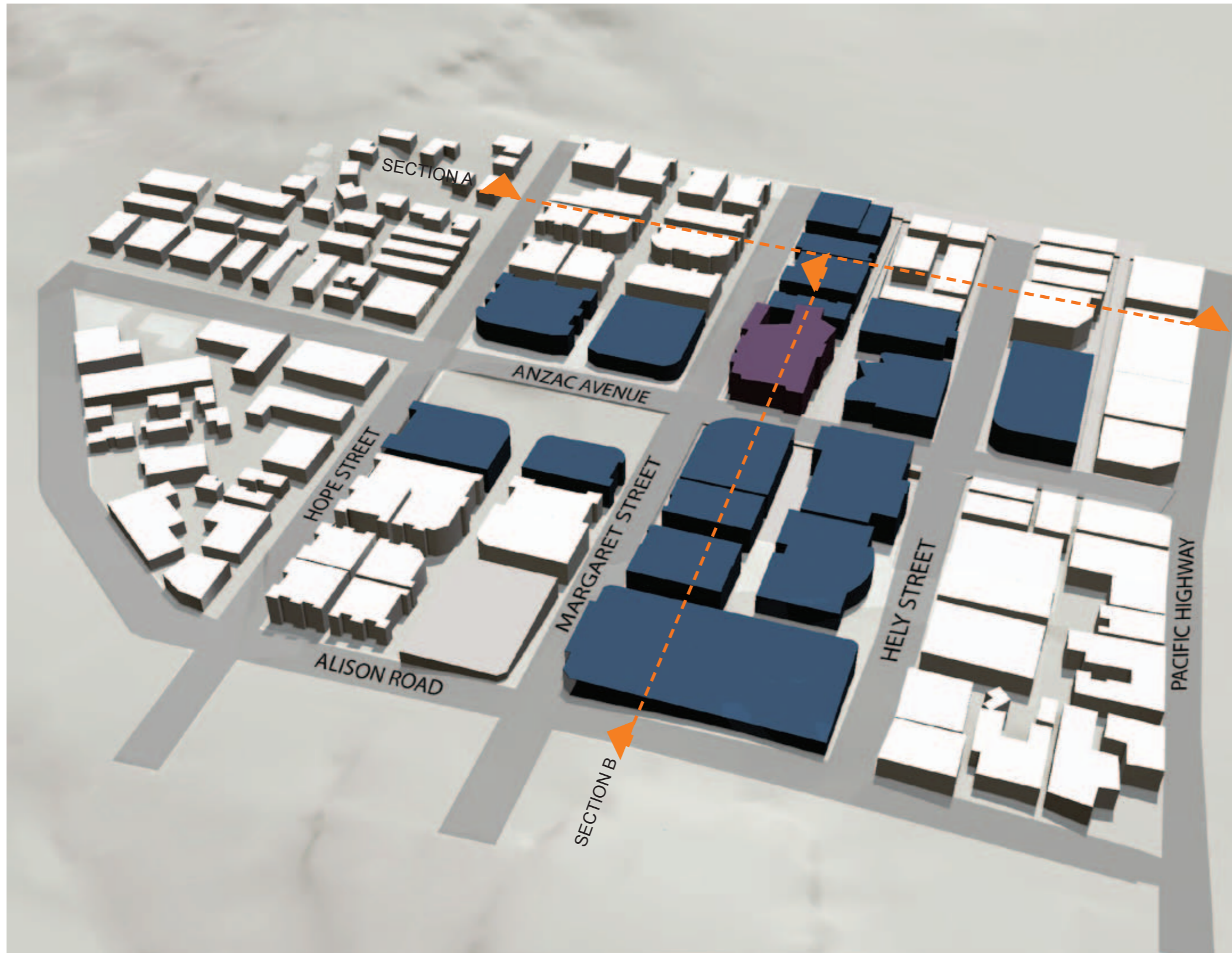


5. STREETSCAPE UPGRADES

FIGURE 19. WYONG CULTURAL AND CIVIC CENTRE MASTERPLAN

# 4. MASTER PLAN URBAN FORM

## 4.4 URBAN FORM



This conceptual model shows the possible future urban form of the Wyong Town Centre. It is an indicative representation of how the built form within Wyong Town Centre could take place in the long term once development has occurred.

The proposed building setbacks have been suggested to provide a wide footpath for pedestrian activity and an active streetscape.

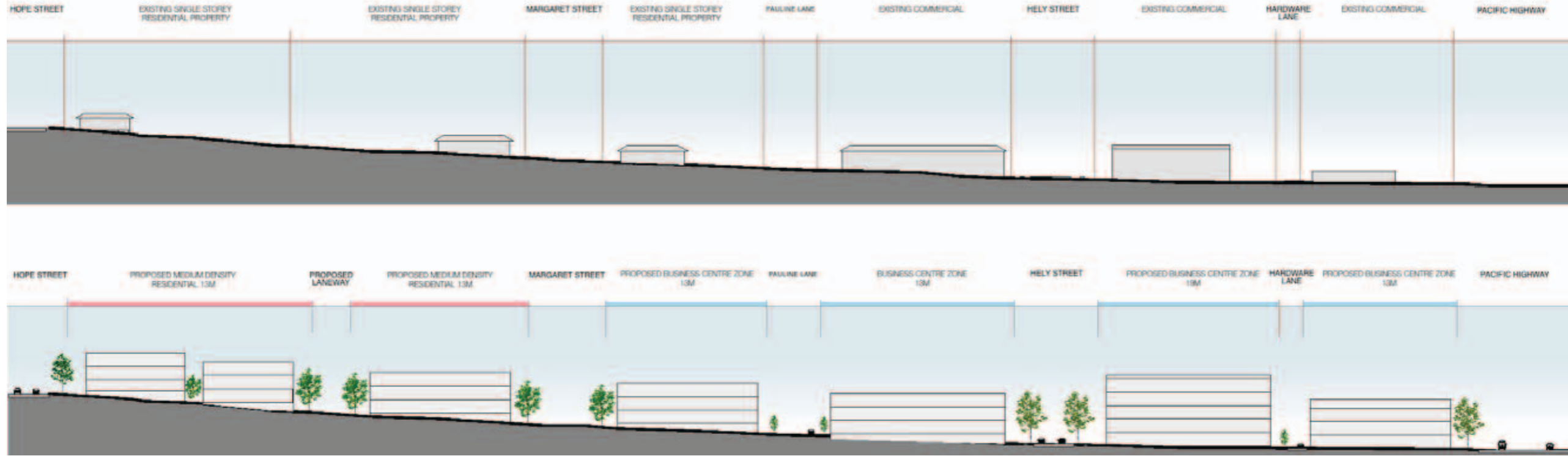
The proposed building setbacks within the Study Area are as follows:

- Anzac Avenue:  
Minimum 6m building setback.  
Minimum of 10m building setback opposite Frank Ballance Park.
- Margaret Street:  
Minimum 7m building setback.
- Hope Street:  
Minimum 7m building setback.
- Hely Street:  
Minimum 7m building setback.
- Laneway Network:  
Minimum 2m building setback

FIGURE 20. PROPOSED URBAN FORM



# 4. MASTER PLAN URBAN FORM



SECTION A. WEST TO EAST EXISTING AND PROPOSED URBAN FORM



SECTION B. SOUTH- NORTH EXISTING AND PROPOSED URBAN FORM