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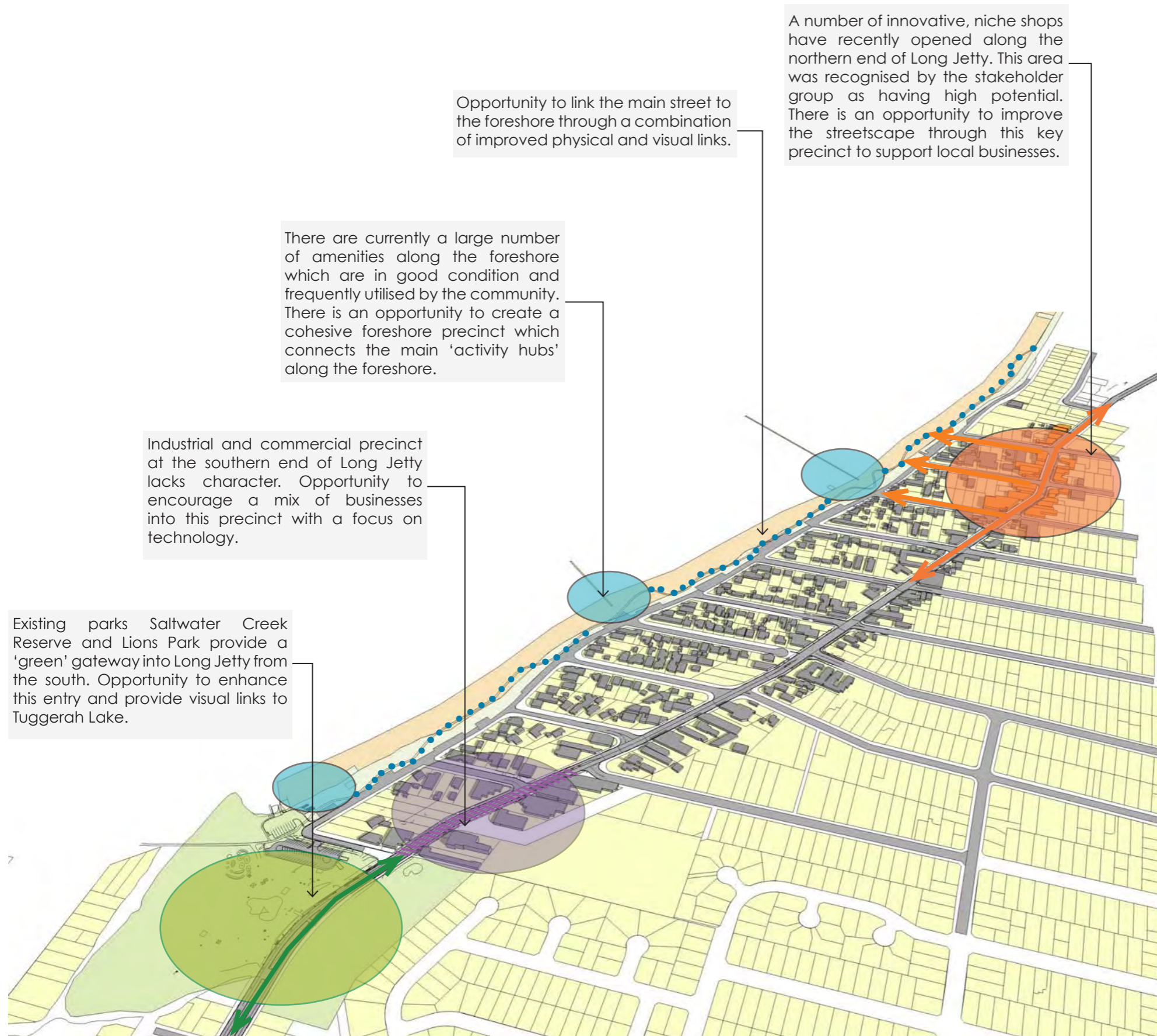
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3.1 Master Plan Principles

Key principles for the Long Jetty Village Centre Improvement Master Plan have been developed in response to the analysis, consultation process and opportunities and constraints mapping.

- Define the main village centre.
- Improve visual and physical connections between the Lake and Commercial Precinct.
- Enhance the streetscape.
- Provide a 'draw card' along the foreshore.
- Incorporate legible and consistent signage through the Study Area.
- Establish a clear and consistent design theme for Long Jetty.
- Create opportunities for businesses.

FIGURE 7. LONG JETTY MASTER PLAN | KEY PRINCIPLES

LEGEND

- A** MAIN STREET & URBAN CORE
- B** SALTWATER CREEK RESERVE & LIONS PARK
- C** LAKE FORESHORE & JETTIES
- D** SOUTHERN PRECINCT



3.2 Master Plan Precincts

The Study area comprises four distinct precincts, which were identified through a combination of analysis and discussions at the stakeholder workshops. Each of these precincts has their own character and a clear role in supporting the objectives of the Long Jetty Master Plan.

Objectives have been developed for each precinct which are consistent with the objectives of the overall Master Plan. The objectives for each precinct are defined in Section 4 of the Master Plan and projects for the implementation of the Master Plan have been divided into these precincts.

A. MAIN STREET & URBAN CORE

Precinct A includes the existing commercial precinct along The Entrance Road at the northern end of Long Jetty and includes Pacific Street, Thompson Street and Toowoyn Bay Road.

B. SALTWATER CREEK RESERVE & LIONS PARK

Precinct B includes Saltwater Creek Reserve, Lions Park and the section of The Entrance Road which extends between the two parks and forms the southern entry to Long Jetty.

C. LAKE FORESHORE & JETTIES

Precinct C encompasses the Lake Foreshore associated with Tuggerah Lake and the associated Jetties including Parrys Jetty, Watkins Jetty and Long Jetty.

D. SOUTHERN PRECINCT

Precinct D includes the existing commercial and light industrial land associated with The Entrance Road at the southern end of Long Jetty. Roads connecting to the lake (Minto Avenue and Lake Road) have been included in this precinct.

FIGURE 8. LONG JETTY MASTER PLAN | KEY PRECINCTS

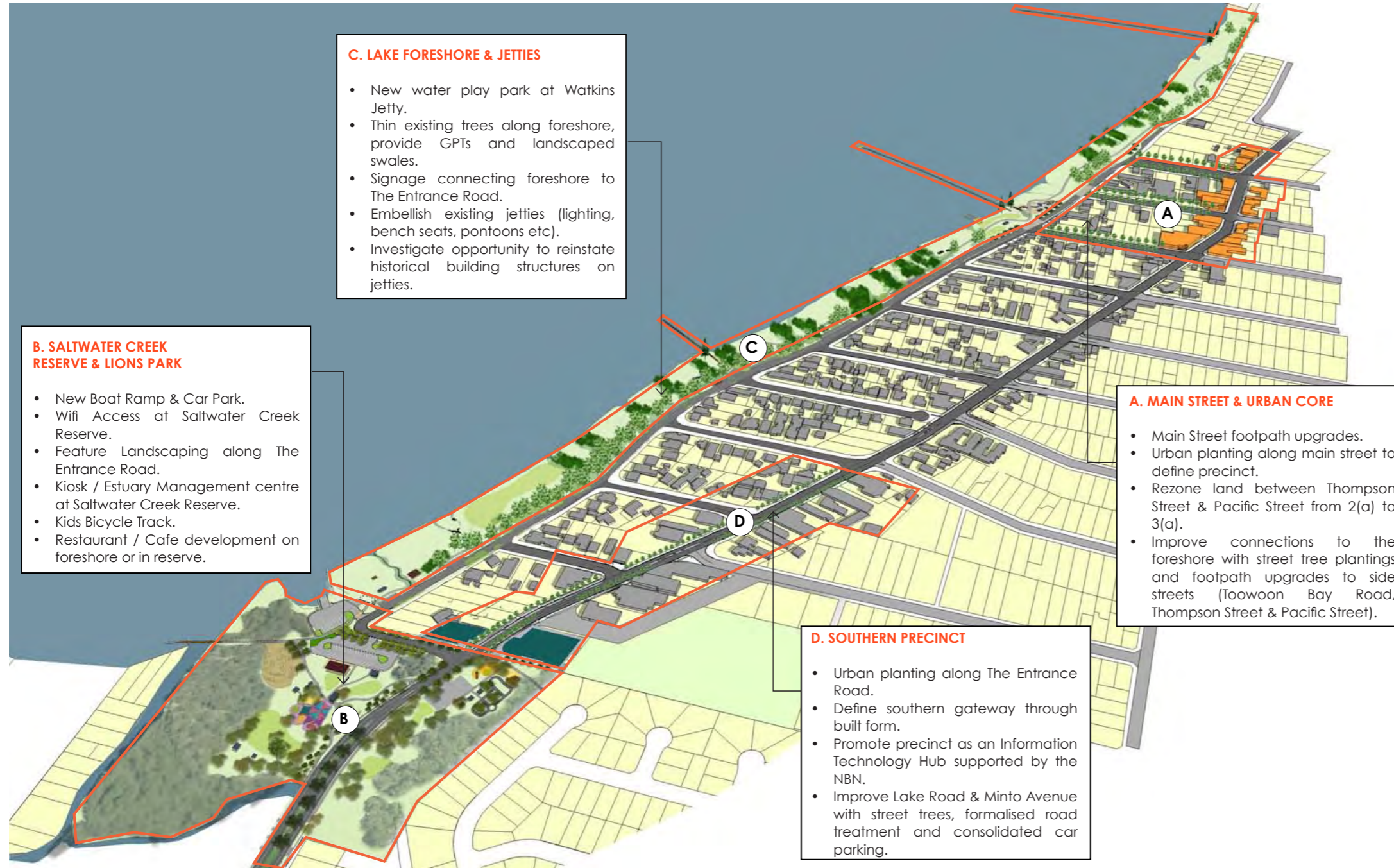


FIGURE 9. LONG JETTY MASTER PLAN PERSPECTIVE

3.3 Long Jetty Master plan

The Long Jetty Master Plan aims to reinforce Long Jetty as a vibrant village centre within the Wyong Shire.

The Master Plan employs practical design initiatives to build upon the existing role of key precincts in the village. The Master Plan aims to reactivate key precincts of Long Jetty and rejuvenate important features.

As identified in Section 3.2, due to the scale of the study area, the Master Plan is divided into four key precincts.

A summary of the proposal for each precinct has been provided below. The Key Precincts chapter of this report (chapter 4) outlines the key objectives of each precinct and the possible projects proposed to achieve these objectives. The Implementation chapter (Chapter 5) prioritises these projects and provides detailed designs for the high priority and short term projects.

A. MAIN STREET & URBAN CORE

Support existing businesses along The Entrance Road through the provision of streetscape upgrades. Improve both the visual and physical links to the foreshore through streetscape improvements and signage along side streets.

B. SALTWATER CREEK RESERVE & LIONS PARK

Enhance the overall perception of arrival into the Long Jetty Village Centre through revitalising the existing streetscape at the southern entry. Increase activity in the two parks (Saltwater Creek Reserve and Lions Park) to draw more users to Long Jetty.

C. LAKE FORESHORE & JETTIES

Increase user activity along the foreshore reserve and associated jetties through the provision of defined open space areas and activity hubs. Provide a key destination at Watkins Jetty to activate the foreshore close to the 'Urban Core'.

D. SOUTHERN PRECINCT

Redefine the southern end of Long Jetty as a technology hub. Promote the precinct as an innovative precinct and provide streetscape treatment to visually define the precinct.