

1

BACKGROUND

2

CONTEXT & ANALYSIS

3

MASTER PLAN

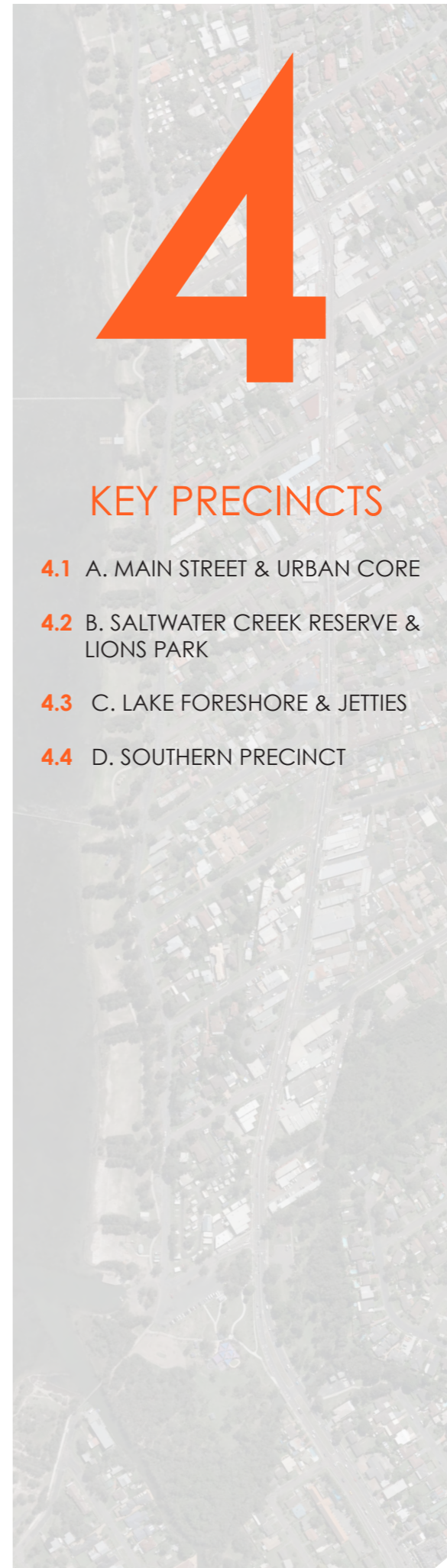
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KEY PRECINCTS

- 4.1 A. MAIN STREET & URBAN CORE
- 4.2 B. SALTWATER CREEK RESERVE & LIONS PARK
- 4.3 C. LAKE FORESHORE & JETTIES
- 4.4 D. SOUTHERN PRECINCT

5

IMPLEMENTATION



PRECINCT A | MAIN STREET & URBAN CORE



FIGURE 10. ARTISTS IMPRESSION | PRECINCT A



4.1 Precinct A Key Objectives

- Support existing businesses along The Entrance Road.
- Encourage potential new businesses.
- Improve pedestrian safety and connections
- Improve physical and visual links to the Lake foreshore from The Entrance Road.
- Establish a clear and legible design theme throughout the Urban Core.
- Improve car-parking efficiency, legibility and safety.
- Promote active street frontages and commercial use of pavement areas.
- Reduce visual clutter along The Entrance Road.
- Improve accessibility along Toowoon Bay Road, Thompson Street and Pacific Street.

PRECINCT A | PRECINCT PLAN

LEGEND

- Precinct boundary
- Open lawn area
- Potential creative space.
- Rezone land
- Key Iconic Site
- ←→ Visual links

Note: Location of projects are to be investigated and are indicative only.

1 MAIN STREET UPGRADES

Streetscape upgrades along The Entrance Road including new pavements, street furniture with a consistent design theme.

2 REZONE LAND

Rezone land between Thompson Street and Pacific Street from 2(a) Residential to 3(a) Commercial to extend 'urban core' and enhance the connection to the foreshore.

3 POTENTIAL ALFRESCO AREAS

Potential to widen footpath in key locations to create alfresco dining areas along the main street.

4 URBAN LANDSCAPING

Provide urban landscaping along the Entrance Road.



FIGURE 11. PRECINCT A PLAN

5 CAR PARKING

Consolidation of car and bus parking on side streets (Toowoong Bay Road, Pacific Street & Thompson Street).

6 CONNECTING STREET UPGRADES

Provision of street trees and formalisation of side streets:
 - Toowoong Bay Road
 - Pacific Street
 - Thompson Street

7 POTENTIAL RESTAURANT SHOPPING VILLAGE

Potential for a privately funded shopping village / restaurants along foreshore.

8 FUTURE WORKS

Future potential for road widening, street trees and underground power lines along The Entrance Road.

9 COAST-TO-LAKE WALK

Investigate opportunities to provide linkage with Coast - to Lake Walk.

A FACADE IMPROVEMENTS

Council has undertaken streetscape improvements along the Entrance Road including painting of existing buildings.

PRECINCT B | SALTWATER CREEK RESERVE & LIONS PARK



FIGURE 12. ARTISTS IMPRESSION | PRECINCT B



4.2 Precinct B Key Objectives

- Improve the southern entry into Long Jetty and The Entrance Peninsula.
- Improve awareness of connections to the Tuggerah Lake Foreshore.
- Explore opportunities for income generating activities on council land.
- Create awareness of estuary management issues.
- Enhance existing facilities to encourage a wide user group

PRECINCT B | PRECINCT PLAN

1 BOAT RAMP & CARPARK

Proposed upgrades to existing boat ramp and provision of trailer car parking spaces. Proposed upgrades to existing car parking associated with Saltwater Creek Reserve including landscaping and upgraded footpaths along Tuggerah Parade.

2 RESTAURANT / CAFE VENTURE

Opportunity for restaurant / cafe venture on foreshore or in reserve.

3 MOBILE FOOD OUTLET

Provision of services for a mobile food outlet located in Saltwater Creek Reserve to encourage more visitors to the park.

4 SOUTHERN GATEWAY ENTRY

Proposed landscaping and boulevard tree planting within large median strip at southern entry to Long Jetty. Proposed planting and landscaping would enhance existing flag pole banners and proposed public art.

5 KIOSK / ESTUARY MANAGEMENT CENTRE

Opportunity to incorporate a kiosk / restaurant with an estuary management centre in Saltwater Creek Reserve. Note: Location is indicative only.



FIGURE 13. PRECINCT B PLAN

6 WIFI INTERNET

Provide free Wifi access at Saltwater Creek Reserve.

7 PLAYGROUND

Potential to improve / upgrade existing playground at Lions Park.

8 CHILDRENS BIKE TRACK

Potential children's bicycle track located in either Saltwater Creek Reserve or Lions Park consisting of traffic lights, roundabout and street signs. The proposed bicycle track would provide a space for young children to ride their bikes and learn about road safety.

9 EXISTING FOOTBRIDGE

Potential to upgrade existing footbridge to enhance the entry to Long Jetty for visitors utilising the cycleway.

10 CARPARK DELINEATION

Formalise existing carpark with line marking to provide clear car parking spaces.

11 EXERCISE EQUIPMENT

Possible location for installation of exercise equipment suitable for adults including seniors.

12 ENTRY SCULPTURE

Possible locations for large entry sculpture to define entrance into Long Jetty.

PRECINCT C | LAKE FORESHORE & JETTIES



FIGURE 14. ARTISTS IMPRESSION | PRECINCT C



4.3 Precinct C Key Objectives

- Activate the foreshore as key attraction of the area.
- Offer a variety of attractions and activities along the foreshore.
- Provide a key area along the Lake to draw users closer to the commercial precinct and establish a sense of arrival mid-way along foreshore.
- Establish a clear and legible design theme along the foreshore.
- Ensure materials and installation minimises long term asset management costs and responsibility.

PRECINCT C | PRECINCT PLAN

LEGEND

- - - Precinct boundary
- Thin existing vegetation
- Potential open space area
- Proposed GPT
- ↔ Visual links
- Existing toilet block to be upgraded

Note: Location of projects are to be investigated and are indicative only.

- 1 TREE THINNING**
Selective tree removal to provide continuous open space areas along the foreshore to assist in providing safety and visual connectivity.
- 2 HISTORIC BUILDING**
Investigate opportunity to reinstate historical building structures on the jetties.
- 3 EMBELLISH EXISTING JETTIES**
Embellish existing jetties through lighting, seating and pontoons to encourage use.
- 4 WATKINS JETTY ACTIVITY HUB**
New public water play park, food outlet and open space area at Watkins Jetty.
- 5 EVENT SPACES**
Provide spaces for events along the foreshore to allow for lineal festivals (eg. sculpture by the lake).
- 6 SAILING CLUB SITE**
Investigate Long Jetty Sailing Club Site as a commercial / youth venue.
- 7 SIGNAGE**
Provide signage at key points along the foreshore to make visitors aware of the amenities along the foreshore and along The Entrance Road. Signage is to be consistent with Councils Signage Manual.
- 8 INTERPRETIVE SIGNAGE**
Install interpretive signage that provides the history of the jetties, and highlights special features of the estuary.



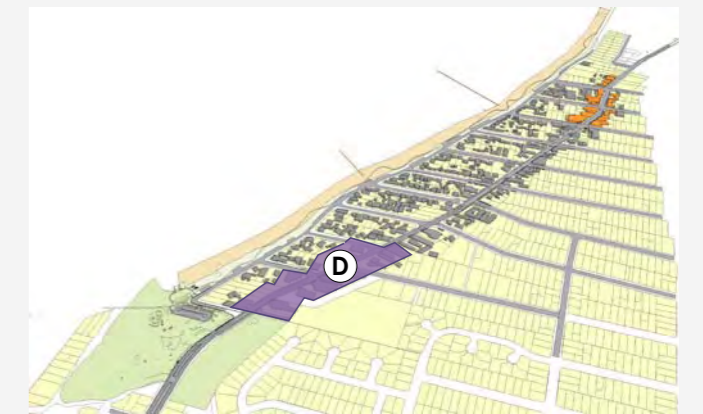
FIGURE 15. PRECINCT C PLAN

- 9 LANDSCAPED STORMWATER DRAINAGE**
Upgrade existing selected stormwater drainage lines with the installation of Gross Pollutant Traps (GPT) and landscaped swales. Beneficial locations for the GPTs include:
1. Lake Street
2. Venice Street
3. Gladstone Avenue
4. Surf Street
5. Elsiemer Street
6. Thompson Street
7. Pacific Street
- 10 TUGGERAH PDE UPGRADES**
Continue to upgrade Tuggerah Parade and investigate further opportunities including minor road realignments, raised pedestrian crossings at key intersections and upgrades to existing car parking.
- 11 REPLACE TOILET BLOCKS**
Existing toilet blocks at Gladstone Avenue, and Archbold Road to be replaced with upgraded toilet blocks.
- 12 PARRYS JETTY**
Renew Parrys Jetty by replacing handrails, support beams and decking.
- 13 COAST - TO -LAKE WALK**
Opportunity to provide linkage to Long Jetty with the Coast-to-Lake walk via signage and paving demarcation.
- 14 EXISTING SEA SCOUTS HALL**
Opportunity to use existing building for community hall hire or as a potential location for a restaurant / cafe venture.

PRECINCT D | SOUTHERN PRECINCT



FIGURE 16. ARTISTS IMPRESSION | PRECINCT D



4.4 Precinct D Key Objectives

- Define the southern commercial precinct of Long Jetty.
- Encourage a mix of businesses and promote the area as a key business zone with a focus on Information Technology Industries.
- Establish a clear and legible design theme.
- Ensure materials and installation minimises long term asset management costs and responsibility.
- Improve awareness of connections to the Lake.

PRECINCT D | PRECINCT PLAN

LEGEND

- - - Precinct boundary
- Open lawn area
- Indicative area to be promoted as a Technology Hub.
- Proposed Landmark Buildings
- ↔ Visual links

Note: Location of projects are to be investigated and are indicative only.

1 FORMALISE ROAD TREATMENT

Enhance existing streetscape through street tree planting, upgrades to existing footpaths and street furniture.

2 DELINEATE CARPARKING

Investigate options to improve car parking along Lake Street and Minto Avenue. Provide new line markings along Lake Street and Minto Avenue to define car parking spaces along the side streets.

3 LANDMARK BUILDINGS

Define the southern gateway into Long Jetty through built form.



4 CONNECTING STREET UPGRADES

Proposed streetscape improvements, planting and footpath upgrades along Minto Avenue and Lake Street to improve connectivity between the Southern Commercial Precinct and foreshore reserve.

5 ENCOURAGE TECHNOLOGY INDUSTRY

Promote the precinct as a technology hub supported by the newly installed National Broadband Network (NBN).

6 CONSOLIDATE SIGNAGE

Review signage along The Entrance Road to reduce visual clutter.

7 FORMALISE ROAD TREATMENT

Formalise treatment to side streets (Minto Avenue and Lake Street).

A EXISTING FLAG POLE BANNERS

Enhance existing flag pole banners and concrete bollards with landscaping.

FIGURE 17. PRECINCT D PLAN