

LONG JETTY VILLAGE CENTRE IMPROVEMENT MASTER PLAN

"Lifestyle Improvements for Long Jetty"



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IMPLEMENTATION

1.1 Purpose of the Report

Wyong Shire Council has engaged Moir Landscape Architecture to prepare an improvement Master Plan for the revitalisation of Long Jetty Village Centre.

The study seeks to provide a framework for the future of Long Jetty based on a clear vision and a comprehensive set of development principles.

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

The aim of the Long Jetty Improvement Master Plan is to:

- Revitalise the Long Jetty retail and commercial precinct and provide connections to the foreshore.
- Guide developers who are seeking to develop sites within the study area.
- Identify future projects that can be implemented in Long Jetty.

1.2 Scope of Works

The scope of work includes the development of an improvement Master Plan and an implementation plan for the Long Jetty Village Centre.

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.

1.3 Report Overview & Structure

1	BACKGROUND	<ul style="list-style-type: none"> MASTER PLAN INTRODUCTION PROJECT BACKGROUND MASTER PLAN PROCESS STAKEHOLDER INVOLVEMENT 	Provides background into the planning context and process of the Master Plan development stage.		
	2	CONTEXT & ANALYSIS	<ul style="list-style-type: none"> REGIONAL CONTEXT STUDY AREA STUDY AREA ANALYSIS OPPORTUNITIES & CONSTRAINTS 	Provides an overview of the context of Long Jetty provides an analysis of the Study Area. Analysis of the village centre was undertaken through a number of site visits, desktop investigation and consultation with council staff, community members and key stakeholders. This analysis informed the development of the opportunities and constraints map which assists in guiding the Master Plan development process.	
		3	MASTER PLAN	<ul style="list-style-type: none"> KEY ACTIVITY HUBS MASTER PLAN IDENTIFICATION OF PRECINCTS 	Outlines the key urban design principles developed through the analysis phase and indicates how these principles have been applied to the development of the Long Jetty Improvement Master Plan.
			4	KEY PRECINCTS	<ul style="list-style-type: none"> A. MAIN STREET & URBAN CORE B. SALTWATER CREEK RESERVE & LIONS PARK C. LAKE FORESHORES & JETTIES D. SOUTHERN PRECINCT
5				IMPLEMENTATION	<ul style="list-style-type: none"> PROJECT PRIORITISATION KEY PROJECT DETAILS

FIGURE 1. Report Overview & Structure

1.4 The Entrance Planning Strategy

The Entrance Peninsula Planning Strategy was developed in March 2009 to carry out comprehensive strategic planning for Long Jetty and The Entrance North which were not previously undertaken.

The desired future character of Long Jetty was described in the Planning Strategy as follows:

Long Jetty is to be a high amenity mixed use area with relatively low density residential development adjacent to the Tuggerah Lake Foreshore Reserve and Saltwater Creek / Lions Park Reserves.

The precinct will offer a large variety of high quality facilities, attractions and activities (primarily relating to open space, active and passive recreation, leisure, culture and entertainment) for residents, visitors, families and people of all ages and abilities, being located beside, and having twenty-four hour access, to the shores of Tuggerah Lake.

At its southern end, Saltwater Creek Reserve and Lions Park will provide a high quality landscaped gateway to The Entrance Peninsula that connects to a rejuvenated Tuggerah Lake Foreshore Reserve. There will be a broad range of attractions, activities, restaurants, cafés and kiosks in rejuvenated buildings, scenic and environmental appreciation opportunities for residents and visitors of all ages.

The Long Jetty Village Centre will be largely a convenience centre for the local population in neighbouring residential areas, combined with some tourist and speciality retail/commercial development. This Centre will be re-orientated to take advantage of the views, its proximity to and connections with Tuggerah Lake.

1.5 Long Jetty Objectives

The Long Jetty Improvement Master Plan has been developed in response to The Objectives outlined in The Entrance Peninsula Planning Strategy.

- Consolidate and revitalise the Long Jetty retail and commercial centre as a vibrant and viable village centre, orientated towards Tuggerah Lake.
- Achieve an appropriate mix of uses within the Long Jetty Village Centre, primarily comprising local convenience retail and commercial development with some speciality retail, residential and community services.
- Facilitate an appropriate mix of activities within the precinct. Ensure the precinct is supported by the appropriate mix of high quality, relatively low density permanent residential accommodation, viable retail and commercial uses, located in appropriately designed buildings. Emphasis to be placed on attracting more local convenience shopping and complimentary speciality, unique, boutique retail type development to the vicinity.
- Achieve high quality urban design of buildings to achieve a coherent relatively low scale lakeside character that respects the flood hazard constraints of the area, complements the lakeside setting and provides passive surveillance of parks and lakeside areas.
- Achieve high amenity, low density, residential areas north and south of the Long Jetty Village Centre, with strong connections to the neighbouring recreation areas alongside Tuggerah Lake and to the Long Jetty Village Centre.
- Facilitate development to take advantage of the natural topography and lakeside location to obtain views to Tuggerah Lake foreshore and across the Lake.
- Achieve an appropriate gateway setting to The Entrance Peninsula at Saltwater Creek and Lions Park.
- Facilitate appropriate and timely rejuvenation of the existing retail/commercial development along The Entrance Road to achieve improved amenity at an appropriate scale of mixed use (ie. retail, commercial and residential) development.
- Improve awareness of connections to the Tuggerah Lake

foreshore, adjacent parks and neighbourhoods via streetscape enhancements, themed directional signage, information areas and various information and promotional materials.

- Maintain and enhance the amenity and variety of facilities, range of attractions and activities (including recreational, entertainment and educational) within, the Tuggerah Lake Foreshore Reserve. If determined appropriate by further investigation, incorporate elements similar to those found along 'The Strand' at Townsville or Cairns Waterfront developments into an appropriate landscaped setting, reflecting the lakeside character of Long Jetty.
- Facilitate improved and high quality urban design for the public domain.
- Facilitate the conservation of items of heritage significance, where applicable.
- To achieve and maintain sustainable development via social cohesion which recognises everyone's needs,
- effective protection, conservation and management of the 'natural' environment, biodiversity and cultural heritage, effective energy management,
- effective management of hazards, including those associated with sea level rise, ocean processes, flooding, acid sulphate soils and groundwater resources, prudent use of The Entrance Peninsula's attributes and resources and;
- the achievement and maintenance of stable levels of economic growth and employment.

1.6 Long Jetty Streetscape Improvement Plans

Prior to the Long Jetty Improvement Master Plan, Wyong Shire Council has been undertaking a streetscape improvement project to help enliven the Long Jetty central business district along the Central Coast Highway.

The streetscape improvements included a number of small scale projects to introduce colour to the town centre. The project has been undertaken in stages and included new seats, planter boxes, street banners and the painting of building facades.

- Nine spherical bollards
- 45 flag poles
- 27 planter boxes (19 rectangular and 8 round); and
- Painted 13 building facades, with stage two of painting continuing.

The projects are now nearing completion. There has been a positive community response which is demonstrated by an increase in retail occupancy rates. The streetscape improvements have also resulted in an increase in visitors and activity in the area.



Spherical Concrete Bollards

Planter Boxes



Building Facade Painting along The Entrance Road



Flag Pole Banners at Saltwater Creek Reserve

1.7 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.

2. IDENTIFY OPPORTUNITIES AND CONSTRAINTS

The constraints and opportunities of the study area were identified through a combination of site analysis and through stakeholder workshops. These formed the basis of the Master Plan objectives and design principles.

3. CONCEPT DEVELOPMENT PHASE

The concept development phase of the Master Plan process involves the refinement of the opportunities and constraints within the Long Jetty Village Centre and developing a concept Master Plan.

4. MASTER PLAN DEVELOPMENT AND PRODUCTION

The Master Plan development phase has been refined in response to feedback from the concept design.

5. PUBLIC EXHIBITION PHASE

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

6. MASTER PLAN FINALISATION

Master Plan finalisation stage of the process will follow the public exhibition phase of the process and modify the Master Plan in accordance with community and stakeholder response.

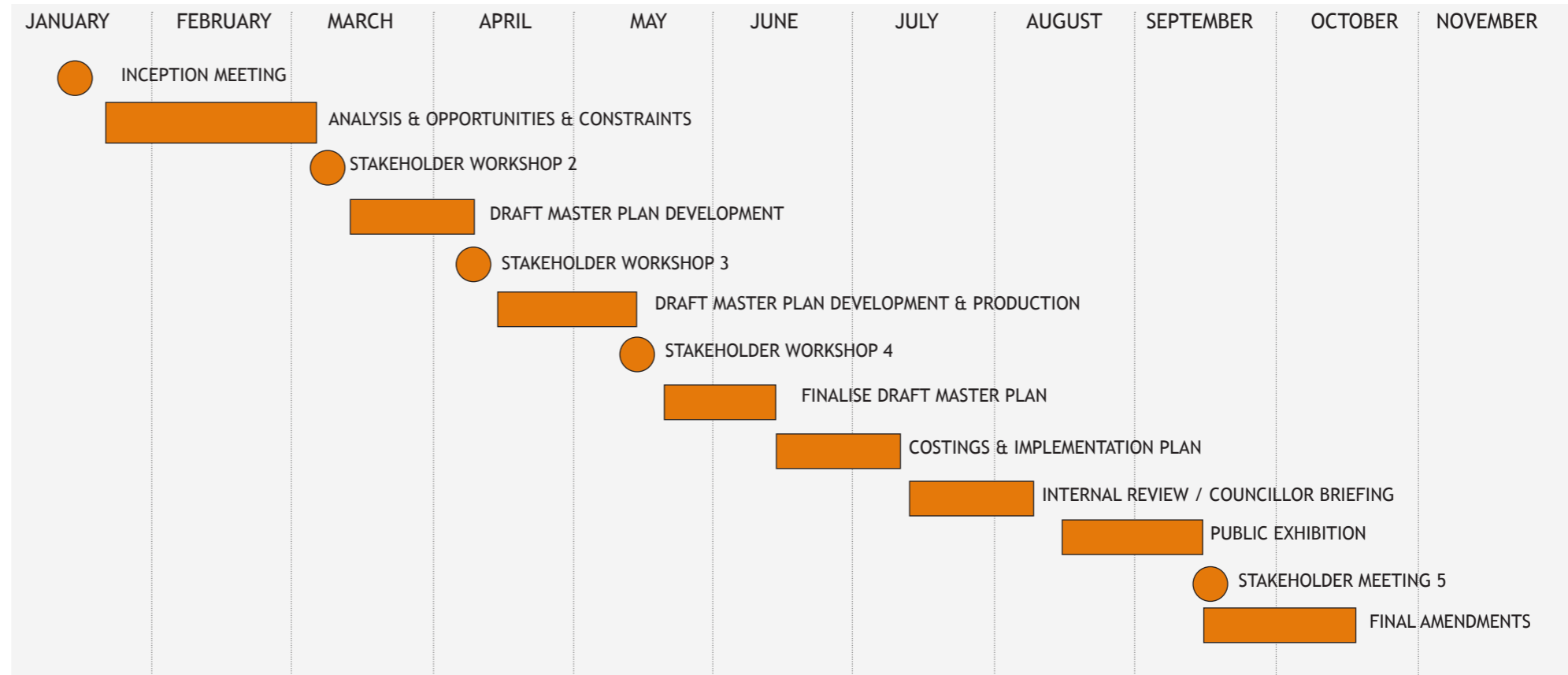


FIGURE 2. Master Plan Development Timeline

1.8 Stakeholder Involvement

A total of five stakeholder workshops were held over the course of the Master Plan.

A community forum was held on Monday, 3 December 2012, to outline the scope of the Long Jetty Improvement Master Plan and identify community representatives. A community survey was also launched at the forum to get initial feedback. The survey was available on-line and paper copies were also made available to the general community as well as the local high school.

The next meetings were Master Plan workshops involving key stakeholders and community representatives.

Workshops were held monthly in March, April and May 2013 at the Long Jetty Senior Citizens Centre. These explored general parameters, community expectations and the direction of future work at Long Jetty.

Refer to Appendix A & B for Survey Results and Stakeholder Workshop Minutes.

COMMUNITY FORUM COMMUNITY FORUM	DECEMBER 2012	Initial community forum to identify stakeholders. The community forum looked at the aspirations and challenges for Long Jetty.
COMMUNITY SURVEY	DECEMBER 2012 - JANUARY 2013	Community survey to ascertain aspirations and challenges for Long Jetty.
WORKSHOP 1 GENERATING IDEAS	MARCH 2013	The ideas generation work shop was an opportunity for stakeholder to identify opportunities and constraints and identified the character of Long Jetty.
WORKSHOP 2 OPTIONS	APRIL 2013	'Options' Options, Project Development.
WORKSHOP 3 PRIORITISATION	MAY 2013	The third stakeholder workshop looked at the proposed projects in more detail and stakeholders prioritised the projects.
WORKSHOP 5 REVIEW	AFTER EXHIBITION	A final workshop is programmed at the completion of the exhibition process to review the submissions and comment on the final options.

FIGURE 3. Stakeholder Workshop Overview

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IMPLEMENTATION

2.1 Regional Context

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

Long Jetty was identified as a Village 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 on the Central Coast 2031 is forecast to occur in the Wyong local government area.

It is proposed that as a Village Centre, Long Jetty will contribute to providing the Central Coast with vital economic, employment, civic, residential, social and cultural roles for the northern half of the Central Coast.

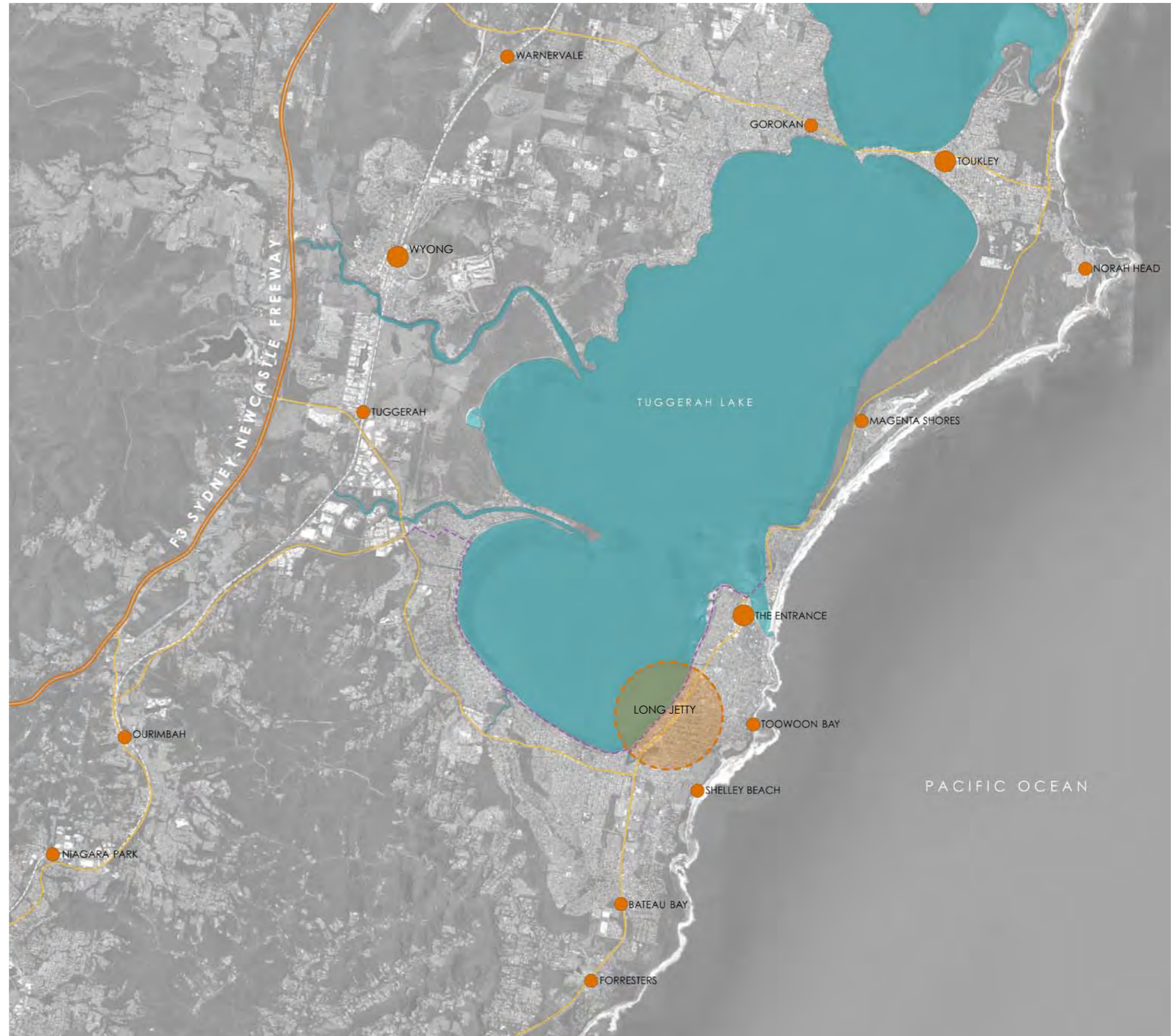


FIGURE 4. Regional Context

2.2 Study Area

For the purpose of this Master Plan, the Study Area extends from Saltwater Creek Reserve and Lions Park in the south to Toowoomba Bay Road and Long Jetty in the north. The Study Area includes the commercial precinct along The Entrance Road, Tuggerah Lake Foreshore Reserve and the residential areas in between.

Key features of the Master Plan include:

- Saltwater Creek Reserve
- Lions Park
- Tuggerah Lake Foreshore Reserve
- Parris Jetty
- Watkins Jetty
- Long Jetty
- The Entrance Road Commercial Strip
- Tourist Parks: Duncans Lakefront Park, Paradise Park Cabins and Lakeview Tourist Park



FIGURE 5. The Study Area



Southern Entry to Long Jetty



The Long Jetty



Saltwater Creek Reserve



Retail Shops & Cafe on The Entrance Road



2.3 Drainage and Low-lying Areas

Flooding is an issue with a large proportion of the Study Area due to the generally flat topography which characterises Long Jetty. Flood prone areas are generally situated along the foreshore in low-lying areas. The purple area shown on the figure above is within the 1 in 100 year flood zone.

2.4 Topography

The topography of the Study Area is predominantly flat, rising slightly to the north east and to the south east. The flat topography allows for ease of accessibility within the Study Area. At the northern end of the Study Area, roads including Pacific Street, Thompson Street and Toowoon Bay Road slope down towards the Lake. These sloping streets allow views of the lake from The Entrance Road however pedestrian access from the lake to The Entrance Road is constrained.

2.5 Vegetation

Due to its function as a main transport and infrastructure corridor, The Entrance Road generally lacks street tree plantings. Some canopy is provided through existing trees within lots, however for the most part trees in the streets are few. Dense vegetation has been retained at both Salt Water Creek Reserve and Lions Park. Tree plantings associated with drainage channels are located along the foreshore reserve, which help define small pocket parks within the lineal reserve.



2.6 Land Use

Land use within the Study Area is mixed and ranges from light industrial use to the south to retail and commercial in the north. Lots between The Entrance Road and Tuggerah Lake are generally residential with a few tourists parks located on the Lake side. Recreational land use defines the southern entry to the Study Area with Salt Water Creek Reserve and Lions Park. The foreshore reserve associated with Tuggerah Lake extends along the entire eastern edge of the Study Area.

2.7 Pedestrian and Cycle Movement

Pedestrian and cycle activity vary through the Study Area. Footpaths are limited along local roads between The Entrance Road and Tuggerah Parade. The commercial strip between Elsimer and Toowoomb Bay Road has a high amount of pedestrian activity. A shared cycle and pedestrian pathway runs through the foreshore reserve along the edge of Tuggerah Lake.

2.8 Vehicular Movement

Traffic movement through the Study Area is generally along The Entrance Road. The Entrance Road forms part of the Central Coast Highway and is a main arterial road which extends from Kariong to Doyalson. A number of local roads run between Tuggerah Parade and The Entrance Road, providing access to residences.

2.9 Constraints & Opportunities

The constraints and opportunities of the Study Area were identified through a combination of site analysis and through stakeholder workshops.

CONSTRAINTS

The following constraints of the Study Area that were identified include:

- Drainage and flooding
- Vandalism and maintenance
- Traffic congestion along The Entrance Road
- Car Parking accessibility and legibility
- Existing built form
- Lack of theme through the Study Area
- Lack of visual connectivity along foreshore due to vegetation

OPPORTUNITIES

The following opportunities were identified in the Study Area:

- Proximity of the Lake to the commercial precinct
- Existing amenities are in good condition
- Foreshore Reserve is a valuable resource
- Existing parks and playgrounds
- Diversity of existing shops and retail
- Accessibility to and from the Study Area due to public transport
- National Broadband Network (NBN)
- High degree of exposure



FIGURE 6. OPPORTUNITIES & CONSTRAINTS MAP