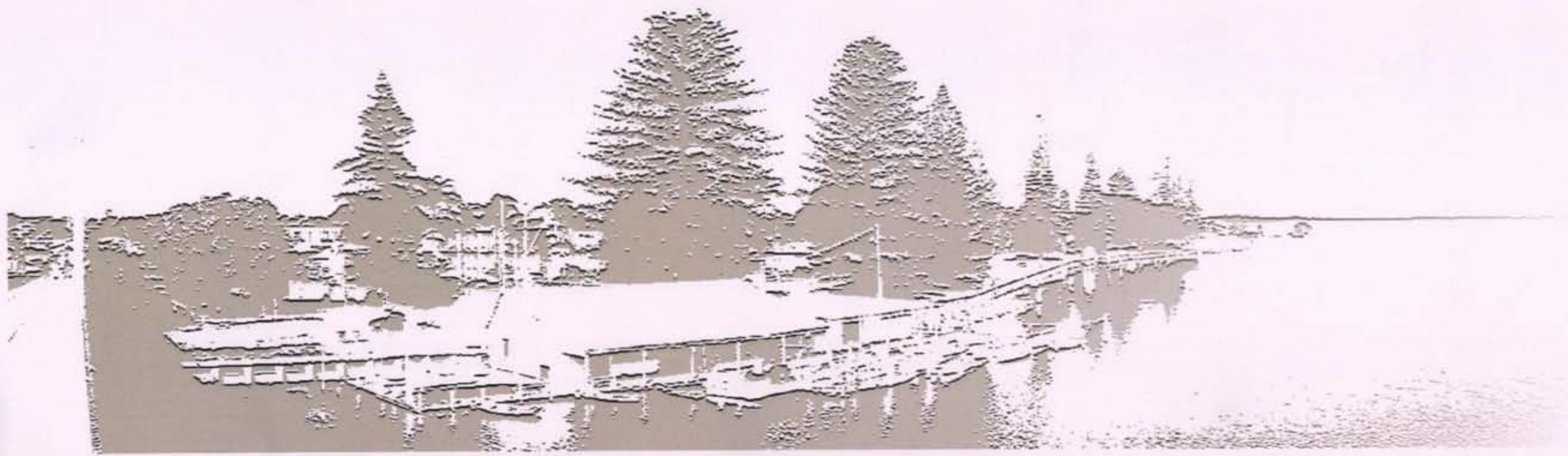


Appendix A of the 'Klumper Site' Planning Proposal

Urban Design Report
prepared by Thrum Architects



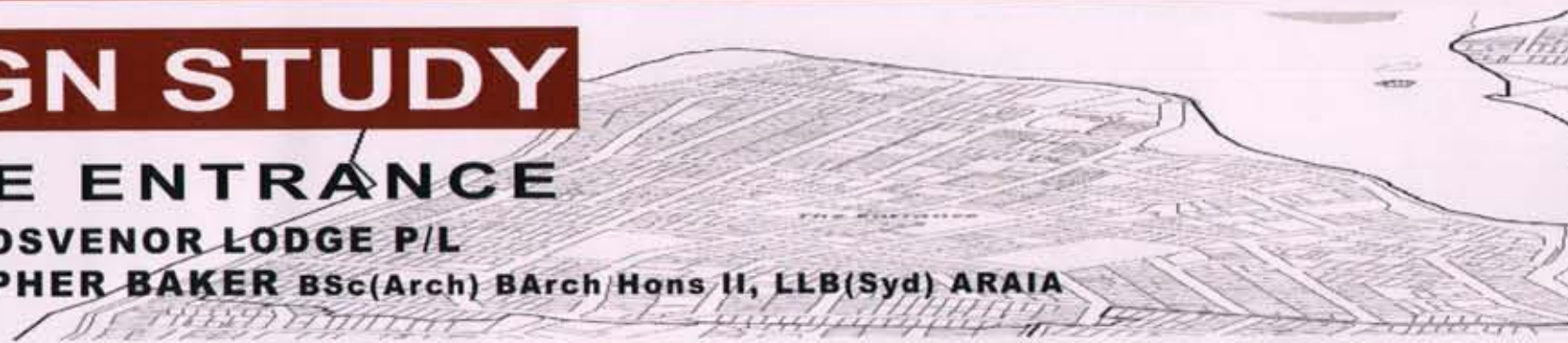
URBAN DESIGN STUDY

KEY SITE No.7 THE ENTRANCE

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1.0 INTRODUCTION

This Urban Design Study has been prepared in response to Wyong Sire Council's resolution on the 14th December 2011 relating to the proposed rezoning of 'Iconic Site No. 7', identified in Council documents as "The Klumper Development".

This study accompanies the re-zoning submission report that has been prepared by planning consultants; Ingham Planning.

'Iconic site No. 7' is a large sector of land spread across two street blocks located immediately adjacent to the CBD of The Entrance. It is located at the northern tip of The Entrance peninsula fronting the north facing waterfront foreshore to the Tuggerah Lake estuary.

The land making up 'Iconic Site No. 7' is unusual, in that although it occupies a very prominent sector at the 'front door' of the CBD, it has nevertheless remained noticeably underdeveloped by comparison to all other areas around the town centre of The Entrance.

The common ownership of most of the allotments in the sector (including the two largest occupied by the two largest allotments in the sector, being occupied by the ageing El Largo motel resort and also the similarly ageing El Lago caravan park further West) is one of the reasons that this sector of town has not experienced intervening re-development on a fragmented basis.

The unusual occurrence of having such large contiguous parcels of land located within a prominent and valuable precinct of a town centre, all becoming simultaneously available for co-ordinated re-development, presents a rare opportunity for the wholesale re-planning and re-vitalisation of this part of town.

The existing land uses in this precinct have not only remained noticeably underdeveloped for the past few decades, but are likely to continue to remain underdeveloped and continue to trend into decline in the future unless an appropriate catalyst for genuine land use renewal is introduced. This large but tired precinct of the town centre is of such a size; that with the re-direction that a new set of new planning settings can provide, a new & sustainable level of vitality can be achieved within it and even more importantly be of a scale that also stimulates the wider town as a whole.



SITE VIEWPOINT VANTAGE FROM NORTH



AERIAL LOCATION MAP

2.0 CONTEXT

The lands making up the subject development precinct (being 'Iconic Site No. 7'), are located on the immediate north-west side of the CBD of The Entrance, and with direct frontage to the Tuggerah Lake foreshore.

The Entrance is an important tourist and residential coastal town on the Central Coast, and by far the most important in the Wyong Shire. The town attracts large numbers of tourists largely because of its scenic location on a long narrow peninsula that is flanked on three sides by ocean / beaches and the lengthy lake foreshore.

The town centre has developed into a substantial middle order commercial town centre, with characteristics that are typical of coastal towns of similar size along the NSW seaboard. Whilst it functions as a local category shopping centre serving the needs of residents, it also contains significant tourist retail and tourist food components as well.

The tourist oriented retail & restaurant components of the town centre, are more concentrated toward the north end of the CBD, which is the same end of town that the subject development land is located. This north end of town enjoys the most obvious scenic qualities, being on the northern most tip of the peninsula and facing the estuary waterway and associated foreshore parklands.

2.1 SOCIO GEOGRAPHIC



AERIAL SITE MAP

Over recent years, The Entrance has however experienced an increasing focus on the construction of standard residential sole occupancy apartment unit developments, with few if any genuine tourist facilities or attractions being created. That quality tourist oriented developments have been allowed to lag behind in the town, is considered incongruous and out of balance with the town's historical reputation as an important tourist destination.

CONTEXT

2.2 PLANNING



WYONG LEP SITE ZONING MAP 1991

The lands making up the subject development precinct are currently zoned 2(g) 'Residential Tourist' zone for the most part, excepting for a smaller component zoned 6(a) (Open Space & Recreation Zone), under the Wyong Local Environmental Plan 1991. It is noted that the area zoned 6(a) does not form part of the planning proposal as no change of zoning is required to facilitate the development.



DCP 60 PRECINCT HEIGHT CONTROLS

In addition it is also noted that the majority of the subject site is also given a special reference in the Wyong LEP 1991 and also in DCP chapter 60 (2000), as being singled out as having the additional permissible use of 'Managed Resort Facility'. The fact that the subject precinct (or the majority of land comprised in it) has long been recognised as needing to be assigned this special status, is an important input into the current formulation process.



THE ENTRANCE TOWN PLAN

The site's very high scenic qualities, coupled with its long history of tourist use and the fact that it is the only remaining precinct of underdeveloped land located immediately adjacent to the tourist and mixed use end of the CBD; all indicates that the most valid and appropriate suite of usages to be encouraged is that oriented toward high order mixed use tourism.

CONTEXT

The site is a precinct located on the northern most tip of The Entrance peninsula. As the site is a very large area of approximately 4 hectares and covering two whole street blocks, it is also valid to recognise it as constituting its own definable neighbourhood precinct.

Site Area: 39,267sqm (3.93 ha).

The subject site precinct immediately abuts the CBD of The Entrance town centre, (the west edge of the CBD). The precinct is bounded as follows:

- on the east side by the Central Coast Highway (Wilfred Barrett Dr bridge),
- on the long north side by the Tuggerah lake foreshore parkland strip,
- on the west side by the Clifford Street cul-de-sac.
- on the south west side by the Council owned drainage reserve running parallel with Manning Street.
- on the south east side by the line rear (north) fences of the row of properties facing south & fronting Coral Street.

The site is oriented with its long axis running East / West and parallel to the north facing shoreline of Tuggerah Lake. The site is generally level, being on a sand plain.

A significant but minority portion of the site is comprised of land that is currently located within portions of existing local road reserves, as follows:

- a) Along the north perimeter, by a 10m wide strip of land currently located on a portion of 'The Entrance Road' reserve.
- b) In the middle of the site, the portion of the 'Oakland Ave' road reserve that runs between its intersection with a) above to the south side of its intersection with Bent Street.
- c) In the south east sector of the site, the whole of the Bent Street road reserve.

The site also conversely involves the transfer of some existing private land, to be converted into public ownership as follows:

- a) A large slice of the east end of the existing private land, to be carved off and be added to the road reserve of Wilfred Barrett Drive.
- b) A small section of land at the West end to be carved off to become a public pedestrian laneway.

The parameters of the site involving the above proposed various road closures and openings, have evolved out of a long series of negotiations and draft agreements formed with Council. We are advised that Council have expressed strong support for the particular road closures and openings.

2.3 SITE



The existing status of land uses currently on the site lands comprises:

- (i) Large areas of Vacant Land,
- (ii) the 'El Lago' motel, (built circa 1970s).
- (iii) the 'El Lago' caravan park,
- (iv) a small number of ageing dwellings.
- (v) a small two storey restaurant building that has a local heritage classification placed on it by Wyong Council.

Any redevelopment will need to meet the appropriate conservation requirements in respect of the building with the local heritage classification. All other buildings in the precinct are however considered to have no special status that would prevent their removal.



EXISTING HERITAGE CLASSIFIED BUILDING ON STIE: - RETENTION

SITE PLAN

Even though the precinct that makes up the site is located immediately to the west of the town CBD, the site precinct can be said to be characterised by an unusual degree of urban isolation.

The contextual factors contributing to this paradoxical sense of relative isolation are:

- 1). it is located at the far northern tip of the peninsula,
- 2). on its eastern edge, the busy state highway (Central Coast Highway) forms an existing functional & perceptual barrier for pedestrians from the town centre,
- 3). on the north side there is only Tuggerah Lake and the bridge.
- 4). on the west side, there is only one row of residential properties, then beyond that, again nothing but the expanse of Tuggerah Lake,
- 5). an unusual quantity of vacant land existing so close to the town centre,
- 6). although on the south west side there is a row of dwelling house blocks, these have recently mostly been acquired by Council for the purpose of making way for the construction of a large multideck public parking station along that side.
- 7.) on the distant south east side, a row of existing individual dwellings have their back turned to the site, facing southwards to Coral Street.

These factors not only contribute to the existing sense of isolation of the site, but also to what has been assessed as a current lack of 'sense of place'.



Ancillary to the contextual 'isolation' of the site and the 'lack of sense of place', is the related condition of there being an apparent absence of a rich social fabric. The 'neighbourhood precinct' that makes up the site itself, conveys an empty feel.

In short, the subject site precinct is patently a neighbourhood in transition. But unlike other areas, this precinct's rate of transition is unhealthily slow.

The adjoining neighbourhood to the south west (ie southwards from Manning Street) by contrast, is much more conventional and settled, with a typical older type suburban residential fabric. The vast majority of buildings are mostly class one single storey dwellings of older style with only a small number of newer two storey residences. There is also a small number of newer sets of low rise townhouses.

The adjoining neighbourhood to the south east (being closer to the CBD & southwards from Coral Street), is more heavily in transition with significant numbers of the original old style cottages making way for a variety of residential apartments buildings in recent years. Buildings in this sector range between one to eight (8) stories in height.



EXISTING SITE PHOTO ALONG BENT STREET



SITE PHOTO CNR OAKLAND AVENUE AND
ENTRANCE RD



WILFRED BARRET DRIVE (LOOKING SOUTH EAST)

Although the topography of the subject precinct is flat, there is an existing macro view corridor that is aligned from south to north when viewed from the distant high ground at the far south end of Oakland Avenue. This street is an important traffic by-pass route around the towns CBD, and for traffic travelling north there is a narrow view northwards to the lake along the straight gun barrel axis of this street, from the crest of the hill 1km south of the subject precinct.

The subject site includes land that will transfer from the closure of the northern most end of Oakland Avenue, and although only a very small glimpse of the lake is visible along this narrow view corridor, some level of acknowledgement of this corridor will be necessary in any new master planning.

This view corridor essentially bi-sects the site, and as described in later sections of this report, has influenced heavily the envelope massing organisation put forward by the indicative scheme for the site.



PHOTO FROM SOUTH END OF OAKLAND AVE



PHOTO OF FORESHORE



PHOTO OF FORESHORE





AERIAL SITE PHOTO

The narrow strip of lake foreshore parkland located along the full length of the north side of the site, whilst not used as nearly as much by the public as its much busier counterpart on the east side of the bridge, it is still popular among locals.

This foreshore strip includes a small public ferry jetty and also a small charter boat shed. Notwithstanding that this narrow lakeside public reserve is clearly under-used, it is the element that most of all gives this precinct its defining character.

The width of the foreshore parkland strip is quite narrow however, being the result of the kerb & guttered carriageway of the 'The Entrance Road' being unfortunately constructed last century on an alignment that is patently too close to the waters edge.

Any new master planning reinvention of this precinct would need to give high priority consideration to either widening this foreshore parkland by moving or deleting the roadway.



Notwithstanding the abovementioned lack of sense of place and deficit of evidence of social fabric in this precinct, it nevertheless has a natural attractiveness and air of excitement about it, owing mainly to the immediacy of the lake and rubbing shoulders with the CBD. The presence of the very tall Norfolk pine trees within the precinct, also contribute in a way to this as well.

Any masterplanning solution for this precinct would need to include for retention of these pines. The indicative scheme formulated for the precinct (as described on the later pages of this report) provides for the full retention of all mature and scenic mature pines on and around the site.

The subject precinct, including the foreshore parkland, also experiences an extremely high level of visual exposure to traffic on The Central Coast Highway. The site remains in full and immediate view for all vehicles travelling south on the Highway, for the whole length of time it takes them to drive across the long bridge.

Whilst the overall existing character of the built environment in this precinct is patently tired, declining, and under used, the underlying fundamentals of this precinct are surprisingly (for the reasons set out above) something quite the opposite, in that they hint of potential and energy.

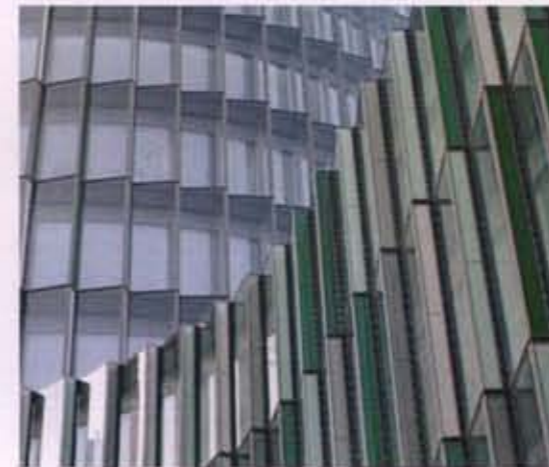
The precinct is a paradox; on the one hand being largely empty and badly under used, whilst on the other hand having a profile suggestive of 'centre of attention' and 'excitement'.



2.5.3 CHARACTER RESPONSE PRIORITIES

Any process to re-formulate and revitalise land uses in this precinct, will need to prioritise two essential things, they are:

1. That in response to the high exposure, front & central nature, and air of high excitement that this site has, that the chosen new uses should be weighted heavily toward high order / high profile tourism as opposed to merely repeating of the staid routine formula of residential that has been over done around the rest of town.
2. That in response to the extraordinarily unique size of this aggregated development precinct, coupled with its declining and tired trending circumstances, that the formulation of new planning controls for it not be subtle or half hearted.



TRENDING ARCHITECTURAL DETAILS INSPIRATIONAL TO THIS TYPE OF DEVELOPMENT