

3.0 OPPORTUNITIES

3.1 THE TOWN

The Entrance has increasingly experienced in recent decades an almost unrelenting focus on the development of residential sole occupancy apartments and units, without any corresponding concentration on genuine tourist attractions. This trend has operated in stark contradiction to the historic and increasingly fading reputation of The Entrance as being a tourist mecca.

Quality tourism draw card developments have unfortunately lagged far behind and become secondary in NSW coastal towns that ironically have the most to offer tourists, The Entrance being a prime example.

There is wide consensus among local and regional business groups and also by Council, that The Entrance is in need of a strong and sustainable major tourism attraction to act as the catalyst for the re-establishment of the town's once great tourism credentials. Reports are that the town has for years suffered very much higher accommodation vacancy rates than any other place on the central coast.



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The key to revitalisation for The Entrance will be for the town to identify a site that has all the right attributes that are suitable for establishment of a first class tourist attraction of high order, sufficiently unique to distinguish the town from all others on the 'tourist map'.

The introduction of a major tourist theme park type of attraction, coupled with a properly integrated large scale mixed use development would re-establish the prominence of The Entrance in the tourism industry in NSW. More specifically, it has been concluded from examples overseas research that there is only one generic type of tourist theme park that would deliver success, and that is for an all season / year round, indoor / outdoor large scale heated water theme park, complete with climate controlled whitewater thrill rides, and interactive climate responsive breathing operable roof systems.

Absolutely essential to the mix is that it be also coupled with a major five star international standard hotel, and also a range of other buildings containing a variety of four star family style accommodation offerings as well.

The Central Coast also currently lacks large-scale convention facilities. A first class high capacity convention centre attached to the five star hotel component, will be able to cater for that need, both now and well into the future.

These are the distinguishing land usages that need to be given to this site, in order that the pressing need for the town of The Entrance itself, is also distinguished on a sustainable basis in the tourist industry throughout NSW and Australia.

NSW does not currently have an integrated destination quality resort of this type or scale, to compete with interstate offerings in this category. With lifestyle trends increasingly tending toward more frequent and shorter term holiday experiences, Sydney's large population increasingly needs alternatives to interstate travel. The Entrance is assessed to have the beauty, the close proximity, and (most uniquely) a CBD foreshore site which is large enough and most unusually suited to meet this criteria.



Essential for a first order integrated tourist theme park development of this type and size, is being able to satisfy a demanding combination of pre-requisites for feasibility.

The essential set of minimum stringent criteria for its sustainable feasibility are all of the below:

- (i) A Large area of aggregated land,
 - (ii) Land that is in the CBD of an important tourist centre,
 - (iii) Land that is waterfront.
 - (iv) Land that is currently underdeveloped,
 - (v) Land zoned (or suitable to be zoned) for the unusual scenario in NSW, for high rise buildings coupled with major theme park resort.
 - (vi) Close to a major urban metropolis population,
- plus ideally:
- (vii) Land that has maximised solar exposure (via its long axis east /west facing north).
 - (viii) Land close to beaches.
 - (ix) Land fronting a state highway,

To ensure feasibility and to secure investment, all of the above pre-requisites will be absolutely essential. For any site to simultaneously have all these characteristics would not only be extremely rare, but one would think almost impossible. The subject site however meets every single criteria.

For this reason, the unique feasibility credentials of this site warrants a very special response in terms of planning controls.

The proximity of The Entrance to Sydney makes it one of the most, (if not the most), appropriate and feasibly suitable locations on the NSW coastline for a special category / large scale resort of this type.

The major Water Theme Park Resort on this uniquely large north facing foreshore site, and located within The Entrance town centre no less, is the perfect formula to attract tourists from all areas including interstate and overseas. This particular site is an extremely rare opportunity to make such a new first order tourist attraction feasible.



4.0 SITE BACKGROUND

Over the past two decades, the planning history of the site has mainly involved the following two major, but completely separate development proposals and approvals.

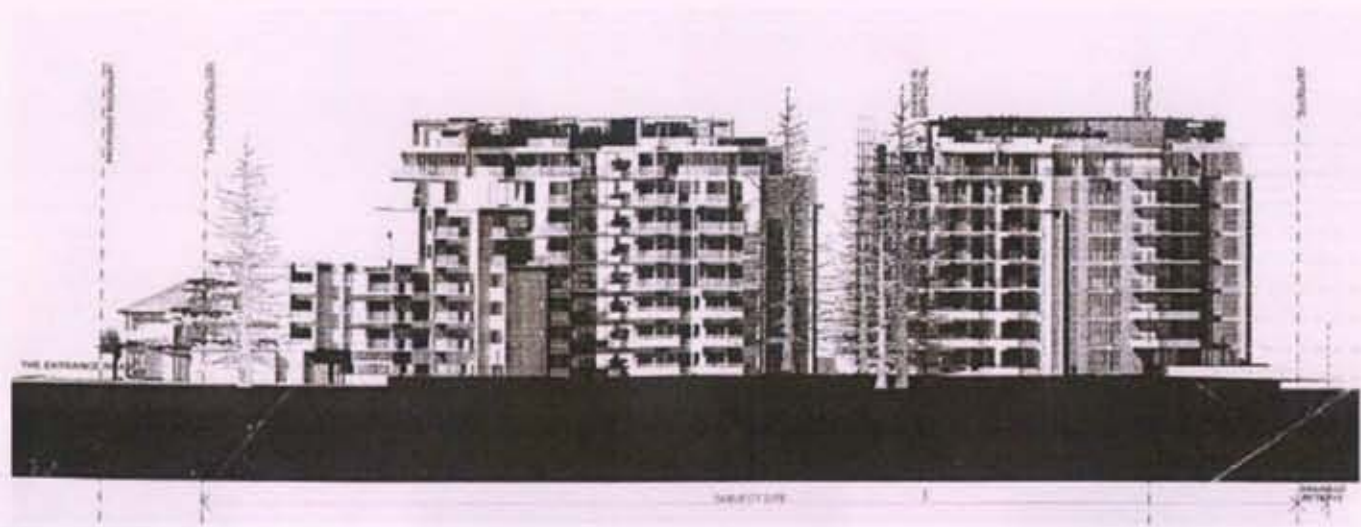
- 1998 -2000 MEGATREND 'LAKESIDE TOWERS'

Involved a complex 26 storey & 10 storey towers and retail development, on land that approximately comprised just an eastern portion of the current much larger subject site. (The site for that development represented approximately only 1/3rd of the area of the aggregated land holdings making up the current much expanded site).

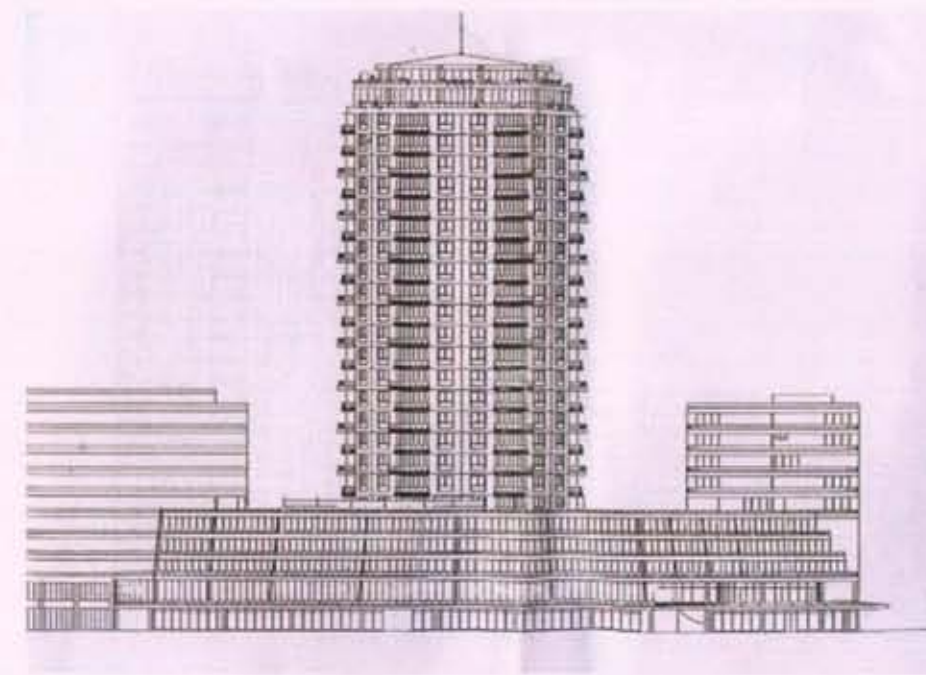
Council Approval: Development Consent for these 26 & 10 storey residential towers was granted at that time.

- 2004 -2010 'THE ENTRANCE RESORT' DEVELOPMENT'

Involved a complex of 8 & 4 storey towers with over 500 residential apartments and retail mall, on land that comprised approximately only 3/4 of the size of the current much larger subject site. Council Approval: Deferred Development Consent for this development was granted by Council in 2010.



THE ENTRANCE RESORT 2010 DA DEFERRED CONSENT



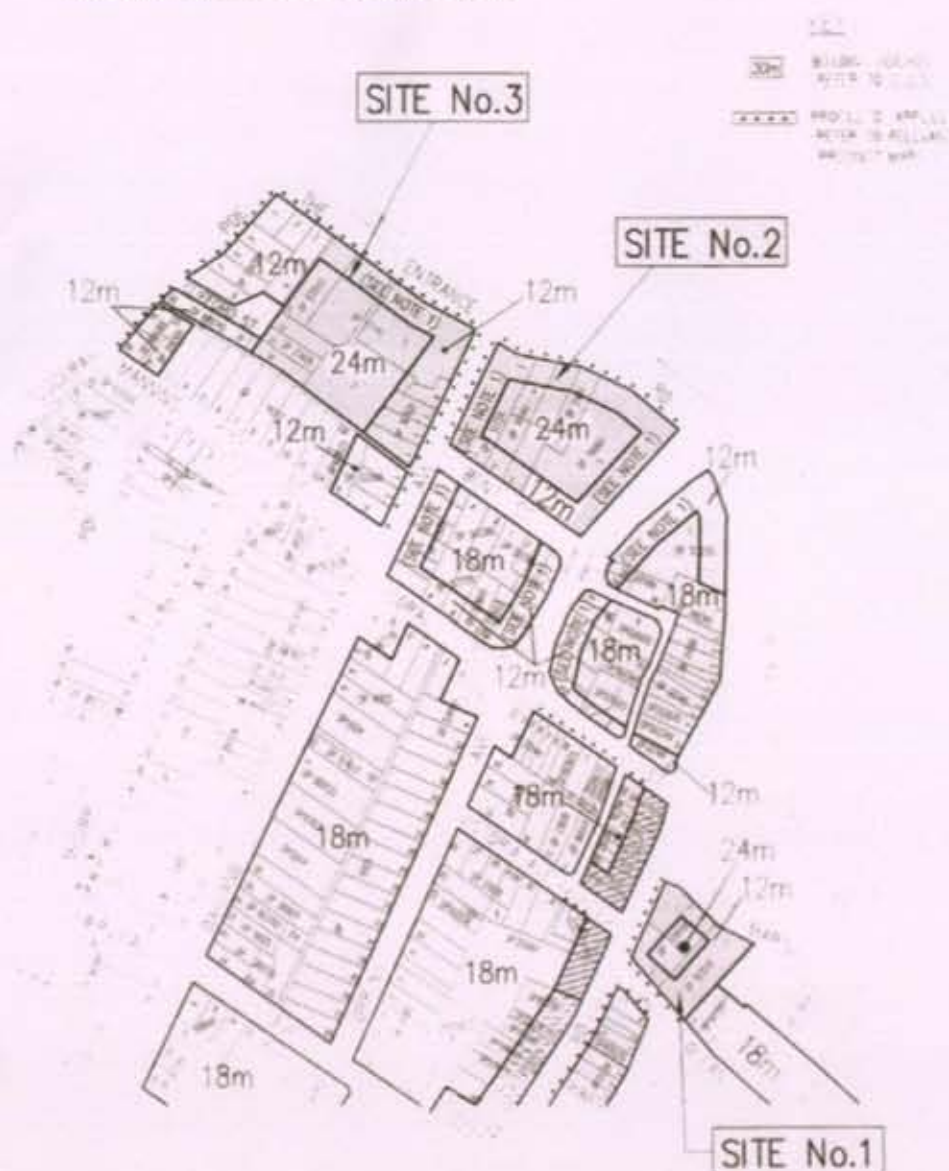
THE 1998 / 2000 MEGATREND DA CONSENT



5.0 DESIGN PRINCIPLES

5.1 PRECINCT REFORMULATION

MAP 3 - MANAGED RESORT FACILITY SITES

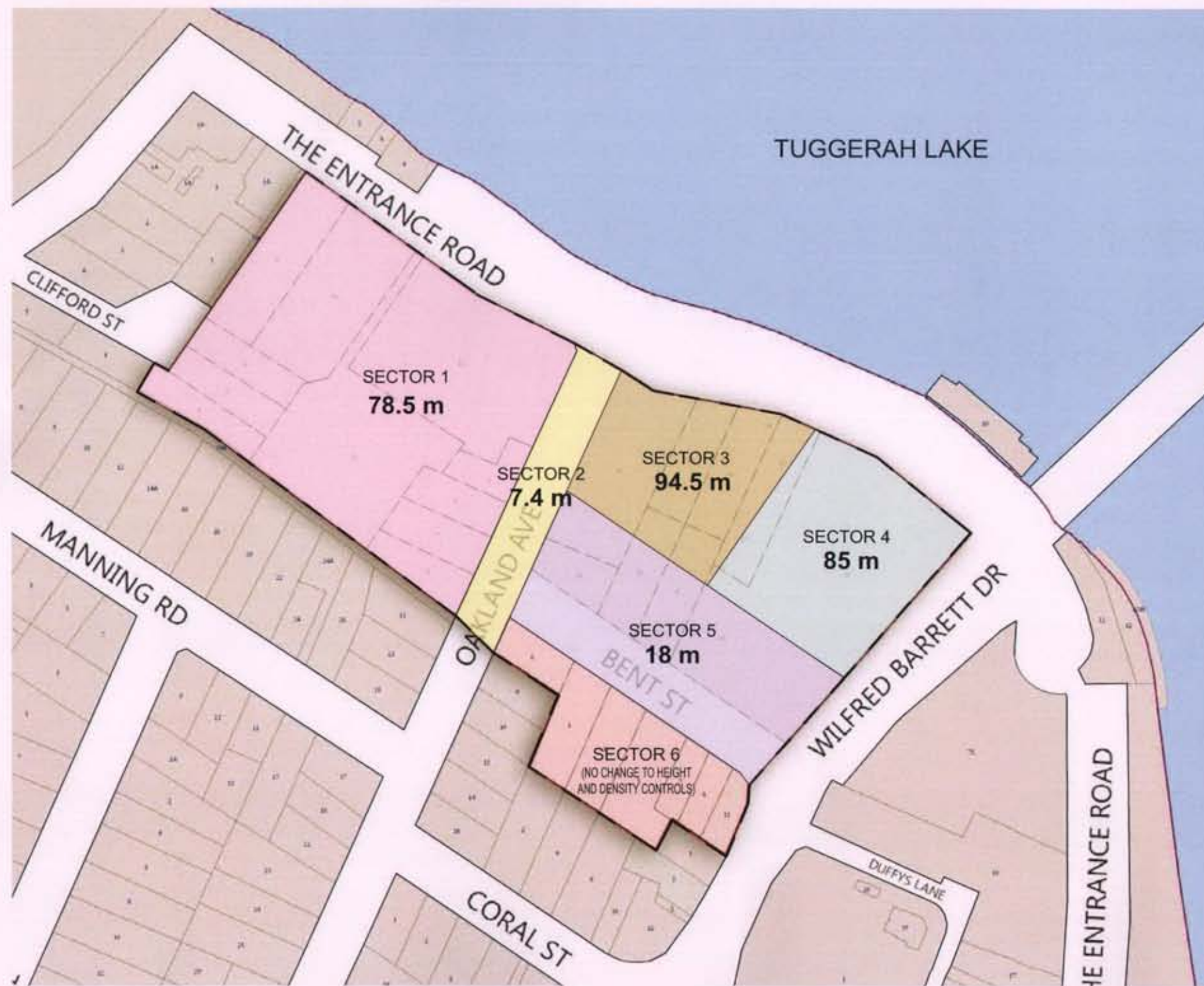


This DCP plan shows how a 'Managed Resort Facility' usage has been long recognised as being most appropriate for this site

In responding to the current evident malaise of land-use disinterest and limitations experienced by this part of town, and also in order to meet the opportunities described on previous pages with an optimal new planning formulation for it, it is considered that the new suite of planning controls and incentives for the site should prioritise the following:

1. Encourage a diverse mix of land uses (without fetter on mix proportion), that includes; first class hotels and a range of other resort style holiday accommodation types, recreational theme parks, entertainment, retail, leisure dining, conventions, and residential components,
2. with a non optional focus on destination category tourism drawcard uses,
3. be mandatorily a development of a large scale (so as to be commensurate with the importance of this site to the future of the town and region, and also its uniqueness),
4. heavily incentivise toward an all season/year round indoor /outdoor climate responsive type water theme park, for the full realisation of the site's potential benefit for the region.
5. require incorporation of exciting and high prestige type building forms, together with a range of quality iconic visual imagery.
6. be mandatorily inclusive of a high quality international size hotel and convention centre in any development scheme,
7. creative recreational retailing and dining precincts, with inclusion of some type of entertainment theming to be also encouraged.
8. for the purposes of optimising perceptual presence & iconic landmarking synergies with the CBD, requiring the greatest focus on scale & bulk of building forms to occur in the north eastern quadrant of the site closest to the bridge and the highest exposure.
9. the lower height massing forms of the theme park, being located toward the south east side of the precinct, to be closest to the CBD and also for the benefits of maximised exposure frontage to the Central Coast Highway.
10. thence toward the west and south west, generally a decreasing in scale and intensity, with care to tailor building forms in a responsive way to the neighbouring precincts there.

The indicative development scheme prepared for the precinct as described on the following pages of this report, meets each of these reformulation priorities.



BUILDING HEIGHT - PROPOSED ZONING HEIGHT CONTROLS

Sectors 1-5 inclusive, recommended height controls being as noted for each sector on plan. Sector 6, no change recommended, the existing height controls would continue to apply. Heights are measured relative to natural ground level.

An indicative scheme has been prepared for the new master planning of the precinct, with priorities No. 8, 9 + 10 on the previous page being met as follows:

The minimum building heights essential for the threshold feasibility of this special category development are:

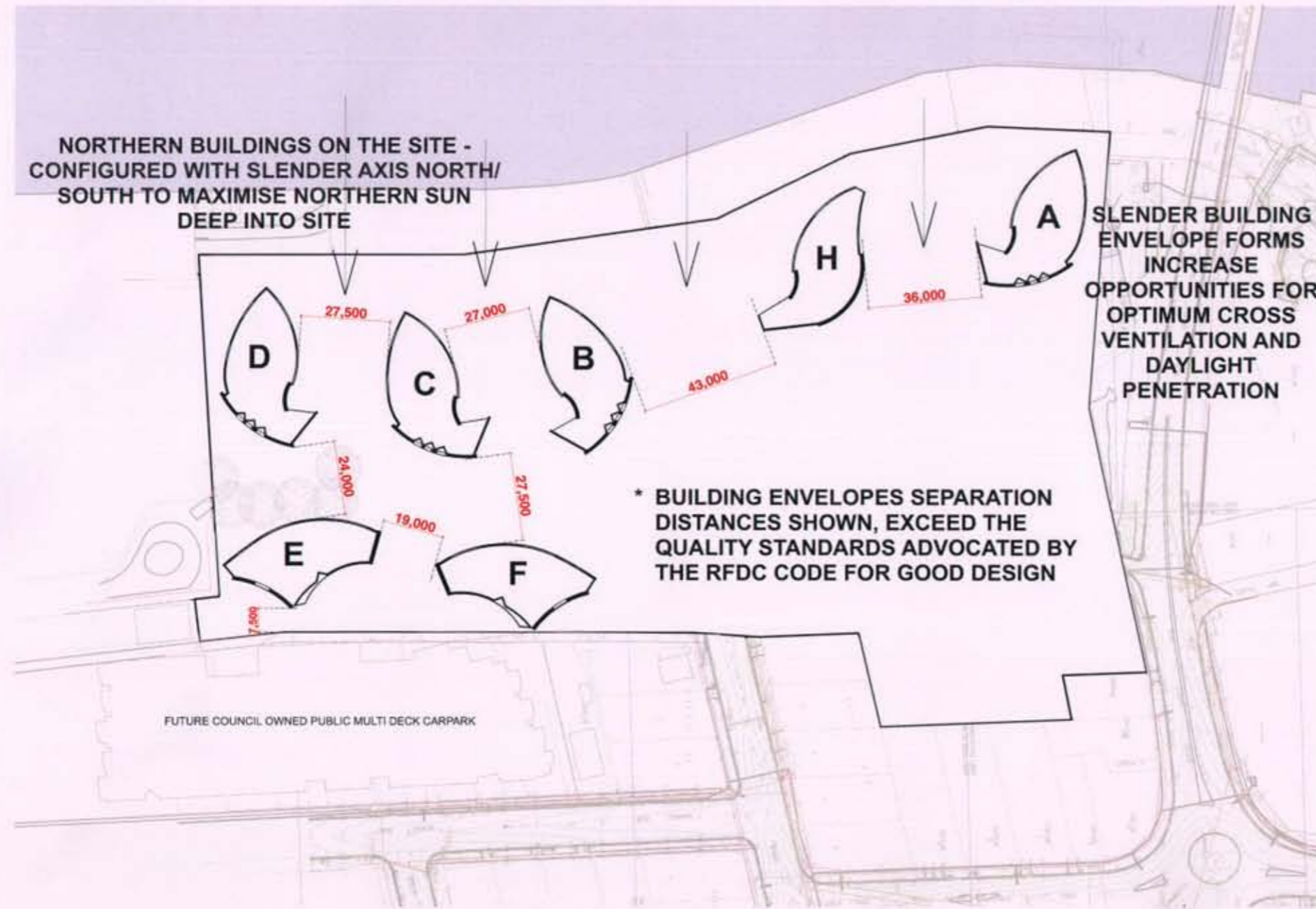
- Buildings B, C, D, E, F, G, will all be well below 80m height.
- Building A will be 83.5m.
- Building H (the international hotel building) will by necessity, be 93m.
- Building heights need to be measured from the RL of the Ground floor slab, given that the 1.5m water bunding zone below it is deemed uninhabitable by the flood criteria.

The International Hotel (Building H) height requirement stated above, is derived by its need to achieve the particular threshold critical mass size essential for full 5 star hotel service, as a fundamental prerequisite for its economic feasibility.

The principle of Building Height amelioration is also assisted by the graceful tapering forms proposed by the architecture put forward for the largest building envelopes on the site (Buildings A & B), with floor plate sizes reducing substantially toward the top floors, produces for these buildings much less apparent bulk & scale than if all the floor plates were one constant size. These are heavily mitigating factors in support of the international hotel tower being distinguished with its own iconic increased height.

Refer to the accompanying plan showing the arrangement of these various height requirements on the site.





SITE SEPARATION DIAGRAM

The indicative masterplanning scheme for the site has also recognised the need for the primary building forms to be organised across the precinct with a generous level of separation and also a slender North / South configuration that maximises Northern solar penetration deep in to the site.

The accompanying plan shows the generous separation of the various main building elements that have been proposed as part of the indicative masterplan.

The principles and criteria for quality design as contained in the NSW RFDC code, including those relating to building separation, will need to be met and/or exceeded by any development on this important site.



WSC R2/06/2012

DESIGN PRINCIPLES

5.4 BUILDING QUALITY

Architecture of the highest quality will be both demanded, and need to be produced for this precinct. An indicative scheme for this precinct has been prepared and will continue to be developed through Sydney firm Thrum Architects, which fosters a high level of creativity and artistic competition among its collegiate of experienced in-house architects. A wide range of creative expression and diversity will be essential for this important project, the diversity of which will be ensured by the separate architectural teams within that firm, each being assigned the different sectors of this large project.

At the same time there is also an overriding critical need that all of the various competing creative forces at play throughout this development to most importantly still produce a strain of visual compatibility, with one over-arching and cohesive thematic statement. This must be realised at the same time achieving a wide compositional and aesthetic mix. On a precinct wide project such as this, this is usually best achieved by the collegiate model of the various teams of design architects coming from the one firm, a model that is most essential for the success of this very unique category of commercial and tourism development.



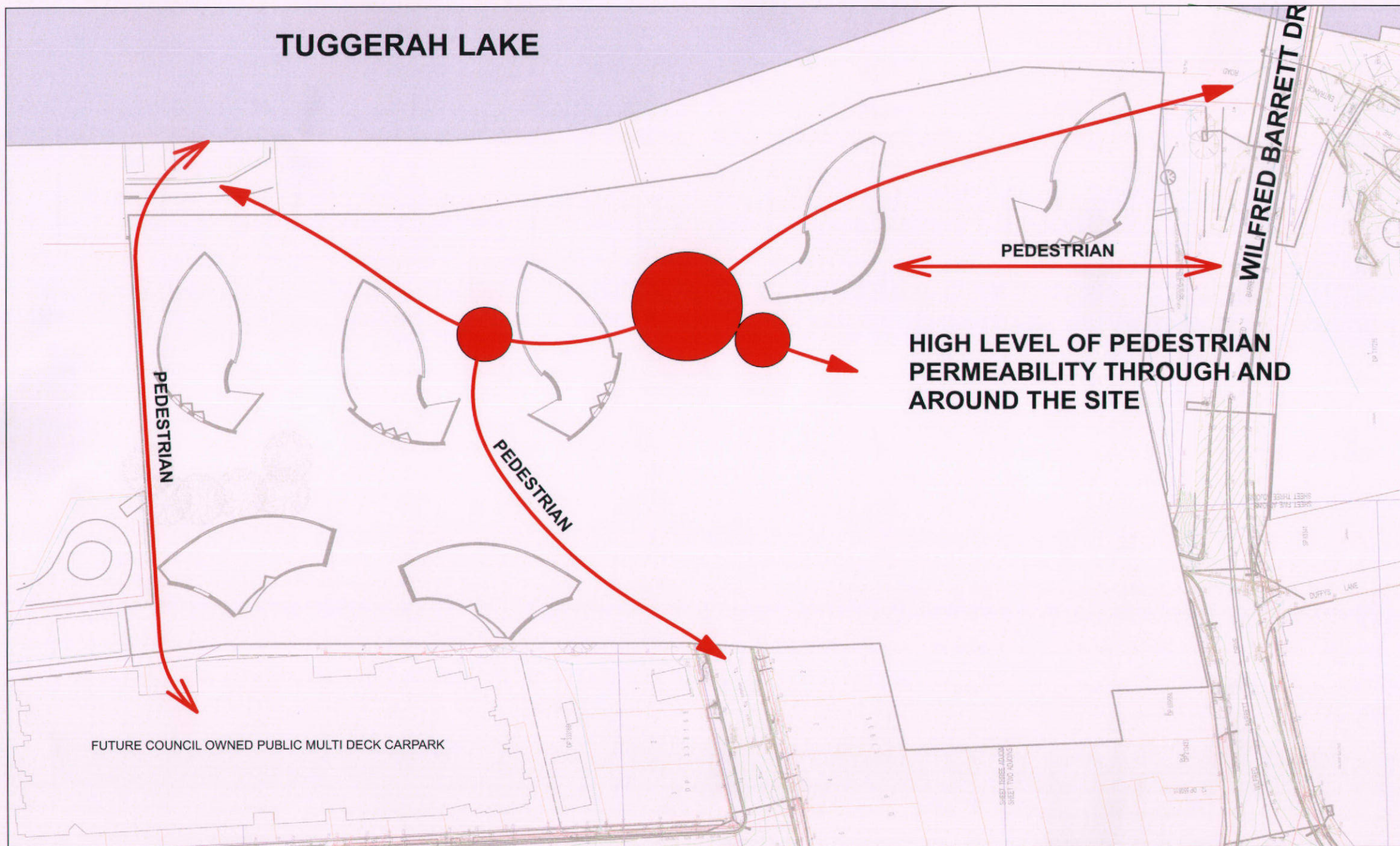
PHOTO MONTAGE OF INDICATIVE DEVELOPMENT



CONCEPTUAL BUILDING FORMS FOR THE INDICATIVE DEVELOPMENT

WSC R2/06/2012

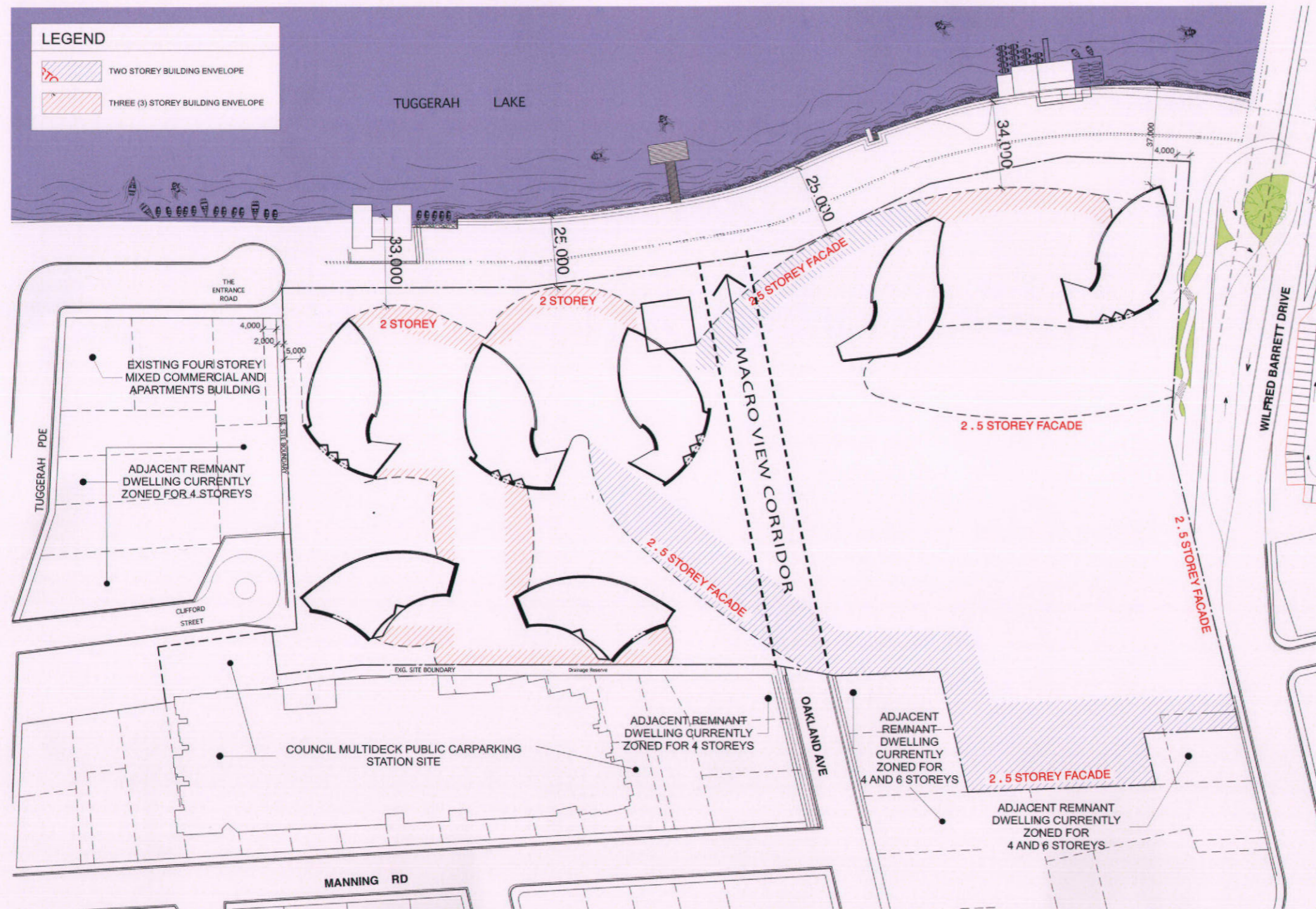
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SITE PERMEABILITY DIAGRAM

In any development of this site, (which is the size of a small neighbourhood precinct), master planning will need to provide a good level pedestrian permeability, across and around for the public.

The accompanying plan provides an example of the main pedestrian routes that will be necessary in order to satisfy this important requirement.

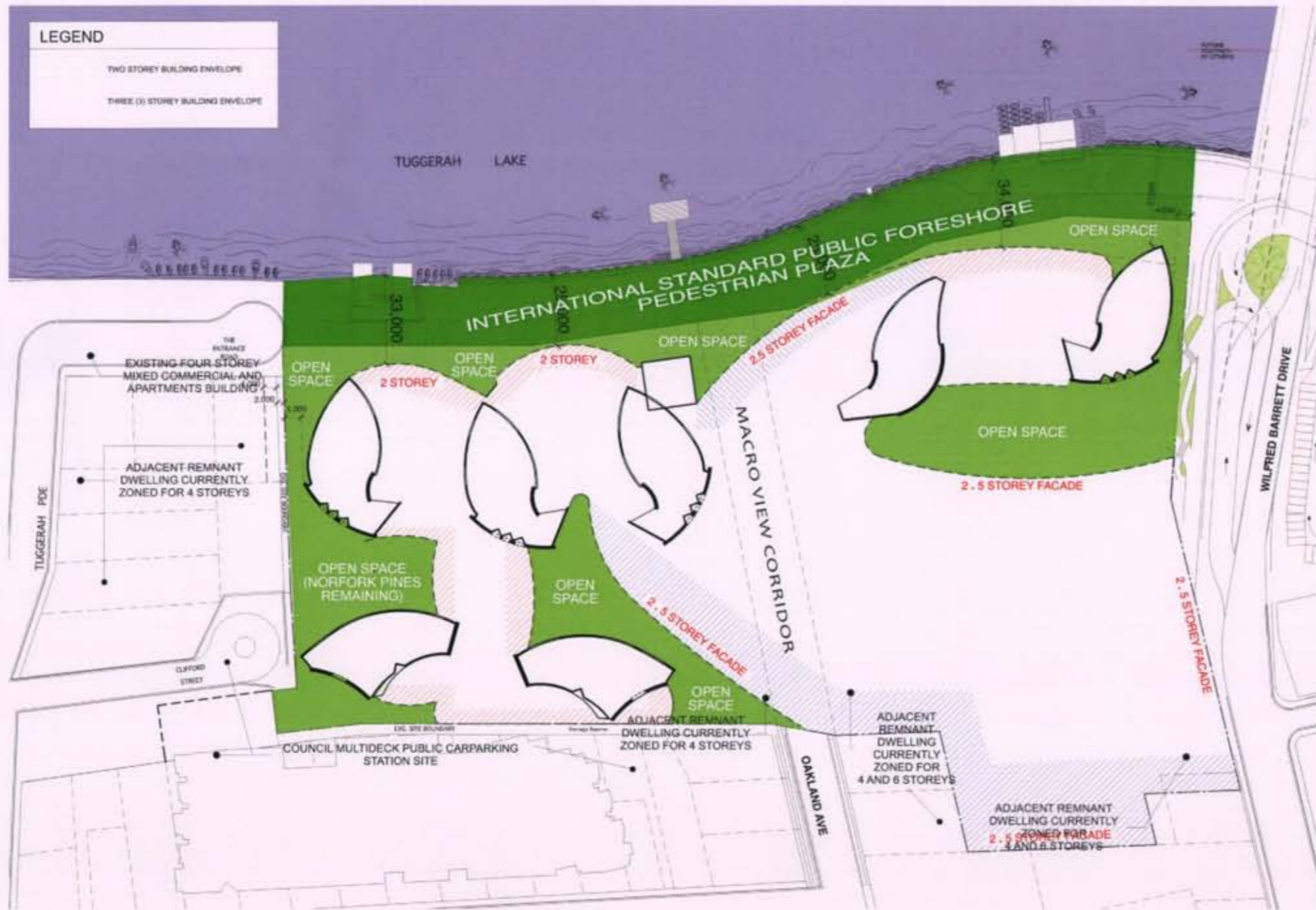


The accompanying plan shows the indicative schematic arrangement proposed for the various low rise envelope envelopes that are proposed for the low level podium strata interface of the development with surrounding streets, open spaces, and other properties. A high level of sensitivity is warranted, and will be achieved.



DESIGN PRINCIPLES

5.7 PUBLIC DOMAIN & OPEN SPACES



Indicative strategy for open spaces and public domain master planning.

A well thought out public domain & and landscape strategy must be a high priority in any master planning of this precinct. Some of the areas around the subject site are in transition, and a sensitive consideration of the edges of the development will allow the new development to respond appropriately to factors such as overshadowing and privacy, whilst also anticipating future more intensive development to these adjoining properties.

In analysing the various public open spaces needing to be created around the precinct together with the relationships that need to operate between them, careful attention also needs to be paid to the dynamics of the interaction between a development of this scale and needs of the nearby CBD.

Any development of the subject site must contribute positively to the amenity of the neighbourhood.

For this site owing to its large size and semi isolated position at the northern tip of the peninsula, its 'neighbourhood' can be defined as being all land between the bridge in the east and picnic point to the west, and all land between the foreshore on the north side, to Coral Street in the south.

By far the most significant social element in the neighbourhood is the existing narrow lake foreshore parkland on the northern frontage. It is vital that master planning place a priority on optimising the activation and engagement of the development's interface with this foreshore. Measures that will be essential are:

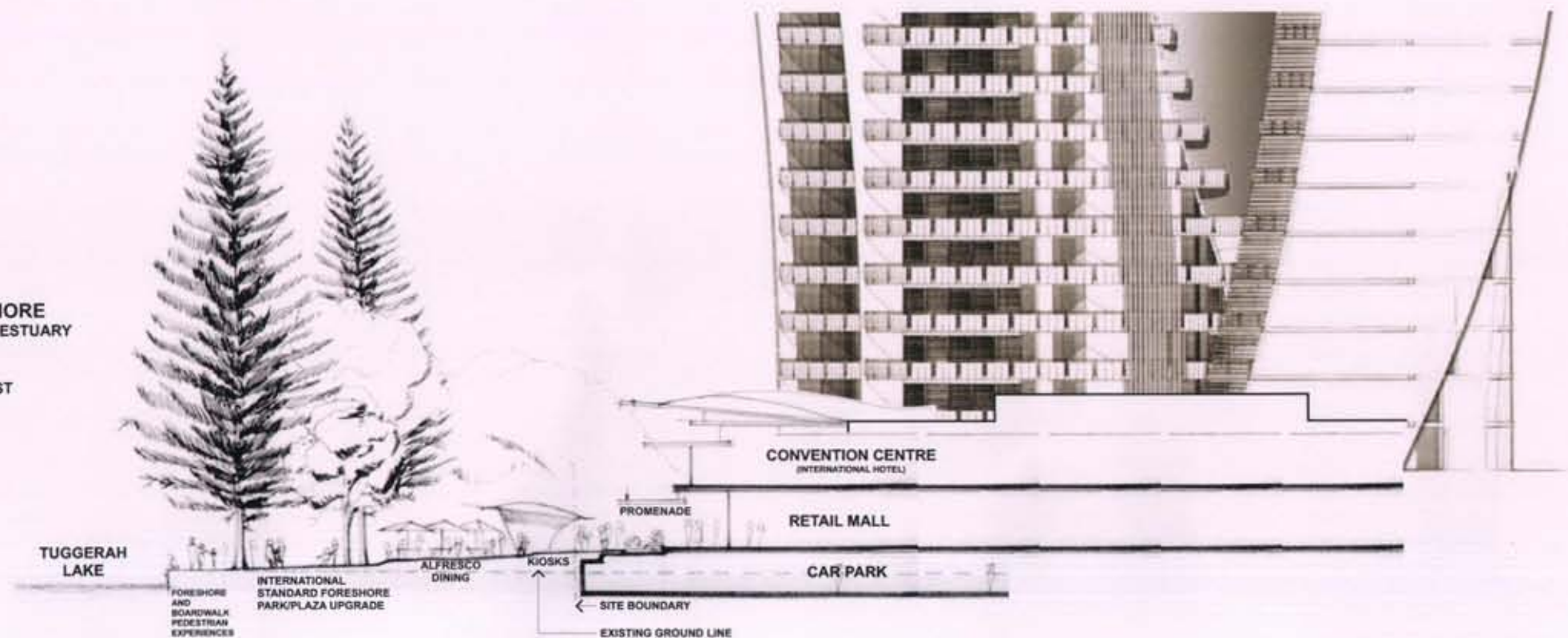
- a). widening of the foreshore parkland strip to increase its recreation potential and natural aesthetics
- b). focus on providing service oriented businesses such as restaurants, take-aways, kiosks, leisure rentals, and the like, as well as public toilet and change facilities etc, as needed to engage with, and optimise, this north facing foreshore experience for the public.
- c). do not locate the theme park near this side of the site, because by its nature as a water theme park, its necessary & lengthy fenced perimeter will counter the interface activation principles sought.
- d). provide large amounts of public parking at the door step of this foreshore.

The other areas neighbouring the development site are heavily in transition:

- to the west, a 4 storey retail and apartment building recently replaced several older single dwellings.
- to the south west, a multi storey Council owned multideck public carpark is proposed, with Council recently acquiring several of the houses in Manning Street in preparation for the parking station.
- to the south, the row of single dwellings fronting Coral street are amongst the oldest examples of early timber cottages in the town. They mostly exhibit signs of poor maintenance and a declining value. As these sites are currently zoned for 4 and 6 storey buildings, their replacement is immanent.

The existing foreshore strip is the strongest social asset of this precinct. The master planning must be focused on increasing the quality and useability of this important interface with the Lake, for the maximisation of public benefit. An international standard civic upgrade of this strip, of the highest recreational quality and amenity has been proposed by the proponent (and workshoped and endorsed with council). The result will be a showpiece example of the best principles for a new public social setting for passive and active recreation and social interaction

THE ENTRANCE
ICONIC SITE NO.7
THE ENTRANCE ROAD FORESHORE
SOUTH SHORELINE OF THE ENTRANCE ESTUARY
CONCEPTUAL STUDY
NORTH/SOUTH SECTION - LOOKING EAST



FORESHORE ACTIVATION - SCHEMATIC SECTION

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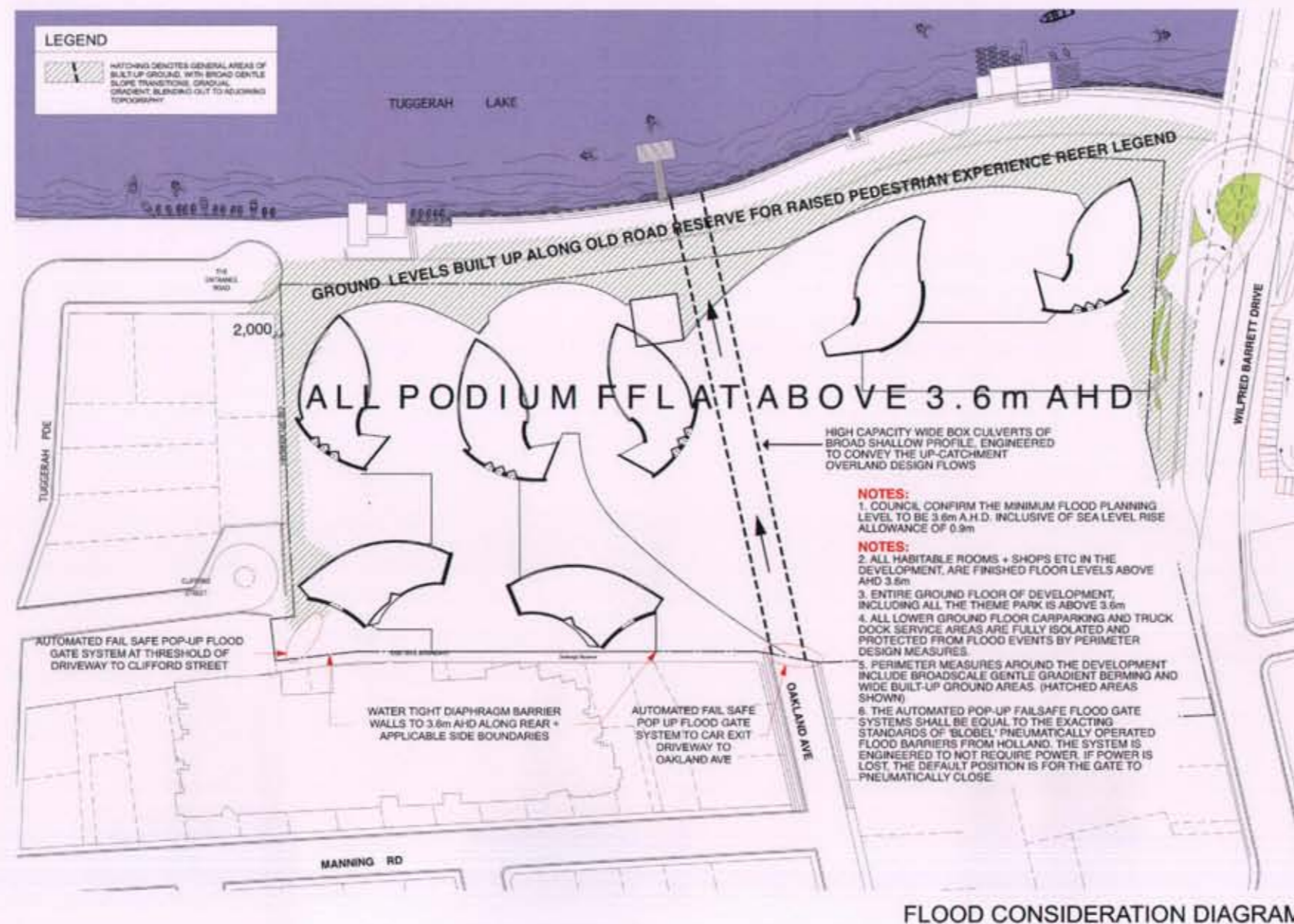
The arrangement, alignment and orientation of the residential buildings must allow for the optimisation of high occupational environmental amenity to the apartments. The indicative scheme adopts all of the best practice principles embodied in the NSW RFDC as a minimum.

The narrow elongated forms reduces width of the floor plates and maximises floor planning opportunities for cross ventilation.

The general orientation of all the building envelopes to the northern aspect, maximises floor planning opportunities for optimal daylight and solar access into the apartments.

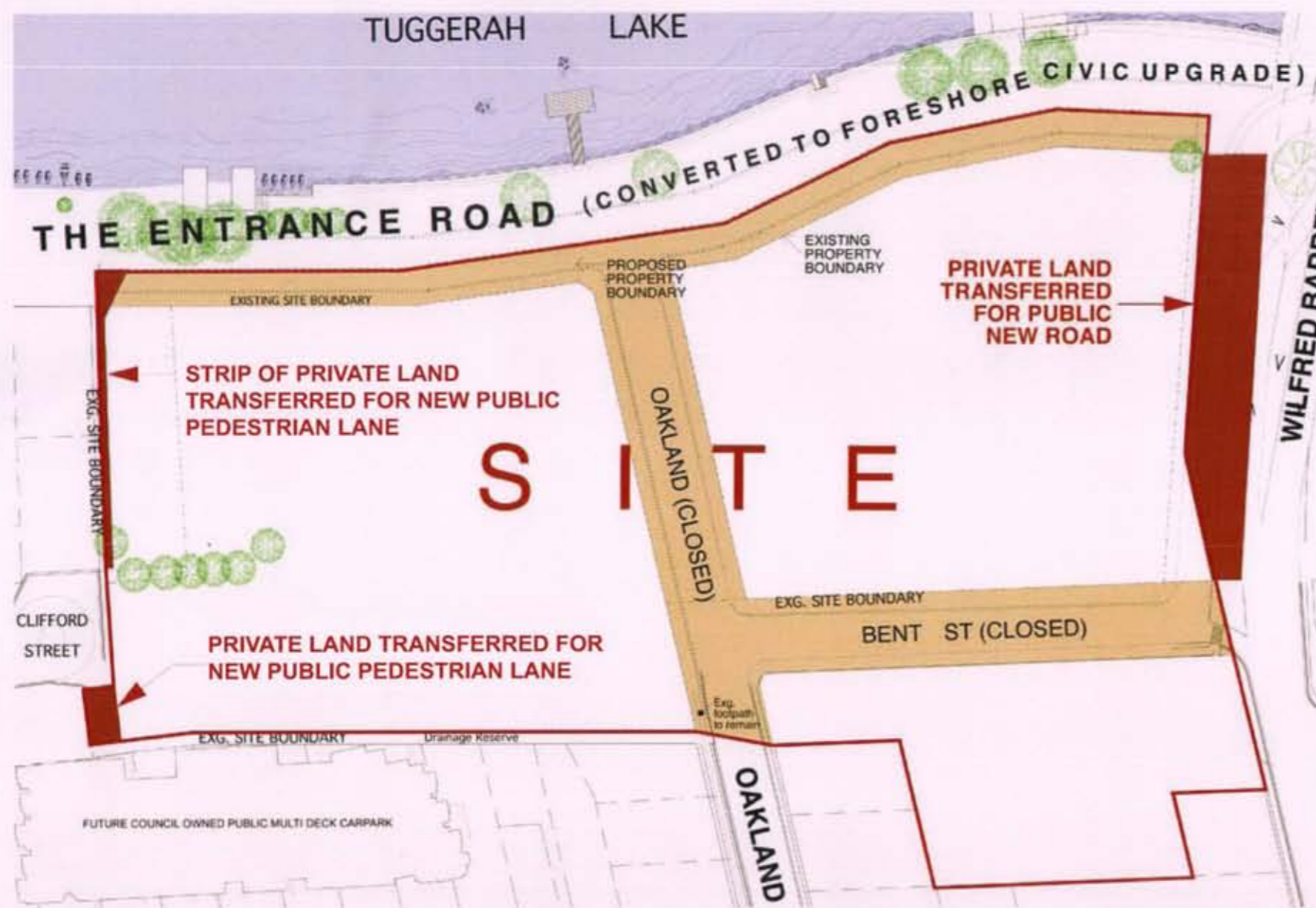
Proposed performance controls:

- 70% of apartments to receive 3hrs or more daily, of direct solar access during mid winter
- 60% of apartments to be cross ventilated
- 10% maximum apartments with a south facing aspect.



FLOOD CONSIDERATION DIAGRAM

6.0 ROAD CLOSURES AND OPENINGS



SITE PLAN DIAGRAM

The accompanying plan shows the extent of road closures and openings that will be necessary for the consolidation of the whole of the site in the form necessary for feasibility of the development.

They are:

- Along the north perimeter, by a 10m wide strip of land currently located on a portion of 'The Entrance Road' reserve.
- 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.
- In the south east sector of the site, the whole of the Bent Street Road reserve.
- A large slice of the east end of the existing private land, to be carved off and be added to the public road reserve of Wilfred Barrett Drive.