



WYONG SHIRE COUNCIL
THE ENTRANCE TOWN CENTRE MASTERPLAN

DECEMBER 2011

THE DESIGN PARTNERSHIP

EXECUTIVE SUMMARY

The Entrance has long been synonymous as a coastal getaway – a place of relaxation and refuge, particularly for those from Sydney seeking to escape the hustle and bustle. The town was formed on these foundations and since the construction of the first guest house in 1885, visitors have continued to arrive.

The town has changed and evolved through the decades.

Visitors still come, and tourism is likely to always form a key part of the economy, but the town is increasingly being called home by permanent residents - associated services are becoming established as a result.

The building form and urban structure has changed too, and the town continues to grow. These changes are reflected in the evolution of policies which affect the area. Wyong Shire Council, the State Government and Central Coast Tourism have developed a range of strategies which effect the future of The Entrance and aim to provide direction and guidance for the town and wider region.

Based on these emerging strategies, and precipitated by the work carried out as part of *The Entrance Peninsula Planning Strategy* and the *Iconic Development Sites* program, Wyong Shire Council has taken the lead role in project managing the preparation of this Masterplan.

This project is about forging a sustainable, strong and energetic town, about harnessing the best of The Entrance and creating a vision for the future. This process has become greater than a single Masterplan - it has become an example of urban revitalisation.

This was achieved through a series of stakeholder workshops, held over a period of six months. The overarching Vision and Key Urban Design Principles were developed as a result of those workshops.

The vision and key urban design principles were used to build a strong urban framework – this is achieved by dissecting the function and use of each ‘layer’ of the town and through an analysis of these layers, both individually and in conjunction with each of the other important ‘layers’.

The outcome of the Masterplan process is presented in plans, diagrams, figures and accompanied by text and explanation in the later pages of this document.

Whilst Wyong Shire Council has taken the lead role, this project has been progressed as a partnership - a collaboration of information, ideas and experiences from a wide range of public and private stakeholders including government organisations, specialist Council staff, land owners, business leaders and community representatives.

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PART 1 : INTRODUCTION

INTRODUCTION

Since construction of the first guest house in 1885, The Entrance has been synonymous with providing a seaside escape. The opening of the rail service between Sydney and Newcastle in 1889 opened the area up to visitors - leading to a succession of holiday homes, guest houses and coastal retreats.

From that base a successful town has prospered. The role of The Entrance in providing services to tourists and holiday homes for summer months still continues, but there is a growing full-time population and the economy is now expanding to service industries which are not strictly focused on the needs of visitors.

The urban form has evolved too.

The boats which once linked the two sides of the channel were replaced by a timber bridge in 1935, and this single lane structure was replaced with the current bridge in the 1960's.

The ferry that operated across Tuggerah Lake from Wyong River has been substituted with road transport infrastructure and the utilitarian boat traffic that once existed on the lake has now been replaced almost exclusively with craft for recreation and fishing.

Single detached houses and guest houses still exist in some locations, but many have been replaced with medium density apartments (particularly in locations near to the town centre). Extensive coastal homes exist on some sites and facilities have been upgraded to various degrees.

The ever-changing nature of The Entrance has been accompanied by an evolution in strategic and planning policy. This included a major revitalization project in the mid-1990's.

At this time the Pelican Plaza (site of the daily pelican feeding) was completed (1995) and during 1996 a range of revitalisation works were constructed (including Vera's Water Garden, landscape works and the pedestrian promenade area).

It's time to continue the urban revitalisation and renewal of The Entrance.

BACKGROUND TO THE ENTRANCE TOWN CENTRE MASTERPLAN

In April 2011, Wyong Shire Council brought together a range of stakeholders in order to establish the groundwork for the completion of a Masterplan for the Entrance – to set the future direction for The Entrance as an attractive, sustainable, vibrant and viable town centre.

This follows on from previous work completed by Council on *The Entrance Peninsula Planning Strategy*, as well as other studies and projects being undertaken (both by Council and other parties). This includes work by the NSW Department of Industry & Investment, Central Coast Tourism, The Revitalise the Entrance group as well as a range of community and business stakeholders.

Everyone has fond memories of The Entrance – this project is about harnessing those memories, building on the foundations of the town and forging a sustainable, vibrant and viable future.

PURPOSE OF THE ENTRANCE TOWN CENTRE MASTERPLAN

The purpose of The Entrance Town Centre Masterplan is to establish a direction and vision for the future of the town.

The Masterplan aims to create a framework for the next level of design – there is a lot to consider.

The Entrance continues to undergo change and is at a key watershed in its evolution. The once tourist dominated centre is beginning to change – of course tourism will still be a significant economic driver, but more full-time residents and service industries are emerging. Key development sites have the capacity to provide change and harness investment in The Entrance. Each of these sites draws on the unique design strengths of their location, offering a diversity in building form and function for the locality. Given the variety of key site developments, the diversity of uses proposed and the strengths of each of the design teams, these buildings/spaces will all be different – this is a good thing. Successful centres are not homogenous – we do not want to create a bland, boring town centre location with buildings and spaces which are simply repeated over again. We need to encourage interest through diversity in design. The iconic development sites now provide us with an opportunity to create new, interesting and varied spaces throughout The Entrance.

Whilst encouraging design diversity for the key development sites, there will need to be some elements which draw together these developments so that they appropriately relate to each other and their respective surroundings. This masterplan aims to provide the key public domain spaces and textures that will provide continuity, whilst respecting the individual needs of each site and the architectural merit of each of the individual proposals. The Masterplan aims to pull it all together to provide a consistent direction and maintain a focus.

The Next Steps

It is important to note that this document represents a vision for the future of The Entrance. ***Some of the recommendations and proposals put forward in this plan will need to be further investigated. These investigations may include engineering, hydrology, ecology and cost estimates.*** More detailed review of appropriate staging and construction will be made following the adoption of the masterplan.

The Masterplan will guide development, drive investment in community assets and assist in the prioritising of resources to provide appropriate amenity, create a strong identity, and foster a sense of place.

It is about respecting the past, harnessing existing assets and having a view to the future.

STRUCTURE & PURPOSE OF THE REPORT

The remainder of this report is set out in four parts, as follows:

PART 2 - HISTORY AND BACKGROUND

In providing a future vision and direction for The Entrance, it is important to understand the history and background of the locality. This includes a review of previous planning studies and strategic reports, as well as consideration of matters raised during stakeholder consultation and community workshops.

PART 3 – THE VISION & KEY URBAN DESIGN PRINCIPLES

The Key Urban Design Principles set the overall direction for the Masterplan. These principles have been based upon the themes that were developed during the consultation process.

PART 4 – URBAN DESIGN FRAMEWORK

The Urban Design Framework represents the urban structure of The Entrance. This includes an analysis of open space, the pattern of streets, pedestrian network, building forms and uses.

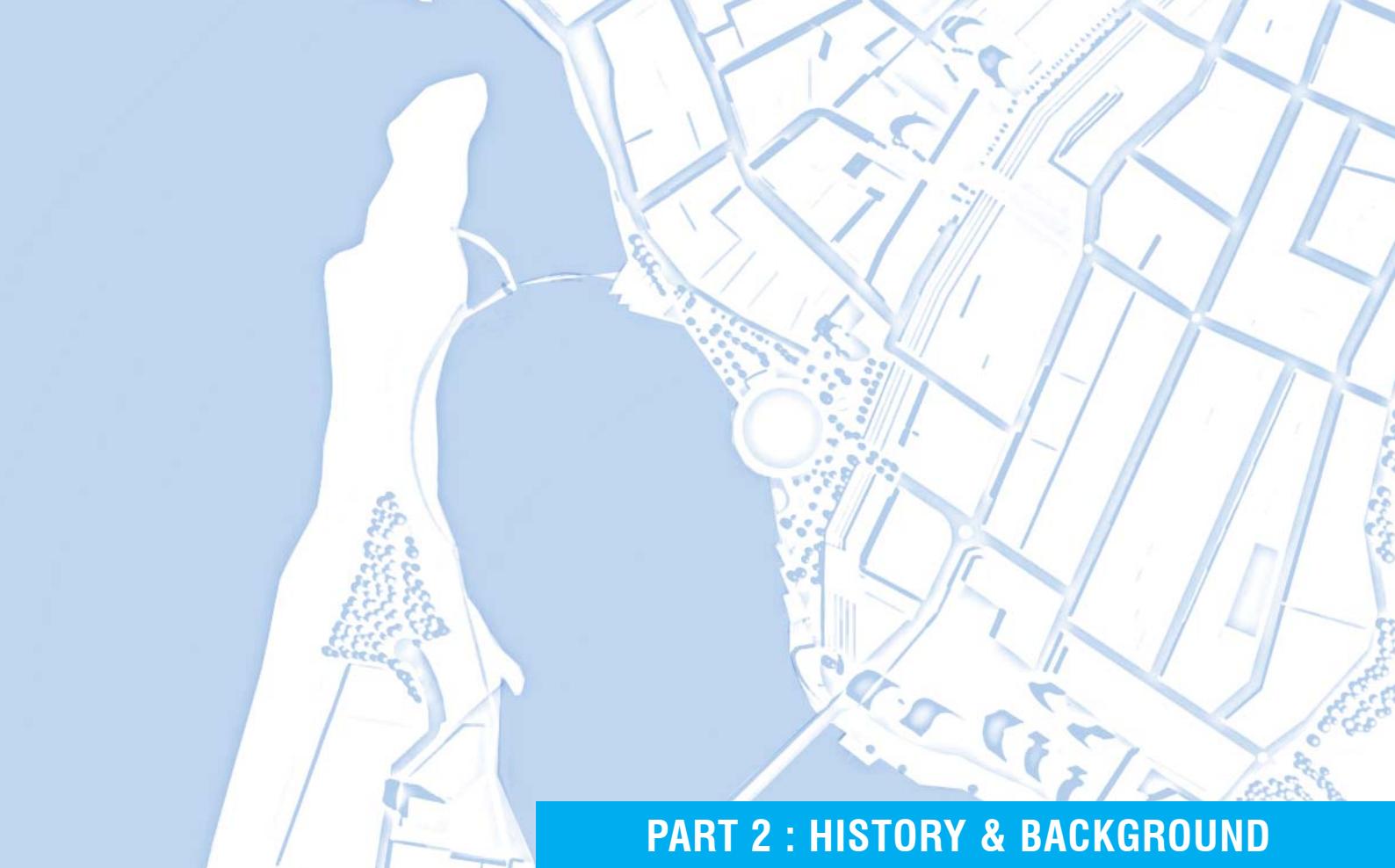
Every urban settlement has a unique framework, the intention of this Masterplan is to build upon the existing framework and develop its successful parts. A primary focus of this study is to ensure efficiency to enable the town to function as a whole, ensure commercial viability and facilitate a sense of place.

The urban framework is comprised of a series of ‘layers’. Each layer develops the previous layers by adding new functions, ideas and elements. Each addition may change the ideas and assumptions made previously. This demonstrates that the design of the urban framework is evolutionary, not sequential. This is the process that Wyong Shire Council, in consultation with the community workshop group, has adopted to produce this masterplan.

PART 5 - TEXTURE: PUBLIC DOMAIN CONCEPTS

The Textural layer is the detailing of the public domain - this is the evolution of the urban framework into a physical form.

In this phase we define the material and forms of the public domain including street trees, water features, parking, public art, street furniture and public elements including locations for cycle parking. These elements are the interface between the public and private realms.



PART 2 : HISTORY & BACKGROUND

HISTORY OF THE ENTRANCE

It is believed Europeans first discovered The Entrance in 1796 when Colonel David Collins and his party began the search for an escaped convict (Mary Morgan) who, it was believed, was living with Aborigines to the north of the Hawkesbury River. A few months earlier, a number of fishermen became shipwrecked in the approximate location of The Entrance. They were fed and helped back to Sydney by local Aborigines and upon returning reported a white woman living with the Aborigines. This resulted in an excursion to search for the woman, believed to be the escaped female convict.

This search party became the first Europeans to discover Tuggerah Lake and what we now know as The Entrance.

European Settlement

The area now known as The Entrance was occupied by Henry Holden in 1828. He occupied 640 acres (259 ha) which is now known as The Entrance Peninsula. Holden named the property '*Towoon*'.

After changing ownership a number of times, in 1854 the land was purchased by the Taylor Family. It was renamed '*Tuggerah Beach*' and was held as a private beach until 1900 when it was divided amongst the 12 Taylor family children. At this time land was also donated to the Catholic Church, the Church of England and also for the establishment of a school. Other family members subsequently donated lands which became Taylor Park.

The division of land amongst the Taylor Family and for a range of community uses gave rise to a growing centre and the new settlement which we now know as 'The Entrance'.

Tourism

In the late 19th Century tourism in the area began and with the completion of the Sydney to Newcastle railway residents from Newcastle and Sydney were able to use The Entrance as an escape. From Wyong station people could travel by launch to The Entrance or directly from Sydney by boat.

Guest houses began to open with the Dunleith Guest House at North Entrance (1885), Bayview Guest House (1900) and Pinehurst (1903) being the first. The Taylor Family ran a ferry business and owned several guest houses and later camping grounds. By 1920 it was clear that a 'township' had begun to form and 200 lots were sold. Soon after that time construction began on holiday homes and guest houses, as well as associated amenities for visitors.



Images from left to right: Main Street still retains some of its original buildings, such as the Lakes Hotel or the 'Top Pub' as it is known; The first Entrance bridge opened on the 15th December 1934, encouraged pedestrian connectivity between north and south; Dunleith Guest House (built in 1890) was the first guest house to operate in the area. At this time jetties and boats formed the primary means of transport in the locality (Images sourced from www.theentrance.org).

The Emerging Town

During the early part of the 20th century a Post Office, School and Churches were established in The Entrance. In the 1920's the ferry service between Wyong River and The Entrance became less important as the area was opened up with road infrastructure. Soon after (in 1934) The Entrance Bridge was constructed (a timber, one lane bridge) connecting the northern and southern side of the channel for both vehicles and pedestrians. The creation of the bridge stopped ferry services and bus services across the bridge began. The bridge remained in its original state until it was demolished in 1969 when the current bridge was officially opened. In 1942 the first hospital for the area was created from the existing Bowenfels Guest House in The North Entrance. The popularity of The Entrance as a tourist destination flourished during the 20th Century, with attractions including the fishing, beaches, the lake and accommodation.

Evolution of Development

In the period following WW2, urban development of The Entrance peninsula continued. The initial separate settlements of The Entrance, Long Jetty and Toowoon Bay have merged to form a single urban area across the entire peninsula from lake to sea. During this period developments were almost exclusively modest, single storey, detached dwellings – often used as holiday homes for Sydney families.

Since the 1980's there have been a range of urban form changes, particularly to The Entrance itself. There has been an increase in medium density development, generally to 3 storeys, with a number of taller apartment buildings. More intense urban development has generally occurred near to the town centre area and extending along the coastal strip. There has been modification of road traffic arrangements over time, resulting in the current 'one-way' system in the town centre and the by-pass which takes through traffic to the west of the town core.

Revitalisation

In the mid 1990's Wyong Shire Council undertook an urban design and rejuvenation project. This resulted in the preparation of a masterplan for the area based on the work of Council staff and a range of consultants. This masterplan culminated in a variety of public works.

In 1995 the 'Pelican Plaza' (the site of the daily pelican feeding) was completed along with works providing access and pedestrian connectivity along the foreshore from the town centre to the surf club. At that time Memorial Park was given its current layout.

In early 1996 work commenced on the existing pedestrian promenade, landscaping and associated works. These works were completed a few months later and the current layout and arrangements of public spaces in The Entrance is primarily a result of that masterplan and public works program.



Images from left to right: The one way main street comprises a mix of angle and parallel parking; The Entrance bridge opened in 1969. Dredging has been undertaken from time to time; Picnic Point is reclaimed land constructed as a result of dredging.

PREVIOUS STUDIES AND REPORTS

STRATEGIC PLANNING CONSIDERATIONS

The following strategic planning strategies and plans, emerging strategies and environmental planning instruments have formed the basis for this Masterplan. They are summarised as follows:

NSW 2021 – ‘A Plan to Make NSW No. 1’

NSW 2021 – ‘A Plan to Make NSW No. 1’ is the State Governments 10 year plan to guide policy and budget decision making. A number of key priorities are located within the NSW 2021 Plan which are relevant to any review of planning/strategic policy, including:

- Goal 20 – ‘Built Liveable Centres’ which includes targets of encouraging job growth in centres close to where people live, providing access to better transport services;
- Goal 22 – ‘Protect our natural environment’ which includes provision for protection to waterways, wetlands and coastal environments;
- Goal 23 – ‘Increasing the opportunities for people to look after their own neighbourhoods and environments’ including increased local presence in decisions making;
- Goal 27 – ‘Enhance cultural, creative, sporting and recreation opportunities’; and
- Goal 29 – ‘Restore Confidence and Integrity in the Planning System’.

Central Coast Regional Strategy (2006-31)

The Central Coast Regional Strategy 2006-2031 (CCRS) is a 25 year planning strategy for the Wyong and Gosford Local Government Areas and sets the planning agenda for the region.

The Central Coast Regional Strategy identifies The Entrance as a ‘Town Centre’. Under the provisions of the Central Coast Regional Strategy ‘Town Centres’ are to set out to:

‘Generally have concentrations of retail, health and professional services mixed with medium density residential within and adjoining the centre. Town Centres will also serve surrounding residential areas and have a public transport interchange.’

The Strategy sets out that an additional 45,000 jobs will be required across the Central Coast over the next 2 decades. Given the role of The Entrance as a ‘town centre’ under the strategy, significant focus should be made on the creation of jobs within close proximity to The Entrance.

Central Coast Regional Priorities Plan (September 2010)

In late 2010, Regional Development Australia (Central Coast) prepared a ‘Central Coast Regional Priorities Plan’ with a focus on identifying the challenges for the success of the Region and highlighting priorities for the economic, social, cultural and environmental sectors.

Regional Economic Development & Employment Strategy

The employment and economic development objectives of the Central Coast Regional Strategy have been expanded and further emphasized through the Regional Economic Development & Employment Strategy (REDES). The Strategy aims to assist in achieving the aims of the Regional Strategy in providing 45,000 new jobs across the Central Coast over the next 2 decades. Primarily, the REDES aims to create a positive environment for investment in the Region.

The objectives identified in the REDES are:

- Attracting new businesses and supporting existing businesses
- Improving the training and skills development opportunities
- Increasing research, knowledge and innovation
- Ensuring appropriate planning processes and land supplies
- Planning for regional economic centres
- Providing new infrastructure
- Marketing the region as an attractive business location.

The Central Coast Destination Management Plan

A Central Coast Destination Management Plan has been prepared in a joint working partnership between the NSW Department of Trade & Investment and Central Coast Tourism.

This Plan was developed in partnership with the local industry, government and stakeholder groups resulting in a unified vision for the tourism industry. The Plan takes a holistic approach to developing appropriate tourism strategies that contribute to the prosperity of the region without compromising its future. It will be the central reference point for the development and delivery of tourism product and services and the implementation of marketing strategies for the Central Coast.

The Entrance Peninsula Planning Strategy

The Entrance Peninsula Planning Strategy covers suburbs on The Entrance Peninsula (including The Entrance North) and aims to provide a vision and direction for the development of the locality.

In part, the vision for The Entrance Peninsula is for development whereby:

'The Entrance Peninsula will evolve into a more vibrant and viable locality, renowned for being alive with activity and attractions and a range of retail, commercial, cultural, entertainment and recreational facilities.'

The Entrance Peninsula Planning Strategy deals with various precincts within The Entrance individually, providing discussion on the desired future character for each precinct and recommending strategies to achieve those objectives.

Note that there is a significant focus on maintaining and enhancing public open space (including along The Entrance Channel), provision of improved accessibility (including pedestrian and cycle access), ensuring an appropriate mix of uses and maintaining the environment of the locality.

Wyong Residential Development Strategy

The Wyong Residential Development Strategy was adopted in 2002 to provide a comprehensive strategy to guide residential development which will increase the quality and diversity of development in Wyong Shire. The Strategy aims to plan for residential development which is environmentally, economically and socially sustainable in both a local and regional context.

Wyong Shire Council Strategic Plan 2011 - 2015

The Wyong Shire Council Strategic Plan 2011 - 2015 contains Principle Activity 3 - Economic & Property Development, with the objective to support quality town centre development, to build a sense of community cohesion and pride. To ensure that town centres achieve sustainability and Council's objectives concerning quadruple bottom line by supporting other service units in Council in their operational functions (including co-ordinating The Entrance, Toukley, and Wyong Town Centre Management) and includes the service performance indicator to complete and adopt The Entrance Town Centre Masterplan by February 2012.

EMERGING STRATEGIC PLANNING CONSIDERATIONS

The Entrance Economic and Tourism Strategy

NSW Trade & Investment along with Central Coast Tourism jointly funded a recent Economic and Tourism Strategy for The Entrance.

The document aimed to undertake a review of economic and tourism activities, specifically focused on The Entrance with a view to making recommendations and developing a strategy to improve the tourism offer of the locality.

The draft document is currently with NSW Trade & Investment and Central Coast Tourism for review before being finalised.

Revitalise the Entrance (The Entrance Property Owners Group)

Recently, a number of key land holders in The Entrance have formed 'The Entrance Property Owners Group' which aims to coordinate activities of owners so that future developments complement (rather than compete with) each other. This group is currently preparing the 'Revitalise The Entrance' Strategy. Although this strategy appears to sit outside any formal framework (ie it does not form part of work currently underway by Wyong Shire Council or by State Government agencies) the strategy is likely to give some indication as to the desired form of development proposed by land holders. It is understood that this document will be presented to Council by The Entrance Property Owners Group as representing a consolidated vision for the area.

Emerging Key Iconic Development Sites

A Report was presented to Wyong Shire Council in November 2010 identifying Iconic Sites in the Wyong Shire as well as options for a plan of action. The report has identified 28 Iconic Development Sites within the Wyong Shire that have the potential to be a catalyst for economic growth and development confidence. The report also proposes a framework for creating planning controls that provide a balance between incentives for proposals and orderly development of these key areas.

The Entrance town centre contains 7 of the Iconic Sites, including:

- Dunleith Tourist Park
- Vacant 'Key' Site (Corner of The Entrance Rd & Marine Parade)
- Ebbtide Mall
- Dening/Short Street Carpark
- Lakeside Plaza
- The Greens Bowling Club
- Residential Tourist Zone 'Klumper' Site

Council's Key Iconic Development Sites Development Control Plan has been prepared and is currently on public exhibition. It is anticipated that the Development Control Plan will be finalised and adopted sometime in 2012.

ENVIRONMENTAL PLANNING INSTRUMENTS

State Environmental Planning Policy No. 65 – Design Quality of Residential Flat Development

Following the Premier's Forum on Residential Flat Design in March 2000, the Urban Design Advisory Committee prepared a report titled 'Achieving Better Design - Residential Flat Developments in NSW'. State Environmental Planning Policy No 65 – 'Design Quality of Residential Flat Development' (SEPP 65) was the Government's response to assisting in better design of residential developments.

SEPP 65 aims to improve design quality of residential flat buildings of three or more storeys, and containing four or more self contained dwellings. The SEPP 65 contains ten Design Quality Principles, which form the basis for achieving good design. The Design Quality Principles provide a guide for evaluating the merits of development proposals and draft planning policy. This Policy will apply to residential developments with a height of 3 storeys or more and containing 4 or more residential units.

State Environmental Planning Policy No. 71 – 'Coastal Protection'

The area subject to this masterplan lies within the coastal zone and is affected by State Environmental Planning Policy No. 71 – 'Coastal Protection' (Coastal Protection SEPP).

It is noted that a significant aim of the Coastal Protection SEPP relates to maintaining public access to foreshore areas and, where possible, providing for improving/enhancing public access opportunities. The aims also relate significantly to maintaining amenity and protecting the coastal environs.

Clause 8 of the Coastal Protection SEPP provides matters which must be considered by Planning Authorities in determining applications for development within the coastal zone. These considerations relate heavily to protecting the amenity of the coastal environment as well as protecting and enhancing public access to foreshore locations.

In summary, key aspects to be considered under the Coastal Protection SEPP include:

- Access to and along the coastal foreshore for pedestrians or persons with a disability should be retained and, where possible, public access to and along the coastal foreshore for pedestrians or persons with a disability should be improved;
- Incorporate opportunities to provide new public access to and along the coastal foreshore for pedestrians or persons with a disability;
- An evaluation of the suitability of development given its type, location and design and its relationship with the surrounding area;
- Review and potential for impact that development may have on the amenity of the coastal foreshore, including any significant overshadowing of the coastal foreshore and any significant loss of views from a public place to the coastal foreshore;
- Any measures to protect the cultural places, values, customs, beliefs and traditional knowledge of Aborigines;
- The conservation and preservation of items of heritage, archaeological or historic significance.

Wyong Local Environmental Plan 1991

The Wyong Local Environmental Plan (LEP) 1991, provides the primary planning framework for development in The Entrance.

The following represents a brief summary of the current zoning provisions for The Entrance:

- Commercial Core - the primary commercial core of The Entrance is zoned 3(a) – ‘Business Centre Zone’
- Tourist Business Zone - the commercial areas at the northern end of the key commercial areas are zoned 3(d) – ‘Tourist Business Zone’
- Open Space & Community Uses - Foreshore and open space areas are generally zoned 6(a) – ‘Open Space & Recreation’
- Community Uses - There are also a range of community uses in selected locations throughout The Entrance (including school and community centre). These are located on lands generally zoned 5(a) – ‘Special Uses Zone’
- Residential Uses - around the commercial and open space core areas, residential zonings provide for a range of dwelling types. The areas nearest to the commercial/CBD area are generally zoned Residential 2(c) – ‘Medium Density Residential’ which provides (generally) for housing and apartments at a medium density to a height of 3 storeys. To the immediate east of the main commercial area, residential developments at ‘high density’ is permitted under the 2(d) – ‘High Density Residential Zone’. This allows for higher density residential development on allotments of a suitable size. Further from the commercial core, residential developments are permitted to 2 storeys on lands zoned 2(b) – ‘Multiple Dwelling Residential’ and 2(a) – ‘Residential’

Draft Composite Wyong Local Environmental Plan

Wyong Council are currently preparing their composite Local Environmental Plan in accordance with the Standard Template. It is anticipated that the Draft Local Environmental Plan will be released for public exhibition sometime in 2012.

COMMUNITY CONSULTATION BACKGROUND

Initial Community Workshop

In April 2011 Wyong Shire Council commenced The Entrance Masterplan project with an open forum community workshop.

The first workshop was intended to set the foundations for the masterplanning process and aimed to determine the optimal stakeholder mix and representation arrangements as well as establishing a format for future workshops.

A more concise ‘consultation/working group’ was nominated at that meeting – this group (of around two dozen people) were drawn from a range of community interests and stakeholder groups with the objectives of meeting on a regular (monthly) basis to progress the project.

Ongoing Workshops

Since the initial open forum community workshop there have been an additional 8 meeting/workshop sessions.

These ongoing stakeholder/workshop sessions have progressed through a range of issues which require consideration in the preparation of the Masterplan, assisted by an independent facilitator as well as specialist Council staff (where necessary). These stakeholder groups have reviewed a range of key issues, reviewed the initial concept plans for each of the key iconic development sites and the sessions were used as an open forum for the expression of ideas, concerns and comments.

In summary, the following works have been undertaken as part of the first six workshop sessions:

Workshop 1: Establish the purpose and scope of the masterplan, identify elements of a vision for the town centre, identify practical ways to consult and engage the stakeholders and formation of an on-going project team comprising stakeholder groups’ representatives.

Workshop 2: Study area refined, the overall ‘vision’ was established, consultation and engagement methods refined.

Workshop 3: Key (Iconic) Development Sites in The Entrance Town Centre study area were presented to the project stakeholder team by the proponents of each development.

Workshop 4: The mooted planning provisions for The Entrance Town Centre study area were presented to the project stakeholder team.

Workshop 5: The constraints in the study area were presented to the project stakeholder team. Exercises were carried out to identify potential retail, commercial, activity and attraction development opportunities and locations.

Workshop 6: Exercises were carried out to identify potential community facilities, public infrastructure, pedestrian and bicycle network, transport, parking and access opportunities and locations. The Consultant (The Design Partnership) preparing The Entrance Town Centre Masterplan presented the mooted principles, structure, texture and how the masterplan would work.

Workshop 7: The project stakeholder team reviewed, revised and finalised draft Masterplan ready for seeking Council approval to place the document on public exhibition.

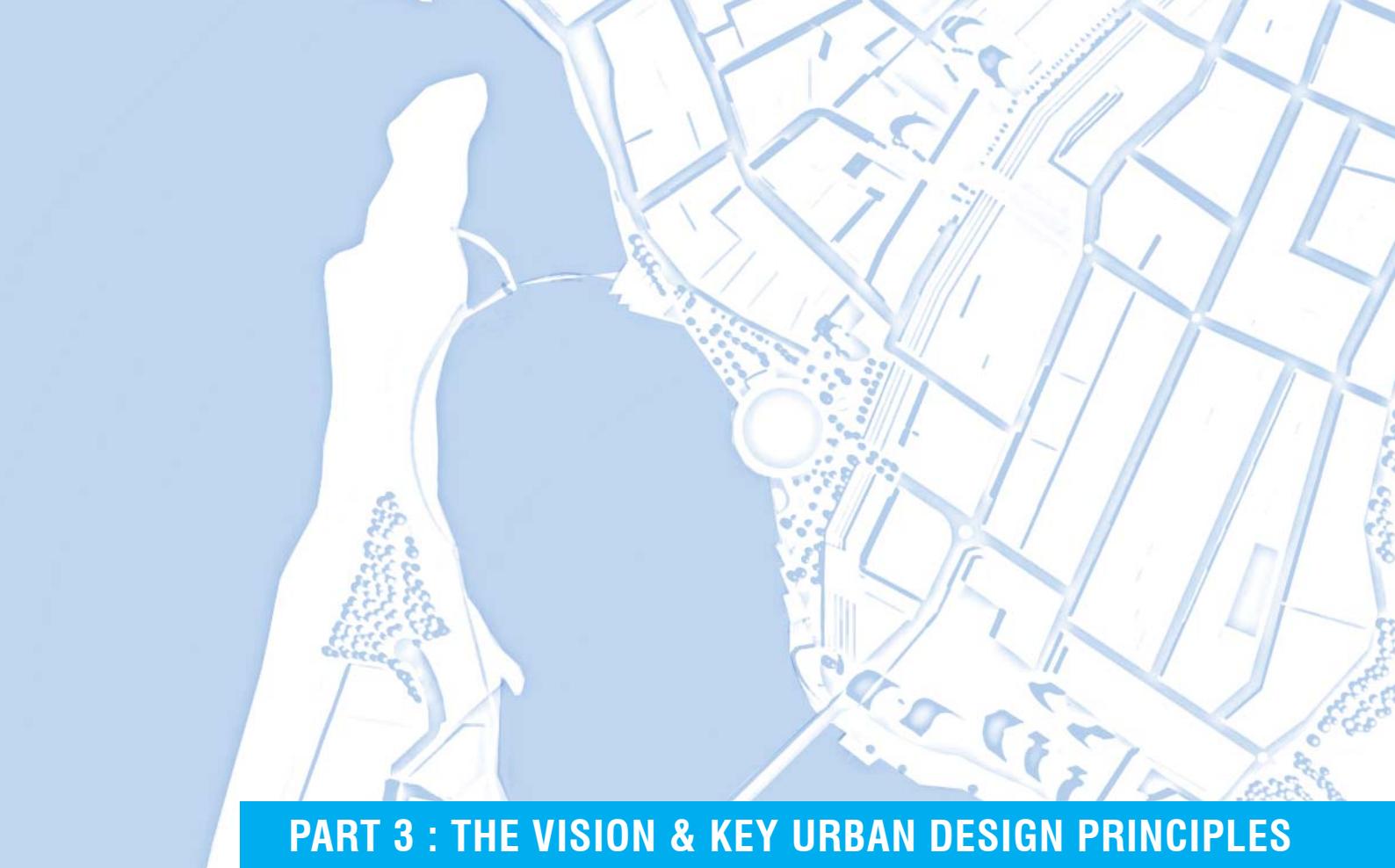
Workshop 8: Was held in early December, at which the project stakeholder team considered submissions received during public exhibition period. This resulted in a Masterplan for adoption in mid December.

The Masterplan has been prepared taking into account the discussions and comments raised at these stakeholder workshops.

Establishing the Vision and Key Urban Design Principles

A significant aspect of the stakeholder forums was to establish the 'vision' and 'key urban design principles' to guide the masterplan process.

These form important key aspects of the design process and set the over-arching direction for the Masterplan. The vision and Key Urban Design Principles (as set out in Part 3 of this Masterplan Report) have been prepared as a collaborative process as part of the six stakeholder forum workshops.



PART 3 : THE VISION & KEY URBAN DESIGN PRINCIPLES

THE VISION & KEY URBAN DESIGN PRINCIPLES

THE VISION

The Entrance Town Centre is a vibrant seaside and lakeside community – a welcoming place to live, to holiday and to work.

This beautiful coastal township with its beaches, extensive waterways, bushland reserves and varied day and night time activities provides an enviable lifestyle for people of all ages.

The Entrance Town Centre is a well connected hub with thriving and sustainable retail, commercial and professional services.

5 KEY URBAN DESIGN PRINCIPLES

Following the consultation process, the project team identified 10 Key Urban Design Principles. These were narrowed down to 5 which were presented to the community Workshop No. 6. These principles were analysed and adapted to suit the views of the group. The 5 principles identified below are based upon the outcomes of that workshop.



KEY PRINCIPLE 1: Create Public Spaces

- Create PLACES that are designed for people - people operate and inhabit these spaces, design the town for them.
- Create a town for everybody, with a focus on having an easily accessible place for disabled persons or those who are less mobile.
- Provide nodal points and attractions that reinforce the principles of an accessible and lively place.
- Integrate the existing key elements – the waterfront, the beach, the town centre, the lake.
- Bring richness to The Entrance – everywhere is somewhere. Design a place that is responsive to its context, regional identity, local character, physical attributes and morphology.
- Turn the lights back on and take away our fear of the dark. Give The Entrance back its nightlife. Encourage night-time activities to create public spaces which are alive after sunset.
- Continue to invest in tourism but make it a year-round lifestyle. Promote permanent residents to provide activity not just through the summer months but throughout the whole year.
- A homogenous town is dull and boring. Embrace variety to inform the character of the town. The character must set The Entrance apart from the rest of the Central Coast.
- Consider all senses in the public realm. Recognise that taste, smell and touch are as important as sight.



KEY PRINCIPLE 2: Provide Connectivity

Connectivity WITHIN The Entrance

- Create a town that embraces walking and connects the town in a web of pedestrian promenades and pathways. Create strongly identifiable nodal anchors within 5 -10 minutes walking distance to create a web of activities, attractions and destinations. Make the ‘walk’ between nodes just as interesting as the destination itself.
- Provide connectivity for all – with a focus on creating a disabled friendly location with equality of access for all.
- Break down the existing barriers to connectivity and provide new links where necessary – draw together the beach, baths, lake and town centre.
- Connect the north and south edges of the channel to create ‘The Entrance’ as a whole PLACE and not an EDGE.
- Activate the northern and southern sides of the channel – the name ‘The Entrance’ is key to this principle. An ‘entrance’ must have two sides.

Connectivity TO the Entrance

- Recognise that an important aspect of the future revitalisation of The Entrance is the provision of clear and viable transport links to the other key nodes within the Region. Provide connectivity to external locations with suitable public transport interchange and appropriate facilities for cycling and car-parking.
- Establish the town as ‘The Entrance’ to Tuggerah Lake. Make it into a popular place to ‘enter’ the lake but also as the ‘gateway’ to the region and locality.

KEY PRINCIPLE 3: Adopt an Innovative Approach

- Design for the 21st Century and beyond. Utilise new technologies and construction efficiencies to design appropriately for the future.
- Propose sustainable development and endorse creative responses to the built environment.
- Design for flexibility – future proof The Entrance. Our context is dynamic and ever-changing. A smart town designs for changes in its composition such as social structure, lifestyle and technology.
- Design for both visitors AND permanent residents.
- Don’t just reinvent the past or provide band-aid solutions, take a fresh look at the problem.
- Think big. Respect the coast, but shake off the ‘coastie’ mentality – put The Entrance on the Map!



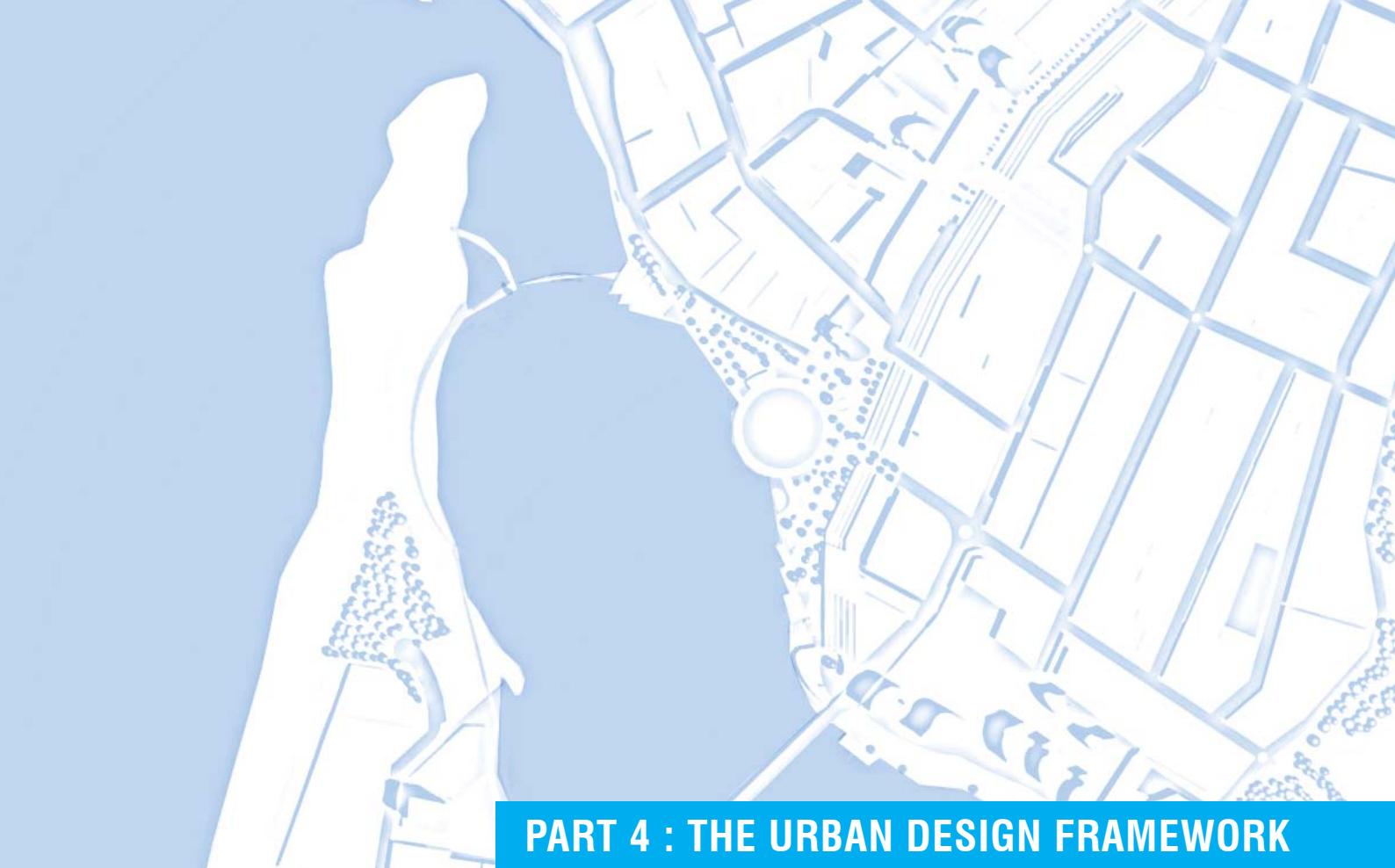
KEY PRINCIPLE 4: Create a Strong Urban Framework which embraces the assets of the locality

- Create strong foundations that will support the town.
- Create landmarks with linkages that make it easy to navigate through the town. This can be achieved through man-made and natural markers that break through the skyline or are accented through different materials.
- Utilise the key Iconic sites as anchors and destinations.
- Integrate the precincts within the town and with surrounding areas.
- Encourage prosperity and the creation of jobs through providing a clear future direction for investment.
- Recognise and respect the natural assets and beauty of the locality.
- Promote renewal consistent with the urban framework and future direction for The Entrance.



KEY PRINCIPLE 5: Respect a rich and layered history

- Build a new PLACE upon old foundations. Respond to the parts of the town that work well and are an asset to the Masterplan.
- Respect a rich and layered history but do not forget that today's and tomorrow's layers are just as critical as those that have come before. Do not wipe the palette clean, but draw from its resources.
- Adopt the motto "if it's not broken, don't fix it".
- Draw from the surrounding landscape and its "uniqueness" including the contrasting forms of the horizontal landscape with vertical elements.



PART 4 : THE URBAN DESIGN FRAMEWORK

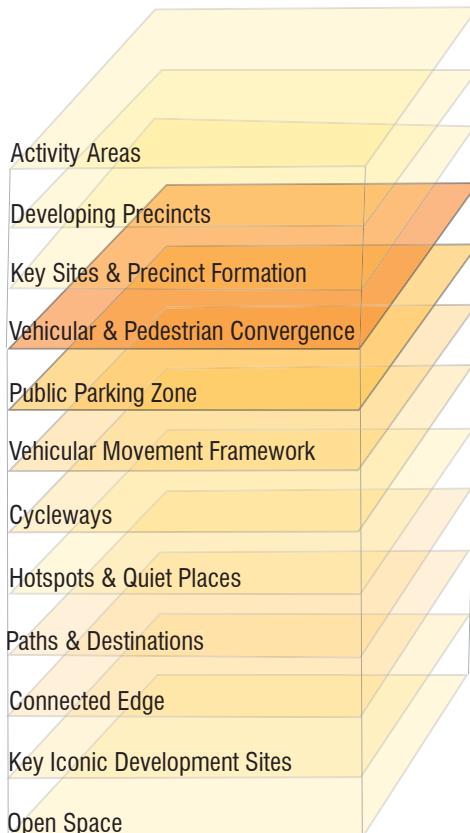
THE EVOLUTION OF A MASTERPLAN

A town is comprised of layers and each layer supports those above and below. Remove one layer and it will all tumble down. The construction of a masterplan is the same, as it ‘constructs’ these same layers during the design process.

In designing the urban framework, the project team dissects the function and use of each layer and studies them individually and in relation to relevant layers. This process is the same whether you are designing a large sprawling city or a small rural village.

For instance, public open space forms the lungs of a town. In The Entrance this open space will be expanded into a network which in turn informs the pedestrian and vehicular networks. One small change in one location can have a significant result in another – with often disastrous results. The process of masterplan development is a delicate balance which must be carefully managed.

The following diagrams represent a layer and each diagram takes elements and information from the previous layer to come to form a position. Each layer can be read individually but it is best read in sequence.



The “Layers” of The Entrance. Each of these layers will be analysed, dissected and recreated to form The Entrance Urban Design Framework.



OPEN SPACE

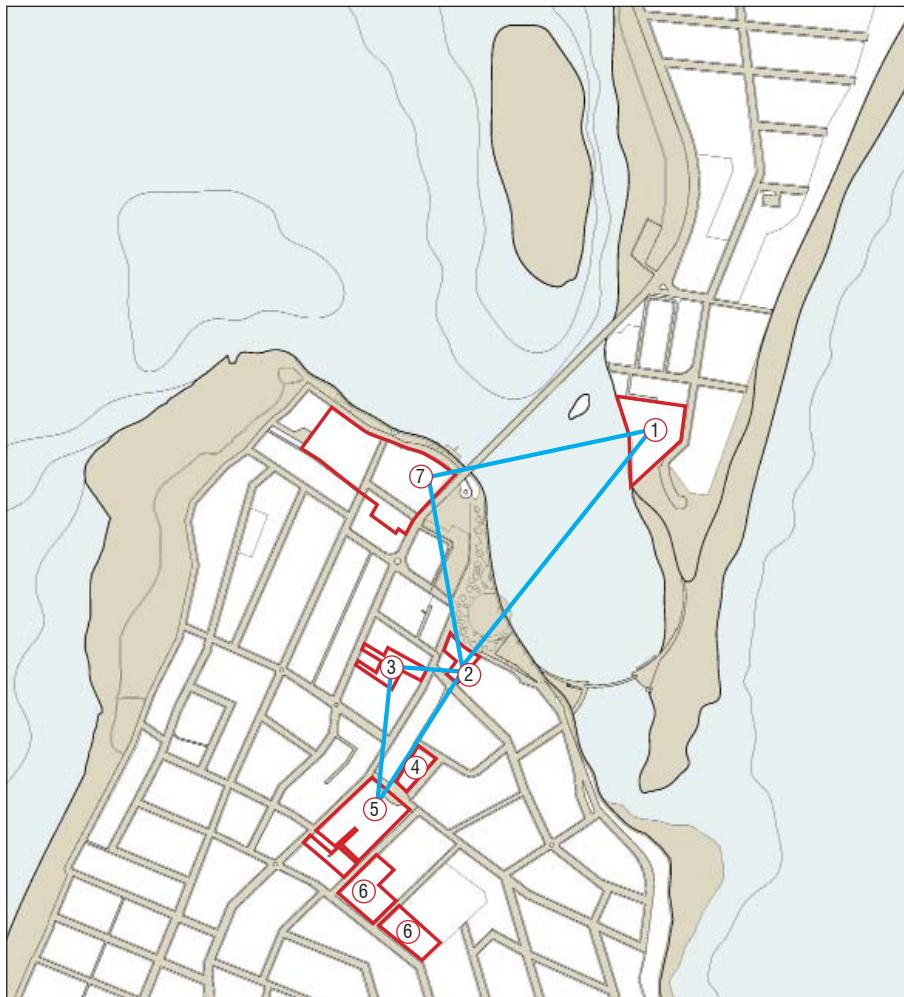
	Passive Open Space : parks		Formal Open Space : foreshore	(T) Taylor Park
	Passive Open Space : beaches		Formal Open Space : sports field	(M) Memorial Park
	5 Minute Walking Radius		Green Fingers and Links	(P) Picnic Point
	Urban Park Approx Location		Waterfront Fingers and Link	(K) Karagi Point

PRINCIPLE

The Open Space Layer identifies existing and proposed open space and defines it by its use and activity. This layer recognises open space as an essential part of the framework and will integrate these findings into each subsequent layer.

RECOMMENDATIONS

- Create a network of open spaces that are well connected. This will increase the frequency of use;
- Create a hierarchy of open spaces to cover most uses including picnic grounds, sports fields, formal entertainment spaces, community gardens and 'in-between spaces' such as road reserves;
- Establish a walkable network of open space. Limit the distance to open space to 400 metres or a 5 minute walk. Where this is not feasible such as the centre of The Entrance, create civic spaces that have the properties of an urban park such as landscaping, public seating, water features and play elements (not necessarily play equipment);
- Orient buildings to overlook these open spaces to improve amenity and increase passive surveillance;
- Maintain the existing Norfolk Pines and street trees, however, consider plants in the public domain that flower seasonally to provide a dynamic landscape;
- Avoid additional large scale neighbourhood parks (outside those existing and proposed) as these can undermine the other parks and isolate the urban framework;
- Enhance Taylor Park as a multi-use park and upgrade its amenities, furniture and landscaping. Integrate the former bowling club into the site.



KEY ICONIC DEVELOPMENT SITES

- | | |
|-------------------------|--|
| ① Dunleith Tourist Park | ⑤ Lakeside Plaza |
| ② Key Site | ⑥ The Greens Bowling Club |
| ③ Ebbtide Mall | ⑦ Klumper Water Park |
| ④ Short Street Carpark |  Key Site Relationships |

PRINCIPLE

The Key Iconic Development Sites Layer identifies the seven key sites within The Entrance Town Centre. This layer recognises the relationships between each site. This concept will form the basis for future precincts, activity zones and destinations.

RECOMMENDATIONS

- Reinforce the Key Iconic Development Sites as anchors in the urban framework;
- Create links between the key sites to give people a reason to move through The Entrance to encourage pedestrian activity;
- Recognise that the location of the key sites will influence the formation of precincts;
- Many of these key sites will become hot spots and destinations within the pedestrian framework. These form the glue to the urban framework;
- Utilise the development of the Key Iconic Development Sites to undertake the construction of related public spaces, promenades and forecourts. These spaces will be identified later in this document;
- The heights of the key iconic development buildings will be greater than the surrounding development to assist in the creation of public spaces such as plazas, parks and other facilities for community benefit. To ensure a quality urban realm, the Key Iconic Development Sites will be required to deliver sustainable developments and high quality architectural forms which respect the street and its users.



CONNECT EDGES TO THE CENTRE

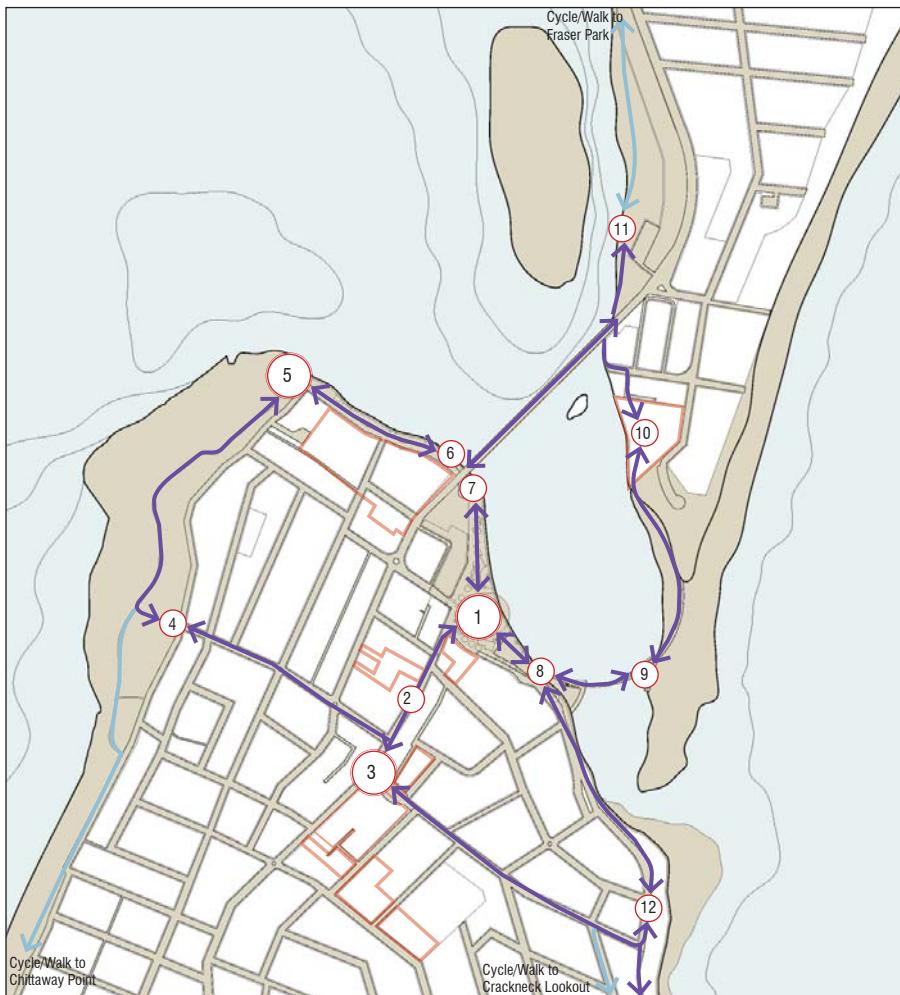
- | | |
|---|--|
| — South Entrance Precinct
— North Entrance Precinct
↔ Pedestrian Link - "Water Walk" | ○ Secondary Link - The Entrance Bridge
● Urban Centre |
|---|--|

PRINCIPLE

The Connected Edges Layer identifies the two disconnected precincts of The Entrance. The Entrance Bridge is an existing link however is vehicular in nature. The pedestrian access to the bridge inhibits movement - especially for disabled access. This concept will form the basis for the movement network and destinations layers in the following diagrams.

RECOMMENDATIONS

- Connect the two edges of North and South Entrance for pedestrians of all levels of mobility including those bound by wheelchairs;
- Investigate the design of the Water Walk / Pedestrian Connection to allow for emergency vehicle access;
- Establish continuous promenades defined by key destinations which are anchored by the Key Iconic Development Sites;
- Connect the lake and the ocean edges into the urban heart of The Entrance to encourage interaction between these key places. This can be achieved through landscaping, signage and public art;
- Improve connections to the existing Entrance Bridge to promote its use and create a pedestrian circuit around the waterfront.



PATHS AND DESTINATIONS

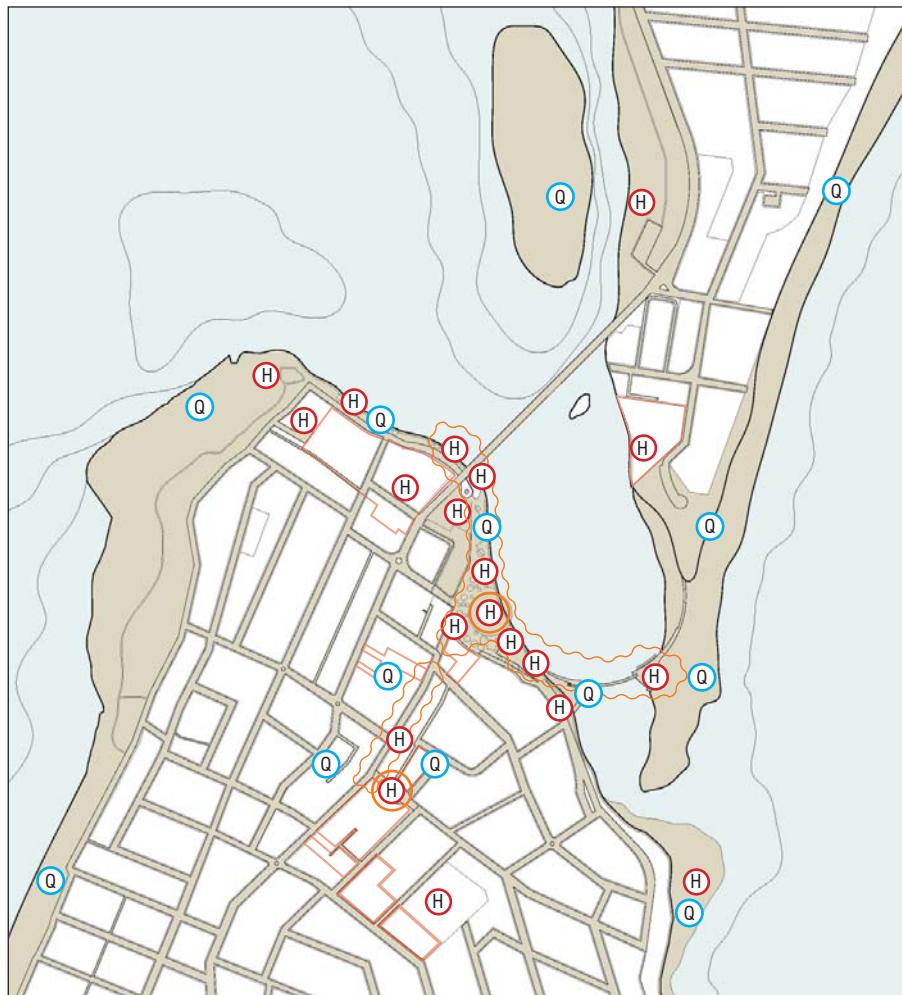
○	Primary Destinations	1 Waterfront Precinct	5 Picnic Point	8 Market Place
○	Secondary Destinations	2 Bus Interchange (Ebbtide Mall)	Recreational Park	9 The Lake 'Splash' Pool
↔	Paths and Promenades	3 Town Square	6 Boat Hire and Marina	10 Dunlieth Tourist Resort
↔	Greater Network Destinations	4 Connection Node	7 Fishermans Wharf & Viewing Deck	11 Terlibah Park
				12 SLSC and Ocean Baths

PRINCIPLE

The Paths and Destinations Layer identifies key destinations and the linkages that form a web and network of promenades. This layer is about promoting an “Accessible Entrance” for people of all ages. This layer will be integrated with the hotspots and vehicular movement to identify the activities that give life to The Entrance.

RECOMMENDATIONS

- The Destinations define places that people want to go. The paths define the links between these destinations and are limited to a 5-8 minute walking time. These routes are direct, easy to navigate with limited road crossings that can discourage pedestrian movement;
- The paths link with a variety of places and the paths themselves are wide and well lit. Signage is clear and direct to ensure people know where they are going. The destinations are commonly associated with key iconic sites whose buildings will form wayfinding markers that assist navigation of The Entrance;
- The traffic speeds along these streets (where cars and pedestrians co-mingle) are a maximum of 40km. Cars have been eliminated from these spaces where appropriate;
- Consider opportunities to provide a link from The Entrance Bridge to the Fishermans Wharf viewing deck;
- These pedestrian links are sheltered by covered awnings along Main Street and in the Waterfront Precinct while sheltered ‘stops’ are provided along the way to improve the amenity of this walk.



HOTSPOTS AND QUIET PLACES

(H) Hotspots

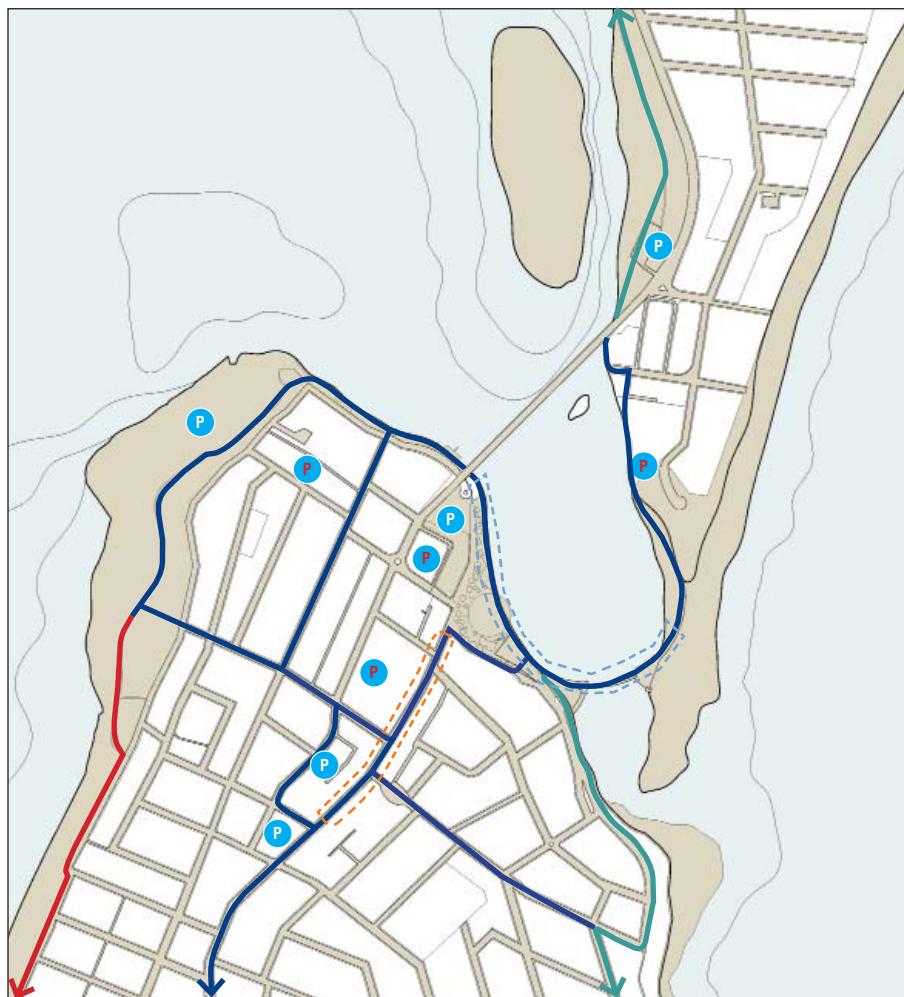
(Q) Quiet Spots

PRINCIPLE

The Hot Spots and Quiet Places Layer identifies social places where people will gravitate to and sometimes congregate. You will note a strong correlation between the Paths and Destinations Layer.

RECOMMENDATIONS

- A strong town has a variety of places; busy active spaces and quiet places for contemplation. A balanced town needs both;
- These hotspots represent the lively places that people will be drawn to. These places will be filled with people, laughter, music and a general buzz of excitement. Some of these places include the Waterfront Playground which will become a hive of activity for children or Town Square in the heart of the Civic Centre. This can be contrasted with the Water Walk where people will walk and take in the picturesque view and take photos with their friends;
- The Entrance's Quiet Places can be found on its edges or in its laneways. Quiet leisurely walks around Picnic Point or along North Entrance Beach will provide places for contemplation, while its laneways will be activated with other uses such as cafes and galleries which will provide a place of escape from the main arteries of the town;
- Create wi-fi hot spots;
- Provide casual surveillance over these spaces. This surveillance can be from businesses and dwellings overlooking these spaces. This will discourage inappropriate and unsociable behaviour;
- Consider CEPTED and Safer by Design principles in the design and activation of these spaces to ensure they do not become places of entrapment and concealment.



CYCLEWAYS



Cycle parking
 Cycle Hire & Parking
 Town Centre Cycleway
 The 'Coastal Walk' Cycle Link Coast

→ Chittaway Point Cycle Link (Approximately 10kms)
 Shared Zone - Cars, People, Cycles
 Shared Zone - People, Cycles

PRINCIPLE

The Cycleways Layer identifies the routes that alternative methods of transport will take. The Entrance is already well linked with neighbouring suburbs and there are plans already underway to increase these connections. This layer recognises the advantages of these connections with the town centre.

RECOMMENDATIONS

- The new Town Centre cycleways will connect with the existing fringe cycleways to encourage alternative methods of travel to The Entrance from neighbouring suburbs;
- Cycleways will be well defined for both the cyclist and motorists;
- Streets where cyclists and motorists intermingle will be 50km per hour with clearly defined parking bays and cycleways. The cyclists and motorists may need to be separated for safety in some areas;
- Install bike hire stations within the parking stations for public use. Bikes could be hired for 1/2 hour allotments using a credit card in an automated meter similar to a parking meter. These durable bikes are released from the device once payment is secured;
- Free cycle parking will be provided in all parking stations. This will reinforce the role of parking stations as a link with the pedestrian realm, making the manner of transport irrelevant. This will also improve security for the bikes.
- Provide a cycleway through the foreshore precinct to encourage use and connectivity of public spaces. This should not conflict with pedestrians;
- A Coastal Walk could be developed on the Central Coast which could integrate with the 5 Lands Walk. There are opportunities to connect The Entrance cycle path into this network;
- Ensure functional connections to shared pathway network of The Entrance Coast to Lake Shared Pathway Project.



VEHICULAR MOVEMENT FRAMEWORK

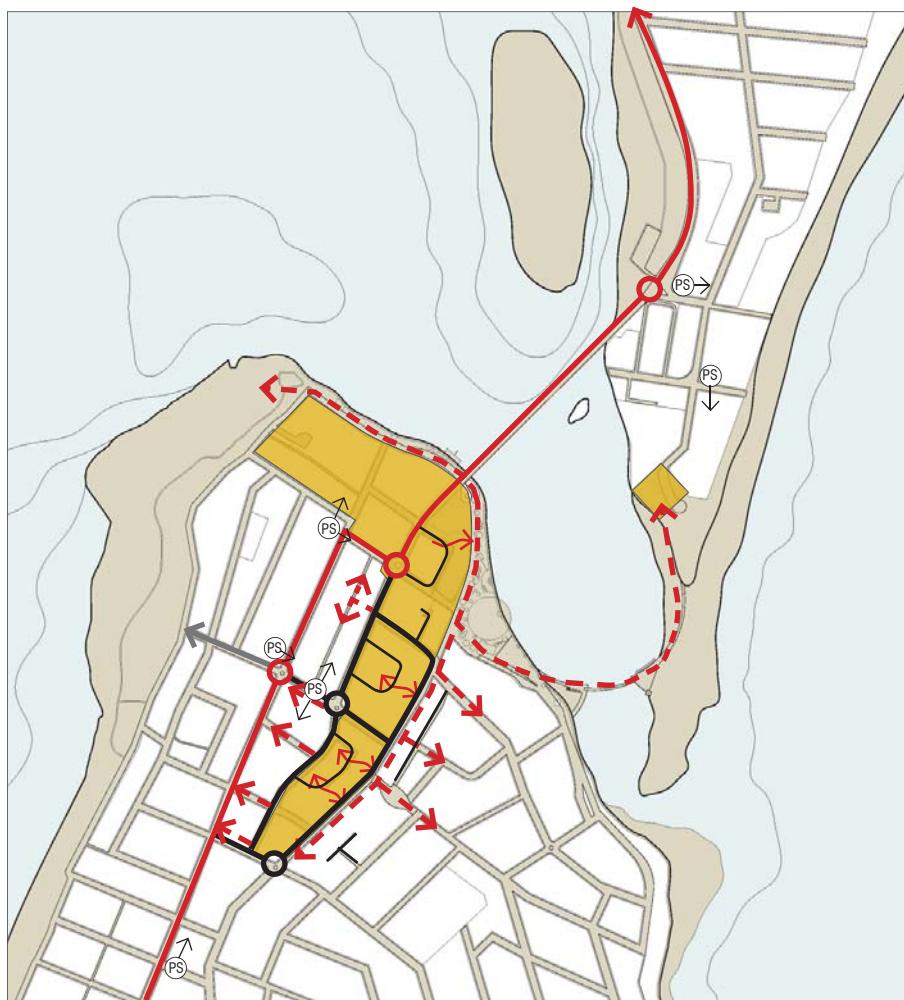
- The Entrance By Pass
- The Entrance Town Centre Circuit
- Primary Intersection
- Laneways
- Bus Interchange
- Connection to the Lake Edge
- - - Shared Zone for Major Events/Festivals

PRINCIPLE

The Vehicular Movement Layer identifies the primary movements that give structure to The Entrance. This layer will be integrated with the pedestrian layers that preceded these layers.

RECOMMENDATIONS

- The bypass noted in the red line allows motorists to travel past the town centre. This arrangement is currently in place and is very effective. The existing bypass would be used as an alternative access into the town centre to improve access to parking;
- The black line proposes a 'circuit' that forms a loop to the west of "Main Street". The western side of The Entrance has a regular grid formation which facilitates efficient movement. This side is also equipped with existing laneways which provide efficient servicing of the main street;
- This circuit rationalises the existing street network and requires the formation of new streets through land acquisition and the use of Council owned land. **The proposed framework reduces the need for vehicular movement on the eastern side of the town** where the urban framework is complicated, confusing and primarily residential in character. Vehicles crossing to the eastern side of Main Street will be limited to those accessing the shopping centre carpark, visiting the surf club and going home;
- Investigate the partial closure of Marine Parade to integrate the waterfront back into the town. This space would become a shared zone during major events to allow for parades, processions of vehicles to connect with marketplace, the pier and The Town Square. This space would be bollarded at other times.



PUBLIC PARKING ZONE

- By Pass
- The Entrance Circuit
- Primary Intersection
- Laneways
- →** Main Pedestrian Links

- Parking Zone and Pedestrian Filter
- ↔** Pedestrian Filtering onto the Paths and Destinations Layer
- (PS)** Parking Directional Signs - directs north/south bound traffic into parking station precinct.

PRINCIPLE

The Public Parking Zone Layer identifies the best places for public carparking to encourage walking and connectivity with the township as a whole. This will be achieved by reducing the volume of tourists/visitors 'parking' on the eastern side. This is the critical principle in this layer and subsequent layers. This layer becomes relevant in the next layer - Vehicular and Pedestrian Convergence Layer.

RECOMMENDATIONS

- Public carparking is often located directly adjacent to the places that people want to visit. This results in a limited pedestrian network and increased car usage;
- The orange zone in the map above identifies areas that would be appropriate for public carparking. Some public carparking stations are already located in these spaces and these parking stations work well in these locations. Carparking stations will be well sign posted in these locations;
- The location of these parking stations is based upon the easy access and opportunities for sign posting from Torrens Avenue;
- Pedestrians will filter through the buildings to Main Street and connect with the pedestrian network thereby activating the public domain and the street. This also activates the laneways and public parking places with a regular flow of people;
- The proposed removal of public carparking adjacent to Memorial Park should not result in a net loss of public carparking. The public carparking will be consolidated in the locations shown on the map above.



VEHICULAR AND PEDESTRIAN CONVERGENCE

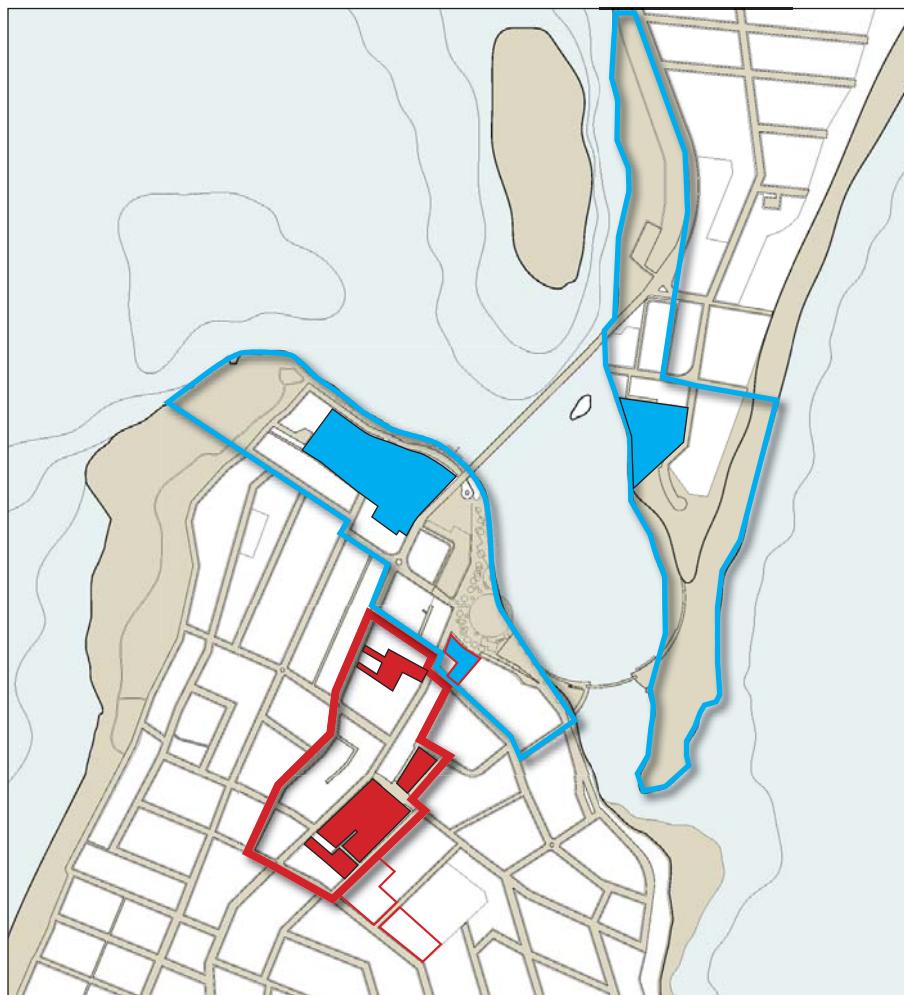
By Pass	Destination	Shopping Centre Carpark
The Entrance Circuit	Parking Zone and Pedestrian Filter	New Parking Station inc. cycle parking & public toilets
Primary Intersection	Boat Access Ramp	Bus Interchange - Key Site no. 3
Laneways	Existing/Upgraded Parking Stations inc. Cycle parking & public toilets	
Paths and Promenades		

PRINCIPLE

The Vehicular and Pedestrian Convergence Layer identifies the merging of all previous improvement layers. This layer takes all previous decisions into account to create a safe movement structure for The Entrance.

RECOMMENDATIONS

- The parking stations become an important anchor to the town. Their role becomes less about cars and becomes focused upon movement as a whole, including walking, cycling and driving;
- The proposed promenades reinforce the central role of "Main Street" and the convergence of the east/west streets reinforce the town square as a civic hub to The Entrance;
- The proposed pedestrian bridge strongly links the two parts of The Entrance making the two whole;
- Carparking stations will be well sign posted to ensure visitors to the area can navigate their way towards them;
- A bus layby is to be incorporated into the bus interchange proposed as part of Key Iconic Development Site No. 3 - Ebbtide Mall.



KEY SITES AND PRECINCT FORMATION

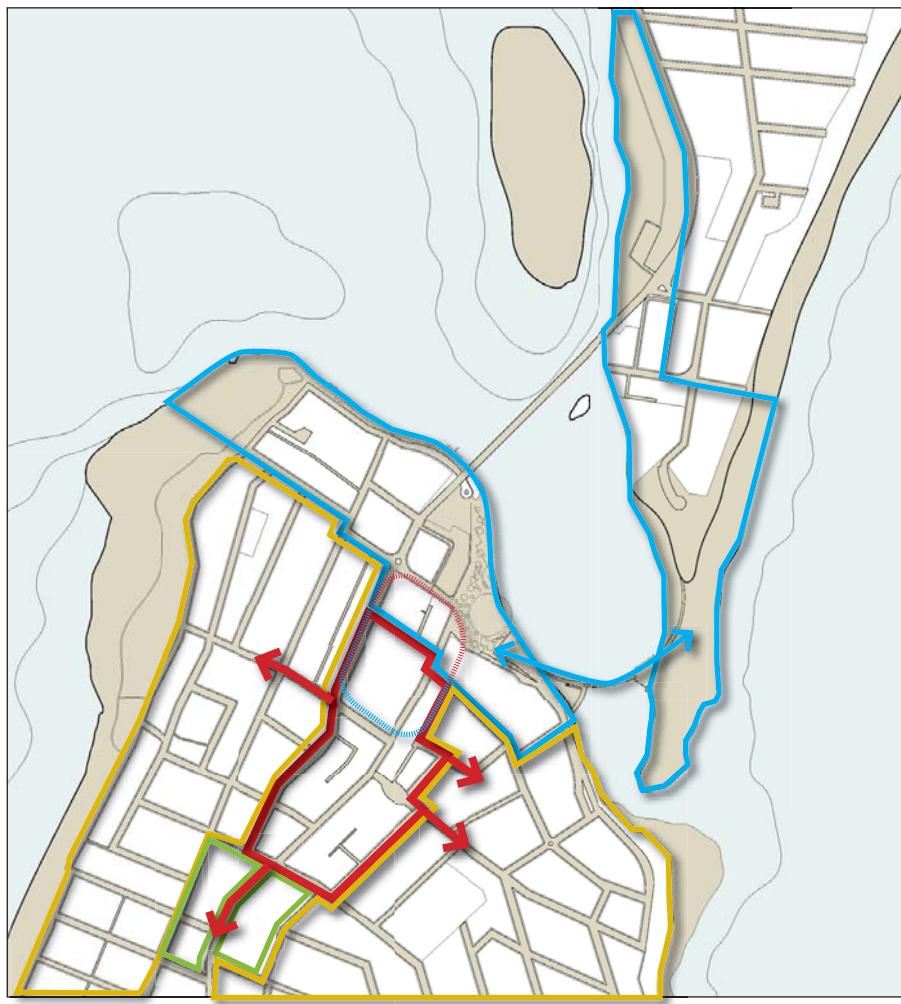
<input type="checkbox"/> Waterfront & Tourism Precinct	<input type="checkbox"/> Waterfront & Tourist Key Sites	<input type="checkbox"/> Key Site to Both Precincts
<input type="checkbox"/> Civic Centre	<input type="checkbox"/> Civic Centre Key Sites	

PRINCIPLE

The Key Sites & Precinct Formation layer identifies the key sites and their role in developing precincts. Recognition of precinct formation is based upon proposed use and location.

RECOMMENDATIONS

- Define parts of the Public Domain for construction during the development of the key sites. This will improve the quality of the public domain, make the revitalisation of The Entrance achievable and result in a 'whole of town' approach that is still diverse and exciting.



DEVELOPING PRECINCTS



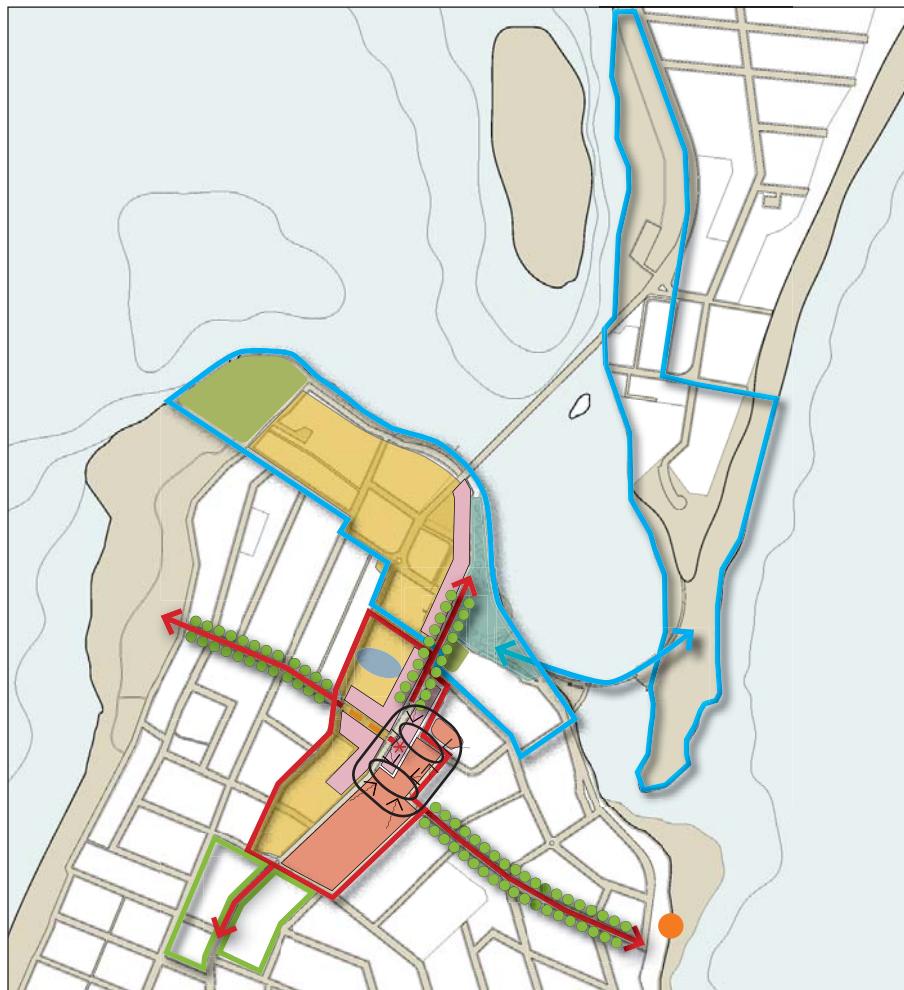
PRINCIPLE F

The Developing Precinct Layer expands the previous layer by defining the overlaps between the precincts which blurs the edges. The layer also proposes precinct characters for the remaining areas.

RECOMMENDATIONS

- RECOMMENDATIONS**

 - Connect the two disconnected areas of the Waterfront and Tourism Precinct which are severed by The Entrance Bridge. Do this by closing part of The Entrance Road fronting the channel and creating Foreshore Plaza Promenade;
 - Where the Water & Tourism Precinct and Civic Centre Precinct overlap provide uses that reflect both precincts;
 - Integrate the centre of the town with the edges, side streets and laneways to activate these places;
 - Link the Northern and Southern precincts of The Entrance.



ACTIVITY AREAS

 	Waterfront & Tourism Precinct		Civic and Retail Hub		Bus Interchange
 	Civic Centre		Cultural Mixed Use: Art, Culture, Music & Food		Waterfront Playground & Carnival
 	Civic Support: Schools & Churches		Parking Zone		Regional Recreational Park
			Town Square		Green Finger Link
					Urban Spaces- public squares and shared spaces
					SLSC

PRINCIPLE

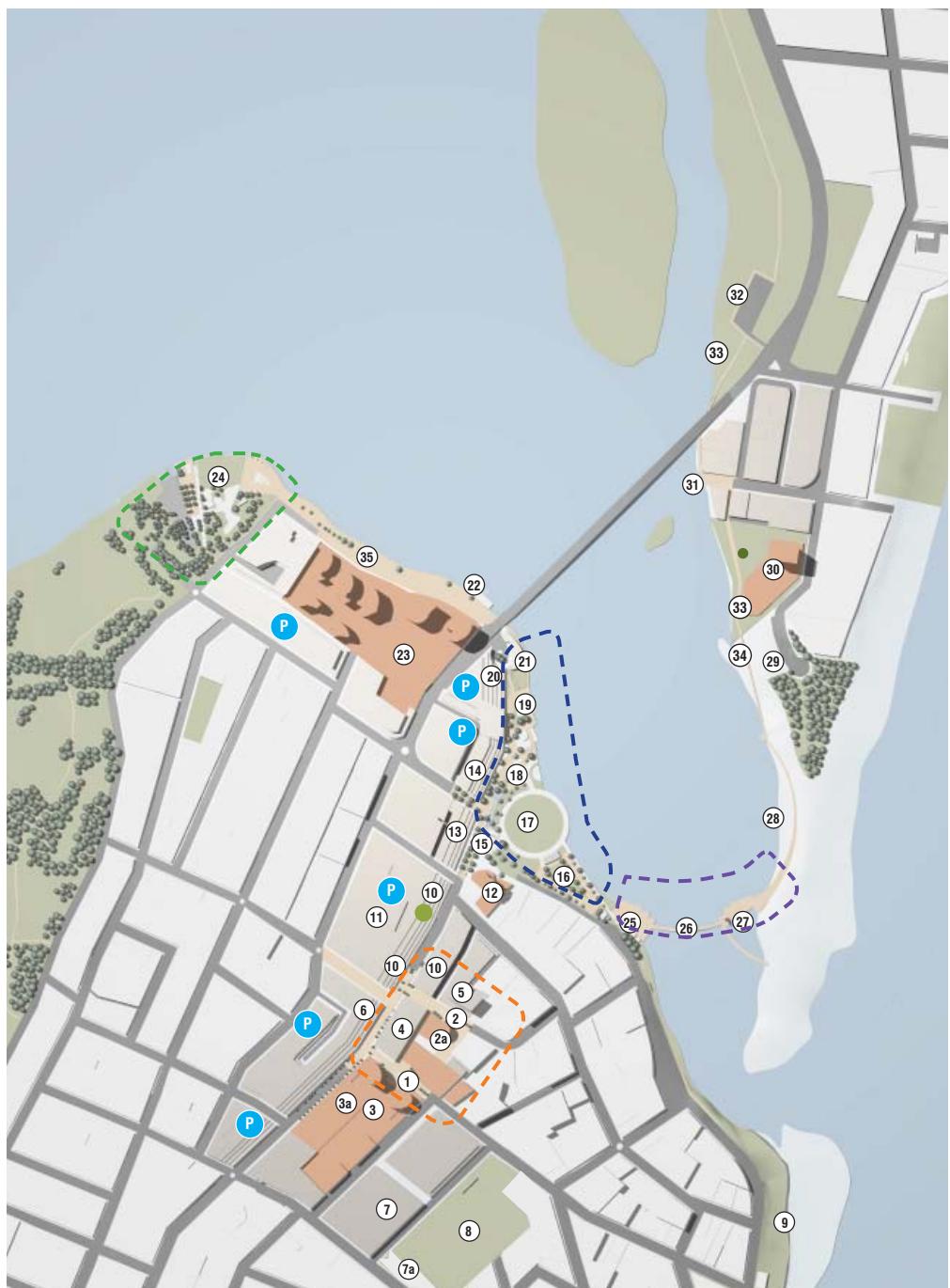
The Activity Areas Layer starts to fill in the details. This layer represents the collective conclusions from previous layers including the movement layers, destinations and promenades, key iconic development sites and hotspots/quiet places.

RECOMMENDATIONS

- Establish Town Square in the heart of the town reinforced by the green fingers being Dening Street, Fairview Avenue and "Main Street";
- Establish Town Square not as a single place but a hierarchy of well connected urban spaces;
- Establish a Civic and Retail heart to Town Square;
- Edge Main Street with cultural mixed uses which complement rather than compete with the retail focus of Lakeside Shopping Centre. Install a mix of artist studios and galleries, restaurants and other cultural activities;
- Within the civic and retail hub provide the essential services needed for a balanced, healthy lifestyle including medical facilities, banks, youth facilities, library, public internet and a new police station closer to the centre and easily accessed as part of the western movement structure.

THE NEW ENTRANCE: MASTERPLAN

- (1) Retail Square
- (2) Civic Square
- (2a) Medical Centre
- (3) Lakeside Shopping Centre
- (3a) Hotel - short term accommodation
- (4) Entertainment Hub including:
-Upgraded Picture Theatre
-Theatre Restaurant
- (5) Community Facilities Hub
- (6) The Lakes Hotel - 'Top Pub'
- (7) The Greens Bowling Club & Seniors Living & Training Centre
- (7a) Multiluse/Community Facility (converted Bowling Club)
- (8) Taylors Park inc. Grandstand
- (9) The Entrance Surf Life Saving Club
- (10) Cultural Mixed Use:
- Pop Up Galleries/ Studios for Art & Other Installations
- Cafes & Restaurants
- Music Venues
- (11) Bus Interchange
- (12) Key Site - Iconic Development Site
- (13) Tourist Information Centre
- (14) Cafes & Restaurant
- (15) Anzac Square
- (16) Market Place
- (17) Memorial Park Multi-Use Site A
- (18) Waterfront Playground
- (19) Bandstand & Forecourt
- (20) The Entrance 'Bottom Pub'
- (21) Fishermans Wharf and roof top observation point
- (22) Historic Watercraft Hire
- (23) Water Park, Convention Centre & Hotel
- (24) Picnic Point Recreation Park
- (25) The Pier
- (26) Water Walk
- (27) The Lake 'Splash' Pool
- (28) Karagi Beach
- (29) Karagi Park
- (30) Karagi Tourist Resort
- (31) Jetty
- (32) Terlibah Park
- (33) Northern Promenade
- (34) Karagi Beach
- (35) Foreshore Plaza Promenade



The following identifies the Public Domain Precincts that form Part 5 of the report:

- Town Square - The Civic Heart of The Entrance
- Picnic Point Recreation Park
- Waterfront Precinct West
- Waterfront Precinct East

LEGEND

- P Parking - car & cycle
- Police Station (relocated)



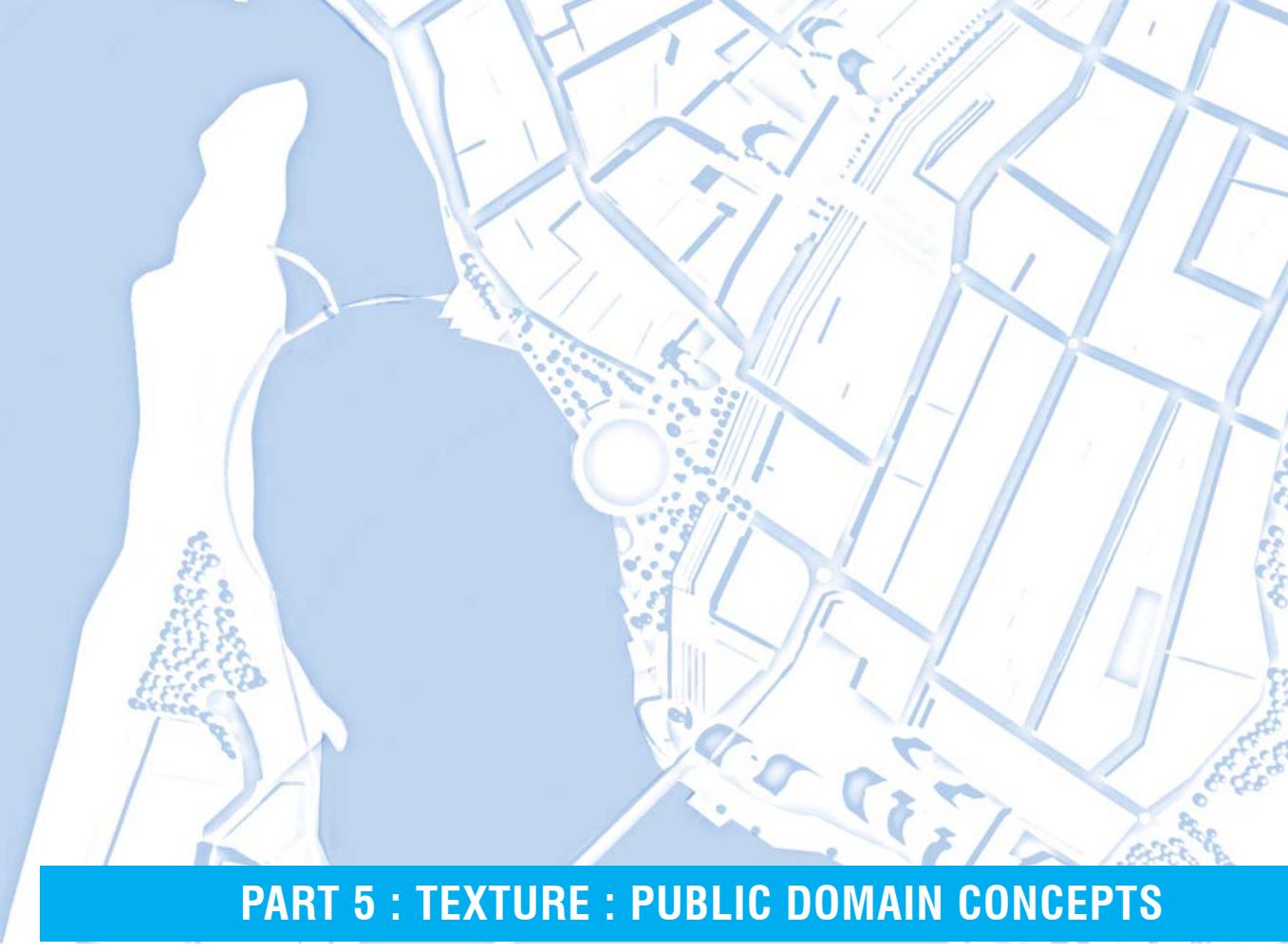
Birds eye view of The Entrance looking south. The Village Green becomes the central marker that provides aerial orientation.



Birds eye view of The Entrance looking east. The pink buildings identify the key iconic development sites.

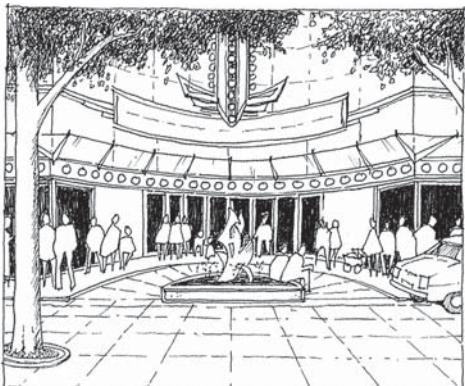


Birds eye view of The Entrance looking west. A continuous promenade has been created which winds its way from Picnic Point to Terilbah Park.

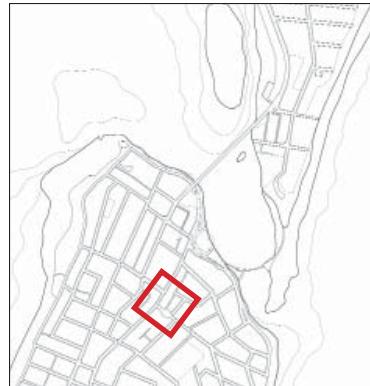


PART 5 : TEXTURE : PUBLIC DOMAIN CONCEPTS

THE TOWN SQUARE: The Civic Heart



View of the Theatre Forecourt



Location

The Civic Hub of The Entrance will be significantly altered by the design of several key iconic development sites and other development sites such as a large library or medical centre. As these designs are in flux, this section of the report proposes general principles and recommendations opposed to finite public domain design. This report recommends that the developers of these key sites utilise these principles and recommendations during the design development process.

GENERAL PRINCIPLES

- Designate the design and construction of the public places identified in diagram 2 to the developers of the Key Sites and Development Sites adjacent;
- Create a variety of activity focused areas which function as social spaces;
- Create a balance between hotspots and quiet places that give people an opportunity for time out from their busy day;
- Link these activity spaces through the use of materials, trees and signage. Make Town Square a place of discovery by drawing people through the main street into the back streets;
- Enable people to pass from A to B quickly and efficiently. Use natural desire lines to activate the spaces;
- Ensure the proposed road closures do not inhibit the servicing of these buildings.

GENERAL RECOMMENDATIONS

- Provide continuous awnings to provide shelter and facades for signage;
- Pave the shared zone with compressed concrete unit pavers which can accommodate service vehicles and can be lifted unit by unit for maintenance of services.

TOWN SQUARE

- Establish Town Square as a precinct opposed to a single urban piazza. Town Square can become the focal point to The Entrance and comprise a hierarchy of urban spaces which feature different roles such as a Retail Square which corresponds to Lakeside Shopping Centre, Civic Forecourt which reinforces the Potential Community Facilities Hub and the Theatre Forecourt which can become a bright and vibrant destination. Civic Forecourt will be a shared zone, characterised by a pedestrian friendly environment which will reinforce the future activated frontages to its north and south;
- Establish Town Square as an urban park that has the features of a park such as trees, vegetation and wildlife. The earlier framework layers identified that the centre of the town was lacking in park activities (we note Taylor Park to the east of Town Square, however, this is a formal park and not a mixed use space);
- Ensure Town Square is serviceable by creating widths to accommodate service vehicles. We note this is feasible due to the redevelopment of surrounding buildings. Servicing of these spaces should be after hours;

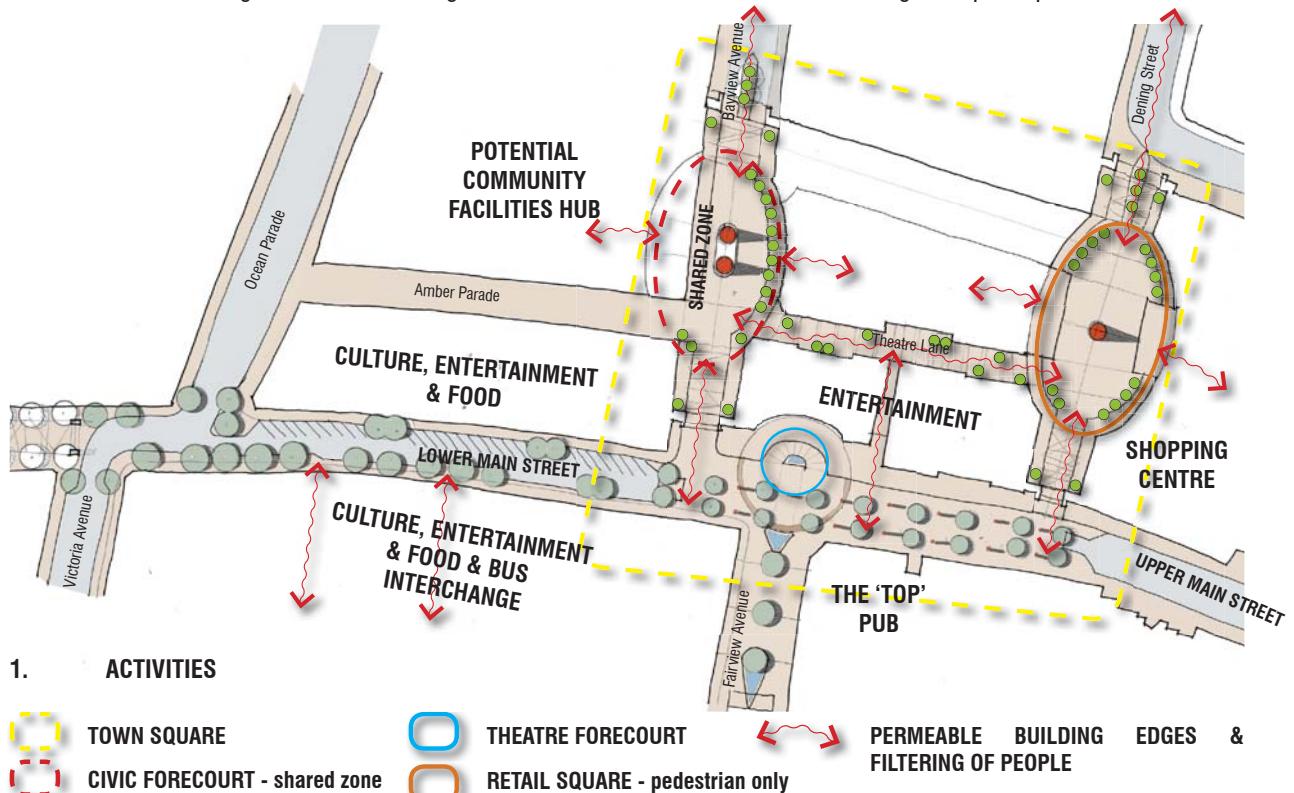
- Encourage street performances in the squares and lanes to give life, colour and sounds to these spaces. Create platforms for these impromptu events;
- Integrate places for play that are not formal childrens play areas. Elements for climbing and exploring can be landscape forms or a piece of active public art;
- Establish elements such as street furniture, public art and landart in the urban landscape that inform people that they are part of a hierarchy of connected spaces. This could be achieved by repeating similar in these spaces;
- Treatment of Bayview Avenue between The Entrance Road and Short Street will be dependent on analysis of traffic movement and adjacent land uses.

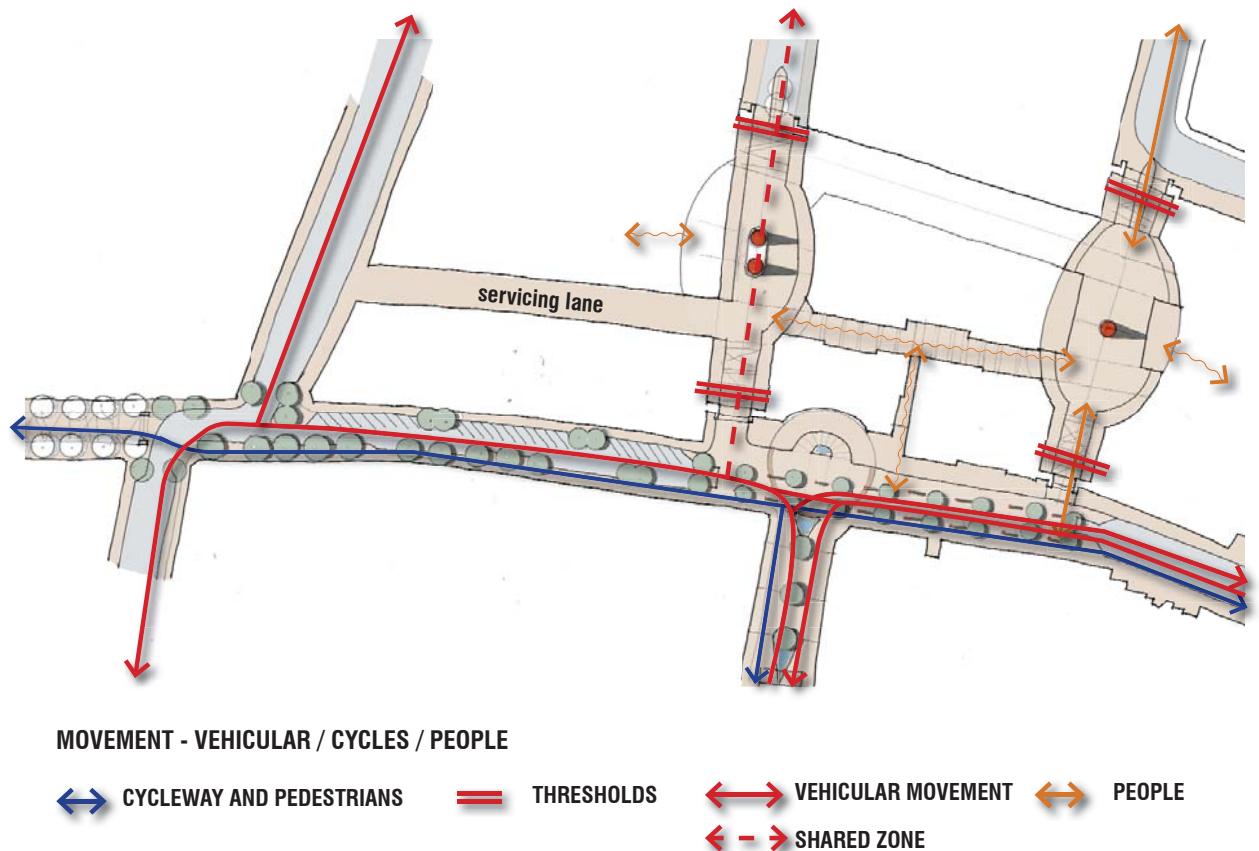
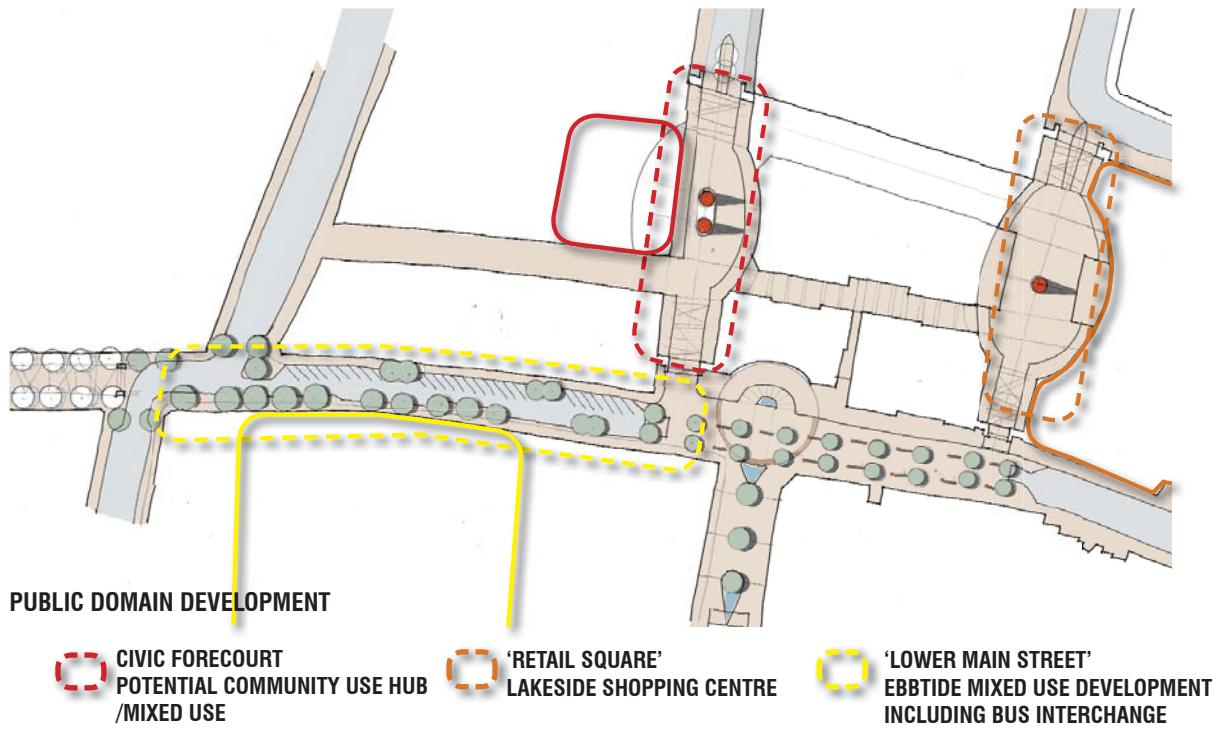
MAIN STREET - TOWN SQUARE

- Give 'Main Street' the character of a pedestrian friendly zone. To achieve this the masterplan proposes a change in colour, materials bollards and flag poles in the space that defines the 'carriageway'. It is anticipated that the volume of cars attempting to park in this street will be reduced due to the changes to the road network which encourages all public caparking to be at the west of Main Street. This will be addressed through changes to the road treatment and street signage;
- Encourage the redevelopment of the Entrance theatre as a picture theatre and theatre restaurant complex. To continue the seaside theme give the theatre an art deco character featuring bright lights and iconic architectural forms;
- Create a theatre forecourt that reinforces Fairview Avenue as an important axis in the new road hierarchy.

LOWER MAIN STREET

- Activate lower Main Street with a mix of cultural activities including pop up galleries, artist studios, interspersed with cafes and restaurants, bookshops and music venues. These will complement rather than compete with the retail centre proposed for Lakeside Plaza.
- Maintain the existing road structure, parking layout, street trees and dining booths. Integrate the new material palette with the elements to be retained. Remove the hedges around the dining booths as they form a barrier and 'turn patrons' backs to the street'.
- A bus interchange is proposed as part of the Ebbtide development site. Access by buses should be at the rear of the site to keep Main Street clear of heavy vehicles and traffic. Pedestrians can filter through the bus interchange to Main Street. This reduces the interchange's impact upon Main Street.





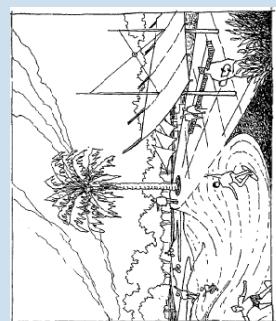


"Picnic Point Recreation Park will reinforce The Entrance as a balanced and healthy alternative to other coastal towns"

	Picnic Point Recreational Park
1	Skate/BMX/Scooter Park
1a	Seating and Observation Area
1b	Picnic Areas
2	Adventure Bike Trail
3	Children's Playground
4	Multiuse Community facilities including amenities
5	Concession Stands
6	Boating Amenities and Seating
7	Multi Use Lawn
8	Boat Ramp
9	Temporary Boat Parking
10	Informal Picnic Spaces
11	Environmental Interpretation Facilities
11a	Entry to Environmental Interpretation Facilities
12	Public Carpark
13	Vehicular Entry
14	Pedestrian Entry
15	Public Art site
16	Forestore Plaza Promenade
17	Exercise Stations

PICNIC POINT RECREATION PARK MASTERPLAN

THE ENTRANCE TOWN CENTRE MASTERPLAN



View 1: View of Skate Park looking north

PICNIC POINT RECREATION PARK PRINCIPLES & RECOMMENDATIONS

Picnic Point Recreation Park will reinforce The Entrance as a balanced and healthy alternative to other coastal towns.

PRINCIPLES

- Provide large scale open space with a variety of public spaces and activities;
- Provide points of access to Tuggerah Lake and carparking/trailer parking to suit;
- Provide active recreational spaces with a variety of pursuits;
- Provide public carparking within walking distance;
- Connect Picnic Point with the Town Centre and North Entrance;
- Encourage development on Tuggerah Parade that overlooks Picnic Point park to provide casual surveillance and security.
- Provide cafes and other active support services on the ground floor to support Picnic Point.



RECOMMENDATIONS

PLAZA STYLE SKATE PARK

Upgrade the Skate Park to provide a waterfront attraction that has something for everyone - from children to adults, beginners to experts. Contemporary Skate Parks are sculptural forms that are integrated into public spaces that encourage social integration and cooperation as they mimic urban spaces. Plaza Style Skate Parks are growing in prestige and popularity and will draw new residents and tourists.

CHILDREN'S BIKE CIRCUIT AND CHILDREN'S PLAYGROUND

In conjunction with the Plaza Style Skate Park the Children's Bike Circuit is an adventure bike circuit in a secured area. The circuit comprises meandering bike tracks equipped with traffic signs and bridges to provide an exciting adventure for small children under the age of 5 years. A Children's Playground similar to the park in Long Jetty would complement this precinct.

FITNESS CIRCUIT

The Fitness Circuit is integrated into the pedestrian network of the park and provides public fitness equipment for exercise. Picnic Point is in a key location along the Chittaway Point cyclepath and the added fitness stations will benefit the community. This will form one part of a wider network of fitness stations across the shire. The Picnic Point fitness circuit complements a range of activities such as the cycle network, swimming and beach running which will make the new Entrance community experience a balanced and healthy lifestyle. The locations shown are indicative and can be defined and programmed during the design and construction of the park.

BBQ AND PICNIC FACILITIES

Picnic Point includes a hierarchy of different picnic areas that will appeal to different groups. These spaces range from formal structured spaces which can accommodate group parties for hire to discreet lawn tucked away with stunning views across the lake towards the western shore. Provide picnic facilities including BBQ's, shelters and water supply to accommodate picnics for groups of varying sizes. These spaces can be for casual use or hire for large gatherings and parties.

THE AMENITIES CORE

The amenities core is a central location for all the public servicing needs of the park. The Masterplan defines it as a collective space as it is easy to find, locate people and know all your needs are in the one place. The Core includes:

- Public toilets including disabled access toilets;
- Concession stands that sell or hire equipment for use in the park such as skate board hire or sunscreen and hats. The concession stands can also sell ice-cream and softdrink;
- Signage to clearly direct pedestrian movement;
- Lighting to discourage unsociable behaviour;
- Seating and tables.

BOAT RAMP

Investigate ways to improve the scale and quality of the existing boat ramp to increase the number of potential boats launched and provide additional parking spaces for trailers. Create a dedicated space for the display of the catch where filleting and cleaning takes place. This can be a fascinating process for children to observe and understand where their food comes from.

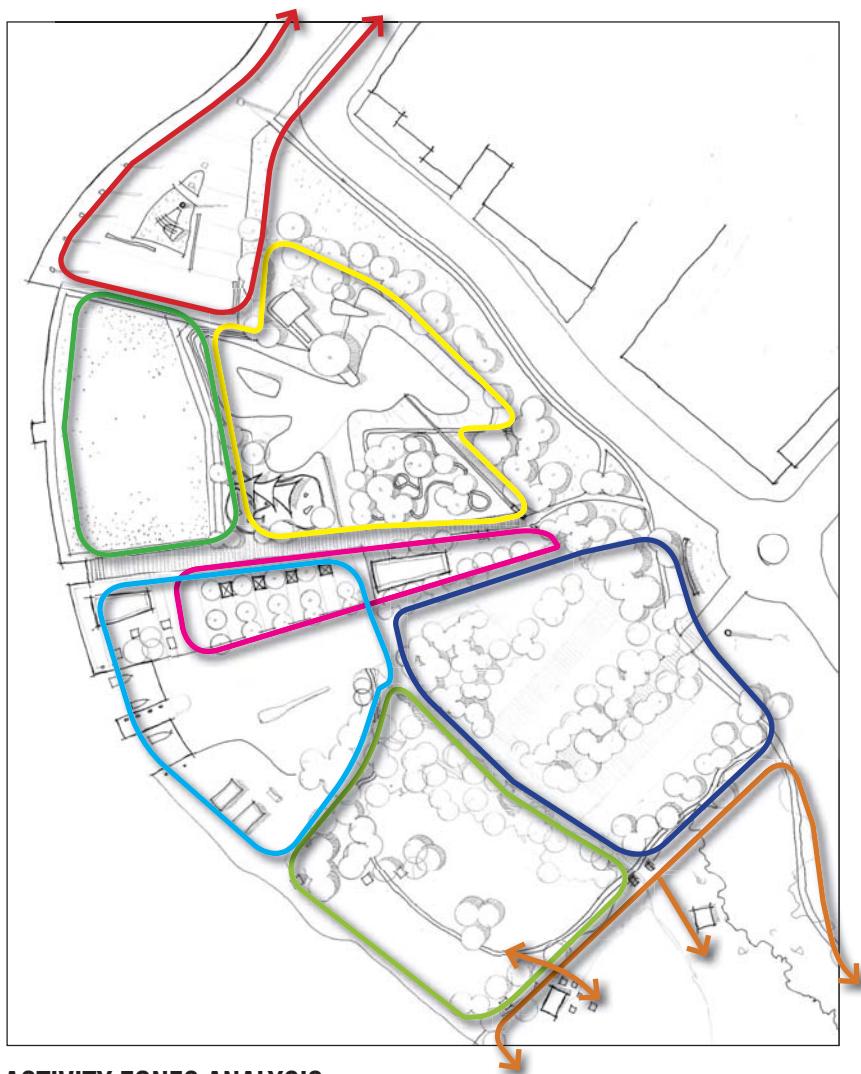
POTENTIAL INCLUSION - THE DOG PARK

The dog park is an off leash secured area for social interaction for both owners and their pets. The dog park includes activity and game areas to encourage exercise and mental stimulation for often house bound pets. The dog park includes shelters and clean up stations. There are rules for both owners and pets if they choose to use the dog park which must be adhered to including clean up and controlling your pet. The dog park will feature as an important spot on the tourist map for road trips as they give owners a chance for their dogs to stretch their legs. The location of the dog park has yet to be determined as it will require further investigation so as not to conflict with environmentally sensitive areas.



MOVEMENT AND ACCESS ANALYSIS

	CYCLEPATH		PUBLIC CARPARKING
	PEDESTRIAN LINKS		AMENITIES
	AMENITY CORE		CYCLE PARKING



ACTIVITY ZONES ANALYSIS



YOUTH ACTIVITY AREA



BOAT ZONE



INFORMAL QUIET SPACE



ENVIRONMENTAL INTERPRETIVE AREA



THE LAWN



FORESHORE PLAZA



A new and exciting urban waterfront skatepark can enliven a space and be integrated into the park such as these skate parks designed by Convic (right: Geelong Left: Cairns)

Public art could be used to activate the foreshore plaza. Public Art such as this example from Bendigo can be lit at night to activate the space.



"The Waterfront Precinct will become the tourism hub of The Entrance. It is a lively, exciting place with a carnival atmosphere that is active 24/7, rain, hail or shine"

THE ENTRANCE TOWN CENTRE MASTERPLAN

THE WATERFRONT PRECINCT WEST MASTERPLAN

THE WATERFRONT PRECINCT WEST PRINCIPLES & RECOMMENDATIONS

The Waterfront Precinct will become the tourism hub of The Entrance. It is a lively, exciting place with a carnival atmosphere that is active 24/7, rain, hail or shine.

PRINCIPLES

- Open the foreshore to views of the lake and the ocean;
- Develop and strengthen the successful elements of this precinct and remove the unsuccessful elements;
- Improve pedestrian connectivity to and within the waterfront precinct;
- Create flexible spaces that can be adapted for multiple uses;
- Create an iconic waterfront that will attract tourists and permanent residents;
- Establish this as an Accessible Precinct - for people of all levels of mobility;
- Create a progression of spaces along the waterfront that connect people to Waterfront Precinct East.



RECOMMENDATIONS

MEMORIAL PARK: MULTIUSE SPACE A

- Establish Memorial Park as a multi use space suitable for entertainment, festivals and other community activities. Increase the footprint of Memorial Park to increase its active space and provide greater integration with the waterfront;
- Improve the quality of the turf by providing a trafficable shared zone around its edge. This zone should be wide enough to accommodate a parked vehicle for unloading and space to pass the parked vehicle;
- Investigate demolishing and relocating of the existing stage and visitor information centre;
- Construct a new stage that services both Memorial Park and Marketplace. The stage will be capped with lightweight sails to provide sun protection and reinforce the coastal theme;
- Investigate reclamation of The Entrance Channel to provide for extension of Memorial Park.

MARKETPLACE - MULTI USE SPACE B

- Marketplace is a multi use space that complements Memorial Park (Multi Use Space A). In contrast, Marketplace is paved to provide an all weather surface for markets and other visiting attractions including car shows. Marketplace will be tree lined to provide shelter and shade;
- Where events are large the activities can spill into Memorial Park and/or utilise Marine Parade;
- A new public amenities block defines the eastern end that will serve Waterfront Precinct East & West.

ANZAC SQUARE

- Investigate ways to close Marine Parade to improve the accessibility and usability of this precinct;
- Establish Anzac Square as the extension to Memorial Park and the War Memorial. This square can be used for Anzac Day ceremonies and other relevant events. Anzac Square is the first introduction to the Waterfront Precinct and is a key destination. The square will reinforce the entry to the key site adjacent.

THE WATERFRONT PLAYGROUND

- Define a sub precinct west of Memorial Park as the Waterfront Playground. This sub precinct includes a collection of activities for children that reinforce a carnival atmosphere and are clustered between the cafes and the Pelican Feeding Amphitheatre. Its activities include Vera's Water Garden, a Children's Playground, and an Historic Carnival Precinct which includes the heritage listed carousel;
- The Waterfront Playground builds upon the success of Vera's Water Garden and accommodates an expansion and upgrade of its facilities. The water garden will stay in its current location but will be extended west to become part of the entry gateway to the precinct. Night activation is an important principle of urban revitalisation, therefore, the Masterplan proposes that the upgrade of the Water Garden will include lighting and water displays that are integrated with the Water Walk and Sunrise Bridge. To accommodate seasonal changes, design parts of the Water Garden to become dry during winter. This can transform these into Public Art elements;

- The Pelican Feeding Amphitheatre will remain in its current location as it will be difficult to attract the birds to a new location. The amphitheatre will be upgraded to match the proposed paving in the adjoining areas and signage will be improved;
- The cafes currently fronting the Waterfront Playground feature covered hedged dining booths. These booths turn patrons' backs to the 'pedestrian street' and disrupt views of the lake and ocean. The Masterplan proposes to retain the booths but remove the hedges.

BAND STAND FORECOURT

- The western end of the waterfront has had difficulties realising its potential. The stage and the heritage listed carousel have been placed in locations that see little use or appear awkward and 'in the way'. For this reason the Masterplan proposes to remove the stage and replace with an open space that correlates with the entry to the Hotel, The Entrance Pub and Fisherman's Wharf. This is an important space as it gives the first impression of this precinct when visitors walk through from the public carpark;
- The Masterplan proposes two key elements in this space. The first being a Bandstand in the traditional style. The Bandstand is an object in the round within a green lawn that will reinforce 'classic' coastal themes. Performances can be viewed from this lawn. The Bandstand is central to this space and can be viewed from key areas without becoming obtrusive. It will also be in keeping with the carnival theme adjacent;
- The second element is a public art site and clock tower. These objects define this as a meeting place and give a sense of scale to the pedestrian street.

GATEWAYS AND THRESHOLDS

- Three gateways have been proposed for the site. These gateways are located in spaces where the buildings narrow and create a sense of enclosure. The sense of compression will create a feeling of excitement and anticipation upon entry. We propose lighting these space from above to reduce the potential obstructions on the ground and to reinforce the experience of entering into a new space. Clearly defined thresholds are useful in instructing people about how they should behave in these spaces and increase perceptions of safety and security;
- The Visitor Information Centre should be relocated to form an important gateway and threshold to this precinct. This facility is important to The Entrance as the existing VIC is a multi purpose centre which provides year round services including missing children, warming baby bottles, lost and found, basic first aid, security and coordination services, amongst other things. The VIC will need to be within close distance to a public parking station and clearly sign posted. The Entrance VIC would have strong connections with other VIC that service the region. A third tier VIC at Saltwater Creek Long Jetty should be investigated as part of future studies to support The Entrance.



Bright and colourful methods can be adopted to connect precincts severed by bridges.



The Water Walk becomes the missing link in the NSW Cycleway Link

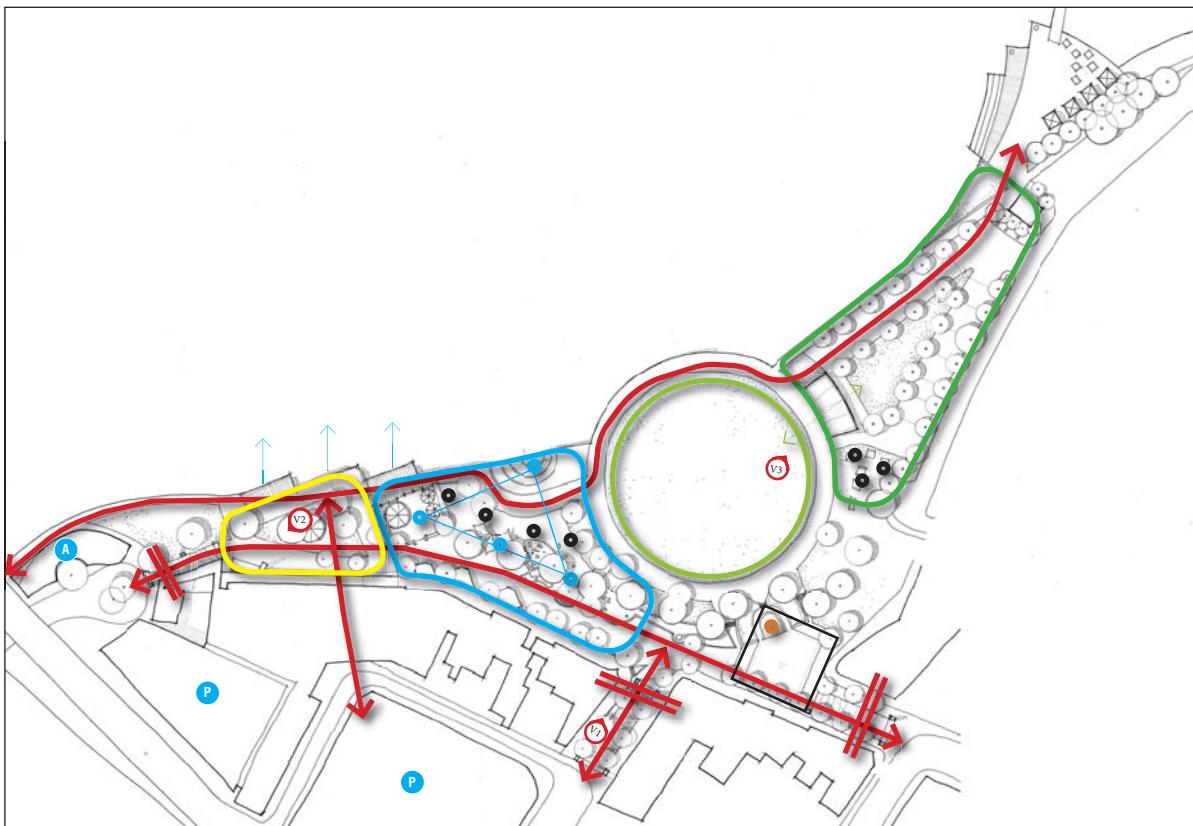


An enhanced Water Garden could build upon its existing success.



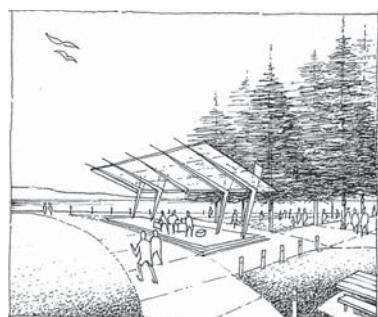
These festive lights could be used to define the "thresholds" into the Waterfront Precinct





THE WATERFRONT PRECINCT - WEST SPATIAL ANALYSIS

	BANDSTAND FORECOURT		MEMORIAL PARK		ANZAC SQUARE		PUBLIC PARKING
	WATERFRONT PLAYGROUND		THRESHOLDS		WATERPLAYGROUND LINKS		AMENITIES
	MARKETPLACE		PEDESTRIAN LINK		PUBLIC SEATING/PICNIC		WAR MEMORIAL



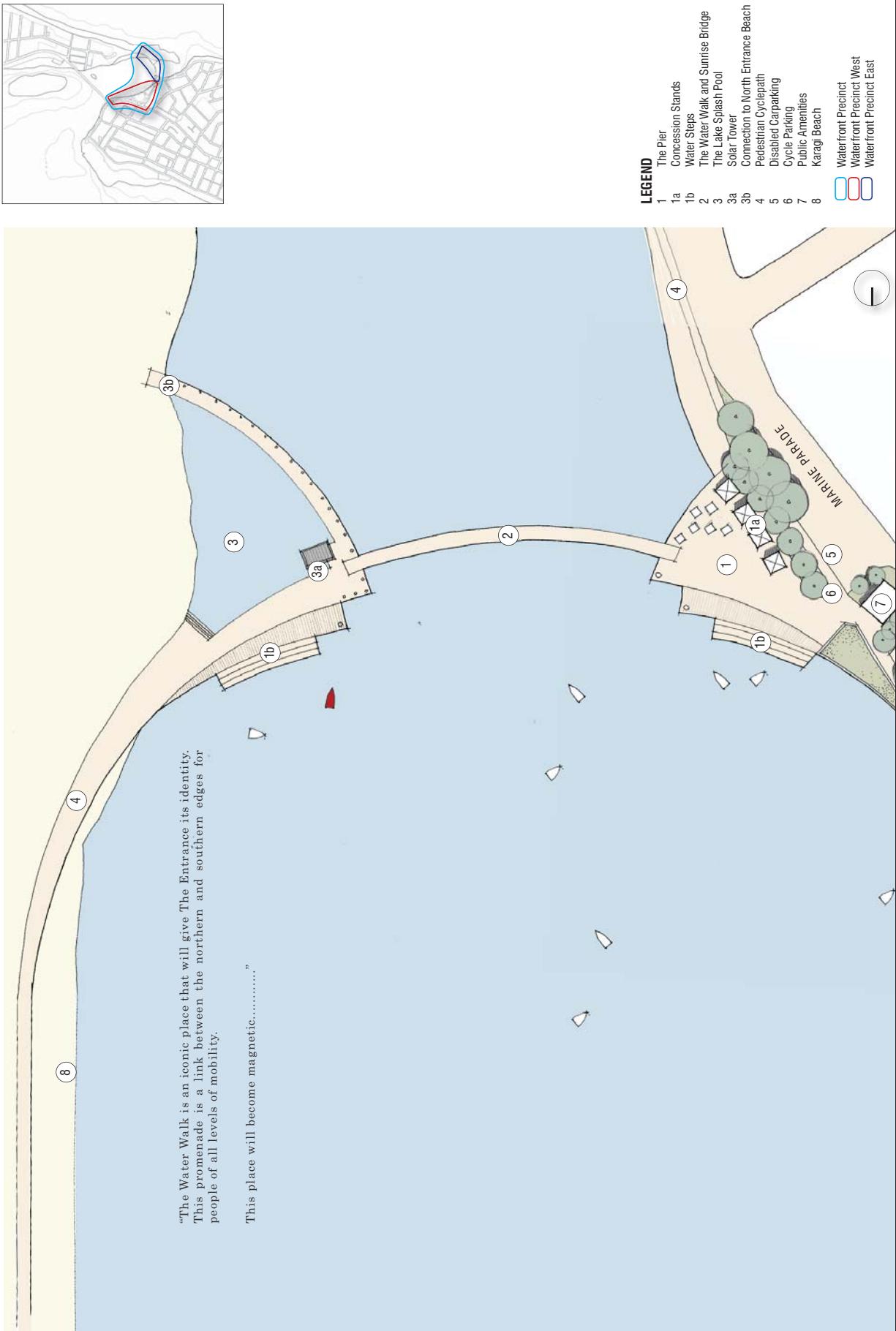
View 1: Public Art Sculpture and Threshold

View 2: The Bandstand Forecourt featuring Clock Tower

View 3: The new stage that is the link between the Memorial Park & Marketplace

THE WATERFRONT PRECINCT EAST MASTERPLAN

THE ENTRANCE TOWN CENTRE MASTERPLAN



THE WATERFRONT PRECINCT EAST PRINCIPLES & RECOMMENDATIONS

The Water Promenade is an iconic place that will give The Entrance its identity. The Promenade will provide a mix of active spaces and quiet places and most importantly provide a link between the northern and southern edges for pedestrians and cyclists. The Water Promenade will become a magnet for residents and tourists alike.

PRINCIPLES

- Give The Entrance an Iconic Landmark development that is public not private;
- Connect the northern and southern edges of The Entrance for pedestrians and emergency vehicles;
- Create places for recreation and employment;
- Create an international attraction to draw tourists and residents;
- Create spaces that encourage use of the lake and interaction with its beaches;
- Reinforce the concept of "Accessible Entrance".



RECOMMENDATIONS

THE PIER

- The Pier becomes the landward anchor to the Water Front Precinct and the Water Walk. The Pier will be activated with a cafe and small concession stands that can sell ice-cream, coffee and softdrink that would be associated with the beach and a sun drenched promenade. The pier will be lined with palms along the southern edge to continue the theme in the town centre.

THE WATER WALK & SUNRISE BRIDGE

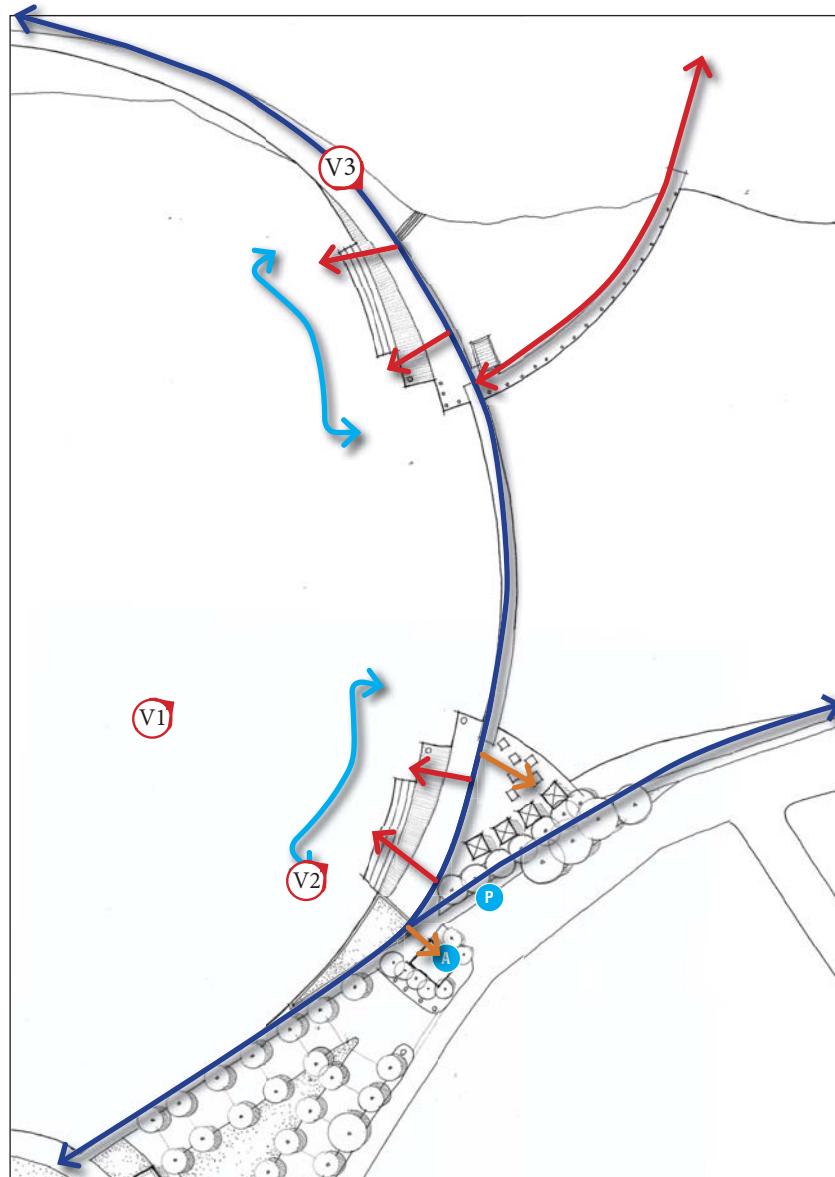
- The Water Walk will link the town edges of the township together in the form of a pedestrian promenade. The Water Walk's name stems from the pedestrian's walk over water to the destination on the other side - the pool, Karagi Park, Dunleith Park, Terilbah Park and North Entrance beach. The form of the Water Walk should represent the character of The Entrance. The artist's impression shown is an indicative concept showing one potential form. Described as the Sunrise Bridge, the form reflects the rise of the early morning sun, from which the view would be spectacular. There is an opportunity to engage the services of a renowned international sculptor to collaborate in the design of the bridge. This collaboration could result in a unique piece of public art as well as bring The Entrance to the world stage - encouraging new residents and tourists.
- **This concept is indicative in form and location and will be subject to further investigations and design.** This could go through a design competition to increase awareness of The Entrance. This has been successful in other countries of which Bilbao, Spain is recognised for the Guggenheim.

THE LAKE SPLASH POOL

- The Lake Splash Pool is a destination for the northern edge of The Entrance and provides a location for 'beach swimming' in a safe and secure environment. Tourists and Residents often feel insecure at the thought of swimming in the ocean and will avoid doing so. This pool has a different purpose to the Ocean Baths which are designed for lap swimming. These two uses often conflict as their purposes are very different and the character of the splash pool will be playful and exciting. The location of the pool is also indicative and would be subject to further investigations and design.

THE SOLAR TOWER

- The Solar Tower will generate energy to power the lighting for the Waterfront Precinct. Any unused energy can be fed back into the grid.



MOVEMENT ANALYSIS



PEDESTRIAN / CYCLEWAY

PEDESTRIAN CONNECTIONS
TO THE WATER

ACCESS FROM WATER

PEDESTRIAN CONNECTIONS
TO AMENITIES/FACILITIES

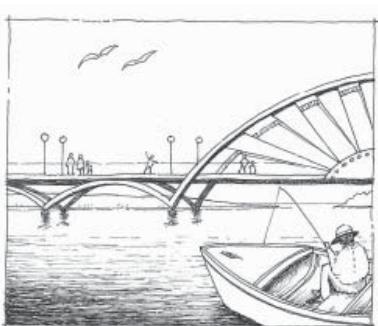
DISABLED PARKING



AMENITIES



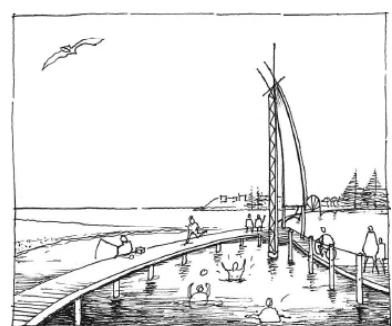
Vignette View



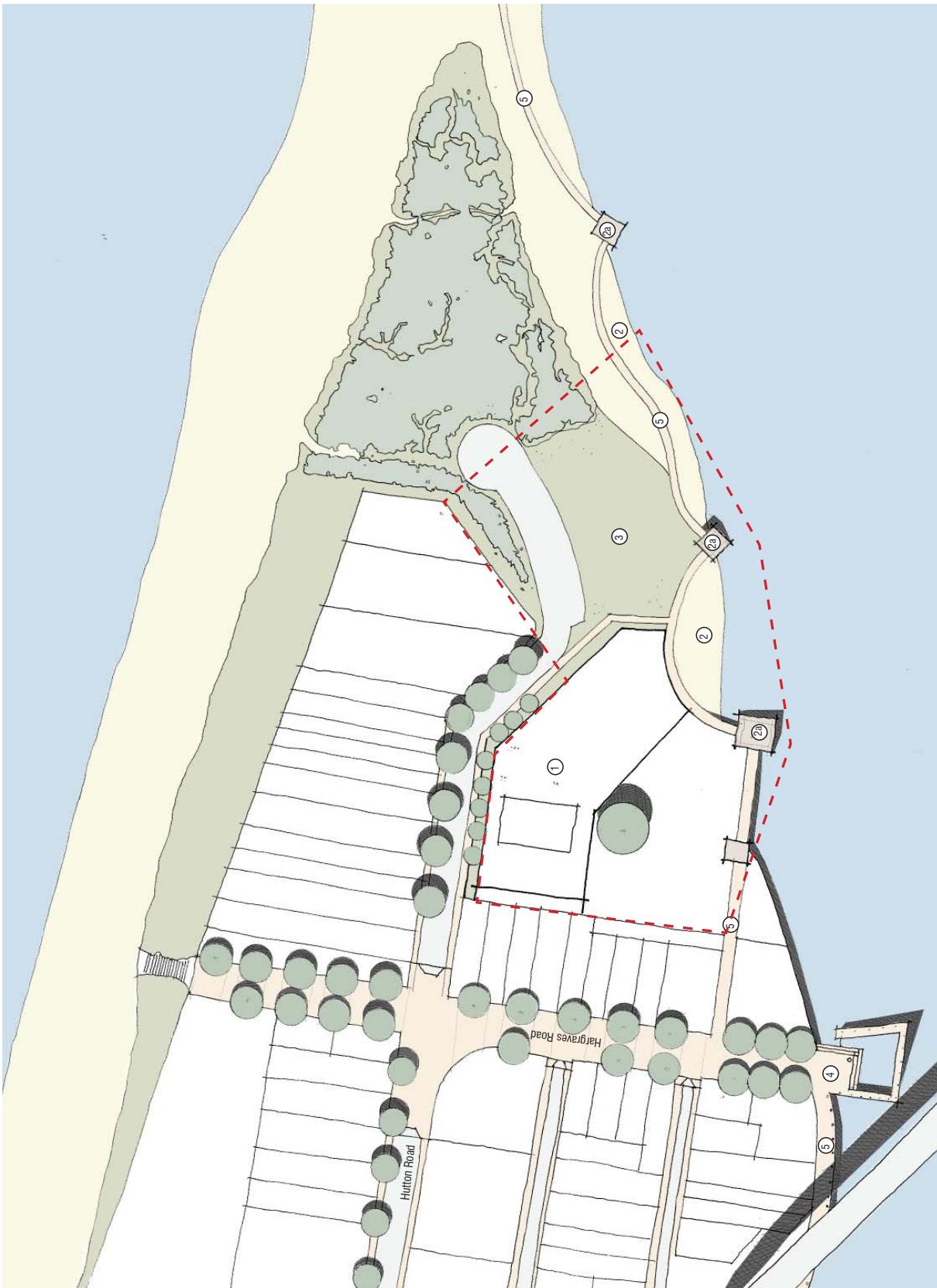
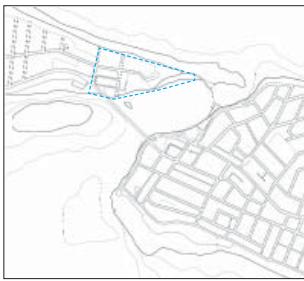
View 1: View of the Walkway & Sunrise Bridge from the water



View 2: The Pier from the large water steps



View 3: From the edge of the Lake Splash Pool towards the Solar Tower



THE ENTRANCE TOWN CENTRE MASTERPLAN

NORTHERN FORESHORE

DUNLEITH - NORTH ENTRANCE KEY SITE

PRINCIPLES

- Connect the northern and southern sides of The Entrance together for pedestrians and cyclists. Establish the link at an accessible grade to enable the less able bodied to cross without the use of a car;
- Activate North Entrance and its edge to the lake with activities that complement The Entrance;
- Connect people to water, water to people;
- Maintain existing vegetation and respect the existing Norfolk pines that give The Entrance its character.



RECOMMENDATIONS

Key Iconic Development Site – Dunleith Tourist Resort

- Establish Dunleith Tourist Park as a family friendly resort that is a destination in its own right and encourages people to cross the channel;
- Develop the site as a vertical tower that opens the ground plane for community and public spaces such as parks, promenades and other activities;
- In the public open spaces, provide exciting activities that are not found in the region to activate this precinct such as a sound garden or sculpture garden;
- Use the site as a vehicle to connect visitors with North Entrance Beach, Karagi Park and the Northern Promenade;
- Respect the large Norfolk Pine that is centred on this site and use it to reinforce the vertical character of the tower;
- Establish the top floor of the tower as an observation deck to provide unobstructed views across the town, channel, lake and ocean. Northern views from this level would provide significant views up the north coast towards the national parks. This will be the only location on the Central Coast to capture these views and would be a significant tourist destination.

Karagi Beach

- Investigate the establishment a beach that encourages use of the lake and allows people to directly access it;
- Use the beach to reinforce the character of Dunleith as a tourist destination;
- Use timber decks as nodal points that provide shelter and observation points for walkers and cyclists. The shelters can be used by the less able bodied that need a place to rest before continuing on their journey. This is important in this locality where the spaces are broad and open.

Karagi Park

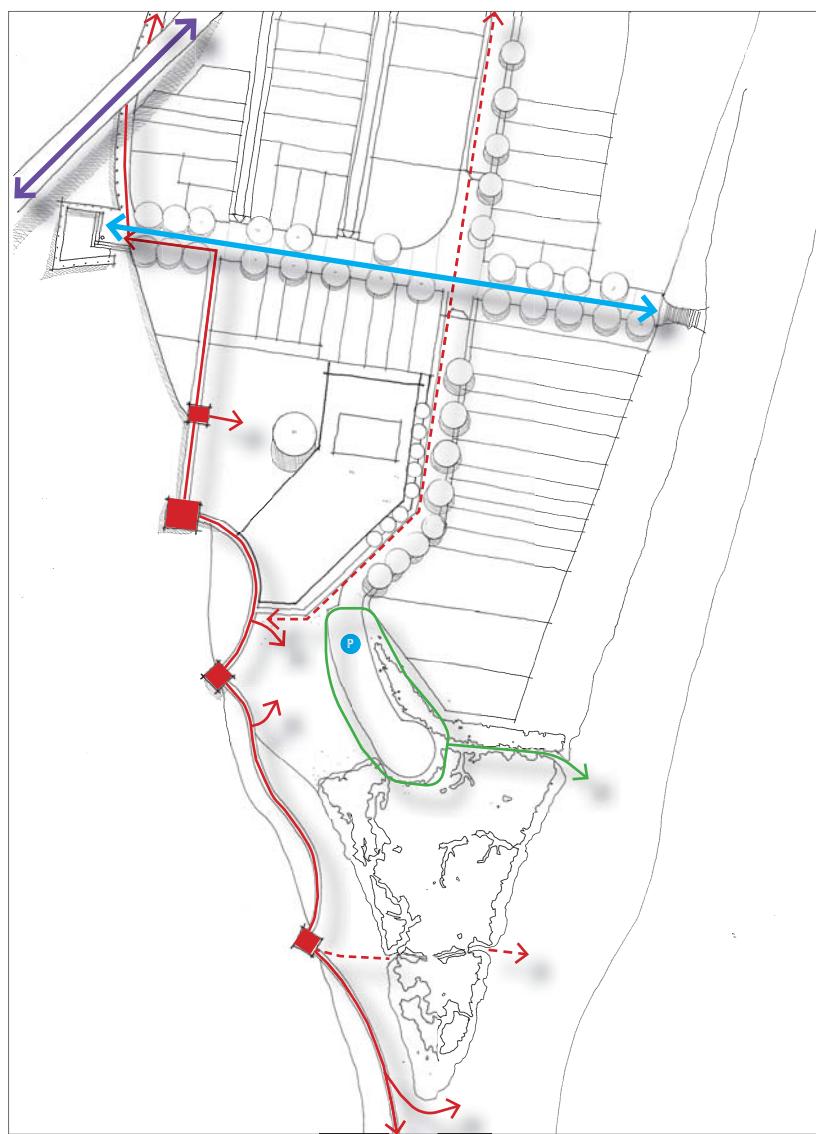
- Increase the useable space of Karagi Park by changing the shape and orientation of the carpark. This will provide a seamless connection with the public open spaces of the Dunleith Tourist Resort;
- Within this space include uses such as a children's playground, picnic shelters and public amenities. Also allow for cycle parking to encourage cyclists to get off their bikes and visit the attractions on the northern side of the channel;
- Maintain a large and open area that provides space to kick a ball or play as a family;
- It is important to note the ecological sensitivity of Karagi Reserve which adjoins Karagi Park. Any works need to demonstrate how it will not impact upon the subject reserve.

The Jetty

- The Jetty is a memorial to the former Entrance Bridge that once spanned the channel. The bridge originally connected with Hargraves Street making Hutton Road the original link north. The Jetty is an extension to Hargraves Street which terminates in an enclosure that permits people to sit on large steps that descend into the water;
- The Jetty should have characteristics that are consistent with the original bridge - constructed of timber and painted white. Its access to the water is reminiscent of the original bridge's relationship to water as it was low lying and had strong pedestrian connections.

The Northern Promenade and its water connections

- The Northern Promenade is an extension of the Water Walk and connects with the pedestrian and cycle network that starts at Terilbah Park and continues northwards;
- The promenade should be suitable for pedestrians of all abilities and at an accessible grade. The promenade shall incorporate covered shelters at regular intervals to provide rest points from the sun and the rain;
- An east west link between the Jetty and the Ocean should be defined through pavement treatments, street tree planting and signage. This will strongly define this link.



MOVEMENT ANALYSIS

↔ THE ENTRANCE BRIDGE
↔ LAKE/BEACH LINK

↔ NORTHERN PROMENADE
↔ SECONDARY MOVEMENT

PUBLIC PARKING
PUBLIC CARPARK & CYCLE PARKING

MOODS : INSPIRATION : CHARACTER : TEXTURE : IMAGINATION

Materials, forms and finishes should be inspired by a theme that is sensory: visual and textural. The following images and words have strong connections with the coast and coastal living and have been used to inspire the forms and materials proposed for the Masterplan.



White Sails

Bleached Driftwood

Sand And Sun



Classic Forms And Shapes

Rustic



Relaxed Style



MATERIALS, FORMS & STREET FURNITURE CONCEPTS

KEY IDEAS

A neutral classic colour palette of white, sand and silver grey. This leaves the vibrancy and the colours to be expressed in public art, play equipment, signage and other architectural features.

- Bleached light hued timber decks and insitu seating along the lake edge
- Sandstone edge to the lake
- White timber pylons defining edges which reinforce the coastal character
- Light sandy toned compressed concrete paving defined by contrasting inset paving as a feature
- Contrasting stainless steel street furniture for durability and a timeless character
- Tall elegant and classic light pole forms to continue the traditional seaside coastal theme
- Cantilevered edges to give the impression of platforms floating on water



FLOATING PLATFORMS



TREATING EDGES



WHITE SAILS



DEFINING SPACES



KEEPING IT CLEAN

