



# Tuggerah to Wyong

## Economic Corridor Strategy

FINAL - adopted by Council on 30 November 2020



# Executive Summary

## The Strategy

The Tuggerah to Wyong Economic Strategy (the Strategy) provides a single vision for land located within the Tuggerah to Wyong Economic Corridor (the Corridor).

The Corridor comprises three (3) precincts connected by the Pacific Highway. The Strategy defines and highlights the important role and character for each and identifies how they will help sustain the growth of the Corridor. It identifies where economic growth should and should not be supported to promote self-containment and enable the continued growth of the Corridor for perpetuity.

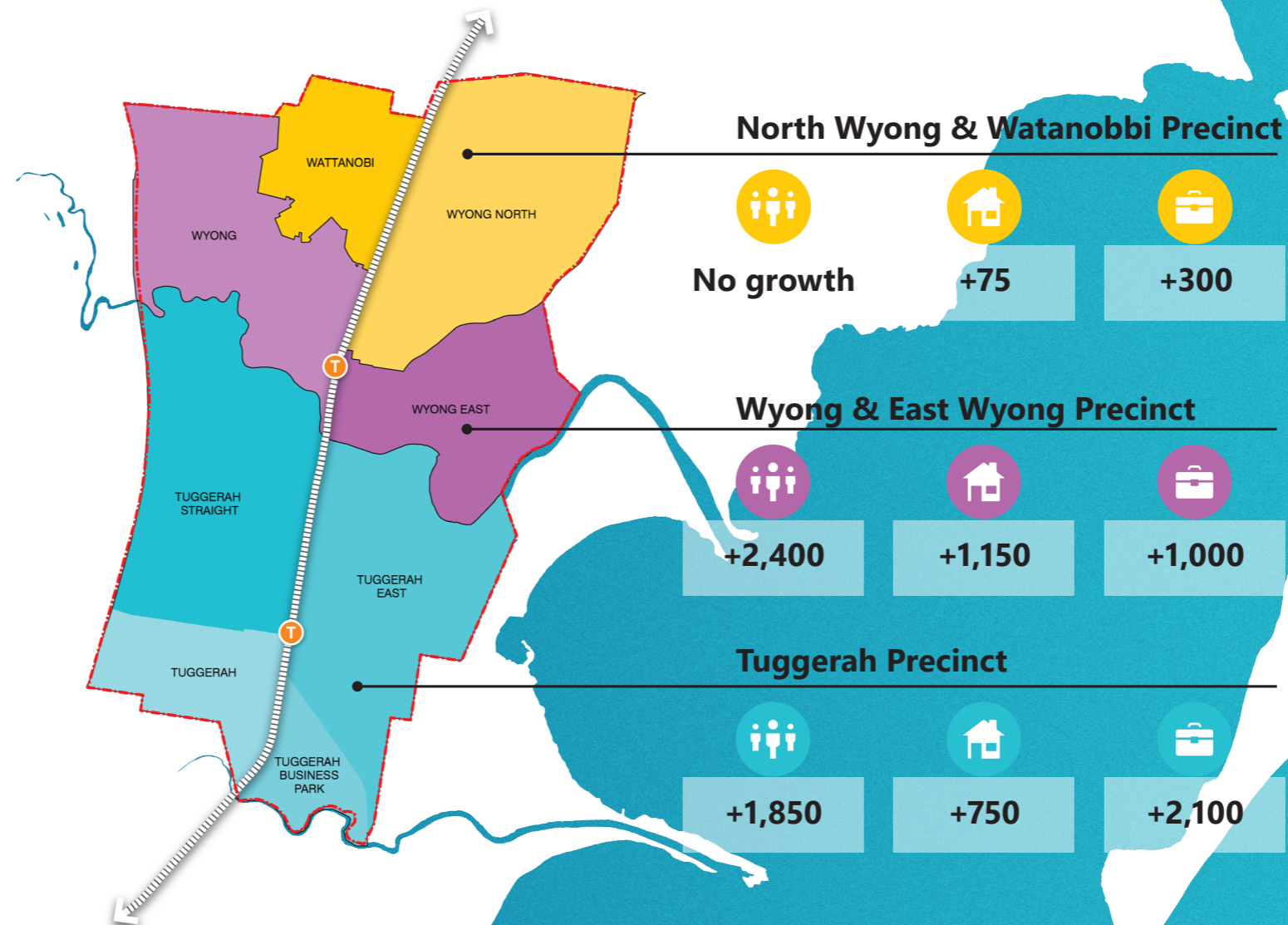
The Strategy identifies opportunities to increase the number of local jobs and thus reduce the high number of residents currently commuting out of the Central Coast for work. Importantly, the Strategy preserves and enhances employment land to foster economic development and encourage the Corridor to continue to evolve as one of the dominant centres on the Central Coast.

## Project team

This strategy was prepared by Central Coast Council with a consultant team comprising:

- Architectus (strategic planning and design)
- SGS Economics and Planning (economics)

## Precinct Targets 2036



(Source: Forecast Id)



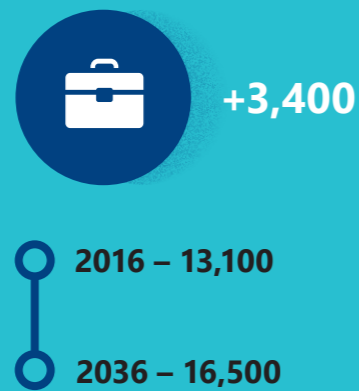
## A changing corridor

The statistics below outline changes from 2016 – 2036 for key focus areas considered pertinent to the development of the Tuggerah – Wyong Economic Corridor Strategy

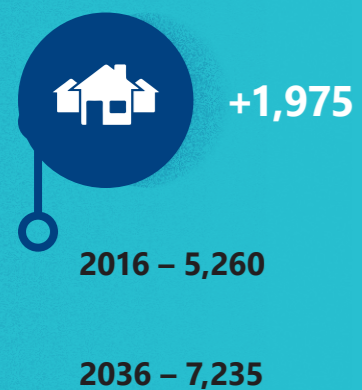
### Population growth



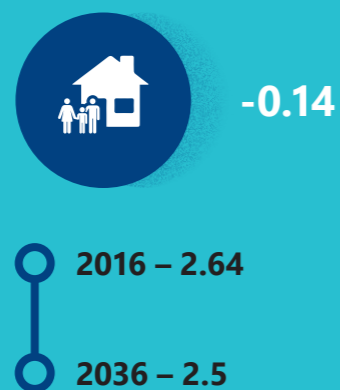
### Local jobs



### Number of dwellings



### Average household size



(Source: Forecast Id)

## Fast facts

**Currently 27% of employed residents travel outside the region for work.**

**Northern Corridor residents commute to a wide range of places outside of the Central Coast, but people who commute to the Northern Corridor generally come from nearby LGAs.**

**The Corridor and Central Coast have high ageing population (65+ years) and low working-age population (aged 20-50 years).**

**The Central Coast and the Corridor have a smaller average household size than Greater Sydney.**

**Population growth in the Corridor has been slower than in Greater Sydney, but greater than the Central Coast.**

**Most people moving to the Corridor come from elsewhere in the Central Coast region, with smaller proportions from overseas, nearby LGAs and LGAs in the northern part of Greater Sydney.**

**People who move to the Central Coast are younger than other residents (20-40 years the most common age).**

(Source: Forecast Id)

## Relationship to the Central Coast Regional Plan 2036

The Central Coast Regional Plan 2036 is a 20-year blueprint for the future of the Central Coast, prepared by the NSW Government. The overarching vision for the Central Coast is for “a healthy natural environment, a flourishing economy and well-connected communities”.

To achieve this vision, the NSW Government has set four goals for the region:

1. A prosperous Central Coast with more jobs close to home
2. Protect the natural environment and manage the use of agricultural and resource lands
3. Well-connected communities and attractive lifestyles
4. A variety of housing choice to suit needs and lifestyles

The purpose of this Strategy is to develop strategies, directions and actions to implement this vision.

The CCRP establishes high level targets for the Central Coast region for 2036, being:

- 75,500 more people, requiring:
- 24,674 additional jobs; and
- 41,500 new homes

This Strategy needs to explore:

- Of these CCRP targets, how many jobs and homes can be accommodated in the Northern Corridor?
- Where should this growth be focussed? Are further studies and amendments to the planning controls required to ensure this growth results in good outcomes?
- What infrastructure and investment might be required to support this growth?



# Executive Summary

## Key findings

The Tuggerah - Wyong Economic Corridor has one of the greatest opportunities to accommodate economic trends.



Planning for 3,400 additional jobs by 2036



Planning for 4,150 additional residents by 2036



Wyong as the centre for civic and cultural activities



Wyong River as a major green connection



Emerging market for residential apartments on key sites



Unparalleled infrastructure for sports events and recreation





## Project drivers



Define complementary roles and character for each precinct



Increase job containment in the region



Ensuring future employment land is sufficient and serviced



Leverage major infrastructure investments



Revitalise Wyong as a mixed use centre



Create a diverse, connected and vibrant Tuggerah Centre



## Vision for the Tuggerah to Wyong Economic Corridor

The Tuggerah to Wyong Corridor will be a flourishing corridor with employment opportunities, housing choice, sporting venues, and passive recreational activities that celebrate the surrounding natural bushland setting. It's centres will combine a vibrant mix of retail, employment and culture that secure their unique role within the Central Coast.

## Summary of Recommendations

This document presents:

- 5 Corridor Strategies
- 3 Precinct Strategies
- 13 Directions
- 36 Actions
- 2 Centre Structure plans

The key recommendations can be summarised as:

- 1 **A growth strategy that supports a population increase of 4,150 residents** in the Corridor between 2016 and 2036.
- 2 Adequate employment lands and opportunities in centres for **an increase of 3,400 jobs in the Corridor** between 2016 and 2036 – a 26% increase on current employment levels in the Corridor.
- 3 **Focus residential development in existing centres** in the short to moderate term. Wyong should be the focus for increased density reinforcing its role as the primary civic and cultural centre.
- 4 Protect employment and environmental lands and leverage existing and planned infrastructure.
- 5 Promote industrial specialisation in the Corridor as a key competitive advantage and opportunity to enhance self-containment within the Central Coast.



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Project and report Tuggerah to Wyong Corridor Strategy

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Corridor Strategy

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This report is considered  
a draft unless signed by  
a Director or Principal



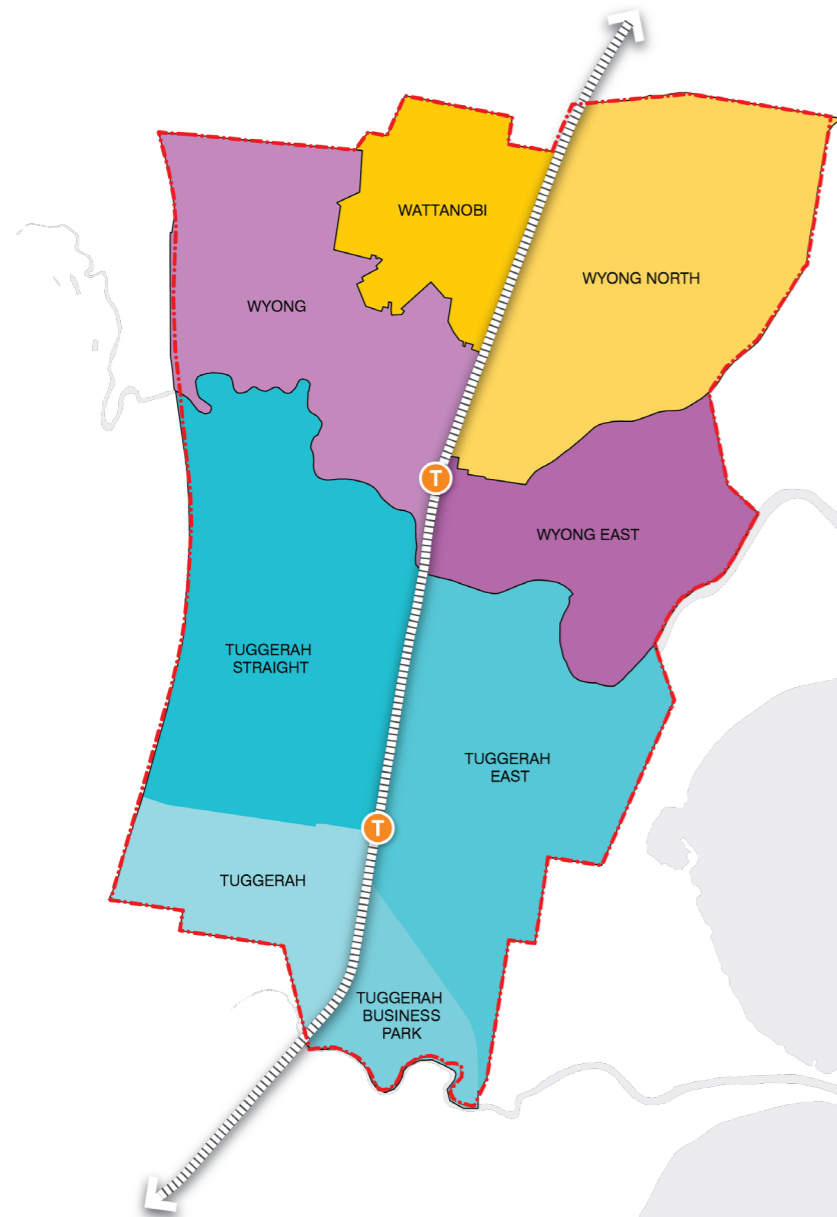


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# Introduction



## Purpose of this report

The Tuggerah to Wyong Economic Corridor Strategy was developed in response to a key action of the Central Coast Regional Plan (CCRP). Direction 2 of the CCRP is to focus economic development in the Southern and Northern Growth Corridors. This Economic Corridor is a key component of the broader Northern Growth Corridor and will become the Central Coast's priority location for future jobs, services and business growth.

This Strategy has been prepared by Council as the next step in implementing the CCRP. It defines the role of each center and the capacity of individual precincts to sustain the growth of the Corridor for the future. The Strategy outlines Directions and Actions to ensure the Corridor meets anticipated population and employment growth for the next 20 years.

The Strategy promotes growth within the Corridor to enable it to evolve as one of the dominant commercial and economic centres on the Central Coast. The Strategy communicates these growth opportunities to the local community, to ensure community aspirations are reflected in the future planning of the area.

## Objectives

Objectives of the Corridor Strategy are as follows:

- Provide clear strategic direction to manage economic growth over the next 20 years.
- Identify strategies to attract appropriate business development for the changing needs of the community and for economic development.
- Address economic opportunities to leverage business investment and jobs from major public infrastructure investments.
- Provide an action plan for future studies and investments required by Council and State Government and the prioritisation of actions.
- Inform review of current planning controls reflective of economic and population growth needs, and provide guidance in the assessment of Development Applications and Planning Proposals.

## Tuggerah to Wyong Economic Corridor - Study Area

The Tuggerah to Wyong Corridor comprises three (3) precincts connected by the Pacific Highway. It forms a key component of the broader Northern Growth Corridor which extends further north to include the Greater Warnervale Structure Plan (GWSP) area.

Council is currently preparing the GWSP to consider growth opportunities, predominantly residential and employment, in and around the Warnervale Town Centre incorporating the surrounding precincts including the Wyong Employment Zone (WEZ), Charmhaven, Wyong Hospital and Wadalba. The Tuggerah to Wyong Economic Corridor will focus on the remaining area within the Northern Growth Corridor



## Responding to the Central Coast Regional Plan 2036



Planning for the Central Coast has progressed through the implementation of the Central Coast Regional Strategy (CCRS) in 2008, and now the Central Coast Regional Plan 2036 (CCRP). The CCRP sets the strategic planning framework for the Central Coast for the next 20 years, and sets four goals to ensure its successful and sustainable growth:

- Goal 1 - A prosperous Central Coast with more jobs close to home
- Goal 2 - Protect the natural environment and manage the use of agricultural and resource lands
- Goal 3 - Well-connected communities and attractive lifestyles
- Goal 4 - A variety of housing choice to suit needs and lifestyles

Under these Goals are a list of Directions, intended to guide planning and investment in the region. This Strategy has been developed to implement the following Directions of the CCRP:

- CCRP Direction 2 Focus economic development in the Southern and Northern Growth Corridors
- CCRP Direction 3 Support priority economic sectors
- CCRP Direction 5 Support new and expanded industrial activity
- CCRP Direction 7 Increase job containment in the region

The Northern Growth Corridor, referred to in CCRP Direction 2 describes the land located between Tuggerah to Warnervale. The Tuggerah to Wyong Economic Corridor is a key component of this Growth Corridor and will become the Central Coast's priority location for future jobs, services and business growth.

This Strategy addresses key actions of the CCRP. Relevant CCRP actions are summarised in the adjacent table, with comment made how the Strategy responds to each.

Central Coast  
Regional Plan 2036  
Actions

Tuggerah to Wyong Economic Growth Corridor Response

### **2.8 Revitalise Wyong as a mixed use centre servicing the northern part of the region with infill residential development in central locations.**

Wyong is recognised and celebrated as the Civic and Cultural heart of the Corridor. The Strategy recognises the innate character strengths of Wyong and seeks to preserve and enhance these for the future. The Strategy promotes the renewal of Wyong to accommodate forecast population and dwelling growth. Capacity testing has confirmed the suitability of Wyong to support mixed use development within the Centre. Direction 9 *Reinforce the fine urban grain of Wyong* identifies specific actions and focus areas with potential to activate and revitalise Wyong Town Centre. Opportunities associated with the Wyong River and existing transport networks show how these assets can further support opportunity for urban renewal. Improving the amenity of Wyong would make it a more attractive location for business, creating economic development opportunities.

### **2.10 Create a diverse, connected and vibrant Tuggerah centre.**

Tuggerah is recognised as the regional shopping destination in the Corridor. The Strategy identifies and reinforces Tuggerah's retail role whilst identifying opportunities for diversification and enhanced connectivity. Direction 13 *Sustainable renewal around the Tuggerah Station* promotes revitalisation, diversification and enhancement of land around Tuggerah train station to promote mixed use development. Opportunities which leverage existing transport infrastructure and strategies to improve active transport for greater connectivity and activity within Tuggerah are also outlined.

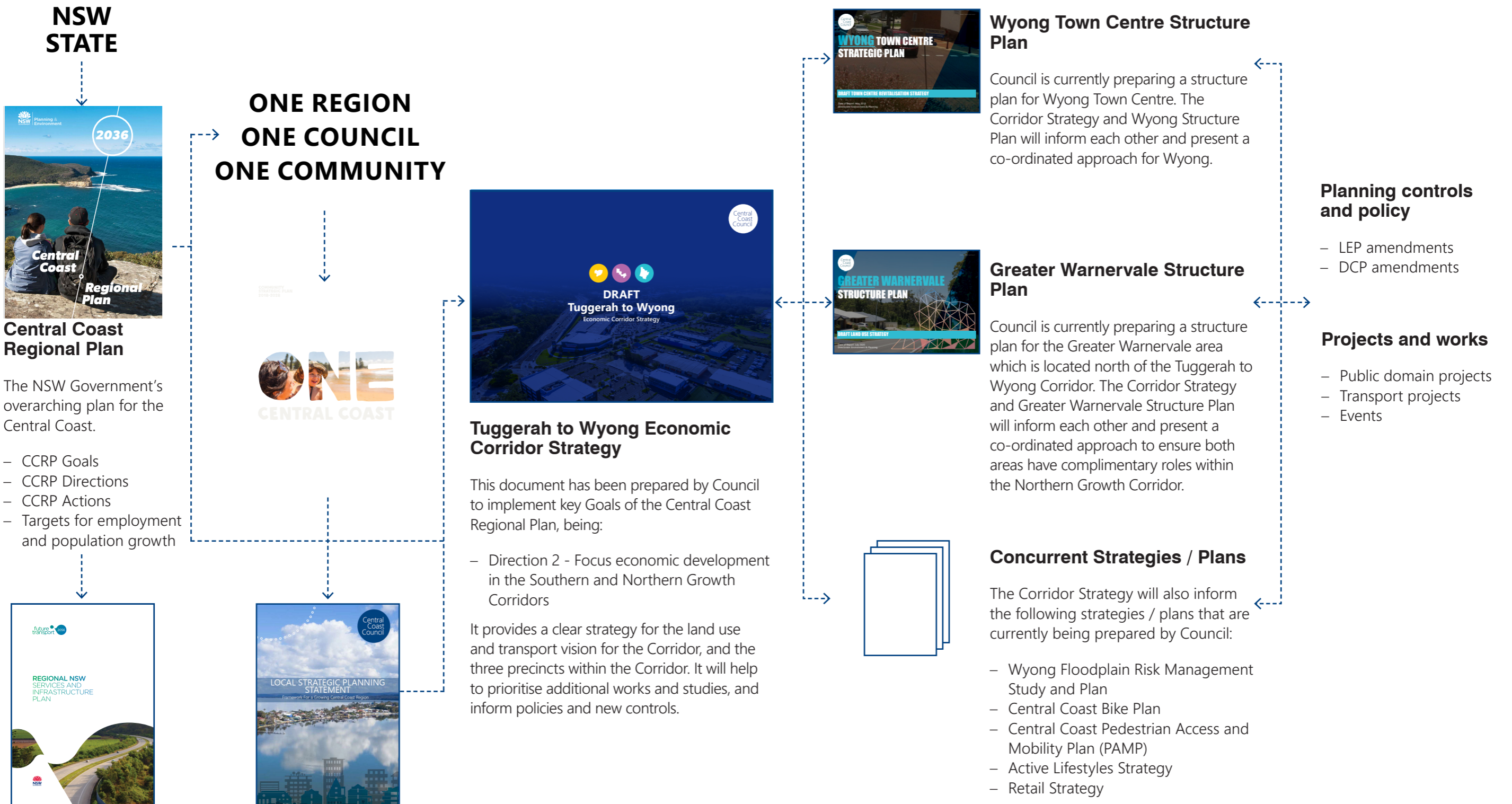
### **2.12 Leverage the planned Pacific Highway upgrade and new Link Road to improve transport connectivity and amenity along the Tuggerah to Warnervale Corridor.**

The planned Pacific Highway upgrade and new Link Road are significant road projects that will improve local and district accessibility to key employment lands within the Corridor. Whilst the upgrade will provide important traffic improvements for people travelling within the region the impact on Wyong Town Centre should be carefully considered. Direction 10 provides a preliminary review of the proposal and outlines actions to capitalise on the benefits associated with the planned Pacific Highway upgrades. The section also outlines actions associated with pedestrian connectivity and how to incorporate these planned upgrades to ensure a balanced and connected centre.



# Relationship with other plans

## Relationship between the Corridor Strategy, the Central Coast Regional Plan and other studies





## *This Corridor Strategy has been developed to implement State Government planning initiatives for the Central Coast.*

### Central Coast Regional Plan 2036

The Tuggerah to Wyong Economic Corridor is uniquely placed with great access to rural and coastal communities of the Central Coast. It also benefits from excellent regional connectivity with rail and road access to Sydney, Newcastle and Hunter regions.

The Tuggerah to Wyong Economic Corridor is part of the Northern Growth Corridor identified within the NSW Government's Central Coast Regional Plan. The CCRP is the over-arching regional plan that sets the strategic planning framework for the Central Coast for the next 20 years and aims to:

- Increase job containment in the region
- Leverage major infrastructure investments such as Wyong Hospital redevelopment and road and rail projects
- Focus economic development in the Southern and Northern Growth Corridors
- Revitalise Wyong as a mixed use centre
- Create a diverse, connected and vibrant Tuggerah Centre
- Establish the growth corridors as locations for investment in health, education, research, knowledge-based industries, professional services, sport and leisure, agribusiness, food manufacturing, high-tech manufacturing and clean technologies.

Key precincts beyond the study area, but within the Northern Growth Corridor (as identified in Figure 2 from the CCRP) include:

- Bushells Ridge – future employment precinct focusing on manufacturing, logistics and warehousing strategically located adjacent to the M1.
- Wyong Employment Zone (WEZ) – future industrial precinct strategically located adjacent to the M1.
- Warnervale Town Centre – mixed use strategic centre to service the new communities within the Warnervale urban release area including a new transport interchange.
- Wyong Hospital Precinct – an expanding health services precinct with local concentration of aged care/seniors. This precinct also includes the Wadalba urban release area.

The above precincts will be considered as part of the Greater Warnervale Structure Plan currently being prepared by Council. Understanding the proposed development and strategic objectives of the broader Northern Growth Corridor is critical in determining the complementary role of the Tuggerah to Wyong Economic Corridor. The Corridor Strategy and Greater Warnervale Structure Plan will inform each other and present a coordinated approach to the growth of the Northern Corridor for future jobs, housing, business and services.

The Tuggerah to Wyong Economic Corridor Strategy has been developed to implement CCRP Direction 2 - Focus economic development in the Southern and Northern Growth Corridors.

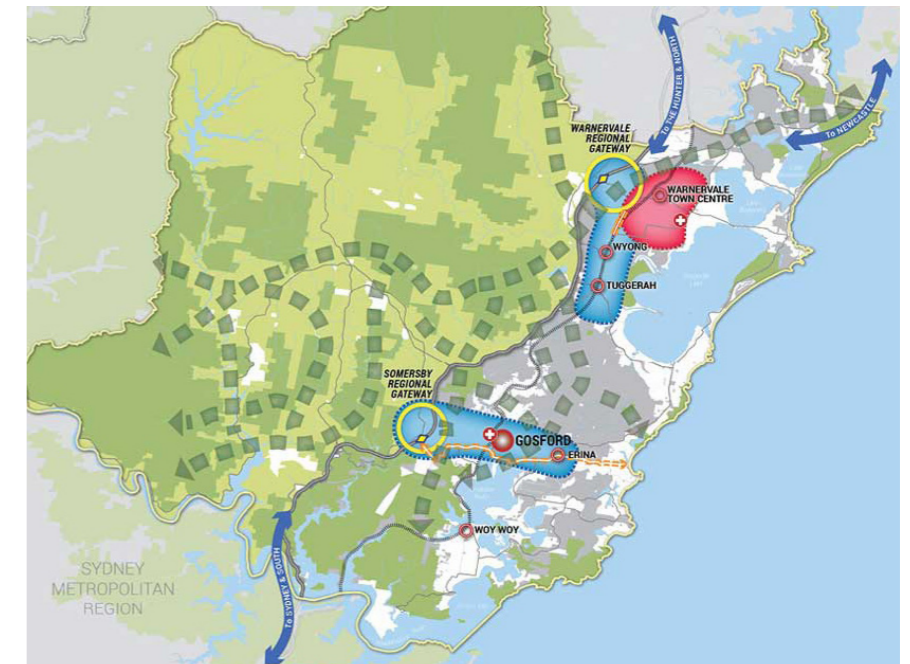


Figure 1 Northern Growth Corridor in context of the Southern Growth Corridor (both indicated in blue)  
Source: Central Coast Regional Plan (DP&E, 2016)

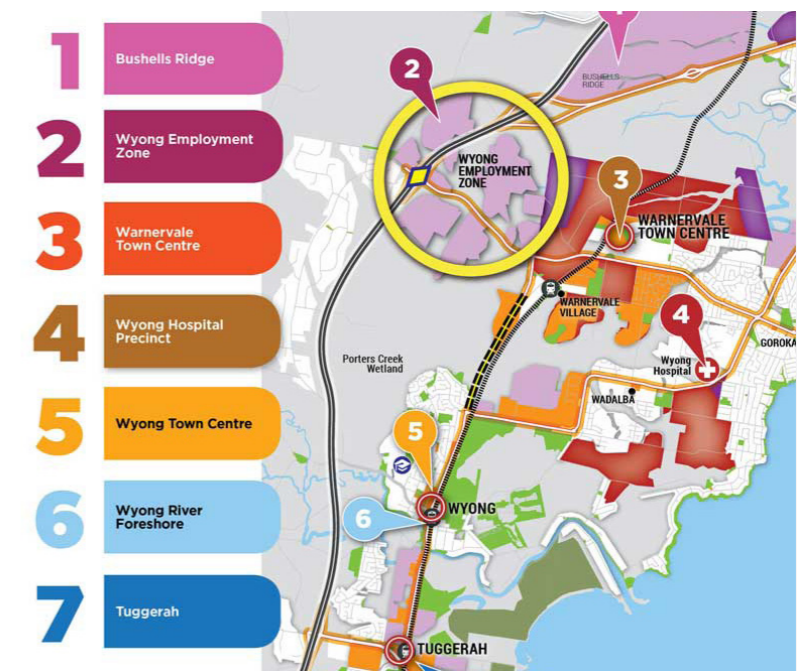


Figure 2 Northern Growth Corridor, including the precincts of the Tuggerah to Wyong Corridor and other key precincts  
Source: Central Coast Regional Plan (DP&E, 2016)



# Relationship with other plans



Community Strategic Plan (CSP) 'One' Central Coast

## Community Vision

We are ONE Central Coast  
A smart, green and liveable region with a shared sense of belonging and responsibility



CSP Themes, Focus Areas & Objectives	Corridor Strategy – how it implements the CSP	CSP Themes, Focus Areas & Objectives	Corridor Strategy – how it implements the CSP
<p><b>BELONGING</b></p> <p><b>OUR COMMUNITY SPIRIT IS OUR STRENGTH</b> A4 - Enhance community safety within neighbourhoods, public spaces and places</p> <p><b>CREATIVITY, CONNECTION AND LOCAL IDENTITY</b> B2 - Promote and provide more sporting, community and cultural events and festivals, day and night, throughout the year</p> <p>B4 - Activate spaces and places to complement activity around town centres, foreshores, lakes and green spaces for families, community and visitors</p>	<p>The Tuggerah to Wyong Corridor Strategy once implemented will enable enhanced community safety in our open public and community spaces. In creating vibrant and active centres there will be improved passive surveillance and safety in our shared places. Coupled with programmed events this strategy aims to create safe and active spaces both during the day and at night.</p> <p>The Corridor Strategy provides directions and actions to achieve these CSP objectives, including:</p> <p><b>Direction 1</b> – Capitalise on the unique role and function of each centre  <b>Direction 5</b> - Build on the Corridor’s potential as a great destination for culture, recreation and tourism  <b>Direction 9</b> - Reinforce the fine urban grain of Wyong  <b>Direction 10</b> - Connect to East Wyong  <b>Direction 13</b> - Sustainable renewal in Tuggerah Town Centre</p>	<p>C3 - Facilitate economic development to increase local employment opportunities and provide a range of jobs for all residents</p> <p>C4 - Promote and grow tourism that celebrates the natural and cultural assets of the Central Coast in a way that is accessible, sustainable and eco-friendly</p>	<p><b>Direction 1</b> – Capitalise on the unique role and function of each centre  <b>Direction 2</b> - Ensure sufficient zoned land to accommodate projected population and employment increases  <b>Direction 5</b> - Build on the Corridor’s potential as a great destination for culture, recreation and tourism  <b>Direction 6</b> Maintain and encourage employment uses in North Wyong  <b>Direction 11</b> - Maintain and encourage employment uses in Tuggerah  <b>Direction 13</b> - Sustainable renewal in Tuggerah Town Centre</p>
<p><b>SMART</b></p> <p><b>A GROWING AND COMPETITIVE REGION</b> C1 - Target economic development in growth areas and major centres and provide incentives to attract businesses to the Central Coast</p>	<p>The Tuggerah to Wyong Corridor Strategy supports and enables job growth by attracting economic development within the Corridor supported by improved transport connections, public domain and transit orientated development providing incentives to stimulate growing industries on the Coast.</p> <p>The Corridor Strategy provides directions and actions to achieve these CSP objectives, including;</p>	<p><b>GREEN</b></p> <p><b>CHERISHED AND PROTECTED NATURAL BEAUTY</b></p> <p>F1 - Protect our rich environmental heritage by conserving beaches, waterways, bushland, wildlife corridors and inland areas and the diversity of local native species</p> <p>F2 - Promote greening and ensure the wellbeing of communities through the protection of local bushland, urban trees, tree canopies and expansion of the Coastal Open Space System (COSS)</p>	<p>The Tuggerah to Wyong Corridor Strategy puts forward directions and actions to ensure we protect our rich environmental heritage and values as well as promoting greening of the Corridor by protecting and enhancing our natural assets between our centres .</p> <p>The Corridor Strategy provides directions and actions to achieve these CSP objectives, including:</p> <p><b>Direction 4</b> – Maintain and improve the areas strong relationship with green open space and the environment  <b>Direction 5</b> - Build on the Corridor’s potential as a great destination for culture, recreation and tourism  <b>Direction 8</b> - Celebrate Wyong’s natural scenery and heritage character  <b>Direction 12</b> - Utilisation of flood prone areas in Tuggerah</p>



Community Strategic Plan (CSP) 'One' Central Coast

# Community Vision

We are ONE Central Coast  
A smart, green and liveable region with a shared sense of belonging and responsibility



## CSP Themes, Focus Areas & Objectives

## Corridor Strategy – how it implements the CSP

## CSP Themes, Focus Areas & Objectives

## Corridor Strategy – how it implements the CSP

### RESPONSIBLE

**DELIVERING ESSENTIAL INFRASTRUCTURE**  
H1 - Solve road and drainage problem areas and partner with the State Government to improve road conditions across the region

H2 - Improve pedestrian movement safety, speed and vehicle congestion around schools, town centres, neighbourhoods, and community facilities

H4 - Plan for adequate and sustainable infrastructure to meet future demand for transport, energy, telecommunications and a secure supply of drinking water

### BALANCED AND SUSTAINABLE DEVELOPMENT

I1 - Preserve local character and protect our drinking water catchments, heritage and rural areas by concentrating development along transport corridors and town centres east of the M1

The Tuggerah to Wyong Corridor Strategy sets the framework to delivering essential infrastructure and balanced and sustainable development by ensuring we have adequate capacity to service our growing population.

The Corridor Strategy provides directions and actions to achieve these CSP objectives, including:

- Direction 1** – Capitalise on the unique role and function of each centre
- Direction 3** - Maximise connectivity between activity nodes and centres to support renewal opportunities
- Direction 7** - Rationalise access and circulation
- Direction 8** - Celebrate Wyong’s natural scenery and heritage character
- Direction 9** - Reinforce the fine urban grain of Wyong
- Direction 10** - Connect to East Wyong
- Direction 13** - Sustainable renewal in Tuggerah Town Centre

### LIVEABLE

**RELIABLE PUBLIC TRANSPORT AND CONNECTIONS**  
J2 Address commuter parking, drop-off zones, access and movement around transport hubs to support and increase use of public transport

J4 Design long-term, innovative and sustainable transport management options for population growth and expansion

**OUT AND ABOUT IN THE FRESH AIR**  
K1 Create a regional network of interconnected shared pathways and cycle ways to maximise access to key destinations and facilities

K2 Design and deliver pathways, walking trails and other pedestrian movement infrastructure to maximise access, inclusion and mobility to meet the needs of all community members

**HEALTHY LIFESTYLES FOR A GROWING COMMUNITY**  
L1 Promote healthy living and ensure sport, leisure, recreation and aquatic facilities and open spaces are well maintained and activated

The Tuggerah to Wyong Corridor Strategy identifies the need to prioritise better transport and connections within and between our centres. Many of the actions identified under Direction 3 aim to strengthen the existing cycle network, reinforce key pedestrian links and investigate opportunities to strengthen the local street network in line with Council’s Pedestrian Access Mobility Plan (PAMP) and Bike Plan. Direction 3 also creates the action for Council to advocate to the NSW Government for the construction of the Pacific Highway upgrade through Wyong Town Centre and the Link Road connecting North Wyong to Warnervale.

- Direction 3** – Maximise connectivity between activity nodes and centres to support renewal opportunities
- Direction 4** - Maintain and improve the areas strong relationship with green open space and the environment
- Direction 5** - Build on the Corridor’s potential as a great destination for culture, recreation and tourism
- Direction 7** - Rationalise access and circulation
- Direction 12** - Utilisation of flood prone areas in Tuggerah
- Direction 13** - Sustainable renewal in Tuggerah Town Centre



# Relationship with other plans

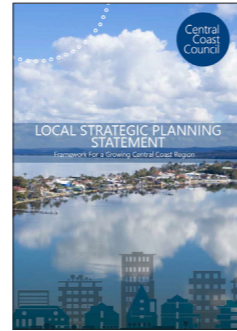
*The Corridor Strategy captures the best ideas from previous strategic plans and studies*

## Regional and Local Strategies

Along with the key direction and actions of the CCRP, the Tuggerah to Wyong Corridor Strategy has been informed by an array of regional and local strategies/studies that have been developed over the last decade.

It is important that this Corridor Strategy picks up on the key recommendations and prioritises them in the context of the broad directions for the Tuggerah to Wyong Corridor.

The objectives, goals, actions and recommendations of the following strategies/studies have played a key role in the development of this strategy.



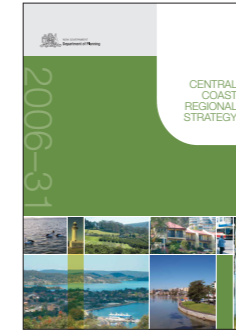
### Local Strategic Planning Statement

In March 2018, amendments to the Environmental Planning and Assessment Act 1979 (EP&A Act) introduced new requirements for Councils to prepare and make Local Strategic Planning Statements (LSPS). The LSPS is a 20-year land use planning vision for the Central Coast Region and is a land use response to Council's Community Strategic Plan (CSP).

It sets the framework for spatially based decision making in the future and outlines the actions needed to achieve the strategic direction for the Central Coast over the next 20 years. It will guide how we use space and manage the competing demands for land use to ensure that the region can achieve a more sustainable, prosperous and equitable future. The LSPS will be finalised by 1 July 2020.

In summary the LSPS aims to:

- Provide a strategic reference for the development of a comprehensive Local Environmental Plan and Development Control Plan;
- Provide strategic guidance and coordination around Council functions related to service provision, advocacy and leadership;
- Incorporate the community goals and aspirations from the Community Strategic Plan, and inform Council's priorities in the Delivery Program
- Take the Central Coast Regional Plan 2036 objectives and outcomes down to a more local strategic level;
- Consolidate the region-wide planning principles within existing Council strategies into one strategic document;
- Communicate to the community the expected future urban development in the Region and how this development will occur up to 2036.



### Central Coast Regional Strategy

The Central Coast Regional Strategy (CCRS) was released by the Department of Planning in 2008 to provide a framework for new LEPs in the region and enable appropriately located land to sustainably accommodate projected housing needs and promote local employment opportunities over the following 25 years. Key objectives and ideas of the CCRS considered in the Corridor Strategy include:

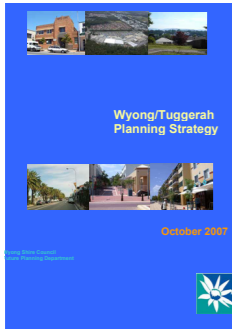
- More units and townhouses in key centres, to provide a better housing mix as larger centres are revitalised and new residential land is released
- A regional city at Gosford and major centre at Tuggerah–Wyong, focused on business activity, housing opportunities and employment generation
- Better connected centres and employment areas, protected rural and resource lands and conservation areas as urban development is directed to existing centres and appropriate release areas in the north of Wyong shire
- A strong economy that maximises investment opportunities for competitive businesses and employment opportunities for the regional workforce



### Regional Economic Development and Employment Strategy

Developed as part of the CCRS in 2009, the Regional Economic Development and Employment Strategy (REDES) sets a the long-term strategy for sustainable economic development and jobs growth for the NSW Central Coast region. The objectives of CCRS that have been considered in the Corridor Strategy include:

- Attracting new business and supporting existing businesses
- 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



## Wyong/Tuggerah Planning Strategy

The Wyong/Tuggerah Planning Strategy was developed by Wyong Shire Council and published in 2007. The Strategy outlines the way in which the Wyong/Tuggerah area might develop over the next 10-20 years, with attention paid to what height and form development could take. The following principles and actions have been considered in the Corridor Strategy:

- Consolidate Tuggerah as the Regional Retail Centre for the Shire and part of the regional bulky goods clustering (along with Tuggerah Straight).
- Improve pedestrian linkages to consolidate the fragmented areas of Tuggerah (including Westfield, the Supa Centre and Tuggerah Business Park).
- Establish and promote Anzac Road as a town centre focus including a “town square” and as an active link between Westfield and Tuggerah Rail Station.
- Create a more defined entry into the Shire along Wyong Road from the F3 freeway. This may incorporate feature landscaping, an information centre, or a significant building that expresses the cultural identity of the Shire.
- Improve quality of building design, streetscape and landscaping.



## Wyong/Tuggerah Planning Strategy: Urban Design Vision and Master Plan

The Urban Design Vision and Master Plan, prepared by DEM in 2007, details the future land use, connectivity and character of Wyong and Tuggerah

based on the objectives of the Wyong/Tuggerah Planning Strategy. The following directions have been considered:

- Wyong will develop around the existing Town Centre to rejuvenate its core retail and administrative functions and become the cultural and heritage focus of the Shire.
- Tuggerah’s position as the regional retail centre of the Shire is promoted by the Strategy. It investigates opportunities to develop the lands adjoining the Westfields site to significantly improve movement between Tuggerah Railway Station, Anzac Road and Westfields.



## Wyong Civic and Cultural Precinct Master Plan

The Wyong Civic and Cultural Precinct Master Plan, prepared by Moir Landscape Architecture for Wyong Shire Council in 2011, provides a framework for Wyong Town Centre

as a civic and cultural hub for the Central Coast. The Master Plan identifies the Art House as key catalyst project, anchoring exhibitions, performances, rehearsals and performing arts education within the Wyong Town Centre. The key objectives of the Master Plan that the Corridor Strategy has considered are:

- To provide for an integrated land use plan that promotes the precinct as a civic and cultural hub
- An urban design framework to improve the urban fabric of the precinct including public domain improvements
- To improve connectivity including pedestrian movements between the precinct, the town centre and surrounding areas



## Active River Foreshore and Baker Park Master Plan

In 2009, Wyong Shire Council engaged Jackson Teece to prepare a Master Plan concept for the Active River Foreshore and Baker Park Precincts. The key objectives of the Master Plan include:

- Improve connections between Wyong Town Centre with the Wyong River Foreshore Reserve
- Ensure that the physical and economic linkages between Wyong River and Town Centre are developed and maintained
- Create a distinct character for identified zones/nodes that create a sense of place whilst still recognising the foreshore as a part of the greater Wyong region

A preferred concept Master Plan was prepared, incorporating the above objectives for the precinct, with the following key design features considered by the Corridor Strategy:

- Medium / high density residential development of 4-6 storeys along the Wyong River foreshore and east of Wyong railway station
- Ground floor active frontages along Howarth Street and the Wyong River foreshore



# Relationship with other plans



## Wyong Employment Land Study and Industrial Land Audit

An Industrial Land Audit and Employment Lands Study was prepared by SGS Economics in 2013 to investigate employment trends and capacity within the Wyong Shire and promote economic activity and employment growth. The Study identifies strategic themes / actions to address the economic and employment needs identified by the Study. The Corridor Strategy

has considered the following key themes / actions:

- Protect the employment role of centres while also encouraging employment growth in the Shire by allowing new employment land activities
- Create incentives and ensure the area is cost competitive to attract jobs to employment land areas and achieve job targets in the Central Coast Regional Strategy
- Promote and secure the future for some strategic industrial areas, including attracting certain employment sectors into the Corridor



## Disability Inclusion Action Plan

Central Coast Council's Disability Inclusion Action Plan, 2017-2021 (DIAP) is a four year plan that defines the strategies and actions to enable people with disabilities to better access mainstream services, facilities, information and support. The DIAP, which meets legislative requirements under the NSW Disability Inclusion Act (2014), was developed in close consultation with disability service and support organisations

and groups, and with people in our community that have a lived experience of disability. People with disabilities are an integral part of our community and contribute on a daily basis to the social, cultural and economic life of the Central Coast region. In 2016, there were 21,085 people with a need for assistance due to a disability living in the Central Coast Council area. One in five Australians live with a disability and 90% are hidden disabilities.



## Central Coast Regional Sport and Active Recreation Plan

Released by the Office of Sport in 2018, the draft Regional Sport and Active Recreation Plan is complementary to the Central Coast Regional Plan 2036 developed by the NSW DPE. The broader CCRP makes reference to the establishment of a sport and active recreation Corridor extending from the regional hockey complex at North Wyong, through Baker Park,

Wyong Racecourse and Pioneer Dairy and into the new sporting facility at Tuggerah. The ongoing development and increasing value of this sport and active recreation Corridor is explored further in this plan.

The plan takes into account the simplicity of a single Council and the renewal efforts in Gosford and Wyong. It also considers the opportunities provided by the regional gateway of Somersby, connecting via the southern growth Corridor to Erina. The northern growth corridors offer opportunities along the Tuggerah to Warnervale route.

This document is considered relevant as it sets out the vision, outcomes and strategies which will ensure the Central Coast region provides increased sport and active recreation opportunities to enhance the lives of its people as members of healthier, more active communities.



## Regional NSW Services and Infrastructure Plan

Regional NSW Services and Infrastructure Plan (Future Transport Strategy 2056) is an update of NSW's Long Term Transport Master Plan.

The Future Transport Strategy sets the 40 year vision, directions and outcomes framework for customer mobility in NSW, which will guide transport investment over the longer term. It will

be delivered through a series of supporting plans.

The Strategy identifies that Wyong and Tuggerah are located along a major inter-regional link between Sydney, Gosford and Newcastle. The following are identified, amongst others, by the Future Transport Strategy as transport priorities for the Central Coast:

- Development of an integrated public transport network hierarchy, including:
  - A single operator taking multi-modal responsibility across the Central Coast.
  - Improved integration and interchange between modes/services to enable seamless customer experience.
  - Expanding 30 minute catchments for public transport.
  - Improved time of day coverage and service frequency, reduced journey times, and the deployment of on-demand, flexible services.
  - Facilitating car sharing services that are integrated with public transport.
- Improved access to the northern and southern growth corridors with frequent public transport connections.
- Supporting urban renewal and increased accessibility and liveability of key centres through improved transport connections.
- Providing for the diverse travel needs of transport customers, including the large numbers of discretionary trips made throughout the day within the Central Coast as well as early morning and late evening commuters leaving the region.
- Development of active transport networks.
- Addressing pinch points in the road network and informing the program of road network optimisation improvements to support the maintenance of 30 minute catchments for car journeys.
- Undertaking a car parking review to evaluate and prioritise car parking availability and use within centres and at key interchanges.



## Draft Central Coast Economic Development Strategy

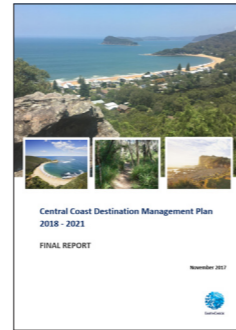
The Draft Central Coast Economic Development Strategy was released in March 2020 to guide Central Coast Council's decision making around sustainable economic development initiatives that assist in the creation of jobs for residents and stimulating the economy. The Strategy sets out an economic vision, values, objectives and targets,

and priority actions for the Central Coast.

The vision of Central Coast is to be a smart, connected and vibrant region that values and promotes natural beauty and heritage, and strives for overall sustainability. The Economic Development Strategy acknowledges that infrastructure investment, innovation and local development will drive economic prosperity. The Central Coast economy is envisioned to be strong, diverse and resilient, providing opportunities and benefits to their community.

The Key Economic Objectives of the Draft Central Coast Economic Development Strategy include:

- Improving economic leadership and coordination
- Advancing sustainability
- Enhancing economic efficiency and competitiveness
- Increasing community wellbeing
- Building our profile as an economic destination
- Enhancing local innovation and enterprise
- Increasing skills and economic capabilities
- Delivering infrastructure for the future
- Fostering economic diversity and vibrancy



## Central Coast Destination Management Plan 2018-2021

Central Coast Council's key focus is highlighting and leveraging the appropriate features of the region to see growth in the local tourism industry. Tourism Research Australia data from YE December 2018 indicates that the tourism industry contributed an estimated \$910 million to the Central Coast regional economy (6.7% of Central Coast's gross regional product that

year) and Economy id credits the local tourism industry with directly employing approximately 6,204 people in 2018 (4.9% of Central Coast's employment) contributing 1 in 20 jobs in the Central Coast.

In order to proactively enable tourism in the Central Coast region, Council has endorsed the Central Coast Destination Management Plan 2018-2021. This document is the strategic framework for tourism on the Central Coast. The purpose of the Destination Management Plan is to guide tourism development and destination management for the next five years and to help ensure the long-term viability and sustainability of this vital sector for the Central Coast economy. The Destination Management Plan was endorsed by Council at their meeting on 18 December 2017 after multiple industry workshops and wide community consultation.

The Destination Management Plan Goals at a Glance:

- Growing the value of the visitor economy by \$70M per annum
- Target dispersed growth mid-week, off-peak and across the destination
- Leverage natural and built assets to continue to grow core markets
- Above NSW average growth in the value and visitation of target markets
- Growing community support for the tourism industry.



## Central Coast Tourism Opportunity Plan 2019-2024

The Tourism Opportunity Plan is a direct deliverable from the Central Coast Destination Management Plan 2018-2021. The focus of the Tourism Opportunity Plan (TOP) is on growing the sustainable tourism value of the Central Coast region, rather than growing outright visitor numbers.

The TOP provides strategic direction to guide tourism and the opportunities it creates for the Central Coast. The TOP recognises the strengths of the region and seeks greater efforts to capitalise on these for the sustainability of tourism for the Central Coast economy. The key challenges and opportunities have been identified and consideration given to the current tourism market, consumer research and product review for the Central Coast; alongside global tourism trends, tourism-sector specific research and market behaviours.

It provides activation opportunities which can be instrumental for the Central Coast in achieving its economic, community and environmental ambitions over the next decade. Opportunities for future tourism capital investment and product development are identified.

It provides a framework on which to examine new experience development concepts and analyse these around three guiding principles which can influence successful destination management planning:

- Market demand characteristics inclusive of already available target consumer markets, yield potential and global trends
- Links to current competitive strengths of the region, and/or created advantage build in-progress
- Value add to the local community of residents and businesses and their overall quality of life.



# Population, employment and land use findings

## Population profile

The Central Coast Regional Plan identifies the need for 41,500 dwellings to accommodate the projected population growth of 75,000 anticipated to reside in the Central Coast by 2036. An average of approximately 2,075 dwellings per year.

Four (4) per cent of the current population of the Central Coast live in the Tuggerah – Wyong Economic Corridor, with a recorded population of 13,200 in 2016. The population of the Corridor has grown every year since 2001, with a population increase of 20.1 per cent between 2001-2017. This growth has generally been greater than in the Central Coast and the population in the Corridor is anticipated to reach 17,350 by 2036.

The number of dwellings is forecast to increase across the Corridor, with growth rates forecast to exceed those in the Central Coast and Sydney Greater Metropolitan Area (Sydney GMA). Based on past development trends, the largest forecast population increases are in Wyong and Tuggerah, with smaller increases in Tuggerah Straight (Mardi) and East Wyong. However, there is opportunity to rethink the most appropriate location for residential development to contribute to the desired future role of each precinct.

While household size is expected to decrease over the next thirty years as the population ages, forecast population growth rates in the Corridor exceed historical growth rates. This will require changes to how the Corridor is planned.

## Employment profile

The Wyong – Tuggerah Economic Corridor contains 13 per cent of the Central Coast’s jobs but only four (4) per cent of the LGA’s resident workers. The Corridor has a high proportion of jobs within the administration and retail sectors reflecting the regional retail role provided by Tuggerah Westfield and the sub-regional administrative role of Wyong. Employment profiles show the following specialisations for different parts of the Corridor:

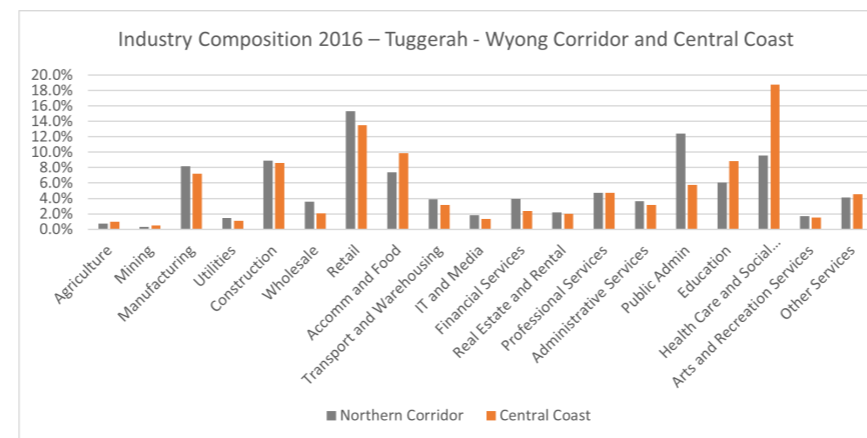
- Wyong: Local administration and civic functions, with the Centre having a sub-regional administrative role
- Westfield Tuggerah: A regional retail role
- Tuggerah Business Park: Professional and administrative services
- Tuggerah Straight and North Wyong: Manufacturing and urban services

Compared to the Sydney region, the Corridor as a whole has employment specialisations in retail, hospitality, public administration, manufacturing and construction. However, hospitality and accommodation jobs are more concentrated in other parts of the Central Coast LGA. Comparisons between the industry compositions of the Corridor and the Central Coast are shown in Figure 1.

Table 1. Local jobs in Tuggerah – Wyong Corridor and Central Coast

	Gross Regional Product	Local Jobs (2016 census)	Jobs Change % (2011-2016)	Employed Residents (2016 census)	Largest industry (jobs)
Central Coast	\$13.8 billion	104,720	7.2%	139,595	Health care & social assistance
Tuggerah - Wyong Corridor		13,100	5.6%	5,081	Retail Trade

Figure 1. Industry composition Tuggerah – Wyong Corridor and Central Coast



After retail and public administration, manufacturing and construction are the largest industries in the Corridor. Health care is fifth largest industry in the Corridor, but constitutes a much smaller proportion of employment in the Corridor than in the Central Coast more broadly. While specialist health services are located in Wyong and Tuggerah, major healthcare facilities such as the Wyong Hospital are located outside the Corridor. Given Wyong’s civic and administrative role, an aging population and the high proportion of older people in the Central Coast, there is the potential for growth in smaller health services.

Employment in the Corridor grew between 2011-2016, but slightly more slowly than in the Central Coast LGA as a whole (5.6% vs 7.2%). Employment in manufacturing, wholesale and retail industries declined between 2011-2016, while most other sectors grew, with large increases in construction, health care and transport and warehousing. Employment grew strongly in Tuggerah (2% per year) and North Wyong (2.6% per year) between 2011-2016, but shrank in Wyong (-1.1% per year).

The Corridor has relatively high proportions of jobs for administrative and sales workers, reflecting its function as a regional centre. There are relatively few jobs for professionals or community and personal service workers. The number of people employed in most occupation categories increased from 2011 to 2016, except for sales workers and labourers. The largest increases were in community and personal service workers and clerical and administrative workers, with more modest increases in managers and professionals. Employment by occupation and change in employment occupation from 2011 – 2016 is shown in Figures 2 - 3.

Figure 2. 2016 Employment by occupation

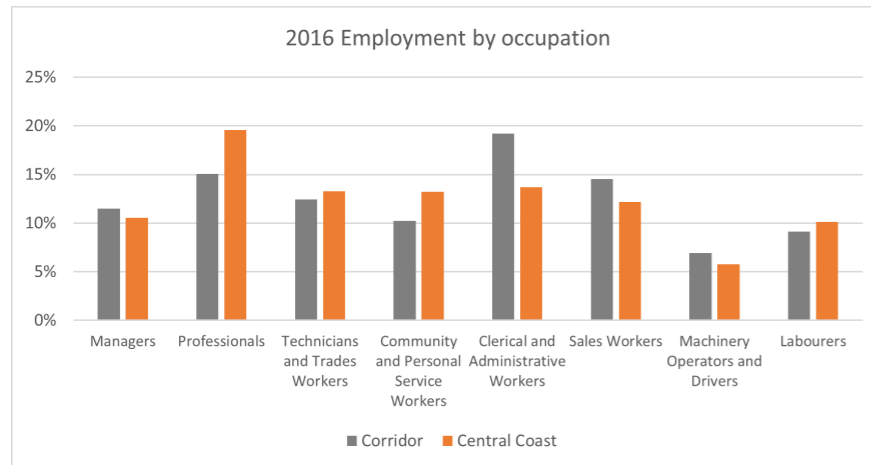
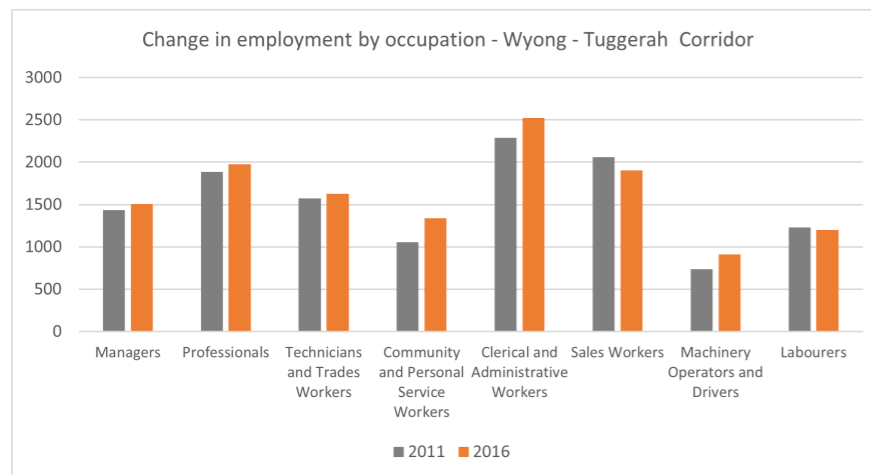


Figure 3. Change in employment by occupation



### Employment projections

Between 2016 and 2036, the number of jobs located within the Corridor is projected to increase by approximately 3,400 to 16,500. This is an increase of 26% on current employment levels in the Corridor.

The industry projected to experience the highest growth is retail trade, with approximately 575 additional jobs expected from 2016 – 2036. This is followed by increases in Public Administration (+570 jobs), health care and social assistance (+520 jobs), professional services (+360 jobs), education and training (+350 jobs) and construction (+330 jobs).

Table 2. Job Forecast and Change 2016 - 2036

	2016 Jobs Forecast	Change 2016 - 2036 (% change)
Economic Corridor	13,100	3,400 (26%)
Central Coast	104,732	30,000 (29%)
Greater Sydney GMA	2,209,294	827,800 (37%)

Employment is forecast to increase in all precincts of the Corridor. Large forecast increases in Wyong Town Centre reflect its high numbers of jobs in professional services and public administration (which are growing sectors on a metropolitan basis). It will be a challenge to facilitate this growth in Wyong Town Centre given its recent decline in employment, and some of these new jobs may relocate to North Wyong or the Tuggerah Business Park given the demand for these precincts. Large forecast increases in Tuggerah, as shown in Table 3, are due to the growing regional retail role of Westfield Tuggerah.

Table 3. Employment change and highest industry growth per Precinct 2016 - 2036

	Tuggerah	Wyong	North Wyong
Employment change forecast 2016-2036	+2,100	+1,000	+300
Highest growth industry	Retail +500	Public administration +350	Construction +75



# Population, employment and land use findings

## Employment Land Availability and Supply

Forecasts predict employment land supply in the Corridor to be sufficient until after 2036, but these are based on metropolitan wide industrial land trends and do not reflect the healthy state of the existing industrial precincts in the Corridor.

Extrapolating recent land take-up shows land supply to be sufficient for over 20 years. If take-up rates increase in the future or some land in the Corridor is not attractive for industrial development, supply will lessen more quickly. However, there are other large industrial precincts nearby such as in Warnervale, which have shown that overall industrial land supply in the Central Coast is sufficient. For these reasons, rezoning additional industrial land is not likely to be required in the next 20 years. It will be more important in the Corridor that the health and specialisation of the industrial precincts continues to be developed.

Currently the Central Coast has sufficient supply of industrial land. However, some of the available employment land in the Corridor is not in attractive locations for development. In particular, the land in East Wyong is flood affected and has low levels of accessibility to heavy vehicles. Much of the recent growth in professional services and public administration has been occurring in North Wyong and the Tuggerah Business Park. There is capacity for this to continue in Wyong Town Centre.

There is also substantial capacity for additional commercial and retail development in Wyong and Tuggerah. Projections indicate a need for approximately an additional 30,000sqm of retail floorspace in these locations and around 97,000sqm of other floor space. This could be accommodated within the existing planning controls on the Westfield Tuggerah site which currently contains around 87,000sqm of floorspace, and in Wyong Town Centre, which has a floor-space-ratio control of up to 3:1 and has approximately 86,000sqm of residual development capacity under the current planning controls (See section Capacity under current controls for more detail).

A challenge in securing this increase in employment will be creating demand for it. This is particularly relevant for Wyong Town Centre, given that employment in Wyong Town Centre contracted between 2011-2016 and that recent growth in professional services has been concentrated in North Wyong and the Tuggerah Business Park. Economic development pathways which seek to increase demand in different precincts, are outlined in the following section in this Strategy.

Table 4. Industrial land demand estimation by recent take-up rates

Average annual employment land up-take 2011-2017	1.8 ha
Available land	69.7 ha
Years of supply	38.7 years

Table 5. Industrial land demand estimation by employment forecast

	Tuggerah employment precincts	North Wyong	Total
<b>Forecast employment growth 2016-2036 in employment Precincts</b>	1,200	125	3,510
<b>Approx. land demand 2016-2036 in employment precincts</b>	4.1 ha	0.2 ha	4.3 ha
<b>Undeveloped land (Jan 2017) in employment precincts</b>	27.4 ha	42.3 ha	69.7 ha
<b>Forecast average annual employment growth rate in employment precincts</b>	1.1%	0.8%	
<b>Average annual employment growth rate 2011-2016 in employment precincts</b>	4.0%	2.8%	

Table 5. Additional dwelling and job forecasts 2016 - 2036

Precinct	Additional dwellings (2016-2036)	Additional Jobs (2016-2036)
North Wyong & Watanobbi	75	300
Wyong & East Wyong	1,150	1,000
Tuggerah	750	2,100
<b>Total</b>	<b>1,975</b>	<b>3,400</b>

### Competitive strengths of the Corridor

Employment grew strongly in the Corridor's industrial and employment precincts between 2011-2016. Continued demand for these precincts is indicated by a strong development pipeline and the completion of the Central Coast Mariner's development. Competitive advantages of the Corridor compared to other areas which contribute to this growth, include:

- Proximity to major transport infrastructure including the Pacific Motorway and Railway Line, which provide good accessibility from Sydney and Newcastle;
- Central location in the Central Coast, providing access to the local labour market;
- Developable employment land with suitable lot sizes and few constraints;
- Amenity for businesses through accessibility to retail and civic functions;
- Strong active recreation opportunities/facilities within the Corridor;
- Existing networks of local businesses with integration into the Hunter and Greater Sydney regions; and
- Land prices, which are relatively low compared to Sydney, driving relocation of some businesses.

In addition to these characteristics, continued employment growth is likely to be tied to metropolitan and national economic trends including migration rates to Australia and factors impacting the competitiveness of local manufacturing. Local factors which will drive future economic growth in the Corridor include:

- Continued nearby population growth, which increases demand for retail, recreation and urban services;
- Anchor tenants such as the Central Coast Mariners development; and
- The continued presence of available and serviced land.

### Future Economic Development Pathways

Ensuring that the local economy in the Corridor continues to grow will require competitive advantages to be maximised and local economic drivers to be maintained with an understanding of the employment profiles of different centres and precincts.

Employment contracted recently in Wyong Town Centre but increased strongly in Tuggerah Business Park, the Tuggerah Straight and North Wyong. Commercial office development has located in Tuggerah Business Park, and to a lesser degree North Wyong, rather than in Wyong Town Centre. This is not likely to change in the short-medium term given the excellent road access of Tuggerah Business Park, its large developable lots and the economic momentum created by local infrastructure investment and the Central Coast Mariners Development.

In the longer term, office-based development in Wyong could be driven by:

- Increased vibrancy and amenity of the centre, making it a great place to work, and
- Improved access through the train network to Sydney and Newcastle, without access being improved in Tuggerah.

In the short-medium term, Council should focus on building the competitive strengths of Wyong, Tuggerah and the industrial precincts:

- Wyong should consolidate its role as the civic, cultural and recreational heart of the subregion and a vibrant, well connected place with high amenity and a pleasant public domain. If this occurs, increased business development may occur in the longer term.
- Tuggerah should continue its role as the major retail centre in the area, although any expansion of retail in the Westfield should not threaten the viability of the Wyong Town Centre.
- Tuggerah Business Park should consolidate its role as a mixed enterprise precinct with specialisations in back-office functions and professional services, as well as containing some other industrial functions. Improved access to the Tuggerah Station and Wyong will ensure that Wyong benefits from proximity to this precinct.

- Other industrial precincts have grown in employment recently and appear to be operating well. These areas are in demand and do not require Council intervention in terms of re-zoning (discussed further in the following section). However, the addition of anchor tenants could increase demand and generate economic development. Initiatives which seek to increase industrial precinct functionality and worker amenity are outlined in this Strategy.

### There is an emerging market for residential apartments on key sites.

The feasibility for residential apartment projects in the Tuggerah to Wyong Economic Corridor is challenging for a number of reasons – the market is limited because the cost of single dwellings is affordable; apartment sales have not quite caught up to construction costs and high parking rates/ demand for parking makes development extremely expensive. Our testing reveals that an apartment development project may be feasible if the circumstances are right. Our strategy should be to promote the circumstances where we can achieve these outcomes.

The Westfield Tuggerah Gateway Site presents a key opportunity for the development of residential apartments in the future. The NSW Government has announced that it will be working with the landowners of this site to consider options for its development as an expanded shopping centre and for residential, transport, leisure, health and education uses.



# Capacity under current controls

## Future development potential under current controls

High level capacity testing for land located within the Corridor identified future development potential under the current planning controls. The exercise assessed the residual uplift capacity against future 2036 employment and dwelling projections to ascertain if there is enough appropriately zoned land to accommodate anticipated growth.

## Methodology and applied assumptions

**Step 1: Land categorisation:** To understand future capacity and uplift potential, land within the Corridor was categorised into one of the following land types.

- **Category 1:** Environmentally constrained land and existing public open space – no significant additional development potential
- **Category 2:** At / near capacity under the current controls and not identified for renewal.
- **Category 3:** Some additional capacity under the current controls
- **Category 4:** Renewal area – Wyong
- **Category 5:** Renewal area – Tuggerah

The categorisation of land, as shown in **Figure 4**, was informed by Corridor wide investigations undertaken in Stage 1 (Background Analysis Phase), information obtained during Council workshops, assessment of vacant sites and DA approvals and review of the Department of Planning and Environment's (DPE) Employment Land Development Monitor (ELDM) data.

**Step 2: FSR application to land categories:** Areas identified to have future development potential were considered. As such, residual development capacity was only calculated for **Categories 3, 4 & 5**.

The various land use zones included within each land category were multiplied by the relevant Floor Space Ratio (FSR) designated under WLEP 2013 and Wyong DCP 2013 to determine total capacity under the current controls.

For land within these categories that have no prescribed FSR under WLEP 2013 or Wyong DCP 2013, the DPE's standard rates were applied. Some standard rates were lowered to reflect the regional context of the study area (As DPE's rates are applicable to metropolitan areas). The assumed FSRs applied are outlined in **Table 6**.

Table 6. Assumed Floor Space Ratio rates applied

Land Use	FSR	Source/Assumption
<b>Industrial</b>	0.5:1	DPE standard rates and assumptions, adjusted to consider regional context
<b>Commercial</b>	1.0:1	DPE standard rates and assumptions
<b>Bulky Goods</b>	1.0:1	DPE standard rates and assumptions
<b>RU6 Transition</b>	0.2:1	Based on 1,000m <sup>2</sup> lot and dwelling of 200m <sup>2</sup>
<b>R1 General Residential</b>	0.6:1	FSR considers potential residential typologies available under R1 (dwellings to RFB), as well as existing adjacent residential development (detached dwellings) zoned R1

**Step 3: Calculate residual development capacity under current controls:** The following steps were undertaken to determine the residual uplift capacity under current WLEP 2013 planning controls (and applicable FSR assumptions) for land within **Categories 3, 4 & 5**:

- **Development capacity under current controls (calculated as a total area in m<sup>2</sup>):** Development capacity under current controls (in m<sup>2</sup>) was calculated by multiplying the total area for each land use zone with their corresponding FSR. Land use zones that were subject to multiple FSRs were apportioned accordingly. From the total land areas calculated, 25% of area was deducted to account for existing / future roads, open space and building setbacks.
- **Total existing development (in m<sup>2</sup>):** The total area of existing development within each land use zone was calculated by:
  - (1) Identifying sites that represented the overall existing development of their land use zone.
  - (2) Measuring the land area, existing building footprint and building height in storeys, to calculate an approximate FSR for each site.
  - (3) Based on these results, calculate the average existing FSR for each land use zone.
  - (4) Apply the average existing FSR to the total area of each land use zone to calculate the total existing development in m<sup>2</sup>.
- **Residual capacity (in m<sup>2</sup>):** Total existing development (in m<sup>2</sup>) was subtracted from total development capacity under current controls (in m<sup>2</sup>). Both employment capacity and residential capacity were considered and calculated separately, with the following assumptions applied to zones that may have employment and / or residential uses.

- **B4 Mixed Use:** 90% residential use and 10% employment use
- **RE2 Private Recreation:** 10% employment use
- **RU6 Transition:** 50% residential use and 50% employment use

**Step 4: Residual capacity and correlating job / dwellings yield:** The residual development capacity for land use zones within each land category are outlined in **Table 8**. These figures have been used to determine the approximate number of additional dwellings and jobs supported within the residual uplift capacity. Assumptions applied for differing employment generating land and dwellings are outlined in **Table 7**.

Table 7. Average employment rates (m<sup>2</sup>) & average dwelling assumptions

Employment
19m <sup>2</sup> for each Office / Commercial job
35m <sup>2</sup> for each Business Park job
60m <sup>2</sup> for each Industrial job
Residential
100m <sup>2</sup> for each dwelling

Table 8. Residual development capacity (m<sup>2</sup>) and correlating job / dwelling yield

	Category 3: Some Additional Capacity		Category 4: Wyong				Category 5: Tuggerah			
	Employment Residual Capacity (m <sup>2</sup> )	Total Additional Jobs Supported	Residential Residual Capacity (m <sup>2</sup> )	Total Additional Dwellings Supported	Employment Residual Capacity (m <sup>2</sup> )	Total Additional Jobs Supported	Residential Residual Capacity (m <sup>2</sup> )	Total Additional Dwellings Supported	Employment Residual Capacity (m <sup>2</sup> )	Total Additional Jobs Supported
R3 Medium Density Residential	-	-	79,056	791	-	-	-	-	-	-
B3 Commercial Core	-	-	-	-	77,509	4,079	-	-	69,175	3,641
B4 Mixed Use	-	-	27,227	272	3,025	159	96,241	962	10,693	563
B6 Enterprise Corridor	423,912	7,065	-	-	-	-	-	-	36,327	605
RE2 Private Recreation	-	-	-	-	5,470	91	-	-	-	-
R1 General Residential	-	-	4,245	42	-	-	17,793	178	-	-
R2 Low Density Residential	-	-	11,097	111	-	-	-	-	-	-
B5 Business Development	87,873	2,511	-	-	-	-	-	-	-	-
IN1 General Industrial	65,603	1,093	-	-	-	-	-	-	-	-
IN2 Light Industrial	17,621	294	-	-	-	-	-	-	-	-
RU6 Transition	-	-	-	-	-	-	20,111	201	20,111	335
B7 Business Park	99,150	2,833	-	-	-	-	-	-	-	-
<b>Total: Jobs / Dwellings</b>		<b>13,796</b>		<b>1,216</b>		<b>4,330</b>		<b>1,341</b>		<b>5,144</b>



# Capacity under current controls

**Step 5: Residual capacity and future projections:** The approximate number of additional dwellings and jobs supported within the residual uplift capacity are outlined in **Table 9** below.

Table 9. Additional dwelling and job capacity under current controls

Corridor Summary	Total additional dwellings supported under current controls	Total additional jobs supported under current controls
	2,558	23,270

Table 10. Additional dwelling and job forecasts 2016 - 2036

Precinct	Additional Dwellings (2016-2036)	Additional Jobs (2016-2036)
North Wyong & Watanobbi	+75	+300
Wyong & East Wyong	+1,150	+1,000
Tuggerah	+750	+2,100
<b>Total</b>	<b>1,975</b>	<b>3,400</b>

Table 11. Residual dwelling and job capacity under current controls

Residual Capacity	Dwellings	Jobs
	583	19,870

Note: Potential for an additional 5,000 dwellings located on the Westfield Tuggerah site (subject to approval) - Refer to action 13.2 (Page 68)

## Key outcomes:

- The current controls enable sufficient capacity to support projected additional required dwellings to 2036.
- The current controls enable sufficient capacity for employment in the Corridor to 2036.
- The ability for the Corridor to support an additional 19,000+ jobs over the next 20 years (based on current take up rates) highlights the availability of appropriately zoned land for employment projections is not a critical issue for the short term, although does not negate the need to monitor take-up rates to ensure changes do not alter current supply. For these reasons, rezoning additional industrial land is not likely to be required in the next 20 years. It will be more important that the health and specialisation of the industrial precincts continues to be developed, and focus be prioritised to attracting and securing appropriate industries within available land supply.

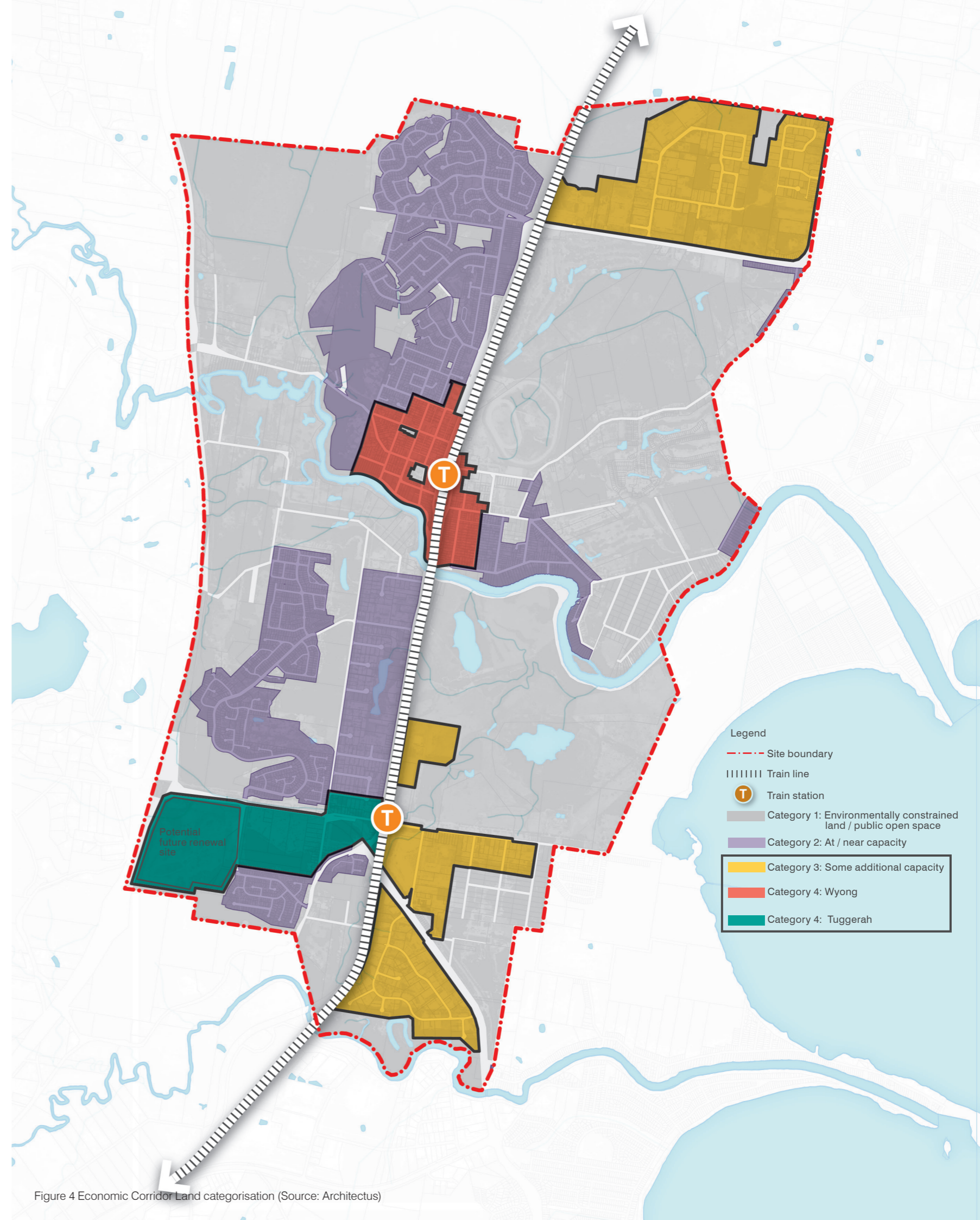


Figure 4 Economic Corridor Land categorisation (Source: Architectus)



# Key findings

## The Tuggerah - Wyong Economic Corridor has an opportunity to accommodate metropolitan-wide economic trends and promote industrial specialisation

The Tuggerah to Wyong Economic Corridor plays a significant role in providing employment opportunities in the Central Coast District. Job numbers in employment precincts grew strongly between 2011-2016. Between 2016 and 2036, the number of jobs located within the Corridor is projected to increase by approximately 3,400 to 16,500. This is an increase of 26% per cent on current employment levels in the Corridor.

While manufacturing and some other traditional industrial sectors are forecast to decline across Greater Sydney, local industrial specialisation in the Corridor could allow it to buck this trend and retain industrial employment. Further attraction of economic catalysts and anchor institutions would also allow local specialisations and industry connections to be built.

The Corridor includes distinct and important industrial employment areas – Tuggerah, Tuggerah Straight and North Wyong Industrial Precinct. These precincts are successful and employment within them is growing, and so minimal planning intervention is currently needed. Continuing to work with businesses to increase industry specialisation would assist the retention and attract industrial employment to the Corridor.

## Planning for 3,400 additional jobs by 2036.

Job projections based on historical trends forecast that the Corridor could contain 16,500 jobs by 2036. The highest growth is projected in retail trade, with approximately 575 additional jobs projected from 2016 – 2036. This is followed by increases in Public Administration (+570 jobs), health care and social assistance (+520 jobs), professional services (+360 jobs), education and training (+355 jobs) and construction (+330 jobs).

There is enough suitably zoned land to accommodate this growth, however some areas are less attractive for development because of constraints or lack of infrastructure. If land take-up rates increase in the future, additional infrastructure may be required to remove development constraints in the East Tuggerah area. These would include improvements to access to the precinct and addressing flood affectation.

## Planning for 4,150 additional residents by 2036

Four (4) per cent of the current population of the Central Coast live in the Tuggerah – Wyong Economic Corridor, with a recorded population of 13,200 in 2016. The population of the Corridor has grown every year since 2001, with a population increase of twenty (20) per cent between 2001-2017. This growth rate has generally been greater in recent years than in the Central Coast LGA. The population in the Corridor is forecast to reach 17,350 by 2036. The number of dwellings is also forecast to increase across the Corridor. This growth has generally been greater than in the Central Coast, and growth rates are forecast to exceed those in the Central Coast and Sydney Greater Metropolitan Area (Sydney GMA). Continued population growth will drive local economic development, but will depend upon continued improvements to local amenity and vibrancy.

While household size is expected to decrease over the next thirty years as the population ages, forecast growth rates in the Corridor exceed historical growth rates. Based on past development trends, the largest forecast population increases are in Wyong and Tuggerah, with smaller increases in Tuggerah Straight and East Wyong. However, there is an opportunity to rethink the most appropriate locations for residential development to contribute to the future roles of different precincts. Additional development around Wyong could support the consolidation of its role as a vibrant cultural hub for the region. See *Corridor Strategy 2 Areas for future growth* for key areas considered suitable to accommodate future growth.

## Wyong as the civic and cultural centre for investment and growth

Wyong is identified as a Strategic Centre in the Central Coast Regional Plan and is the primary centre for culture, civic buildings and administration. It has a great heritage character and permeable street grid with lots of public domain opportunities. The road and station access upgrades will also contribute to the centre's success in the future. Employment declined in Wyong between 2011-2016 and commercial development is favouring other employment precincts over Wyong. Making Wyong a great place to live, work and visit will increase its long-term attractiveness to businesses. It should consolidate its role as a civic, cultural, recreation and services hub of the Region. Increased residential population, new shops and public domain should be concentrated in Wyong to ensure critical mass and the success of local businesses.

## Amenity, local character, services and nature will be important for broader economic success.

In order to attract the best businesses to the Corridor, the Corridor's amenity and types of services and restaurants and entertainment available needs to be attractive to high quality workers. The following projects should be the focus of Council's efforts:

- Wyong River as a major recreational asset and weekend destination.
- Active connections, like the proposed Lake Loop cycle way that connects centres to attractions.
- Ensuring that renewal and road upgrades in Wyong Town Centre do not deteriorate the quality of the streets, retain heritage buildings and the fine grain shop fronts that accommodate diverse retail, bars and restaurants.



# The Corridor's strengths

## Wyong River – a natural centrepiece

Wyong River flows through the heart of the Corridor, presenting as a natural centrepiece. Although access is constrained in some areas, the River is a significant asset, supporting an array of recreational activities including kayaking and fishing, as well as walking and cycle along the active transport links by the river foreshore. The River provides an important natural outlook for the surrounding urban areas.



Wyong River from the Wyong Milk Factory



Alison Street, Wyong



## Wyong – a Town Centre with “good bones”

Wyong Town Centre has many elements of a great regional centre, including an established fine grain street network with connections to a train station, Wyong River and open spaces. Home to the landmark Art House cultural facility, Council chambers and government agencies, Wyong is the cultural and civic core of the Corridor. The character of Wyong Town Centre is strengthened by a distinct heritage presence and fine grain built form that line the high streets.



Tuggerah Lake, State Conservation Area (image: itsonlymylife163.blogspot)



## Natural Assets of Environmental Value

The Corridor is endowed with natural bushland precincts that provide environmental amenity to residents, workers and visitors. Tuggerah Nature Reserve features predominately untouched bushlands and wetlands that have high conservation value, while the nearby Tuggerah State Conservation Area supports sustainable visitation and bushwalking.







Chapman building, Wyong



**Great local food, drink, arts and craft**

The Corridor features a growing number of exciting food, beverage, arts and craft offerings, building on growing interest in local and boutique products. There is a combination of restaurants, cafés, markets, function spaces and specialty stores in the area.



Tuggerah Business Park (image: Central Coast Business Investment)



**A healthy employment Corridor**

The Corridor’s established employment precincts are well known in the region and have low vacancy rates. This is attributed to good regional connectivity, high visibility from key roads and proximity to residential areas. The Corridor is characterised by a mix of employment areas, including commercial/ office developments at Tuggerah Business Park, urban services\* at Tuggerah Straight, and large-scale warehousing and light industrial uses at North Wyong.

\*Urban services land refers to land identified in the NSW Department of Planning and Environment’s Employment Lands Development Monitor, and includes industrial zoned land and some business zoned land which permits a number of industrial uses.



Wyong train station



**A regionally connected Corridor**

The Corridor is highly accessible from Sydney, Newcastle and the greater Central Coast with key road and rail infrastructure connecting these areas. The nearby M1 ensures inter-regional connections by car, while the Wyong and Tuggerah train stations provide access to reliable inter-city rail services to Sydney and Newcastle.



Central Coast Regional Sporting and Recreation Complex (image: Central Coast Council)





**Diverse recreational and sporting assets**


The Corridor supports a healthy and active community. There are numerous recreational and sporting facilities throughout the Corridor which cater for a variety of activities. Sporting facilities located in Wyong (E.g. Baker Park, Wyong Golf Club, Wyong Hockey Complex) and Tuggerah (Central Coast Regional Sporting Complex, YMCA Mariners Aquatic Centre), in conjunction with two golf courses (Wyong and Koindah) and expansive natural assets provide a diverse array of recreational activities.




# Project drivers


 Define complementary roles and character for each precinct

 Ensure future employment land is sufficient and serviced

 Revitalise Wyong as a mixed use centre

 Increase job containment in the region

 Leverage major infrastructure investments

 Create a diverse, connected and vibrant Tuggerah Centre









# How the Corridor Strategy Works



## Corridor Strategies

There are five Corridor wide strategies:

1. Role & Function of Centres
2. Areas for growth
3. Transport and Movement
4. Environment and Sustainability
5. Culture, Recreation and Tourism



## Precinct strategies

There are three precincts that make up the Economic Corridor.

1. North Wyong & Watanobbi
2. Wyong & East Wyong
3. Tuggerah



## Directions

This Strategy sets out 13 Directions for the Corridor. The Directions are broad objectives that capture Council's position on an issue for the Corridor, or promote a vision. There are 5 Corridor-scale Directions and 8 Precinct-scale Directions.

The Directions should become referenced in Council reports, and help guide decision making around development and public works.



## Actions

Actions are listed to achieve each Direction. These Actions include studies that need to be undertaken, policies and controls that need to be made/ amended, and the next steps for engagement, seeking funding, or doing further work to initiate projects in the Corridor.

The implementation chapter of this strategy is a schedule of the Actions, with allocated responsibilities and timeframes.

# Vision for the Corridor



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**The Tuggerah to Wyong Corridor will be a flourishing corridor with employment opportunities, housing choice, sporting venues, passive recreational activities that celebrate the surrounding natural bushland setting.**

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**It's primary centres will provide retail, cafés, restaurants and culture which secure it's role within the Central Coast. Future development will celebrate the innate character and heritage of the area.**

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**It will be a Corridor that balances the prospect of industry growth with lifestyle advantages which retain its sense of place and community.**



# Strategy on a page

	Corridor				
<b>8 Strategies</b>	 <p><b>Role &amp; Function of Centres</b></p>	 <p><b>Areas for growth</b></p>	 <p><b>Transport and movement</b></p>	 <p><b>Environment and sustainability</b></p>	 <p><b>Culture, recreation and tourism</b></p>
<b>13 Directions</b>	 <b>1</b> <p><b>Direction 1</b> Capitalise on the unique role and function of each centre</p>	 <b>2</b> <p><b>Direction 2</b> Ensure sufficient zoned land to accommodate projected population and employment increases</p>	 <b>3</b> <p><b>Direction 3</b> Maximise connectivity between activity nodes and centres to support renewal opportunities</p>	 <b>4</b> <p><b>Direction 4</b> Maintain and improve the areas strong relationship with green open space and the environment</p>	 <b>5</b> <p><b>Direction 5</b> Build on the Corridor's potential as a great destination for culture, recreation and tourism</p>
<b>36 Actions</b>	<p><b>Action 1.1</b> Reinforce Wyong as the civic and cultural centre</p> <p><b>Action 1.2</b> Plan for increased demand for retail uses in the future</p> <p><b>Action 1.3</b> Plan for the growth of Tuggerah</p>	<p><b>Action 2.1</b> Resist rezoning significant sites and releasing new urban land in the short to medium terms</p> <p><b>Action 2.2</b> Continue to monitor take-up and availability of industrial land in the Corridor</p> <p><b>Action 2.3</b> Attract and retain business</p>	<p><b>Action 3.1</b> Strengthen the existing cycle network</p> <p><b>Action 3.2</b> Reinforce key pedestrian links</p> <p><b>Action 3.3</b> Investigate opportunities to strengthen the local street network</p> <p><b>Action 3.4</b> Minimise potential impacts of Pacific Highway upgrades</p> <p><b>Action 3.5</b> Understand and leverage the opportunities associated with the Sydney to Newcastle fast rail project</p> <p><b>Action 3.6</b> Advocate for the completion of Pacific Highway upgrades and a link road to Warnervale</p> <p><b>Action 3.7</b> Implement the Transport Study</p>	<p><b>Action 4.1</b> Maintain green gateways and movement Corridors</p> <p><b>Action 4.2</b> Create a strong connection with the natural environment</p> <p><b>Action 4.3</b> Further flood planning investigations</p> <p><b>Action 4.4</b> Encourage sustainable employment opportunities</p>	<p><b>Action 5.1</b> Establish the Corridor as a significant regional destination for recreation and sports tourism</p> <p><b>Action 5.2</b> Explore utilisation of Corridor's natural bushland areas as key attractors</p> <p><b>Action 5.3</b> Active Lifestyles Strategy</p>

## Precincts

 <b>North Wyong &amp; Watanobbi Precinct</b>		 <b>Wyong &amp; East Wyong Precinct</b>			 <b>Tuggerah Precinct</b>		
 <b>6</b> <b>Direction 6</b> Maintain and encourage employment uses in North Wyong	 <b>7</b> <b>Direction 7</b> Rationalise access and circulation	 <b>8</b> <b>Direction 8</b> Celebrate Wyong's natural scenery and heritage character	 <b>9</b> <b>Direction 9</b> Reinforce the fine urban grain of Wyong	 <b>10</b> <b>Direction 10</b> Connect to East Wyong	 <b>11</b> <b>Direction 11</b> Maintain and encourage employment uses in Tuggerah	 <b>12</b> <b>Direction 12</b> Utilisation of flood prone areas in Tuggerah	 <b>13</b> <b>Direction 13</b> Sustainable renewal in Tuggerah Town Centre
<b>Action 6.1</b> Promote a range of employment uses on B6 land in North Wyong to support and compliment the Wyong and Warnervale Town Centres  <b>Action 6.2</b> Review Wyong Shire Development Control Plan 2013 Chapter 6.11 to ensure high quality landscaping amenity in the employment precinct	<b>Action 7.1</b> Consolidate access points to the Pacific Highway  <b>Action 7.2</b> Improve the permeability and circulation within the employment precinct	<b>Action 8.1</b> Improve access to and enjoyment of the river  <b>Action 8.2</b> Enhance existing heritage character of Wyong Town Centre	<b>Action 9.1</b> Reinforce Alison Road as an active, successful high street  <b>Action 9.2</b> Investigate opportunities to increase the utilisation and activation of laneways and arcades	<b>Action 10.1</b> Minimise adverse impacts of the proposed widening of Pacific Highway  <b>Action 10.2</b> Investigate opportunities to provide an active street frontage along Howarth Street  <b>Action 10.3</b> Investigate opportunities for Baker Park	<b>Action 11.1</b> Preserve existing employment zones  <b>Action 11.2</b> Investigate food innovation hub	<b>Action 12.1</b> Explore recreational uses in flood prone areas	<b>Action 13.1</b> Investigate transit-oriented development at Tuggerah Station  <b>Action 13.2</b> Establish principles & key development outcomes for infill development on the Westfield Tuggerah Gateway site









# Corridor Strategies

The following Corridor Strategies provide a vision, Directions and Actions to implement the *Central Coast Regional Plan's* Goals for the Tuggerah to Wyong Economic Corridor



Role & Function of Centres



Areas for Growth



Transport and Movement



Environment and Sustainability



Culture, Recreation and Tourism





# Corridor strategy: Role & Function of Centres

## → Direction 1

### Capitalise on the unique role and function of each centre

Successful, consolidated centres provide for more than shopping opportunities – they are the places for meeting and civic activities, recreation and connecting with your community. The more uses we can consolidate in centres the more active and exciting they become. Other benefits include the ability to concentrate public spending on infrastructure where it will benefit most and promoting multi-purpose car trips and fewer vehicle movements across the region.

The centres hierarchy in the Northern Economic Corridor comprises two major centres – the Tuggerah Town Centre and Wyong Town Centre. They have complementary and important roles.

#### **Action 1.1 Reinforce Wyong as the civic and cultural centre**

Wyong is the civic and cultural heart of the Corridor, with its government offices, theatre, restaurants and cafés, a great street grid, character and history. The train station is centrally located and there is room to grow to the east of the centre.

Planning controls, cultural and community strategies and public domain strategies should reinforce Wyong as the primary cultural and civic centre for the Corridor, and the preferred location for hotels, cultural and civic uses, significant new retail development, offices and increased residential density.

#### **Action 1.2 Planning for increased demand for retail uses in the future**

It is important that future retail development is located within planned or existing centres, in an orderly fashion. Out of centre retail development promotes additional trips by private vehicles and can start to affect the vibrancy of existing traditional centres and high streets – which should be the focus of the community.

Council to complete a Retail Strategy as part of the preparation of a comprehensive Central Coast LEP. The focus should be analysing the demand and identifying the preferred location for supermarkets and other anchor retailers.

In preparation of the Retail Strategy, Council are to review permitted land uses in the B5 Business Development zone to determine the appropriate scope of retail uses. Council are also to consider freight needs in relation to the intensification of retail uses.

#### **Action 1.3 Planning for the growth of Tuggerah**

Tuggerah is the regional shopping destination that provides a broad fashion, convenience, grocery and recreation offer. The green open-air street within Westfield Tuggerah creates a great town centre environment and provides for dining and entertainment into the evenings. In time, residential uses may be appropriate in this centre, where amenity, better streets, pedestrian connections to the station and open space are also provided.

Any future expansion of the Tuggerah Centre for infill mixed use development, must resolve connectivity, amenity and flooding constraints.

Tuggerah East plays an important role in providing sport and recreational uses that service both local and regional populations. Any future intensification of Tuggerah East is to support further growth of these uses to strengthen Tuggerah East's sporting and recreational role within the Corridor.

**1** Wyong  
Town Centre



- Civic, cultural and community heart of the Corridor
- A centre that is green, cool and engages with the River.
- High quality, medium density mixed use development near a well-integrated station
- Opportunities to expand the town centre with mixed uses east of the station
- The highest quality public domain and development
- Offices, restaurants, hotels, homes and cafés make this a great centre to live and work.

**2** Tuggerah  
Regional  
retail, business  
and service  
centre



- The Tuggerah centre is a great regional retail, service and community asset
- Support and enhance employment areas
- Medium to long-term mixed-use development in proximity to Tuggerah Station, following flood mitigation works.







# Corridor strategy: Areas for growth

## → Direction 2

### Ensure sufficient zoned land to accommodate population and employment projections

#### **Action 2.1** Resist rezoning significant sites and releasing new urban land in the short to medium term

Projections and capacity testing demonstrate that there is sufficient residential land to meet residential targets to 2036 and beyond. These results are largely the result of the inclusion of the Tuggerah site in this analysis. Should this site not proceed to rezoning, then this analysis and strategy will require review. There are several strategic sites in the Corridor that would make great renewal sites, where they can deliver new infrastructure as part of an integrated mixed-use development. The sites could be important in delivering types of uses required as the Corridor evolves – like new office space in Wyong, or a new public park. Sites include:

- Areas adjacent to Tuggerah Train Station;
- Areas to the East of Wyong train station;
- Former Wyong Grove primary school.

In the meantime, Council will start establishing principles for the renewal of these areas in preparation for being approached by landowners in the future.

Council may consider proposals that have strategic and site-specific merit in the short to medium term in response to changing circumstances including demand drivers that may not be anticipated.

#### **Action 2.2** Continue to monitor take-up and availability of industrial land in the Corridor

Based on past development trends there is enough industrial land in the Corridor to accommodate demand over the next 20 years (see capacity under current controls pages 22-24). If the rate of industrial land take-up increases in the future, the supply of developable and attractive industrial land may run out before 2036. Council should monitor the take-up rate and availability of industrial land and consult with local business owners about constraints on industrial development. Through this monitoring process, Council should also work with NSW Government to identify and understand any emerging issues that may impact the take-up of industrial land in the Corridor.

The land east of the Pacific Highway and north of Lake Road is subject to environmental and access constraints and is not considered attractive for development. For development to occur here access to the Lake Road area would need to be improved and flooding must be addressed.

Industrial land in the Corridor should be considered in the context of the broader region. An industrial land study was carried out for the former Wyong Council area in 2013 and concluded that there was 123 years of land

supply in the LGA, with a substantial amount of low-level constrained land available. Land supply thus outpaces demand across the LGA.

If attractive industrial land runs out in the Corridor but there is surplus land available nearby or in the Central Coast Region more broadly, it may not be necessary to rezone more land for industrial use within the Corridor. Instead, Council should plan for increased specialisation of the industrial precincts within the Corridor.

#### **Action 2.3** Attract and retain business

With a good supply of suitably zoned land, the key challenge is to attract and retain business. Key strategies include:

- Continue to work with other agencies to bring a Food innovation hub to the Corridor. Refer to Action 11.2 for details.
- Consider additional co-work space in the town centre of Wyong. A small shopfront could provide space for small businesses that support other administration jobs in the centre, which is a growth area for the Corridor.
- Ensure businesses have certainty about the long-term security of employment lands, by resisting pressure for residential development in the area.
- Work with agencies to explore options for a Fast Rail stop in the Corridor.
- Continue to work with commercial providers to establish a 100GB/s high speed internet network to give local businesses and workers a distinct competitive advantage, and to support jobs within the Corridor.
- Review permissible land uses in B6 Enterprise Corridor and B7 Business Park, including limiting Serviced Apartment uses to ensure land is focused on attracting and retaining business.
- Finalise the draft Central Coast Economic Development Strategy and implement its identified priority Actions.

## Guidance for future urban renewal sites

1

#### **Tuggerah Gateway Site**

The State Government has announced plans for the Gateway site at Tuggerah (Approx. 5000 dwellings and revamp of Westfield's shopping centre). The site's strategic location as a prominent gateway site should be considered in the site's development. Opportunities to maintain and enhance its landscaped character, and provide new connections, infrastructure and amenity should be considered.

2

#### **Former Wyong Grove Primary School**

The Former Wyong Grove Primary School presents opportunity to accommodate additional residential uplift beyond its current zoning. Strategically located within proximity to the Wyong Town Centre and the existing Wyong Train Station, it is in an ideal location to better accommodate increased residential projections.

3

#### **Areas East of Wyong Train Station**

Areas east of Wyong Train Station present a strategic opportunity for mixed use investigations. B4 Mixed Use zoning is preliminary identified to provide opportunities for improved integration with surrounding key sites. Any future rezoning of this site should consider planning controls which preserve existing non-residential Floor Space Ratio provisions to ensure existing employment land is not diluted and focus activity toward Howarth Street to facilitate activation and development of high street.





Former Wyong Grove Primary School site (Source: Google street view)



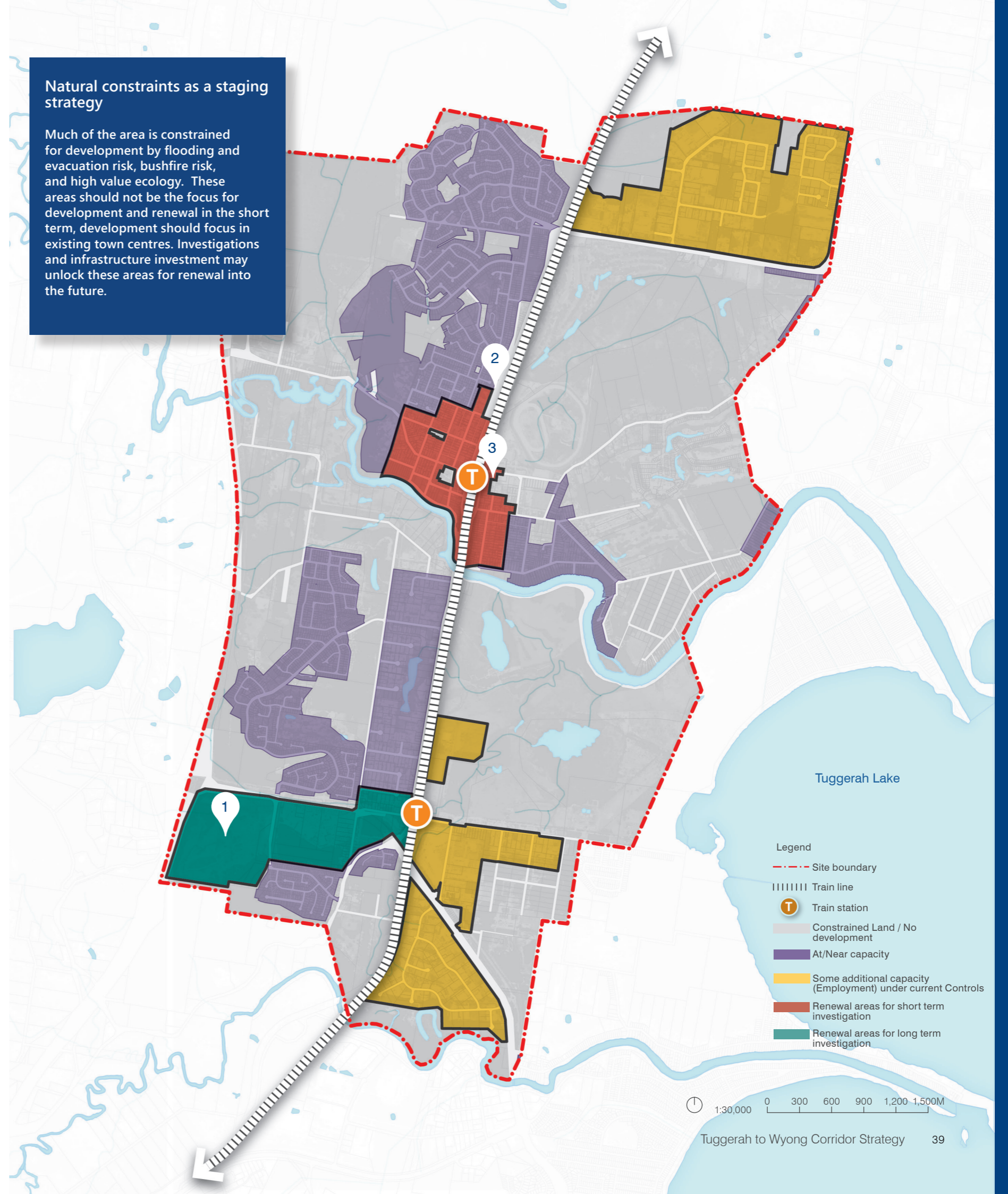
Tuggerah Gateway Site (Source: Department of Planning and Environment)



Wyong Town Centre (Source: Central Coast Council)

### Natural constraints as a staging strategy

Much of the area is constrained for development by flooding and evacuation risk, bushfire risk, and high value ecology. These areas should not be the focus for development and renewal in the short term, development should focus in existing town centres. Investigations and infrastructure investment may unlock these areas for renewal into the future.







# Corridor strategy: Transport and movement

## → Direction 3

### Maximise connectivity between activity nodes and centres to support renewal opportunities

#### **Action 3.1 Strengthen the existing cycle network**

The Corridors' cycling network currently consists of fragmented on-road and shared links that do not provide a coherent, safe network for cyclists. There is significant opportunity for an improved cycle network that enables cyclists to ride between key destinations within the Corridor.

Council's Central Coast Bike Plan prioritises connections between centres, public transport hubs, schools and recreational / tourism routes. Council are finalising the Bike Plan and will implement the actions to deliver and maintain the cycling network, provide supporting facilities and encourage cycling as a mode of transport.

The Tuggerah Lake Loop is an existing, major commuter and recreational regional cycle link that connects the Corridor, Toukley and The Entrance. Part of this Loop is in the Northern Corridor. The alignment within the Corridor boundaries is primarily along the Pacific Highway and main roads. There are real opportunities to explore off-road routes through safer, scenic areas within the Corridor. These new sections of the Loop would have local and more District recreation and tourism impacts.

Council to undertake a detailed design and review

of the additional and alternative cycle connections identified on the plan opposite, with a view to their inclusion in the next revision of the Bike Plan. Some of these projects may be medium and long term opportunities as the centre changes over time.

#### **Action 3.2 Reinforce key pedestrian links**

The Corridor's pedestrian network is challenged by both topography and major road / rail infrastructure that present physical barriers to pedestrians. There is opportunity to improve pedestrian links and infrastructure within urban areas (such as Wyong Town Centre, North Wyong industrial area and Tuggerah) and employment / residential areas within 800m of train stations.

Council are to implement the actions and recommendations of the Pedestrian Access Mobility Plan (PAMP), with a particular focus on improving pedestrian amenity between Tuggerah Station and Westfield Tuggerah, as well as within Tuggerah Town Centre.

Council are to investigate further opportunities to deliver additional pedestrian infrastructure, including the Wyong River Foreshore Link (see plan overleaf) and inter-precinct links as part of a

revised PAMP that potentially extends beyond the 10 years.

#### **Action 3.3 Investigate opportunities to strengthen the local street network**

Some street networks within key employment areas lack legibility and permeability, presenting challenges for access and future growth. Council are to investigate further opportunities to strengthen the local street network within the Corridor, including a defined street hierarchy and delivery of key links, to support the continued growth of the Corridor's employment precincts.

New roads identified as part of this process will be subject to detailed investigations, design and planning should they go ahead. These roads will be delivered through private development.

Opportunities for improved local street networks for the North Wyong and Tuggerah precincts are detailed in their respective Precinct Strategies.

Future upgrades to the Bryant Drive, Reliance Drive and Wyong Road roundabout will be needed to facilitate further development within Tuggerah East. Council will work with Transport for NSW (TfNSW) to expedite potential upgrades to the roundabout.

#### **Action 3.4 Minimise potential impacts of Pacific Highway Upgrades**

Although the traffic benefits will be significant, TfNSW's proposed Pacific Highway upgrades presents a real challenge to the pedestrian experience and character of Wyong Town Centre, with a substantially wider road and heavier traffic impacting the centre's amenity.

Council will work with TfNSW on the finalisation of the Pacific Highway upgrades through Wyong Town Centre with the aim to minimise potential impacts on the centre's character, public domain amenity and ensuring that the east and west sides of the town centre are well-connected.

#### **Action 3.5 Understand and leverage the opportunities associated with the Sydney to Newcastle fast rail project**

The proposed fast rail project will reduce travel time from Gosford to the City from 1 hour, 19 minutes to 1 hour. The project will utilise existing infrastructure. As yet, the stops on this service are not confirmed. There are benefits associated with a stop at both centres – Tuggerah provides for more commuter parking services (giving many people access to Fast Rail services) and Wyong would benefit from improved connections between businesses, services and civic uses. Council will work with the NSW Government on any future progression of the project.

#### **Action 3.6 Advocate for the completion of Pacific Highway upgrades and a link road to Warnervale**

Traffic congestion through Wyong and along the Pacific Highway is regarded as a key issue for Wyong. Improvements will help to unlock future development potential in the area.

The improvements planned for the Pacific Highway through Wyong have been on the table for a long time. Council will continue to press the TfNSW for these works to be funded and undertaken as soon as possible. This will include advocating for a new link road connecting North Wyong to Warnervale.

#### **Action 3.7 Implement the Transport Study**

Council have prepared a Transport Study (appended at Attachment - Transport Study) to investigate future transport improvement opportunities within the Corridor that will achieve efficiency, sustainability and liveability. The Transport Study has identified Key Actions to be implemented by Council to enable future transport improvements that will facilitate growth within the Corridor to 2036.





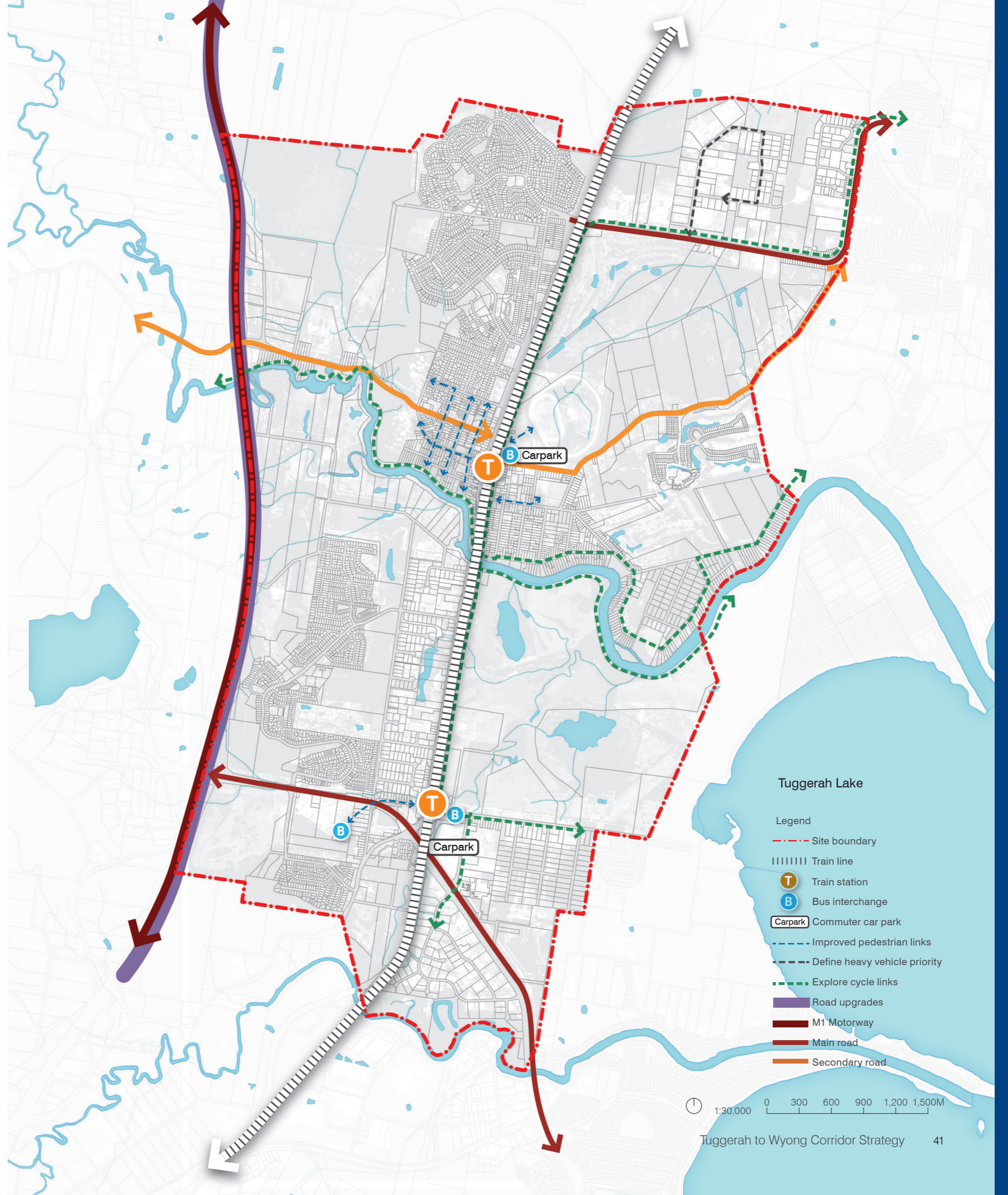
Sydney to Newcastle Fast Rail (image: www.nsw.gov.au)



Extract from Central Coast PAMP for Wyong and Tuggerah Priority Routes



Pacific Highway Upgrades (image: rms.nsw.gov.au)







# Corridor strategy: Environment and Sustainability

## → Direction 4

### Maintain and improve the areas strong relationship with green open space and the environment

#### Action 4.1 Maintain green gateways and movement Corridors

Entries to the area from the M1, Pacific Highway and Wyong Road are characterised by views of rural and bush landscapes. These experiences help to create a positive impression on residents and visitors and are a defining characteristic of the region.

Any future public domain works should retain and enhance the landscape aesthetic of the gateways, public transport arrival zones and movement Corridors, identified in the plan overleaf.

Future development and transport proposals should be assessed against their impact on or contribution to achieving this strategy.

Council are to engage directly with the TfNSW to ensure future upgrades to the Pacific Highway north of Tuggerah (especially through Wyong) include high quality tree and shrub planting that create an attractive green spine through the Corridor.

#### Action 4.2 Create a strong connection with the natural environment

Views and access to green open space and the natural environment are a great asset for the area. Key features such as the Wyong River have the potential to play an important role in attracting people to live and work in the Corridor.

Council will prepare a Green Grid implementation plan for the Corridor to maximise outdoor recreational opportunities, pedestrian links, wildlife corridors and protection of high conservation value habitat.

Council are to investigate key opportunities for enhancing connections to the surrounding natural environment.

Providing shaded public domain during the summer months can greatly improve the liveability for workers, visitors and residents in the Corridor, and provide habitat and character.

Council should finalise and implement its draft Greener Places Strategy. The Strategy provides a framework for the replacement of removed shrubs and trees and identifies opportunities to expand urban vegetation on the Central Coast.

Action 4.2 is to be undertaken in accordance with the NSW Government's Central Coast Strategic Conservation Plan, ensuring that growth is balanced with the protection of biodiversity at a landscape scale.

#### Action 4.3 Further flood planning investigations

The Corridor is widely affected by flooding, with a significant area below the 1% AEP flood level. These areas are generally located on low lying land within the catchments of Wyong River, Porters Creek and Ourimbah Creek, including the Pioneer Dairy wetlands, and present challenges in flood evacuation, flood safety, land use compatibility and building design.

Council are to regularly update the Corridor's Floodplain Risk Management Plans and flood planning controls. Development in areas with potential flood risk may be considered where flooding can be resolved and safe evacuation can be provided.

Flooding risks around Tuggerah Station must be resolved to enable urban renewal and densification in this area. This includes exploring the potential to provide floodwater detention

infrastructure to reduce flood affectation within the Corridor, and alternative housing typologies that reduce building footprints and manage more water in the landscape.

#### Action 4.4 Encourage sustainable employment opportunities

Council are to:

- Support employment opportunities that would encourage a just transition away from fossil fuels.
- Advocate for the establishment of a just transition authority to oversee the transition of local workers in the power and mining industries into new employment positions that reflect their skills training and current remuneration levels for future employment.
- Develop suitable employment lands as job hubs for industries such as renewable energy, smart manufacturing, robotics, ICT and other associated sustainable industries.





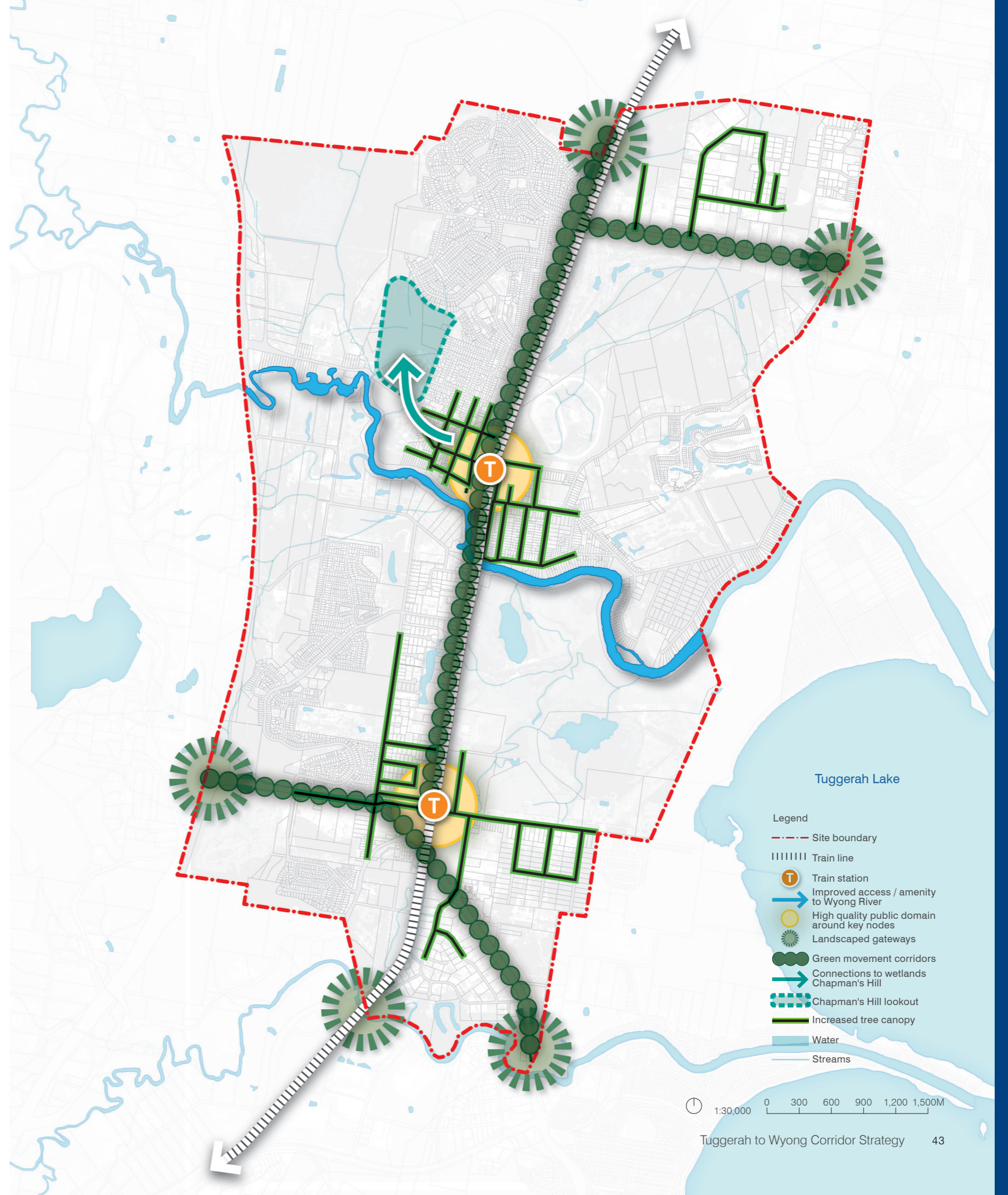
Highway entrance to Tuggerah from the M1 with mature forest provides an attractive landscape gateway (image: Google Street View)



High public domain (image: Lonsdale Street - TCL Landscape Architects)



Attractive views and planting along upgraded roads (image: Pacific Highway, Tuggerah)







# Corridor strategy: Culture, recreation and tourism

## → Direction 5

### Build on the Corridor's potential as a great destination for culture, recreation and tourism

#### **Action 5.1** Establish the Corridor as a significant regional destination for recreation and sports tourism

The Corridor provides two distinct clusters of sporting facilities at Wyong and Tuggerah which form a part of the Regional Recreation Corridor (RRC). This includes the recently completed Central Coast Regional Sporting & Recreation Complex in Tuggerah, the aging Baker Park recreational precinct in Wyong, and a range of existing private sport and recreation establishments. As designated by the Central Coast Regional Plan, the RRC is to provide a concentration of regional sporting facilities which will provide a comprehensive group of recreational facilities that will be utilised by people living beyond the Corridor.

As a destination, the Corridor lacks a good selection of short-term accommodation that attracts corporate and recreational visitors to the area. With competition from coastal towns within the region, there is an opportunity to prioritise short term accommodation within the Corridor to leverage cultural, recreational, corporate and

tourist attractions in the area.

Council are to consider appropriate locations for complementary uses to enhance the recreational offer, including hotel accommodation, food and beverage and entertainment, allied services.

Council to investigate funding opportunities to strengthen the recreational offering within the RRC.

#### **Action 5.2** Explore utilisation of Corridor's natural bushland areas as key attractors

The Corridor is endowed with beautiful natural bushland precincts that provide environmental amenity for residents, workers and visitors to the Corridor. These bushland precincts are not to be redeveloped for employment and residential uses as they provide a natural respite and provide opportunities to enhance interaction with nature. Enhancement of these features are also identified to improve the visitor experience in Wyong, contributing to the development of the local tourism industry.

Council will investigate how Council owned or controlled natural bushland areas can be utilised for educational and recreational purposes. The investigation should consider the provision of boardwalks, footpaths and viewing platforms to facilitate activities such as birdwatching, walking, cycling and bushwalking. Council will work with private landowners of natural bushland areas to encourage the promotion of these areas for education and recreation purposes.

Council will also need to work with stakeholders, land owners and Office of Environmental Heritage to ensure the integrity of the bushland areas are maintained while opportunities for recreational uses are delivered.

#### **Action 5.3** Active Lifestyles Strategy

As the Central Coast population increases Council will need to plan for the sport and recreation needs of both residents and visitors to ensure that its suite of facilities and assets encourage the whole community to embrace the social, economic and environmental benefits of healthy lifestyle.

Council will prepare an Active Lifestyles Strategy to inform future planning. The study will audit existing assets, and then project future demand. The outputs will be a clear list of required infrastructure that will inform future LEP and DCP controls, and provide direction for renewal areas and Council open space assets.

It will be important that this Study considers overlapping opportunities to create character, habitat and connect into the NSW Government's broader Green Grid strategies.





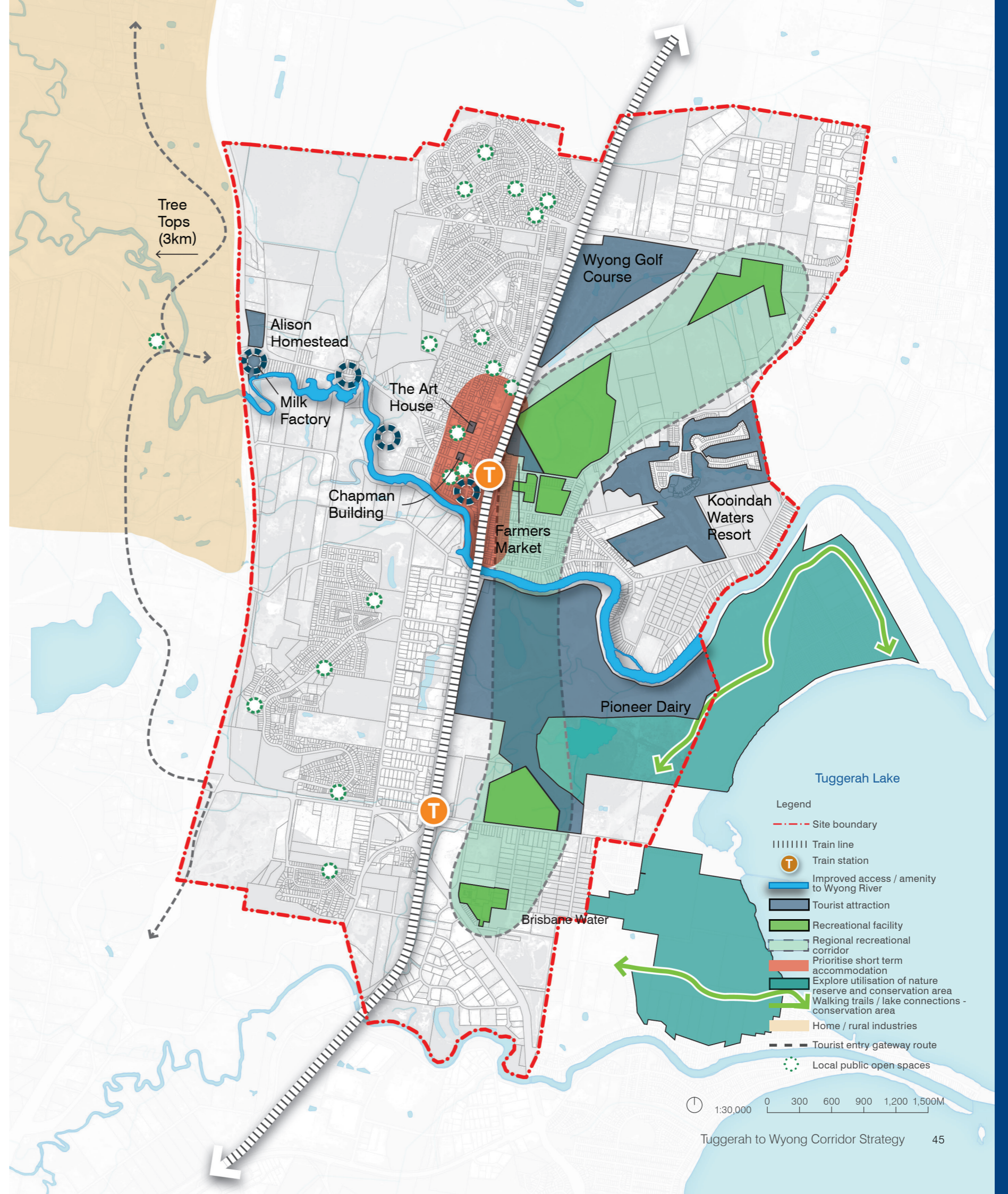
Tree Tops Central Coast (image: visitnsw.com)



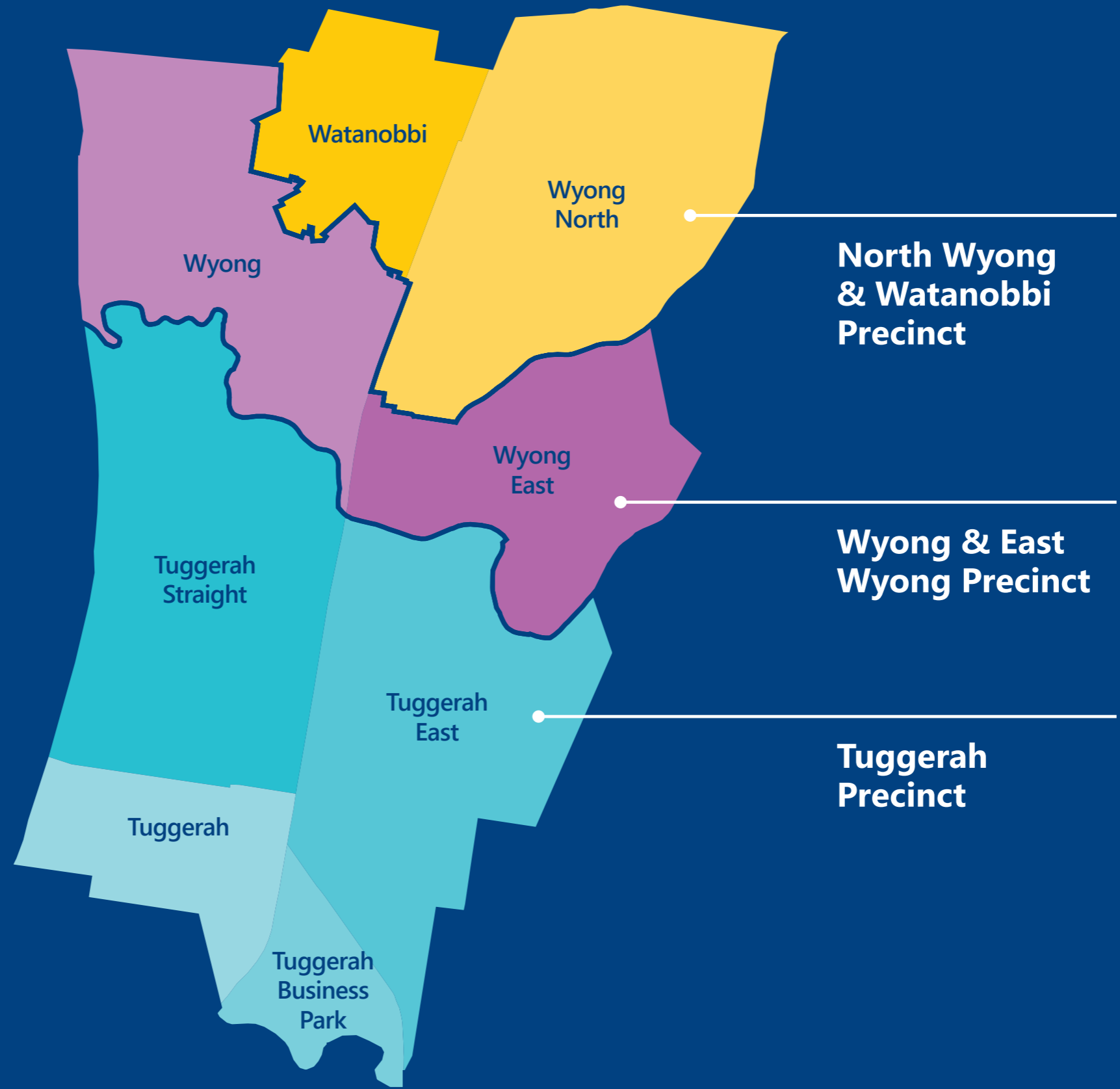
Central Coast Regional Sporting and Recreation Complex (image: Centralcoast.nsw.gov.au)



Narrabeen Lagoon Walk (image: Aspect Studios)











**North Wyong & Watanobbi**

**Wyong & East Wyong**

**Tuggerah**

# Precinct Strategies

The Corridor is made up of three precincts - each with a unique role in the function of the Corridor and the Central Coast Region. The aim of this place-based approach is to create precincts with their own identity that provides a range of experiences, diverse housing and jobs that support the success of the Corridor and enhance self-sufficiency for the Central Coast.

This section of the Strategy provides a vision statement and Structure Plan for each precinct, to guide planning and development in a balanced and sustainable way. Forecasts for each precinct will ensure that we stay on track to accommodate population and employment growth in the right places.









# North Wyong & Watanobbi Precinct

## **2036 Target:**



**300 additional jobs**



**75 additional dwellings**

***North Wyong will continue to evolve and provide a highly attractive location for light industrial and enterprise uses.***

The employment lands at North Wyong will develop into the future with planning controls that encourage a range of uses and new amenity for the people working there.

Smaller lots fronting the Pacific Highway with a generous landscape setback will provide an attractive gateway to the Corridor from the north. Rationalised vehicle access and circulation will help to improve traffic efficiency and safety.





# Understanding North Wyong and Watanobbi



Aerial view of parts of the North Wyong Employment Area - the large areas of forest and open space provide good amenity for workers (image: Nearmap)



## Well located employment zone

North Wyong employment area is well located on the Pacific Highway north of Wyong town centre. There are large areas within the precinct that are currently under-developed partly due to topography, areas of significant landscape and issues regarding access and circulation. Employment in this precinct grew strongly between 2011-2016.

The land zones within the precinct are consistent the vision for growth within the North Wyong employment precinct with Business Enterprise (B6) fronting the Pacific Highway and General Industrial (IN1) centrally located within the precinct. The existing land zones ensure heavy industry remains setback from the highway and more appropriate lighter industry addresses the Pacific Highway. The two zones also allow for higher order industrial and commercial development.



Pacific Highway, North Wyong (image: Google street view)

**Large setbacks to Pacific Highway**  
Existing buildings are set well back from the Pacific Highway. There is an opportunity to improve the landscaping along the Pacific Highway and accommodate an active transport link (ATL) within the setback to provide an off-street cycle connection between Wyong, Watanobbi and North Wyong.



## Landscaped gateway to North Wyong

The location of the Wyong Golf Club and open space areas on the south side of the Pacific Highway provide a green entry to North Wyong from the south.

Landscaping of the northern side of the Highway will provide a buffer to the employment area and provide a strong brand for the precinct.



Wyong Golf Course frontage (image: Google street view)





Coffee grinders (image: realcommercial.com.au)



**Successful businesses**

There are many successful businesses within the North Wyong employment area. The businesses benefit from great street exposure and access to the Pacific Highway. Employment in accommodation and food services grew strongly between 2011-2016, indicating a potential emerging specialisation in this area.



North Grounds cafe (image: Facebook)



Lucca Road entry off the Pacific Highway



**Vehicle entries**

There are currently three major vehicle entries off the Pacific Highway and many driveways to individual properties. There is an opportunity to consolidate vehicle entry points to the employment area and to improve the flow and safety of traffic along the Pacific Highway and access to properties.





# Precinct strategy: North Wyong & Watanobbi

## → Direction 6

### Maintain and encourage employment uses in North Wyong

#### **Action 6.1** Promote a range of employment uses on B6 land in North Wyong to support and compliment the Wyong and Warnervale Town Centres

The B6 Enterprise Corridor zone in North Wyong enables a range of employment uses, including business and light industrial uses, with good access to the Pacific Highway. These land uses are to be encouraged in North Wyong to strengthen specialist employment opportunities within the precinct.

Retail uses will continue to be focused in Wyong Town Centre reinforcing its role as the town centre.

#### **Action 6.2** Review Wyong Shire Development Control Plan 2013 Chapter 6.11 to ensure high quality landscaping amenity in the employment precinct

Council are to review the existing Development Control Plan 2013, Chapter 6.11 North Wyong - Enterprise Corridor and Industrial Precinct to ensure that future development will result in a green, vibrant employment area. The following should be considered in this review:

- Identification of a central green space that may be provided as part of the renewal of a large site. This space could become a hub for workers and provide more diverse recreation and social opportunities.
- A tailored front setback strategy that complements the hierarchy of streets. This may include smaller, more urban setbacks for narrow roads and more generous setbacks for the main entry road.
- Introduce minimum side and road setback controls, to ensure significant tree planting is provided on site boundaries.
- Encourage attractive and consistent landscaped frontage to the Pacific Highway that supports a new active transport link.

## → Direction 7

### Rationalise access and circulation

#### **Action 7.1** Consolidate access points to the Pacific Highway

Consolidating access points from the Pacific Highway to the North Wyong precinct will help to:

- improve traffic flow and safety along the highway
- reduce the number of vehicle crossovers into the precinct and minimize conflict between cyclists using a future active transport link (ATL)
- provide a large landscaped setback that maintains a green and attractive character for the area
- improve the visual amenity of the Pacific Highway

Council are to investigate the consolidation of vehicular access points (As shown within the precinct map) to individual lots fronting the Pacific Highway. Any new roads identified in this investigation, including potential signalised vehicular access points from the Pacific Highway, will be subject to further planning and design, with delivery and funding provided by developers.

#### **Action 7.2** Improve the permeability and circulation within the employment precinct






Rationalising the street network within the precinct and providing street connections to link the major access points will:

- improve the permeability of the site for vehicles, cyclists and pedestrians
- improve connections between employment areas within the precinct
- provide safe vehicular access to the rear of properties fronting the Pacific Highway
- increase internal street frontages to properties within the precinct
- increase opportunities for on-street parking within the precinct
- create opportunities for improved public domain within the precinct.




Council to investigate a street link between London Drive and Lucca Road. Possible links could include (but not limited to) an extension of Lucca Road east to Amsterdam Crescent and/or an extension of Donaldson Road to connect to Brussels Road.











## Landuse

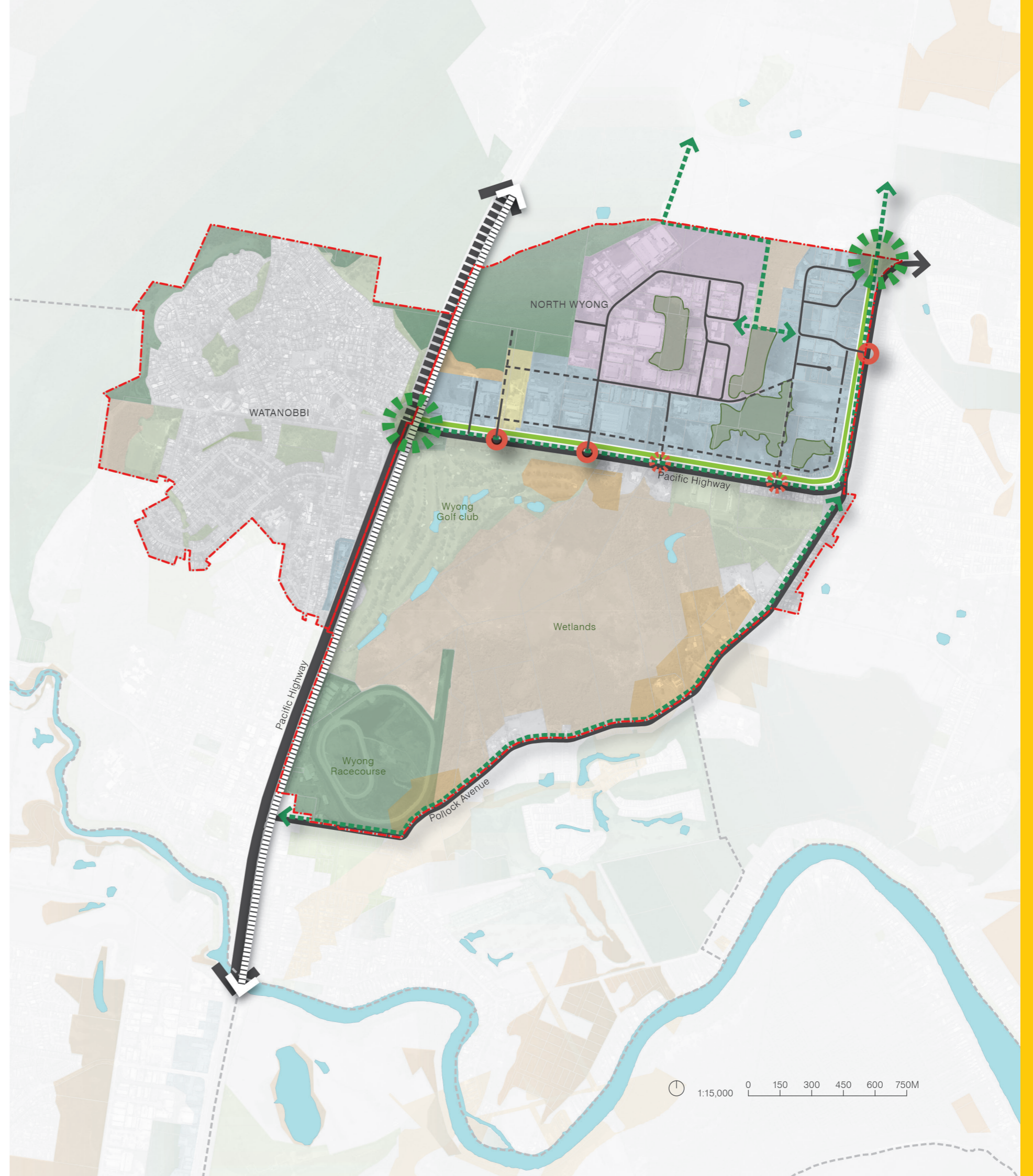
-  Precinct boundary
-  Retain Enterprise Corridor Zoning (B6)
-  Retain General Industrial Zoning (IN1)
-  Retain Environmental Zonings (E2 & E3)
-  Retain Special Uses Zoning (SP2)

## Public domain and recreation

-  'Green' gateway - create an attractive landscaped entry to North Wyong
-  Retain existing strands of vegetation where possible to provide high quality areas of open space for workers and visitor amenity
-  Attractive and consistent landscape frontage to Pacific Highway

## Traffic and transport

-  Train line
-  Planned highway upgrade
-  Potential highway upgrade
-  Existing streets
-  Proposed street connections to improve internal access and permeability
-  Existing vehicle entries
-  Potential new vehicle entries - provide new access point to improve circulation and alleviate evacuation
-  Proposed active transport link (ATL)







# THE ART HOUSE

CAFÉ  
OPEN

IMAGE PLACEHOLDER





## Wyong & East Wyong

### 2036 Target:



**2,400 additional people**



**1,000 additional jobs**



**1,150 additional dwellings**

***Wyong will consolidate and build on its role as the civic and cultural heart of the Corridor.***

Wyong and East Wyong offer a great deal that already make it a uniquely liveable centre in the context of the surrounding region.

It will make the most of its attractive natural assets such as the beautiful river frontage along with its walkable Town Centre, cultural institutions, heritage buildings and great public transport connections to provide a great place to live and work.





# Understanding Wyong



Wyong River



The Chapman Building est.1901



## Heritage architecture

The town of Wyong dates back to 1888 and has many old buildings that contribute to its interesting and attractive character. This historic architecture, mixed in with more recent developments sets it apart from other centres in the region.



## Attractive Wyong river frontage

The river creates a natural and wonderfully scenic boundary to the southern side of the town. There is already an established and well shaded walking path along top of the northern bank.

There is a fantastic opportunity to maximise public amenity by creating better links to and along its banks.

## An established high street

Alison Street runs east-west through the centre of town with the train station located conveniently at its eastern end. This low scale high street offers an attractive fine grain shopping and eat-street experience away from the busy highway and will likely increase in popularity with time.



Alison Road shops





Wyong train station

**Public Transport**

Wyong is well serviced by heavy rail with direct links to Gosford, Newcastle and Sydney. There is also a bus interchange servicing a local catchment. Future upgrades will help to improve access to this important infrastructure and support new development.



The Art House Theatre

**Cultural experiences**

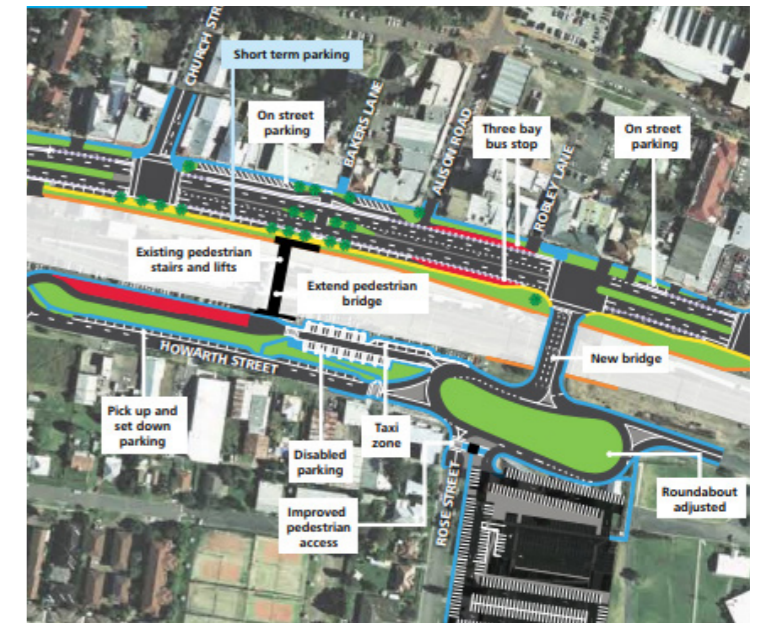
Wyong has a number of civic and cultural functions that broaden its appeal as a local and regional centre including the newly constructed 500 seat Art House Theatre.



The Wyong Milk Factory on Wyong River

**Recreation and lifestyle**

There are plenty of recreational activities and places for families to get out in the open air and enjoy the scenery. The Wyong River offers a great environment as a day out for locals and visitors to the area.



Pacific Highway Concept Plans (source - TfNSW)

**Pacific Highway upgrade**

The TfNSW has plans to upgrade the Pacific Highway through Wyong Town Centre. Whilst this will improve traffic flow it will be crucial to ensure public domain, shop fronts and pedestrian connections between both sides of town are maintained.





# Precinct strategy: Wyong & East Wyong

## → Direction 8

### Celebrate Wyong's natural scenery and heritage character

#### Action 8.1 Improve access to and enjoyment of the river

The Wyong River is a fantastic natural asset that provides a tranquil connection with nature along the southern edge of the town. Access to water in any town (both visual or physical) is a highly desirable feature can make a big difference to people when choosing a place to live, work or visit.

There is currently a footpath along River Road and Panonia Road that extends west along the northern bank of Wyong River from the Wyong Bowls Club to the corner of Hope Street.

There may be an opportunity in the future for the existing river bank access to be improved to provide a safer and more amenable place for people to walk, sit or picnic whilst enjoying views over the water. Any improvements would need to have due regard to the sensitive nature of the riverbank, its vegetation and flooding constraints.

Council are to consider opportunities to improve access from Wyong Town Centre to the River and amenity along its banks. Consideration should also be given to opportunities to extend access along the river where practicable to provide an additional recreational resource.

#### Action 8.2 Celebrate and enhance existing heritage character of Wyong Town Centre

Wyong town centre has many older and attractive buildings that contribute to its rich and unique character. This heritage distinguishes Wyong from many other centres in the region.

Recent conversions such as the Chapman Building have demonstrated how heritage-listed buildings can be adaptively reused and restored to create a vibrant, diverse and attractive centre.

Council will undertake a review of the planning controls for heritage-listed sites as part of the comprehensive LEP process. The aim will be to ensure that the controls allow for adaptive reuse and some additional development capacity where appropriate - all with the intent to preserve and celebrate listed buildings in an urban context.

## → Direction 9

### Reinforce the fine urban grain of Wyong

#### Action 9.1 Reinforce Alison Road as an active, successful high street

Alison Road is the primary high street and the main street connecting to the rail station hub and the eastern side of Wyong. It connects people with transport, parking, shops, cafés, services and the Wyong Town Park and extends west connecting to schools, TAFE and other key attractions. The street provides an important relief from the busy Pacific Highway with fine grain retail and eat street venues. Council will support the success of Alison Road as a High Street by:

- New DCP provisions that identify Alison Road as the primary retail street in the Wyong Town Centre. New detailed controls should be provided for renewal sites on Alison Road that are detracting from the street's character (primarily the Telstra and FACS sites). Consider a 'fine grain' control for new development with a maximum width control for new shopfronts, a requirement for retail uses at the ground level and ensuring a high level of transparency and activation.
- Working with the Council's Connected Communities team and the Chamber of Commerce to plan more events for the area, promoting local business and community participation.
- Work with TfNSW to investigate a pedestrian crossing at the end of Alison Road (see Action 10.1)
- Consider the need for additional street trees.
- Generally, retain on-street parking.

#### Action 9.2 Investigate opportunities to increase the utilisation and activation of laneways and arcades

With the planned upgrade to the Pacific Highway increasing the number of travel lanes and traffic flow through Wyong it will be important to provide alternate opportunities to provide fine grain shop fronts away from this busy arterial road. Already there are a number of cafés and smaller retail outlets occupying the arcade in the Gallery Precinct (linking Alison Road to Bakers Lane) as well as the more recent redevelopment of the Chapman Centre fronting Robleys Lane. Council will introduce new active frontage controls for exciting arcades that seek to ensure they are activated, safe, protected and minimise conflict between pedestrians and cars. Any new or proposed changes to existing laneways and arcades will be subject to further investigation, design and planning.

## → Direction 10

### Connect to East Wyong

#### Action 10.1 Minimise adverse impacts of the proposed widening of Pacific Highway

The upgrade of the Pacific Highway through Wyong will provide important traffic improvements for people travelling within the region. However, the impact on the walkability, character and amenity of Wyong Town Centre should be carefully considered.

A review of current proposals suggests that there may be an overall loss in pedestrian amenity and walkability. Several heritage buildings are proposed to be demolished and some car parking might be lost.

Given the role of Wyong as the cultural and civic heart of the Corridor, and the role of great streets and public space in supporting economic outcomes for the centre, Council will work with TfNSW to help guide the design outcomes. In particular, Council should discuss the following with the TfNSW:

- A pedestrian crossing at Alison Road and Pacific Highway, connecting in to the retail high street.
- A design that accommodates significant trees and landscape outcomes.
- Although some parking may be lost, some on-street parking would help to buffer shop fronts from traffic noise.
- No reduction in footpath width, compared to the current situation.
- Investigation of strategies to manage freight access during the Pacific Highway upgrades while maintaining amenity in Wyong Town Centre.

#### Action 10.2 Investigate opportunities to provide an active street frontage along Howarth Street

With the planned future relocation of the bus terminal from the east to the western side of Wyong train station there is an opportunity for development fronting Howarth Street to provide a west facing activated street frontage. Council is to investigate changing the planning controls for land fronting Howarth Street and the bus interchange to accommodate increased densities and west facing active ground floor frontages.



**Landuse**

- - - - Precinct boundary
- Centre boundary (refer to detailed plan page 56)
- Cadastre (property boundaries)
- East Wyong investigation area
- Medium density investigation area
- Recreational investigation area

**Public domain and recreation**

- Active high street
- ➔ Proposed direct pedestrian crossing between Wyong and Wyong East
- ➔ Improved pedestrian connection to racecourse
- ➔ Improved pedestrian cycle connections into town centre
- ➔ Improved pedestrian links to river
- Improved access / amenity to Wyong River
- Potential points of interest
- ✱ Attraction: Milk Factory
- ➔ Improve connections to lookout
- Chapman's Hill

**Traffic and transport**

- T Train station
- B Planned relocated bus interchange
- ➔ Planned highway upgrade
- ➔ Potential Highway upgrade
- ➔ Existing roads
- ➔ Proposed roads







# Precinct strategy: Wyong & East Wyong

## Detail Area - Wyong and East Wyong Town Centre



### Landuse

- Town Centre Boundary
- Commercial Core (B3)
- Mixed Use (B4)
- General Residential (R1)
- Low Density Residential (R2)
- Medium Density Residential (R3)
- Public Recreation (RE1)
- Private Recreation (RE2)
- East Wyong investigation area
- Recreation investigation area
- Urban renewal investigation areas

### Traffic and transport

- Train line
- Train station
- Potential bus interchange
- Bus stop
- Bus route
- Highway upgrade

### Public domain and recreation

- Proposed high street
- Active edges
- Proposed pedestrian crossing
- Improved pedestrian connection to racecourse
- Improved pedestrian links to river
- Potential new laneway connection
- Future upgraded recreation facilities
- Proposed river walk

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## Direction 10

### Connect to East Wyong

#### Action 10.3 Investigate opportunities for Baker Park

Baker Park, the Wyong Olympic Pool and associated tennis courts provide an important recreational open space close to the centre of Wyong. With an area of almost 7 hectares, there is space to provide upgraded facilities, active recreation spaces, a more considered, town centre open space (no less than 2 hectares in size) as part of a mixed use development. Residential uses should only be permitted at the edges of the site where they are designed to improve activation and safety of the park. A new north south and east west connection through the precinct will improve walkability and create addresses for precincts in the park.





Lonsdale Street, Dandenong VIC (TCL Landscape Architecture)



### Howarth Street Retail Frontages and Public Domain upgrades

Encouraging the redevelopment of properties fronting Howarth Street combined with the planned new bus terminal and investment in high quality public domain will help to create a new active street and destination in East Wyong.



Glee Coffee Roasters, Wyong



### Activate laneways

There are a number of laneways in Wyong town centre that whilst currently allowing service access to commercial premises also offer an opportunity for additional small business' and retail activation. Similar to what have evolved in the Chapman Building & adjoining car park.

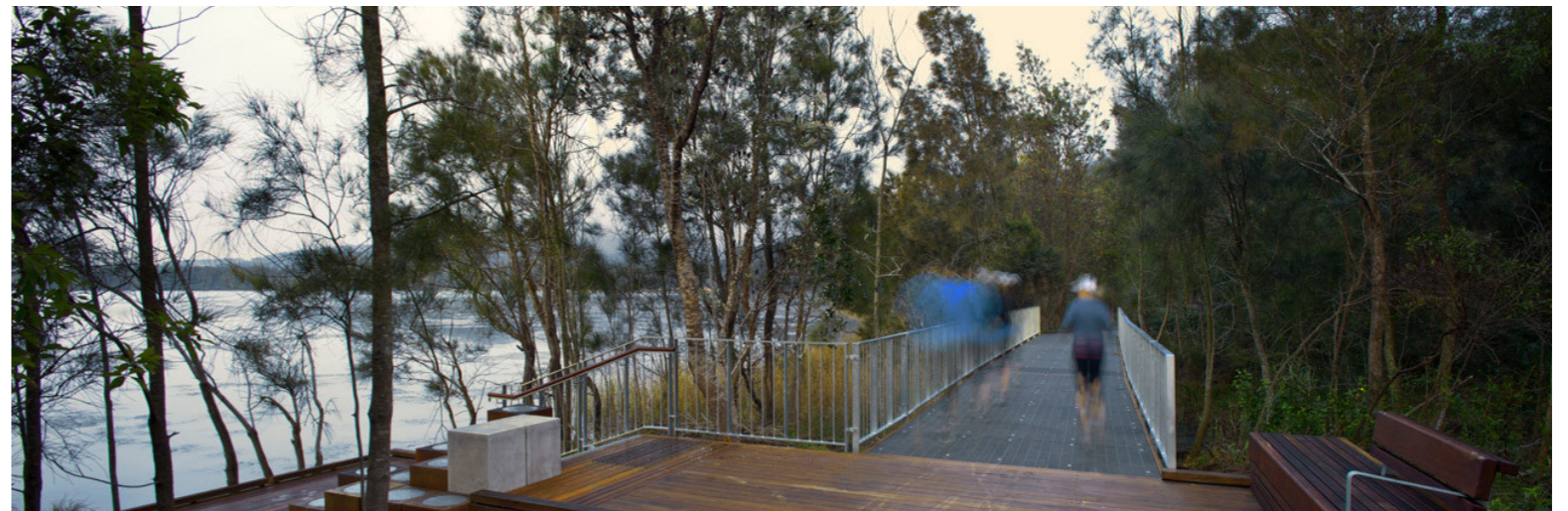


New Brighton Road, London (Gehl Architects)



### Alison Road Public Domain

Alison Road should remain as Wyong's primary high street. The public domain is to be upgraded to reinforce this and provide an attractive and vibrant street that encourages increased commercial, retail and pedestrian activity.



Narrabeen Lagoon Walk (Aspect Studios)



### Riverfront walk

An extended and upgraded river walk along the Wyong River will offer a valuable recreational attraction for locals and visitors and celebrate one of the area's unique natural assets. Similar projects throughout NSW and Australia have proven to be a huge success.









# Tuggerah

## 2036 Target:



**1,850 additional people**



**2,100 additional jobs**



**750 additional dwellings**

***Tuggerah will continue to provide employment, destination retail and transport opportunities.***

The precinct will maintain and improve its employment lands and continue to offer an attractive place for business to locate close to regional road and rail transport.

Improved public domain connections to the train station will maximise the benefits of this important piece of public infrastructure whilst opportunities for future transport oriented development will be encouraged.





# Understanding Tuggerah



Aerial view of Tuggerah



Tuggerah Regional Sporting Complex (image: Central Coast Council)

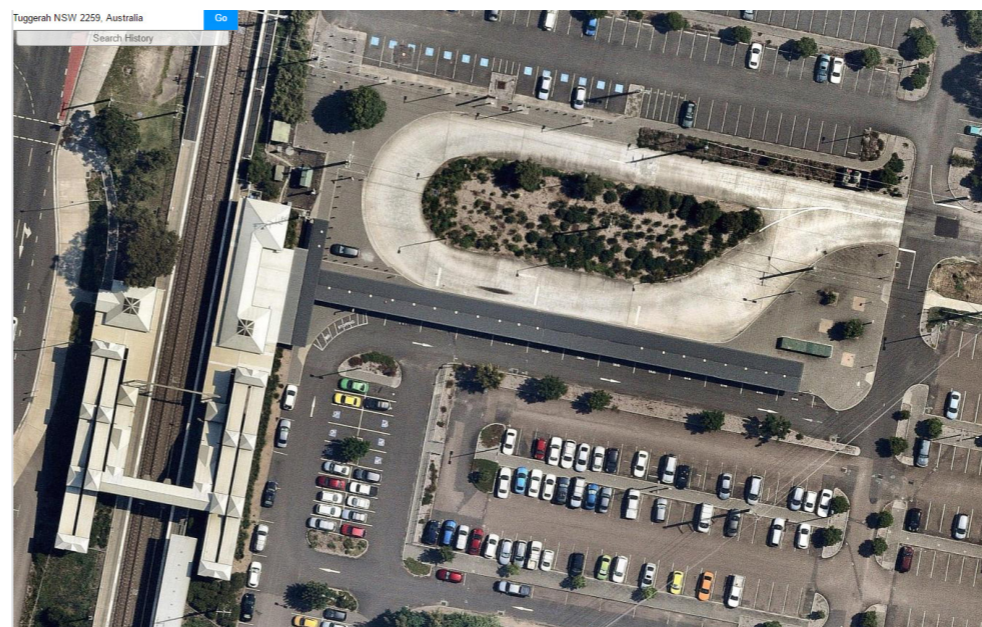
## Major employment, retail and entertainment hub

Tuggerah is the major business hub and shopping area for the region. Tuggerah is ideally located on the main northern railway line providing excellent public transport links to Sydney and Newcastle with a bus interchange providing connections within the Central Coast. However, the public domain around the transport hub is poor. Increased development around the station and improved public domain will increase activity and create a safer and pedestrian spaces to encourage public transport use.





**Tuggerah Regional Sporting Complex**  
A high quality sporting facility for the Central Coast region and beyond. Opportunities for associated development such as short-term accommodation, training and education facilities.



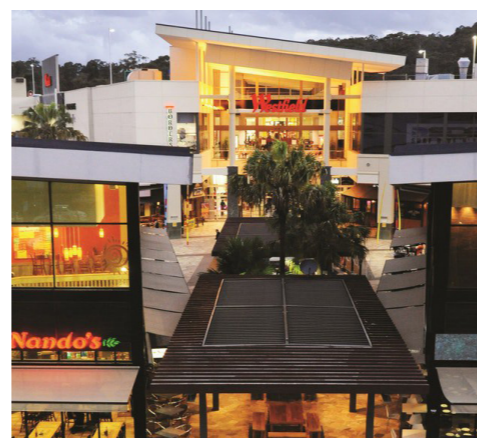
Tuggerah Station east side (image: NEARMAP)

**Commuter parking**  
The commuter parking on the eastern side of Tuggerah Station dominates the precinct creating a poor pedestrian environment.



Tuggerah Station west side (image: NSWRail.net)

**Tuggerah Station**  
The Pacific Highway and nearby roundabout create a traffic dominated environment and barrier to pedestrian access and movement.



Tuggerah Westfield (image: Visit NSW)

**Westfield Shopping Centre**  
Is the major retail centre for the region. While car access is good, pedestrian links to the station are poor.



Wyong Business Park (image: Central Coast Business Investment)

**Wyong Business Park**  
A successful employment area nearing capacity



Pioneer Dairy Wetlands (image: Central Coast Community News)

**Pioneer Dairy Wetlands**  
A place of historic interest. There is opportunity for improved links to the dairy, through the wetlands and the lakefront. Increased employment opportunities such as eco-tourism.





# Precinct strategy: Tuggerah

## → Direction 11

### Maintain and encourage employment uses in Tuggerah

#### Action 11.1 Preserve existing employment zones

Employment lands in Tuggerah Straight, Tuggerah Business Park and bulky goods centre are to be preserved and enhanced to support future growth and development.

Council are to maintain employment land zones as part of the Central Coast Council LEP.

Any future development must not encroach onto Transgrid land as illustrated indicatively on the adjoining land use plan.

Council will investigate opportunities for improved road linkages and urban renewal north of Johnson Road within Tuggerah Straight (illustrated in grey hatch overleaf), subject to resolution of flooding constraints. Any future urban renewal will need to ensure employment uses are preserved.

#### Action 11.2 Investigate food innovation hub

Council are to work with relevant stakeholders to investigate an appropriate site to suit the needs of the proposed centre for food science, testing, research and development. The site will require easy access to Pacific Highway and M1 to access food producers and manufacturers. Council to consider sites large enough to accommodate future expansion of the facilities and allied development.

## → Direction 12

### Utilisation of flood prone areas in Tuggerah

#### Action 12.1 Explore recreational uses in flood prone areas

The large area of flood plain/wetlands between the railway line and Tuggerah Lake, south of Wyong River is mostly undevelopable due to flooding constraints.

It remains highly likely that this land will remain as open space it provides the perfect opportunity for a range of passive recreational uses with access to the lakefront, riverfront and Pioneer Dairy Wetlands, while conserving, enhancing and celebrating the sensitive ecology and farming history.

Council are to investigate walking and cycle tracks (linking to Council's regional active travel network), eco-accommodation, education and tourist trails that could include and expand on the existing Pioneer Dairy Wetlands. Eco-tourism is to be encouraged as a visitor attraction and an additional form of employment growth.



## Land Use

Retain existing zonings except changes to be investigated below:

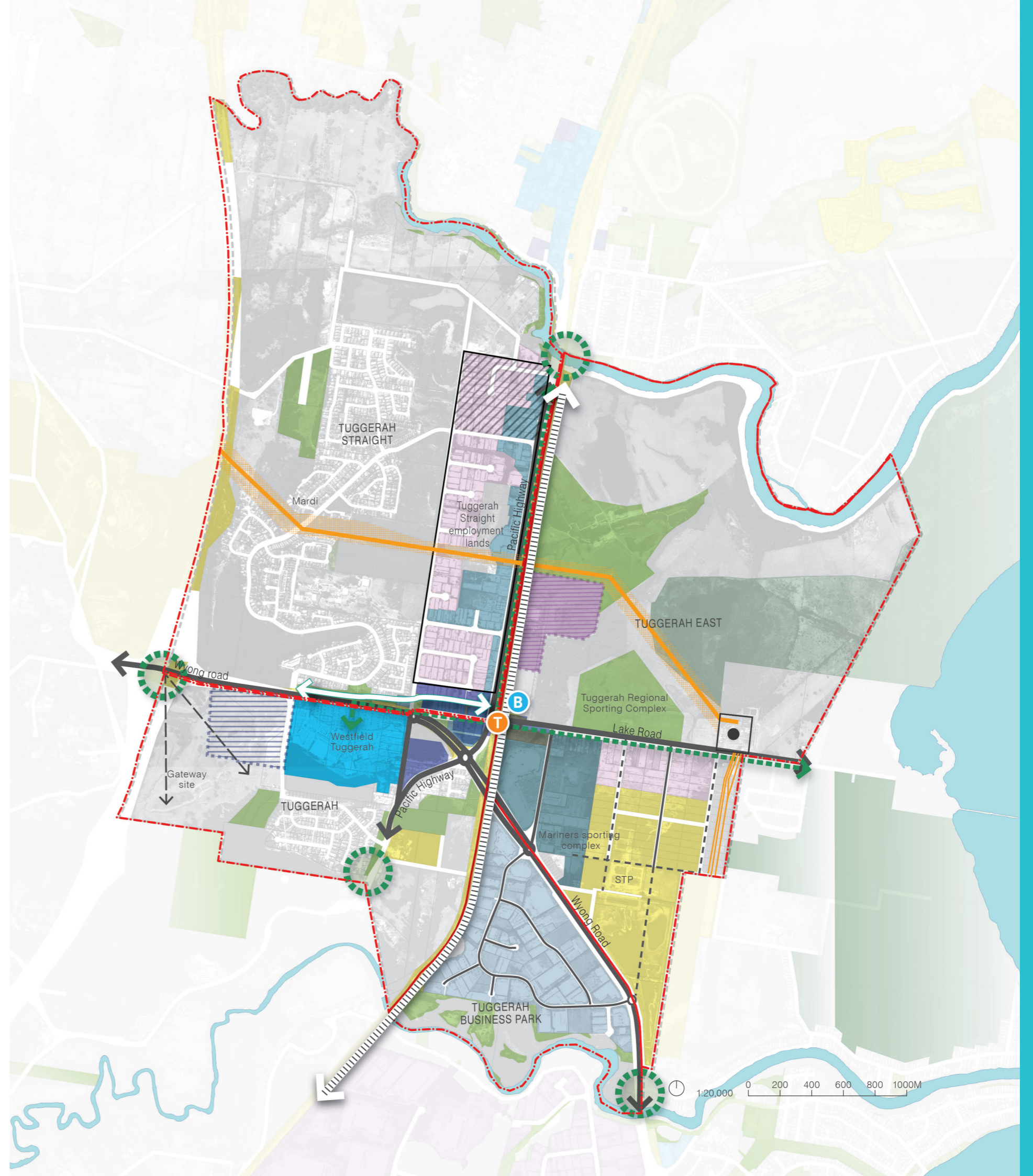
- - - Precinct boundary
- ||||| Consider how design controls can ensure development protects this scenic gateway
- Investigate mixed use planning controls to encourage development around Tuggerah Station
- ||||| Investigate development of food innovation hub in existing IN1 zone
- IN2 Light Industrial Zone
- B6 Enterprise Corridor Zone
- IN1 General Industrial Zone
- B3 Commercial Core Zone
- B5 Business Development Zone
- SP2 Sewerage System or Educational establishment
- B7 Business Park Zone
- ||||| Investigate improved road linkages and urban renewal

## Public domain and recreation

- ⊙ 'Green' gateway - create an attractive landscaped entries to Tuggerah
- Retain and enhance areas of public recreation
- Retain national parks
- Improve access to water bodies
- Investigate upgrade of creekline with improved pedestrian link
- >>> Significant view corridor from M1 interchange

## Traffic and transport

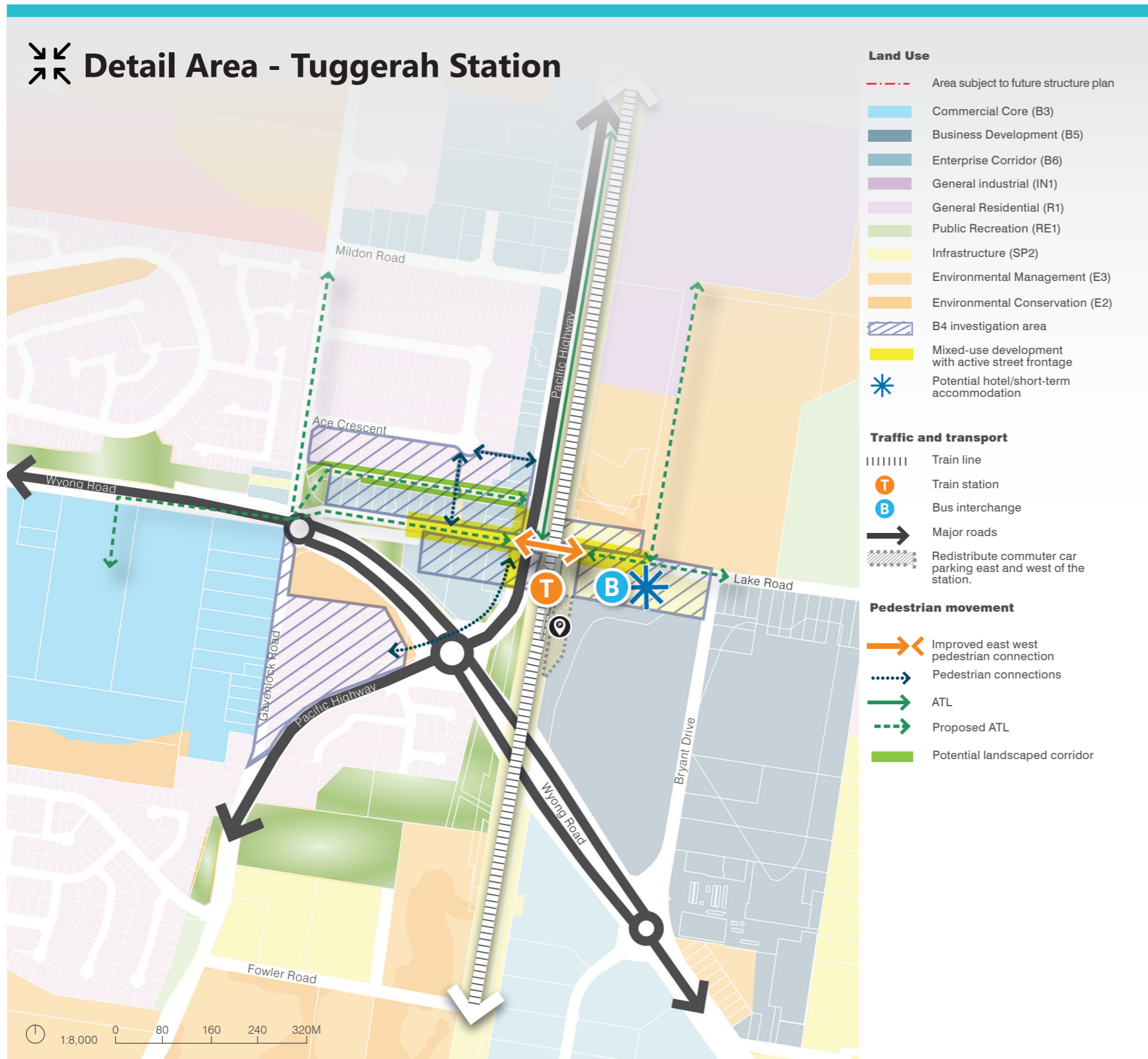
- ||||| Train line
- T Train station
- B Bus interchange
- Major roads
- Existing local roads
- - - Proposed roads - investigate an additional road link from Wyong Road into existing industrial area. Develop street network to improve access and circulation.
- - - Proposed ATL - Provide safe pedestrian and cycle paths to areas of employment and recreation.
- Electrical substation
- Transgrid transmission line







# Precinct strategy: Tuggerah



## Direction 13

### Sustainable renewal in Tuggerah Town Centre

#### Action 13.1 Investigate transit-oriented development at Tuggerah Station

The immediate vision for Tuggerah is to continue to provide for employment growth and to support regional sporting, retail and entertainment facilities. Council to seek funding to investigate the development of mixed-use residential and short-term accommodation around the station. This may include investigations for flood mitigation in the area. In the longer term, renewal around the station may deliver additional local shops to service commuters as well as short-term accommodation to support the existing business park and regional sporting facilities. Intensifying development around the station will increase activity, creating a more vibrant and safer place. It is important that a plan is in place to future-proof land for renewal.

#### Action 13.2 Establish principles & key development outcomes for infill development on the Westfield Tuggerah Gateway site

The NSW Government has announced that it will be working with the landowners of this site to consider options for its development as an expanded shopping centre and for a range of uses which may include residential, transport, leisure, health and education uses. Should Council support development on this site, key principles and outcomes sought by Council should include, but not be limited to the following:

- Specific, place-based controls for lot size, deep soil and building design to ensure the precinct is dominated by large trees and landscape, to protect the rural landscape setting at the gateway from M1/Wyong Road interchange.
- A strategy for retention of water in the landscape.
- A strategy for pedestrian connections to the nearby centre and rail station.
- A robust, public street grid that connects to the existing station precinct and shopping centre.
- Minimum targets for non-retail employment uses to ensure a diverse centre which increases opportunities for residents to work near home.
- A minimum open space target of 25% of the site, excluding detention areas.
- A minimum 5% affordable housing target.
- Principles to reduce the generation and transportation of waste and recycling materials, and suitable locations for freight and servicing activities.





Potential low scale mixed use development and landscaping along Anzac Road.



**Transit-oriented development**

Opportunity for future low-scale mixed-use development around Tuggerah Station.



Padstow commuter car park, NSW (image: AW Edwards)



**Tuggerah Station**

Tuggerah Station could be improved by consolidating commuter parking into a decked parking station including cycle storage, unlocking land to develop some mixed-use development, short-term accommodation and public open space.



Edmondson Park Train Station, NSW



**High quality public domain**

Opportunity to provide high-quality public domain around Tuggerah Station to improve pedestrian amenity.



Improved signage to increase safety of pedestrian and cyclists in traffic dominated areas.



Cycle path through regenerated wetlands. Photo: Panboola Wetlands and Historic Reserve, Pambula, NSW,

**Pedestrian and cycle movement**

There is an opportunity to encourage pedestrian and cycle movement throughout Tuggerah by providing safe, attractive and shaded transport links, end-of-trip facilities and improved signage.









# Implementation

The identification of priority actions and projects will be informed through the public engagement and consultation phase.



What	Who	When	How
<b>Corridor</b>			
<b>Direction 1 - Capitalise on the unique role and function of each centre</b>			
Action 1.1 – Reinforce Wyong as the civic and cultural centre	Council	Short – medium term	Review of planning controls and existing strategies to reinforce Wyong as the civic and cultural centre.
Action 1.2 – Plan for increased demand for retail uses in the future	Council	Short - Medium term	Prepare a Retail Strategy as part of the comprehensive Central Coast LEP. The Retail Strategy should review permitted retail land uses in the B5 zone and permitted residential land uses in the B6 and B7 zones.
Action 1.3 – Plan for the growth of Tuggerah	Council with NSW Government (including DPIE and TfNSW) and landowners	Medium - Long term	Work with NSW Government and landowners to develop a renewal plan for Tuggerah.
<b>Direction 2 - Ensure sufficient zoned land to accommodate projected population and employment increases</b>			
Action 2.1 – Resist rezoning significant sites and releasing new urban land in the short to medium terms	Council	Medium - Long term	Establish principles for the renewal of key sites.
Action 2.2 – Continue to monitor takeup and availability of industrial land in the Corridor	Council	Ongoing	Monitor industrial land take up and availability.
Action 2.3 - Attract and retain business	Council with NSW Government (including DPIE and TfNSW) and local stakeholders	Short, Medium and Long term	Work with various NSW Government agencies and local stakeholders.
<b>Direction 3 - Maximise connectivity between activity nodes and centres to support renewal opportunities</b>			
Action 3.1 – Strengthening the existing cycle network	Council	Short – Medium term	Implement actions of the Central Coast Bike Plan explore off road routes for the Tuggerah Lake Loop.
Action 3.2 – Reinforce key pedestrian links	Council	Short – Medium term	Implement actions of the Pedestrian Access Mobility Plan and investigate further opportunities to connect with Wyong River and employment / residential areas within 800m of railway stations.
Action 3.3 – Investigate opportunities to strengthen the local street network	Council with landowners / developers and TfNSW	Medium term	Investigate further opportunities to strengthen the local street network within the Corridor; work with TfNSW to expedite upgrades to Wyong Road roundabout.
Action 3.4 – Minimise potential impacts of Pacific Highway upgrades	Council with TfNSW	Short – Medium term	Work with TfNSW on the finalisation of the Pacific Highway upgrades through Wyong Town Centre.

Timeframes for the actions:

- Current (underway)
- Short Term (0-5 years)
- Medium Term (5-10 years)
- Long Term (10+ years)



What	Who	When	How
Action 3.5 – Understand and leverage the opportunities associated with the Sydney to Newcastle fast rail project	Council with NSW Government (including DPIE and TfNSW)	Long term	Work with NSW Government on any future progression of the fast rail project.
Action 3.6 – Advocate for the completion of Pacific Highway upgrades and a link road to Warnervale	Council with TfNSW	Medium – Long term	Work with TfNSW to have the link road funded and delivered.
Action 3.7 – Implement the Transport Study	Council	Short – Medium term	Implement the Transport Study.
<b>Direction 4 - Maintain and improve the area's strong relationship with green open space and the environment</b>			
Action 4.1 – Maintain green gateways and movement Corridors	Council with TfNSW and landowner	Medium - Long term	Work with TfNSW to ensure future upgrades of Pacific Highway includes high quality planting and greenery. Work with landowner to ensure the Gateway site retains its landscape aesthetic.
Action 4.2 – Create a strong connection with the natural environment	Council	Short - Medium term	Prepare a Green Grid implementation plan for the Corridor. Investigate key opportunities for enhancing connections to the surrounding natural environment. Finalise and implement the draft Greener Places Strategy.
Action 4.3 – Further flood planning investigations	Council	Ongoing – Long term	Regularly update the Corridor's Floodplain Risk Management Plans and flood planning controls. Explore the potential to provide floodwater detention infrastructure to reduce flood affectation within the Corridor.
Action 4.4 – Encourage sustainable employment opportunities	Council	Ongoing - Long term	Ongoing support for sustainable employment opportunities. Advocate for the establishment of a transition authority. Develop suitable employment lands as job hubs.
<b>Direction 5 – Build on the Corridor's potential as a great destination for culture, recreation and tourism</b>			
Action 5.1 – Establish the Corridor as a significant regional destination for recreation and sports tourism	Council	Ongoing	Continue to support a concentration of sporting facilities within the Regional Recreation Corridor. Prioritise short term accommodation within the Corridor.
Action 5.2 – Explore utilisation of Corridor's natural bushland areas as key attractors	Council with landowners	Long term	Enhance bushland areas to improve the Corridor's visitor experience.
Action 5.3 – Active Lifestyles Strategy	Council	Short term	Prepare Active Lifestyles Strategy.

Timeframes for the actions:

- Current (underway)
- Short Term (0-5 years)
- Medium Term (5-10 years)
- Long Term (10+ years)



What	Who	When	How
<b>Precincts</b>			
<b>Direction 6 – Maintain and encourage employment uses in North Wyong</b>			
Action 6.1 – Promote a range of employment uses on B6 land in North Wyong to support and compliment the Wyong and Warnervale Town Centres	Council	Short term	Review the land use controls for the B6 Zone as part of the comprehensive Central Coast LEP preparation.
Action 6.2 – Review Wyong Shire Development Control Plan 2013 Chapter 6.11 to ensure high quality landscaping amenity in the employment precinct	Council	Short term	Review existing DCP 2013 Chapter 6.11 North Wyong – Enterprise Corridor and Industrial Precinct.
<b>Direction 7 – Maintain and encourage employment uses in North Wyong</b>			
Action 7.1 – Consolidate access points to the Pacific Highway	Council with landowners	Medium – long term	Investigate the consolidation of vehicular access points.
Action 7.2 – Improve the permeability and circulation within the employment precinct	Council	Medium – long term	Investigate a street link between London Drive and Lucca Road.
<b>Direction 8 – Celebrate Wyong’s natural scenery and heritage character</b>			
Action 8.1 – Improve access to and enjoyment of the river	Council with landowners	Medium – long term	Wyong Structure Plan to consider opportunities to improve access from Wyong Town Centre to Wyong River and amenity along its banks.
Action 8.2 – Enhance existing heritage character of Wyong Town Centre	Council	Short term	Review the planning controls for heritage listed sites as part of the comprehensive LEP process.
<b>Direction 9 – Reinforce the fine urban grain of Wyong</b>			
Action 9.1 – Reinforce Alison Road as an active, successful high street	Council with TfNSW and Chamber of Commerce	Short term – medium term	New DCP provisions. Work with Council’s Connected Communities team and the Chamber of Commerce to plan more events in the area. Work with TfNSW to investigate pedestrian crossing at the end of Alison Road.
Action 9.2 – Investigate opportunities to increase utilisation and activation of laneways and arcades	Council	Short term	Wyong Structure Plan to investigate new active frontage controls for exciting arcades.

Timeframes for the actions:

- Current (underway)
- Short Term (0-5 years)
- Medium Term (5-10 years)
- Long Term (10+ years)



What	Who	When	How
<b>Direction 10 – Connect to East Wyong</b>			
Action 10.1 – Minimise adverse impacts of the proposed widening of Pacific Highway	Council with TfNSW	Short – medium term	Work with TfNSW to help guide design outcomes of the Pacific Highway works.
Action 10.2 – Investigate opportunities to provide an active street frontage along Howarth Street	Council	Short term	In the preparation of the Wyong Structure Plan, consider opportunities to accommodate increased densities and active street frontages for land fronting Howarth Street.
Action 10.3 – Investigate opportunities for Baker Park	Council	Short – medium term	In the preparation of the Wyong Structure Plan, investigate opportunities to upgrade the recreational facilities and provide a new north-south and east-west connection through the precinct.
<b>Direction 11 – Maintain and encourage employment uses in Tuggerah</b>			
Action 11.1 – Preserve existing employment zones	Council	Short term	Maintain employment land zones as part of the Central Coast LEP.
Action 11.2 – Investigate food innovation hub	Council with stakeholders	Long term	Work with relevant stakeholders to investigate an appropriate site for a food innovation hub.
<b>Direction 12 – Utilisation of flood prone areas in Tuggerah</b>			
Action 12.1 – Explore recreational uses in flood prone areas	Council with landowners	Long term	Investigate walking and cycle tracks, eco accommodation, education and tourist trails that could include and expand on the existing Pioneer Dairy Wetlands.
<b>Direction 13 – Sustainable renewal in Tuggerah Town Centre</b>			
Action 13.1 – Investigate transit oriented development at Tuggerah Station	Council with NSW Government (including DPIE and TfNSW) and landowners	Long term	Seek funding to investigate the development of mixed uses and short term accommodation around the station. Investigations for flood mitigation in the area.
Action 13.2 – Establish principles and key development outcomes for infill development on the Westfield Tuggerah Gateway site	Council with NSW Government (including DPIE and TfNSW) and landowners	Short term	Develop key principles for the redevelopment of the Gateway site to inform future development.

Timeframes for the actions:

- Current (underway)
- Short Term (0-5 years)
- Medium Term (5-10 years)
- Long Term (10+ years)









# Attachment - Transport Study

Tuggerah to Wyong Economic Corridor  
Transport Study - GTA Consultants



