

LONG JETTY VILLAGE CENTRE IMPROVEMENT MASTER PLAN

"Lifestyle Improvements for Long Jetty"



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1.1 Purpose of the Report

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

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

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

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

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

1.2 Scope of Works

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

The development of the Master Plan is intended to be of adequate detail and scale that enables sufficient analysis of the challenges and opportunities that exist.

The Master Plan will include both a visual Master Plan and also a written document that provides a comprehensive analysis of the precinct and options included.

1.3 Report Overview & Structure

BACKGROUND

1

- MASTER PLAN INTRODUCTION
- PROJECT BACKGROUND
- MASTER PLAN PROCESS
- STAKEHOLDER INVOLVEMENT

Provides background into the planning context and process of the Master Plan development stage.

CONTEXT & ANALYSIS

2

- REGIONAL CONTEXT
- STUDY AREA
- STUDY AREA ANALYSIS
- OPPORTUNITIES & CONSTRAINTS

Provides an overview of the context of Long Jetty provides an analysis of the Study Area. Analysis of the village centre was undertaken through a number of site visits, desktop investigation and consultation with council staff, community members and key stakeholders. This analysis informed the development of the opportunities and constraints map which assists in guiding the Master Plan development process.

MASTER PLAN

3

- KEY ACTIVITY HUBS
- MASTER PLAN
- IDENTIFICATION OF PRECINCTS

Outlines the key urban design principles developed through the analysis phase and indicates how these principles have been applied to the development of the Long Jetty Improvement Master Plan.

KEY PRECINCTS

4

- A. MAIN STREET & URBAN CORE
- B. SALTWATER CREEK RESERVE & LIONS PARK
- C. LAKE FORESHORES & JETTIES
- D. SOUTHERN PRECINCT

Four key precincts were identified through a thorough analysis, assessment of opportunities and constraints and community stakeholder meetings. From these key precincts, key projects have been identified and prioritised to provide practical options for the implementation of the Master Plan.

IMPLEMENTATION

5

- PROJECT PRIORITISATION
- KEY PROJECT DETAILS

The implementation section of the report provides detailed concept designs for key areas within the Master Plan. It also outlines the principles that should be applied to future development within the Study Area.

FIGURE 1. Report Overview & Structure

1.4 The Entrance Planning Strategy

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

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

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

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

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

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

1.5 Long Jetty Objectives

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

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

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

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

1.6 Long Jetty Streetscape Improvement Plans

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

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

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

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



Spherical Concrete Bollards

Planter Boxes



Building Facade Painting along The Entrance Road



Flag Pole Banners at Saltwater Creek Reserve

1.7 Master Plan Process

1. RESEARCH AND ANALYSIS PHASE

The research and analysis phase of the Master Plan process included site analysis, photographic surveys, meetings with Council staff and the Community.

2. IDENTIFY OPPORTUNITIES AND CONSTRAINTS

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

3. CONCEPT DEVELOPMENT PHASE

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

4. MASTER PLAN DEVELOPMENT AND PRODUCTION

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

5. PUBLIC EXHIBITION PHASE

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

6. MASTER PLAN FINALISATION

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

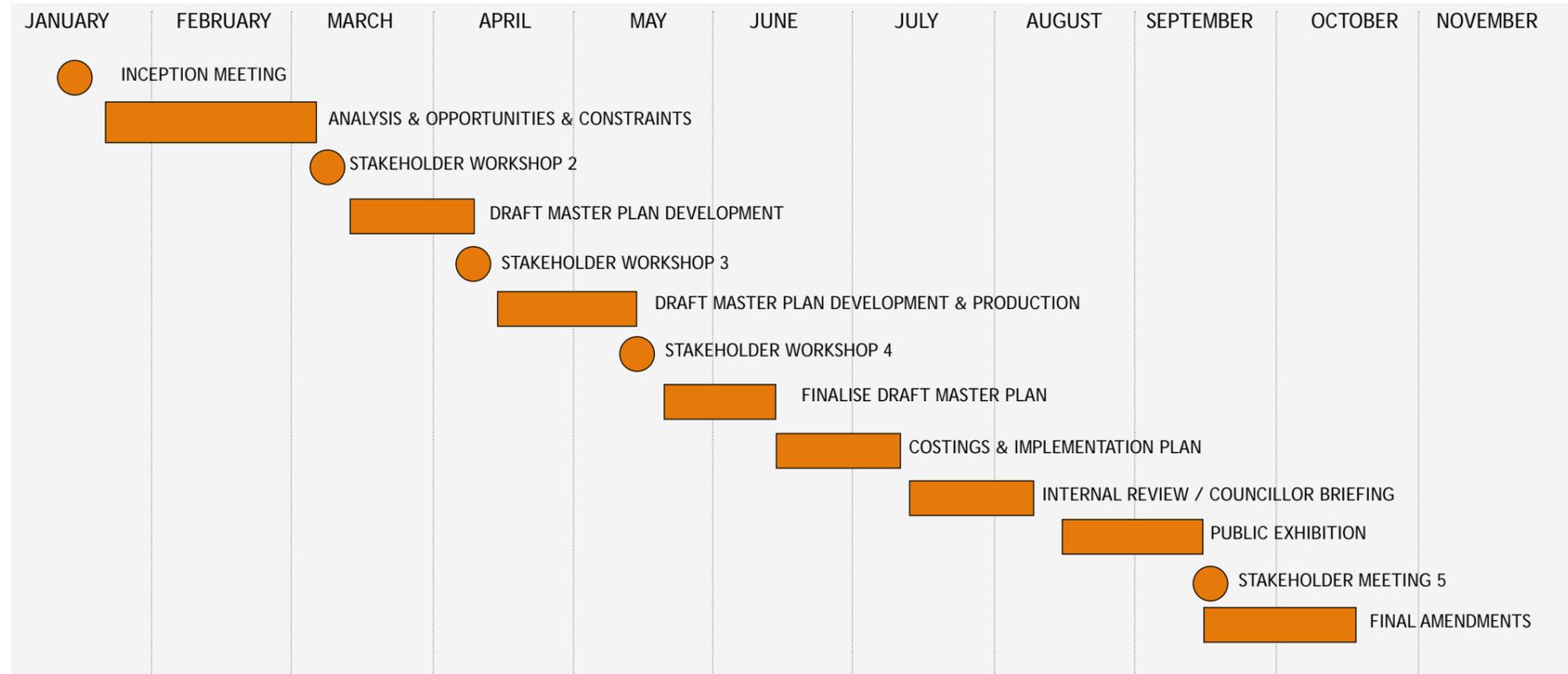


FIGURE 2. Master Plan Development Timeline

1.8 Stakeholder Involvement

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

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

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

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

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

COMMUNITY FORUM

DECEMBER 2012

Initial community forum to identify stakeholders. The community forum looked at the aspirations and challenges for Long Jetty.

COMMUNITY FORUM

COMMUNITY SURVEY

DECEMBER 2012 -
JANUARY 2013

Community survey to ascertain aspirations and challenges for Long Jetty.

WORKSHOP 1

MARCH 2013

The ideas generation work shop was an opportunity for stakeholder to identify opportunities and constraints and identified the character of Long Jetty.

GENERATING IDEAS

WORKSHOP 2

APRIL 2013

'Options'
Options, Project Development.

OPTIONS

WORKSHOP 3

MAY 2013

The third stakeholder workshop looked at the proposed projects in more detail and stakeholders prioritised the projects.

PRIORITISATION

WORKSHOP 5

AFTER EXHIBITION

A final workshop is programmed at the completion of the exhibition process to review the submissions and comment on the final options.

REVIEW

FIGURE 3. Stakeholder Workshop Overview

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- 2.1 REGIONAL CONTEXT
- 2.2 STUDY AREA
- 2.3 DRAINAGE & LOW-LYING AREAS
- 2.4 TOPOGRAPHY
- 2.5 VEGETATION
- 2.6 LAND USE
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- 2.8 VEHICULAR MOVEMENT
- 2.9 CONSTRAINTS & OPPORTUNITIES

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IMPLEMENTATION

2.1 Regional Context

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

Long Jetty was identified as a Village Centre in the Central Coast Regional Strategy which was adopted by the Department of Planning in 2008.

Settlement in the Central Coast is characterised by a network of towns, villages, neighbourhoods and rural communities. Seventy per cent of future residential growth on the Central Coast 2031 is forecast to occur in the Wyong local government area.

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

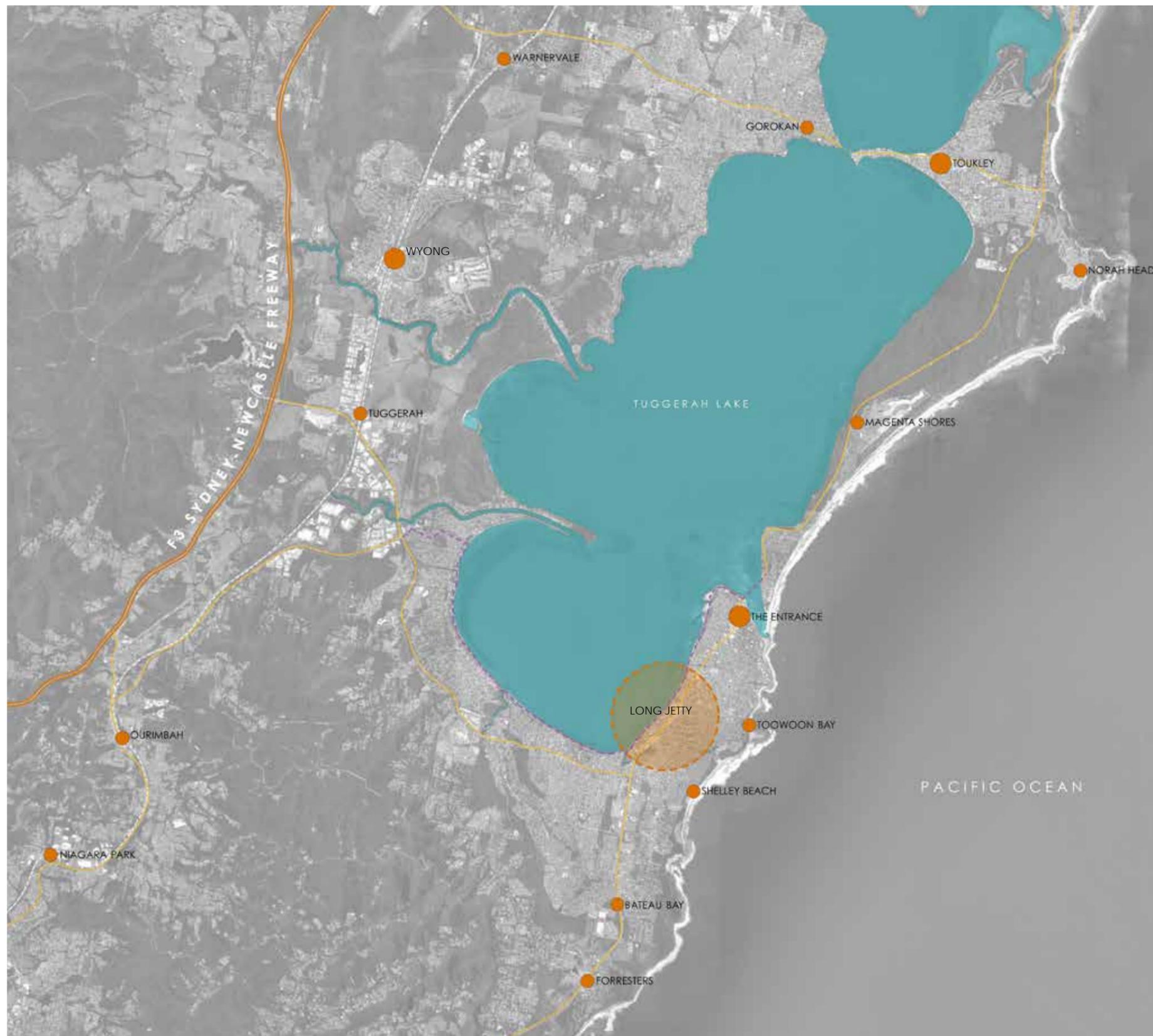


FIGURE 4. Regional Context

2.2 Study Area

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

Key features of the Master Plan include:

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



FIGURE 5. The Study Area



Southern Entry to Long Jetty



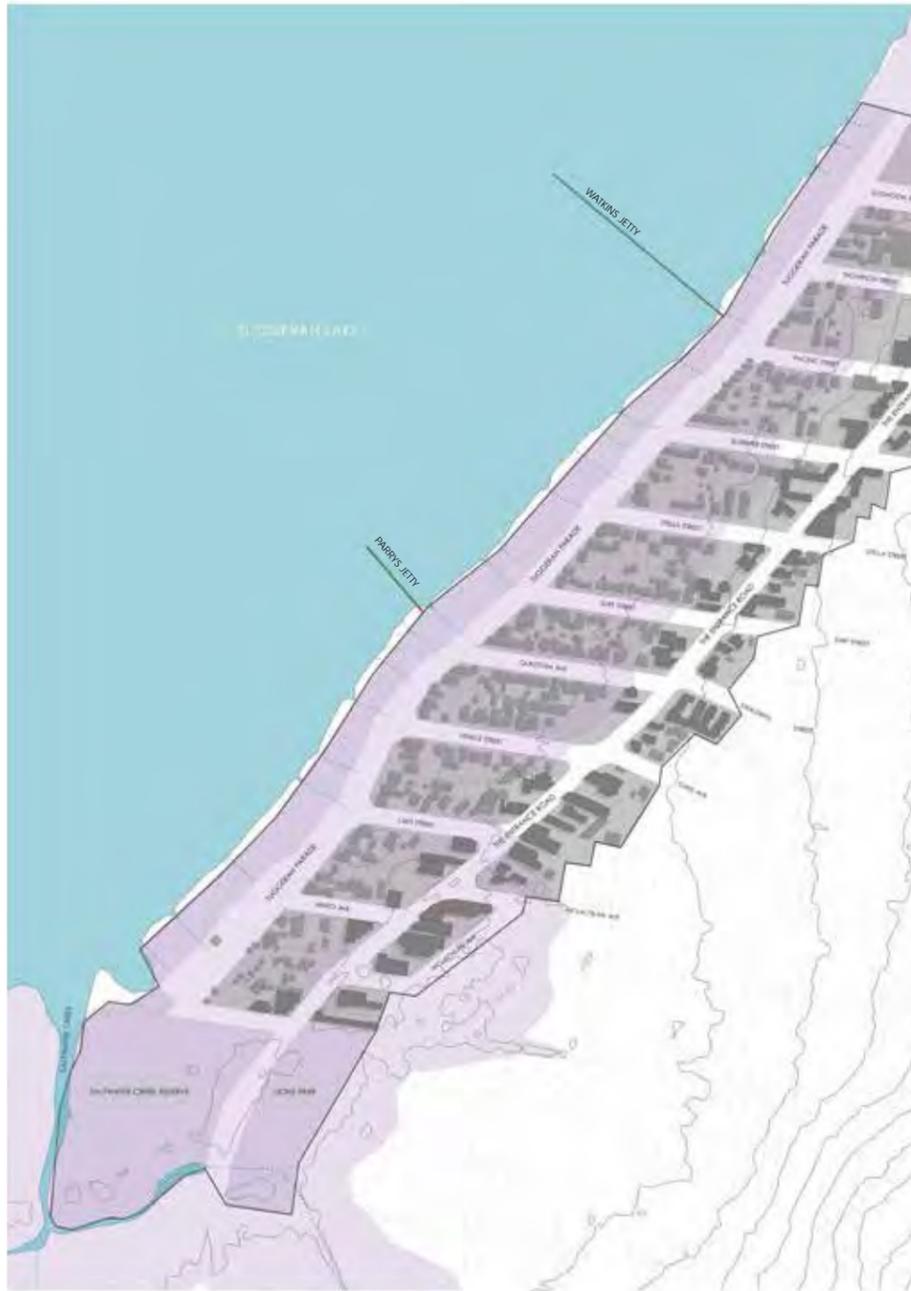
The Long Jetty



Saltwater Creek Reserve



Retail Shops & Cafe on The Entrance Road



2.3 Drainage and Low-lying Areas

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

2.4 Topography

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

2.5 Vegetation

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



2.6 Land Use

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

2.7 Pedestrian and Cycle Movement

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

2.8 Vehicular Movement

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

2.9 Constraints & Opportunities

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

CONSTRAINTS

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

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

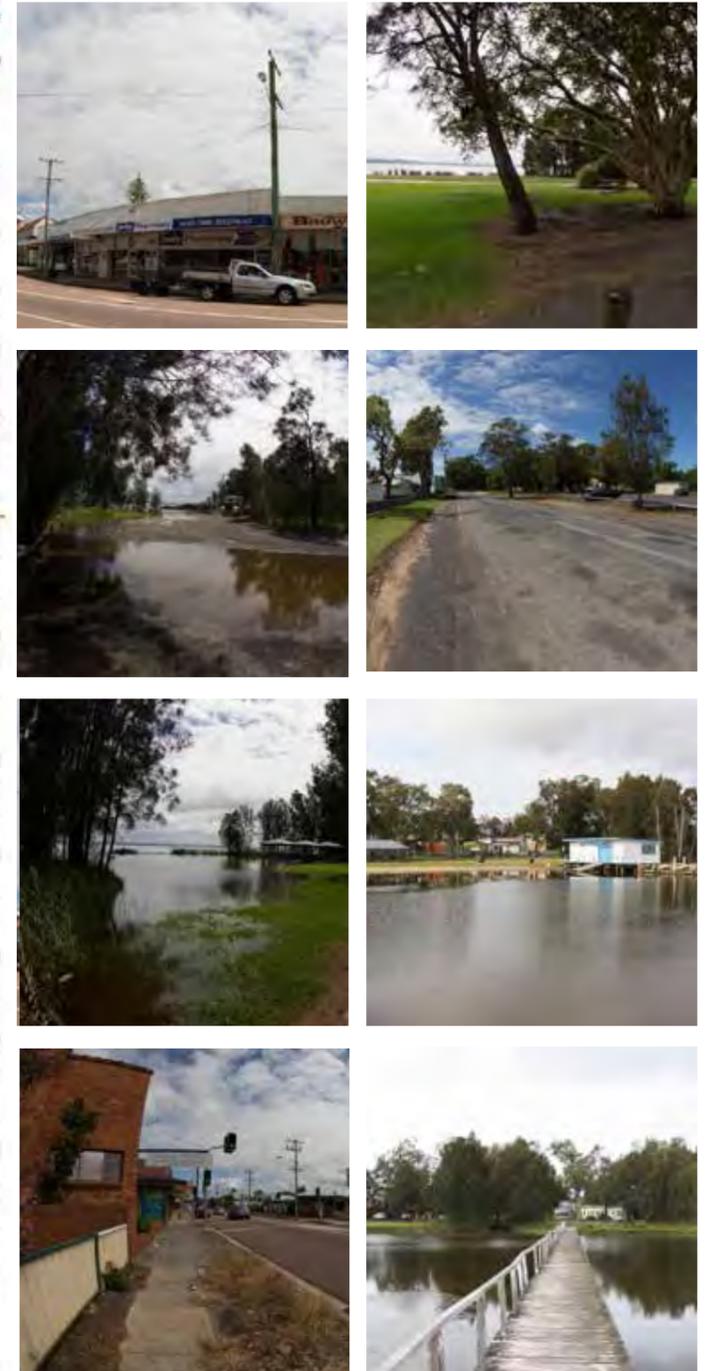
OPPORTUNITIES

The following opportunities were identified in the Study Area:

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



FIGURE 6. OPPORTUNITIES & CONSTRAINTS MAP



1

BACKGROUND

2

CONTEXT & ANALYSIS

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MASTER PLAN

3.1 MASTER PLAN | KEY PRINCIPLES

3.2 MASTER PLAN | PRECINCTS

3.3 LONG JETTY MASTER PLAN

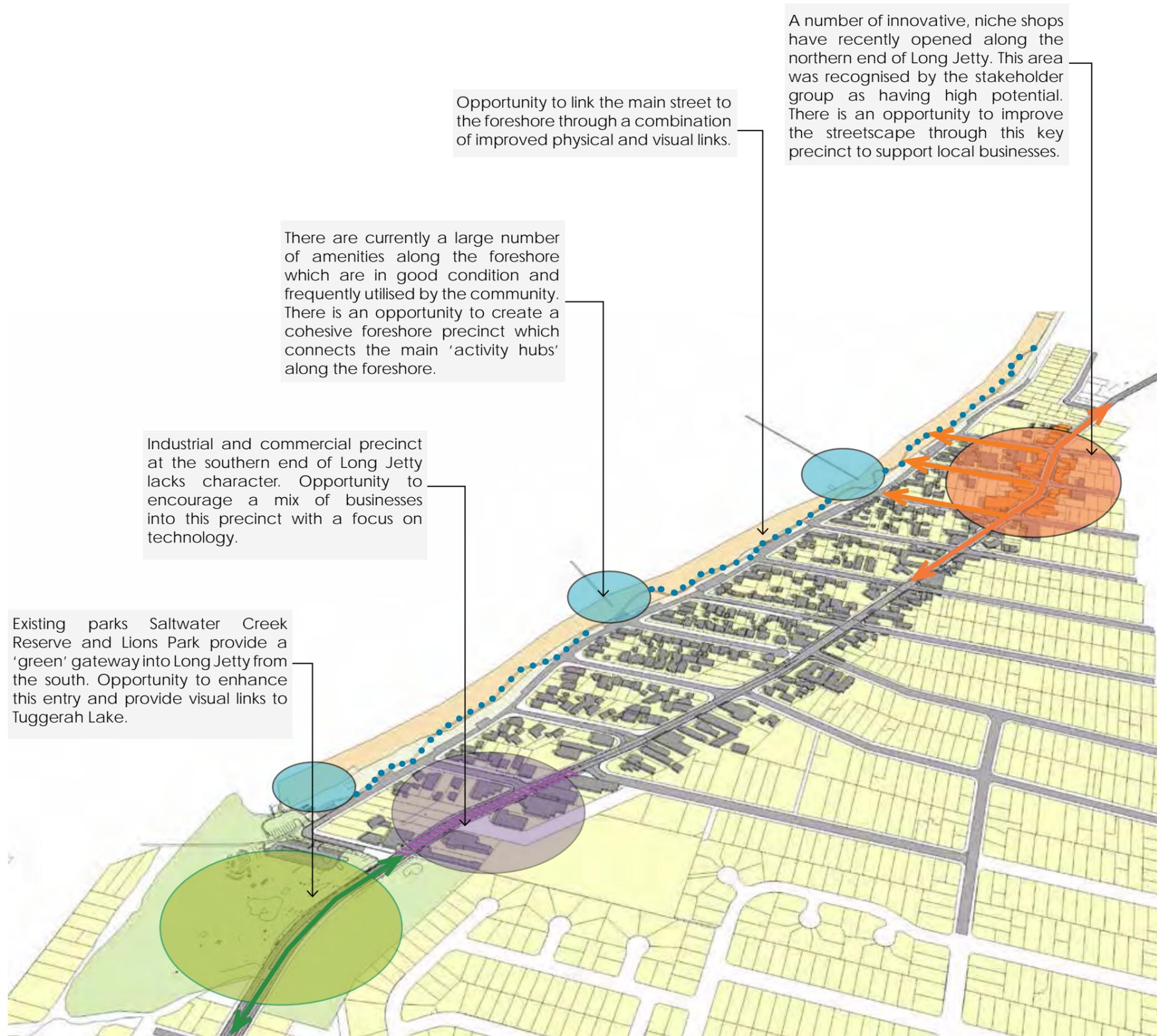
4

KEY PRECINCTS

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IMPLEMENTATION





3.1 Master Plan Principles

Key principles for the Long Jetty Village Centre Improvement Master Plan have been developed in response to the analysis, consultation process and opportunities and constraints mapping.

- Define the main village centre.
- Improve visual and physical connections between the Lake and Commercial Precinct.
- Enhance the streetscape.
- Provide a 'draw card' along the foreshore.
- Incorporate legible and consistent signage through the Study Area.
- Establish a clear and consistent design theme for Long Jetty.
- Create opportunities for businesses.

FIGURE 7. LONG JETTY MASTER PLAN | KEY PRINCIPLES

LEGEND

- A MAIN STREET & URBAN CORE
- B SALTWATER CREEK RESERVE & LIONS PARK
- C LAKE FORESHORE & JETTIES
- D SOUTHERN PRECINCT



3.2 Master Plan Precincts

The Study area comprises four distinct precincts, which were identified through a combination of analysis and discussions at the stakeholder workshops. Each of these precincts has their own character and a clear role in supporting the objectives of the Long Jetty Master Plan.

Objectives have been developed for each precinct which are consistent with the objectives of the overall Master Plan. The objectives for each precinct are defined in Section 4 of the Master Plan and projects for the implementation of the Master Plan have been divided into these precincts.

A. MAIN STREET & URBAN CORE

Precinct A includes the existing commercial precinct along The Entrance Road at the northern end of Long Jetty and includes Pacific Street, Thompson Street and Toowoon Bay Road.

B. SALTWATER CREEK RESERVE & LIONS PARK

Precinct B includes Saltwater Creek Reserve, Lions Park and the section of The Entrance Road which extends between the two parks and forms the southern entry to Long Jetty.

C. LAKE FORESHORE & JETTIES

Precinct C encompasses the Lake Foreshore associated with Tuggerah Lake and the associated Jetties including Parrys Jetty, Watkins Jetty and Long Jetty.

D. SOUTHERN PRECINCT

Precinct D includes the existing commercial and light industrial land associated with The Entrance Road at the southern end of Long Jetty. Roads connecting to the lake (Minto Avenue and Lake Road) have been included in this precinct.

FIGURE 8. LONG JETTY MASTER PLAN | KEY PRECINCTS

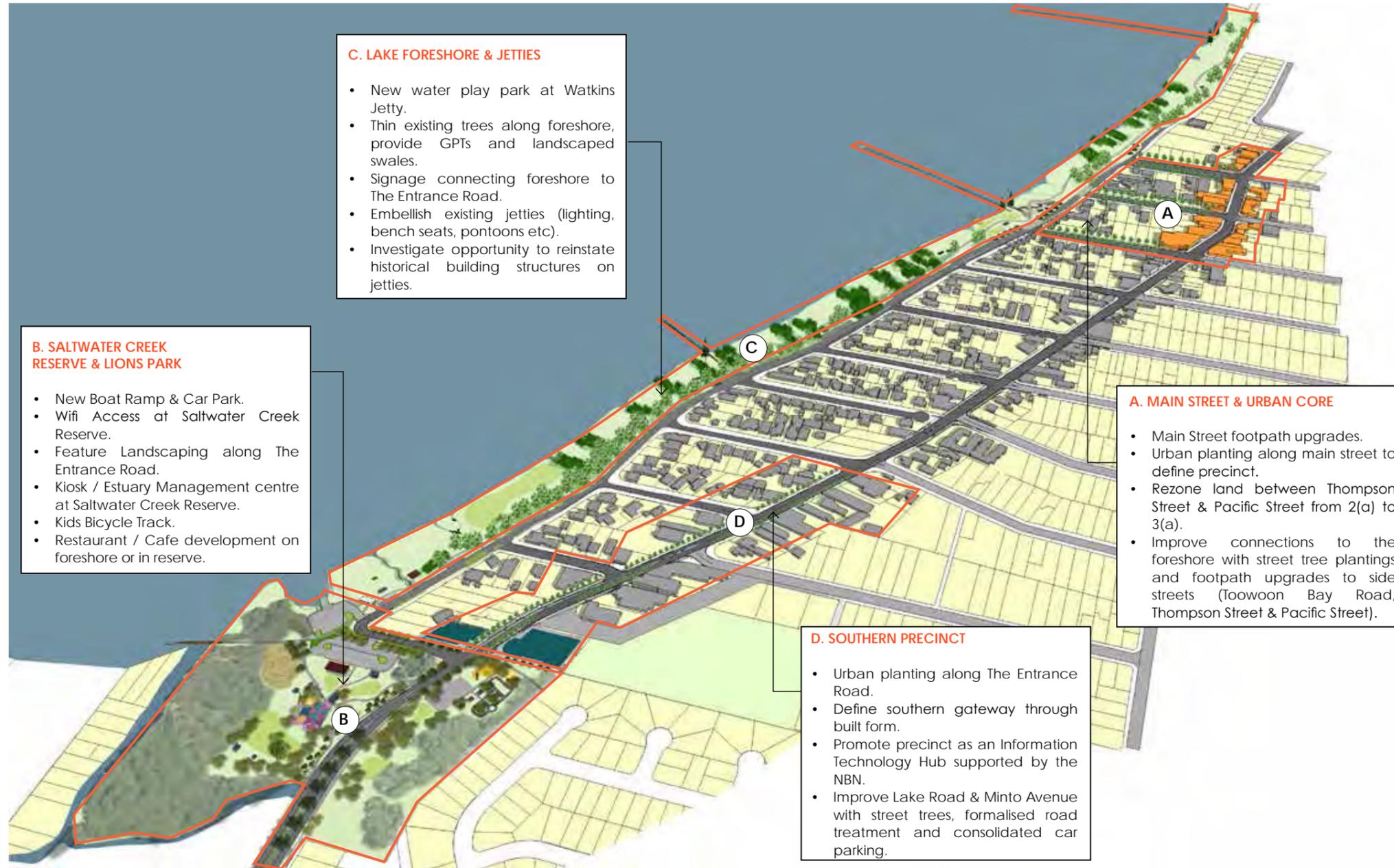


FIGURE 9. LONG JETTY MASTER PLAN PERSPECTIVE

3.3 Long Jetty Master plan

The Long Jetty Master Plan aims to reinforce Long Jetty as a vibrant village centre within the Wyong Shire.

The Master Plan employs practical design initiatives to build upon the existing role of key precincts in the village. The Master Plan aims to reactivate key precincts of Long Jetty and rejuvenate important features.

As identified in Section 3.2, due to the scale of the study area, the Master Plan is divided into four key precincts.

A summary of the proposal for each precinct has been provided below. The Key Precincts chapter of this report (chapter 4) outlines the key objectives of each precinct and the possible projects proposed to achieve these objectives. The Implementation chapter (Chapter 5) prioritises these projects and provides detailed designs for the high priority and short term projects.

A. MAIN STREET & URBAN CORE

Support existing businesses along The Entrance Road through the provision of streetscape upgrades. Improve both the visual and physical links to the foreshore through streetscape improvements and signage along side streets.

B. SALTWATER CREEK RESERVE & LIONS PARK

Enhance the overall perception of arrival into the Long Jetty Village Centre through revitalising the existing streetscape at the southern entry. Increase activity in the two parks (Saltwater Creek Reserve and Lions Park) to draw more users to Long Jetty.

C. LAKE FORESHORE & JETTIES

Increase user activity along the foreshore reserve and associated jetties through the provision of defined open space areas and activity hubs. Provide a key destination at Watkins Jetty to activate the foreshore close to the 'Urban Core'.

D. SOUTHERN PRECINCT

Redefine the southern end of Long Jetty as a technology hub. Promote the precinct as an innovative precinct and provide streetscape treatment to visually define the precinct.

1

BACKGROUND

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CONTEXT & ANALYSIS

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MASTER PLAN

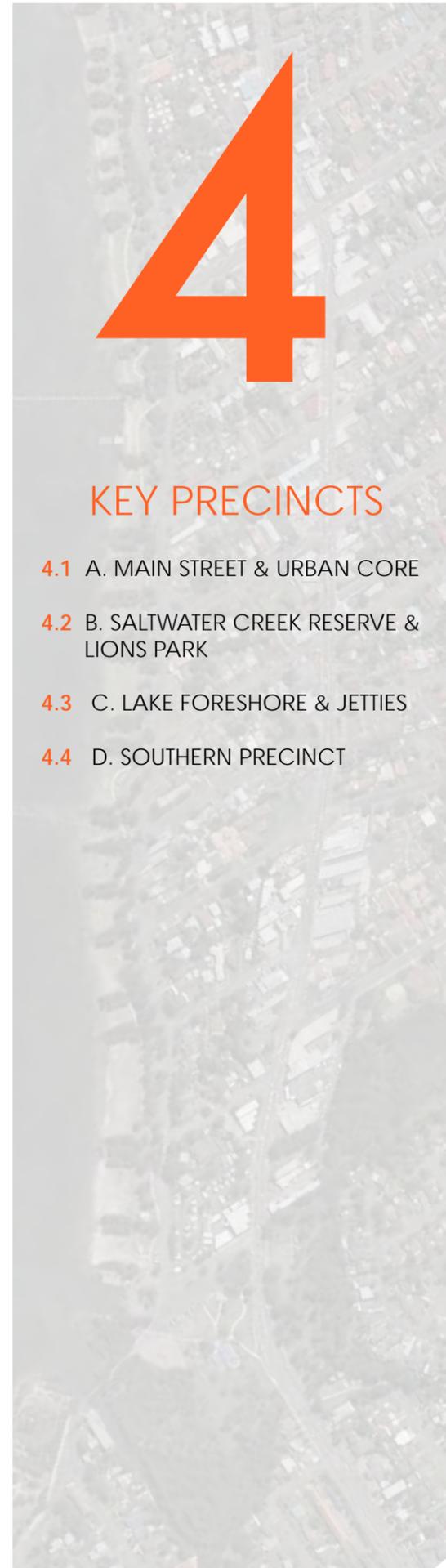
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KEY PRECINCTS

- 4.1 A. MAIN STREET & URBAN CORE
- 4.2 B. SALTWATER CREEK RESERVE & LIONS PARK
- 4.3 C. LAKE FORESHORE & JETTIES
- 4.4 D. SOUTHERN PRECINCT

5

IMPLEMENTATION



PRECINCT A | MAIN STREET & URBAN CORE



FIGURE 10. ARTISTS IMPRESSION | PRECINCT A



4.1 Precinct A Key Objectives

- Support existing businesses along The Entrance Road.
- Encourage potential new businesses.
- Improve pedestrian safety and connections
- Improve physical and visual links to the Lake foreshore from The Entrance Road.
- Establish a clear and legible design theme throughout the Urban Core.
- Improve car-parking efficiency, legibility and safety.
- Promote active street frontages and commercial use of pavement areas.
- Reduce visual clutter along The Entrance Road.
- Improve accessibility along Toowoon Bay Road, Thompson Street and Pacific Street.

PRECINCT A | PRECINCT PLAN

LEGEND

- Precinct boundary
- Open lawn area
- Potential creative space.
- Rezone land
- Key Iconic Site
- ←→ Visual links

Note: Location of projects are to be investigated and are indicative only.

1 MAIN STREET UPGRADES

Streetscape upgrades along The Entrance Road including new pavements, street furniture with a consistent design theme.

2 REZONE LAND

Rezone land between Thompson Street and Pacific Street from 2(a) Residential to 3(a) Commercial to extend 'urban core' and enhance the connection to the foreshore.

3 POTENTIAL ALFRESCO AREAS

Potential to widen footpath in key locations to create alfresco dining areas along the main street.

4 URBAN LANDSCAPING

Provide urban landscaping along the Entrance Road.



FIGURE 11. PRECINCT A PLAN

5 CAR PARKING

Consolidation of car and bus parking on side streets (Toowoon Bay Road, Pacific Street & Thompson Street).

6 CONNECTING STREET UPGRADES

Provision of street trees and formalisation of side streets:
 - Toowoon Bay Road
 - Pacific Street
 - Thompson Street

7 POTENTIAL RESTAURANT SHOPPING VILLAGE

Potential for a privately funded shopping village / restaurants along foreshore.

8 FUTURE WORKS

Future potential for road widening, street trees and underground power lines along The Entrance Road.

9 COAST-TO-LAKE WALK

Investigate opportunities to provide linkage with Coast - to Lake Walk.

A FACADE IMPROVEMENTS

Council has undertaken streetscape improvements along the Entrance Road including painting of existing buildings.

PRECINCT B | SALTWATER CREEK RESERVE & LIONS PARK



4.2 Precinct B Key Objectives

- Improve the southern entry into Long Jetty and The Entrance Peninsula.
- Improve awareness of connections to the Tuggerah Lake Foreshore.
- Explore opportunities for income generating activities on council land.
- Create awareness of estuary management issues.
- Enhance existing facilities to encourage a wide user group

FIGURE 12. ARTISTS IMPRESSION | PRECINCT B

PRECINCT B | PRECINCT PLAN

1 BOAT RAMP & CARPARK

Proposed upgrades to existing boat ramp and provision of trailer car parking spaces. Proposed upgrades to existing car parking associated with Saltwater Creek Reserve including landscaping and upgraded footpaths along Tuggerah Parade.

2 RESTAURANT / CAFE VENTURE

Opportunity for restaurant / cafe venture on foreshore or in reserve.

3 MOBILE FOOD OUTLET

Provision of services for a mobile food outlet located in Saltwater Creek Reserve to encourage more visitors to the park.

4 SOUTHERN GATEWAY ENTRY

Proposed landscaping and boulevard tree planting within large median strip at southern entry to Long Jetty. Proposed planting and landscaping would enhance existing flag pole banners and proposed public art.

5 KIOSK / ESTUARY MANAGEMENT CENTRE

Opportunity to incorporate a kiosk / restaurant with an estuary management centre in Saltwater Creek Reserve. Note: Location is indicative only.



LEGEND

- Precinct boundary
- Open lawn area
- Existing shelter
- Proposed median tree planting

Note: Location of projects are to be investigated and are indicative only.

6 WIFI INTERNET

Provide free Wifi access at Saltwater Creek Reserve.

7 PLAYGROUND

Potential to improve / upgrade existing playground at Lions Park.

8 CHILDRENS BIKE TRACK

Potential children's bicycle track located in either Saltwater Creek Reserve or Lions Park consisting of traffic lights, roundabout and street signs. The proposed bicycle track would provide a space for young children to ride their bikes and learn about road safety.

9 EXISTING FOOTBRIDGE

Potential to upgrade existing footbridge to enhance the entry to Long Jetty for visitors utilising the cycleway.

10 CARPARK DELINEATION

Formalise existing carpark with line marking to provide clear car parking spaces.

11 EXERCISE EQUIPMENT

Possible location for installation of exercise equipment suitable for adults including seniors.

12 ENTRY SCULPTURE

Possible locations for large entry sculpture to define entrance into Long Jetty.

FIGURE 13. PRECINCT B PLAN

PRECINCT C | LAKE FORESHORE & JETTIES



FIGURE 14. ARTISTS IMPRESSION | PRECINCT C



4.3 Precinct C Key Objectives

- Activate the foreshore as key attraction of the area.
- Offer a variety of attractions and activities along the foreshore.
- Provide a key area along the Lake to draw users closer to the commercial precinct and establish a sense of arrival mid-way along foreshore.
- Establish a clear and legible design theme along the foreshore.
- Ensure materials and installation minimises long term asset management costs and responsibility.

PRECINCT C | PRECINCT PLAN

LEGEND

- Precinct boundary
- Thin existing vegetation
- Potential open space area
- Proposed GPT
- Visual links
- Existing toilet block to be upgraded

Note: Location of projects are to be investigated and are indicative only.

- 1 TREE THINNING**
Selective tree removal to provide continuous open space areas along the foreshore to assist in providing safety and visual connectivity.
- 2 HISTORIC BUILDING**
Investigate opportunity to reinstate historical building structures on the jetties.
- 3 EMBELLISH EXISTING JETTIES**
Embellish existing jetties through lighting, seating and pontoons to encourage use.
- 4 WATKINS JETTY ACTIVITY HUB**
New public water play park, food outlet and open space area at Watkins Jetty.
- 5 EVENT SPACES**
Provide spaces for events along the foreshore to allow for lineal festivals (eg. sculpture by the lake).
- 6 SAILING CLUB SITE**
Investigate Long Jetty Sailing Club Site as a commercial / youth venue.
- 7 SIGNAGE**
Provide signage at key points along the foreshore to make visitors aware of the amenities along the foreshore and along The Entrance Road. Signage is to be consistent with Councils Signage Manual.
- 8 INTERPRETIVE SIGNAGE**
Install interpretive signage that provides the history of the jetties, and highlights special features of the estuary.



FIGURE 15. PRECINCT C PLAN

- 9 LANDSCAPED STORMWATER DRAINAGE**
Upgrade existing selected stormwater drainage lines with the installation of Gross Pollutant Traps (GPT) and landscaped swales. Beneficial locations for the GPTs include:
1. Lake Street
2. Venice Street
3. Gladstone Avenue
4. Surf Street
5. Elsiemer Street
6. Thompson Street
7. Pacific Street
- 10 TUGGERAH PDE UPGRADES**
Continue to upgrade Tuggerah Parade and investigate further opportunities including minor road realignments, raised pedestrian crossings at key intersections and upgrades to existing car parking.
- 11 REPLACE TOILET BLOCKS**
Existing toilet blocks at Gladstone Avenue, and Archbold Road to be replaced with upgraded toilet blocks.
- 12 PARRYS JETTY**
Renew Parrys Jetty by replacing handrails, support beams and decking.
- 13 COAST - TO -LAKE WALK**
Opportunity to provide linkage to Long Jetty with the Coast-to-Lake walk via signage and paving demarcation.
- 14 EXISTING SEA SCOUTS HALL**
Opportunity to use existing building for community hall hire or as a potential location for a restaurant / cafe venture.

PRECINCT D | SOUTHERN PRECINCT



FIGURE 16. ARTISTS IMPRESSION | PRECINCT D



4.4 Precinct D Key Objectives

- Define the southern commercial precinct of Long Jetty.
- Encourage a mix of businesses and promote the area as a key business zone with a focus on Information Technology Industries.
- Establish a clear and legible design theme.
- Ensure materials and installation minimises long term asset management costs and responsibility.
- Improve awareness of connections to the Lake.

PRECINCT D | PRECINCT PLAN

LEGEND

- - - Precinct boundary
- Open lawn area
- Indicative area to be promoted as a Technology Hub.
- Proposed Landmark Buildings
- ↔ Visual links

Note: Location of projects are to be investigated and are indicative only.

1 FORMALISE ROAD TREATMENT

Enhance existing streetscape through street tree planting, upgrades to existing footpaths and street furniture.

2 DELINEATE CARPARKING

Investigate options to improve car parking along Lake Street and Minto Avenue. Provide new line markings along Lake Street and Minto Avenue to define car parking spaces along the side streets.

3 LANDMARK BUILDINGS

Define the southern gateway into Long Jetty through built form.



4 CONNECTING STREET UPGRADES

Proposed streetscape improvements, planting and footpath upgrades along Minto Avenue and Lake Street to improve connectivity between the Southern Commercial Precinct and foreshore reserve.

5 ENCOURAGE TECHNOLOGY INDUSTRY

Promote the precinct as a technology hub supported by the newly installed National Broadband Network (NBN).

6 CONSOLIDATE SIGNAGE

Review signage along The Entrance Road to reduce visual clutter.

7 FORMALISE ROAD TREATMENT

Formalise treatment to side streets (Minto Avenue and Lake Street).

A EXISTING FLAG POLE BANNERS

Enhance existing flag pole banners and concrete bollards with landscaping.

FIGURE 17. PRECINCT D PLAN

1

BACKGROUND

2

CONTEXT & ANALYSIS

3

MASTER PLAN

4

KEY PRECINCTS

5

IMPLEMENTATION

5.1 IMPLEMENTATION OVERVIEW

5.2 POSSIBLE PROJECTS PRECINCT A

5.3 POSSIBLE PROJECTS PRECINCT B

5.4 POSSIBLE PROJECTS PRECINCT C

5.5 POSSIBLE PROJECTS PRECINCT D

5.1 Implementation Overview

In the Master Plan for Long Jetty a number of possible projects have been identified in response to the design principles.

The projects have been summarised for each precinct and the following information has been provided:

PRIORITY

The relative importance of each key proposal. These have been assessed as either low, moderate or high priority based on feedback from stakeholders, and the key principles of the Master Plan.

TIME FRAME

The overall Master Plan is a long term plan intended to be implemented over the next 10-15 years. The time within which proposals should be commenced has been assessed in response to their priority within this 10-15 year time frame.

- Short term:** Within 0-2 Years
- Medium Term:** Within 5- 10 Years
- Long Term:** Within 15 Years

PROBABLE COST

Probable costs for the major components of the Master Plan are provided to assist Council in establishing budgets and exploring sources of funding.

The probable cost to Council have been defined by the following categories:

- High:** Greater than \$1 Million
- Moderate:** \$250,000 - \$1Million
- Low:** Less than \$250,000

For each of the high priority projects, a detailed plan has been prepared to assist Council in the timely implementation of the project.



PRECINCT A



PRECINCT B



PRECINCT C



PRECINCT D

5.2 POSSIBLE PROJECTS | PRECINCT A | MAIN STREET & URBAN CORE

POSSIBLE PROJECTS*	PRIORITY			TIME FRAME			PROBABLE COST			ACTION
	HIGH	MODERATE	LOW	SHORT	MEDIUM	LONG TERM	HIGH	MODERATE	LOW	
1 Main street footpath upgrades (consistent design theme)	H	M	L	S	M	L	H	M	L	Refer to Detail Plan 1A for example
2 Rezone land between Thompson Street and Pacific Street from 2(a) to 3(a)	H	M	L	S	M	L	H	M	L	To be investigated by Council.
3 Widening of footpath in key areas to create alfresco dining areas	H	M	L	S	M	L	H	M	L	To be investigated by Council.
4 Urban planting and landscape improvements along The Entrance Road	H	M	L	S	M	L	H	M	L	To be investigated by Council.
5 Consolidation of car and bus parking on side streets (Toowoon Bay Road, Pacific Street & Thompson Street)	H	M	L	S	M	L	H	M	L	Refer to Detail 1B for example
6 Provision of urban planting and formalisation of side streets (Toowoon Bay Road, Pacific Street and Thompson Street)	H	M	L	S	M	L	H	M	L	To be investigated by Council.
7 Potential for privately funded restaurant / Shopping Village along foreshore at Key Iconic Site.	H	M	L	S	M	L	H	M	L	To be investigated by Council. <small>Private funding</small>
8 RMS road widening, street trees and underground power lines.	H	M	L	S	M	L	H	M	L	To be investigated by Council.
9 Linkage with Coast-to-Lake Walk.	H	M	L	S	M	L	H	M	L	To be investigated by Council.

FIGURE 18. PROJECT PRIORITISATION | PRECINCT A

*Refer to Figure 11 for possible project locations.
Note: Locations are indicative only.

DETAIL PLAN 1A | PRECINCT A | OPTION FOR MAIN STREET & URBAN CORE

FOOTPATH UPGRADES

Upgrade existing concrete footpath and incorporate shot blasting to assist in way finding.

BICYCLE RACK

Provide pre-fabricated or custom bicycle racks to encourage users of the foreshore to stop along the main street.

URBAN PLANTING

Potential to incorporate mass planting of native grasses in key areas to soften the hard scape and provide a division between pedestrians and vehicles.

SIGNAGE

Proposed recycled timber signage to provide a visual link to Watkins Jetty. Refer to Figure 20.

COMMUNITY ART

Opportunity to include community art in the main street.

SHOT BLASTING

Shot blast concrete pattern abstracted form of sea grass.



FIGURE 19. DETAIL 1A - MAIN STREET UPGRADES - The Entrance Road

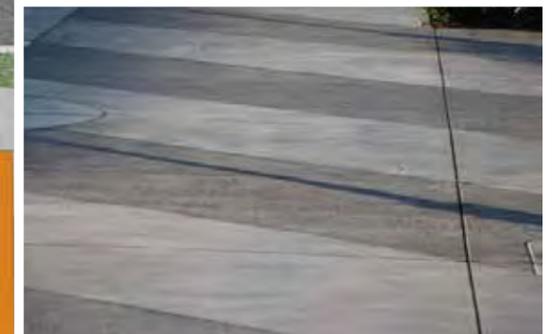
NOTE: This is an option only and subject to investigation.



Signage from recycled materials



Custom bicycle racks



Shot blast concrete footpath



Custom street furniture

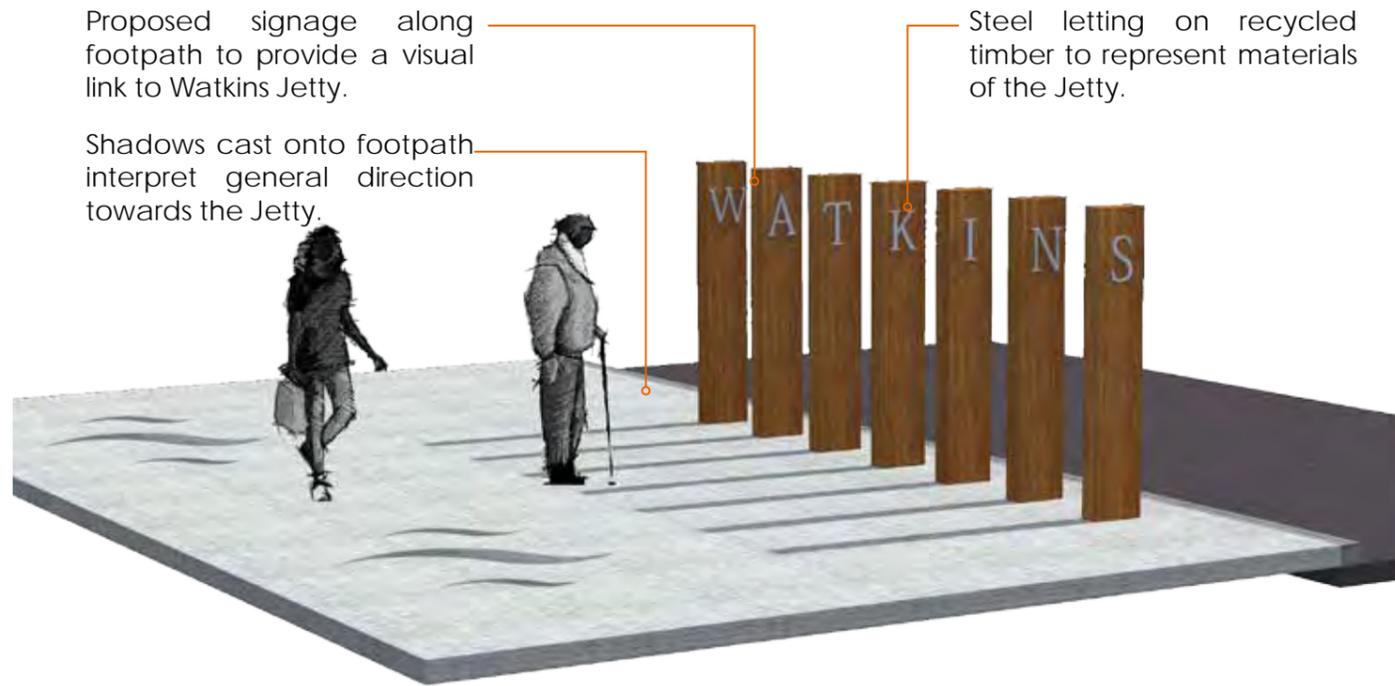


FIGURE 20. EXAMPLE OF SIGNAGE - MAIN STREET



FIGURE 21. EXAMPLE OF CUSTOM BICYCLE RACK - URBAN CORE



FIGURE 22. TYPICAL DETAIL - MASS PLANTING MAIN STREET

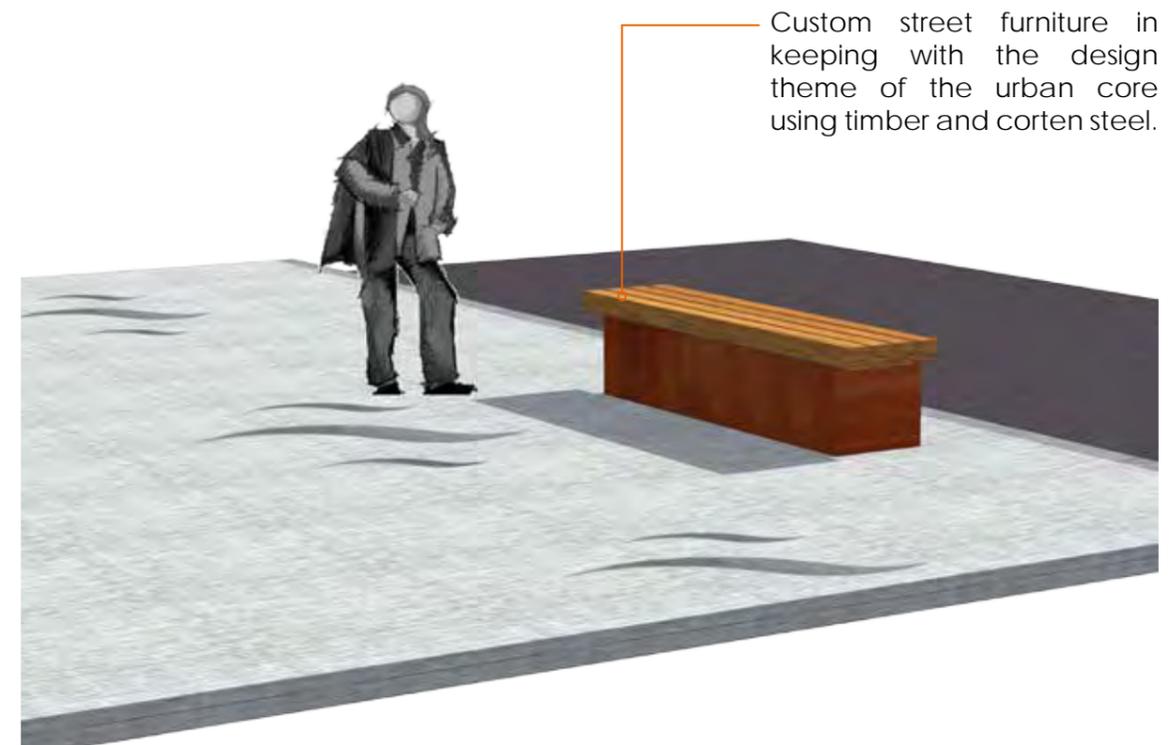


FIGURE 23. EXAMPLE OF CUSTOM STREET FURNITURE - URBAN CORE

DETAIL PLAN 1B.1 | OPTION FOR CONNECTING STREET A



Existing view along Toowoon Bay Road

TOOWOON BAY ROAD

Toowoon Bay Road is a key connection between the lake foreshore and 'Urban Core'. Toowoon Bay Road is wide and slightly sloping with wide nature strips. An existing footpath is located on the southern side of the Road. There is opportunity to provide a central median strip with street tree planting and native grasses to identify Toowoon Bay Road as a key connecting road to the foreshore reserve.

NOTE: This is an option only and subject to investigation.



Example of shrub planting in Central median.



Cupaniopsis anacardioides (Tuckeroo)



- New concrete footpath / Cycleway 2500mm wide along the northern side of road.
- Native grass planting at base of street trees to assist in storm water infiltration.
- Provide new angled line markings and wheel stops along Toowoon Bay Road to improve the legibility of car parking space.
- Provide pedestrian crossing.
- Provide a central planted median strip with an under storey of native grasses to identify Toowoon Bay Road as a main connecting street to the foreshore reserve.
- Street tree planting and rain gardens to be incorporated every 6 car spaces to provide shade and assist in storm water infiltration.
- Shot blast pattern in concrete footpath between The Entrance Road & Foreshore Reserve. To future detail.
- Proposed street tree planting between footpath and kerb.
- Existing 1200mm concrete footpath to be made good. Proposed shot blast pattern to be incorporated into existing concrete to future detail.

FIGURE 24. TYPICAL STREETSCAPE DETAIL - TOOWOON BAY ROAD



FIGURE 25. TYPICAL STREET TREE PLANTING - TOOWOON BAY ROAD

DETAIL PLAN 1B.2 | OPTION FOR CONNECTING STREET B



Existing view along Thompson Street

THOMPSON STREET

Thompson Street between The Entrance Road and Tuggerah Parade.

Proposed upgrades include:

- Upgrade existing concrete footpath
- Shot blast pavement treatment
- Provide street tree planting
- Consolidation of carparking with line marking & wheel stops.

NOTE: This is an option only and subject to investigation.



Native grass planting & open kerb



Waterhousea floribunda (Weeping Lilly Pilly)



Existing 1200mm concrete footpath to be made good. Proposed shot blast pattern to be incorporated into existing concrete to future detail.

Proposed street tree planting and rain gardens between footpath and road. Provide pedestrian crossovers between parking and footpath.

Provide new line markings and wheel stops along Thompson Street to improve the legibility of existing car parking space.

Open kerb to allow water infiltration into roadside rain gardens.

Existing 1200mm concrete footpath to be made good. Proposed shot blast pattern to be incorporated into existing concrete to future detail.



FIGURE 27. TYPICAL STREET TREE PLANTING - THOMPSON STREET

FIGURE 26. TYPICAL STREETScape DETAIL - THOMPSON STREET

DETAIL PLAN 1B.3 | OPTION FOR CONNECTING STREET C



Existing view along Pacific Street

PACIFIC STREET

Pacific Street between The Entrance Road and Tuggerah Parade. A pedestrian footpath exists along the southern side of the road.

Proposed upgrades include:

- Upgrade existing concrete footpath
- Shot blast pavement treatment in designated locations
- Provide street tree planting
- Consolidation of carparking with line marking.

NOTE: This is an option only and subject to investigation.



Native grass planting & open kerb



Tristanopsis laurina 'Luscious' (Water Gum)

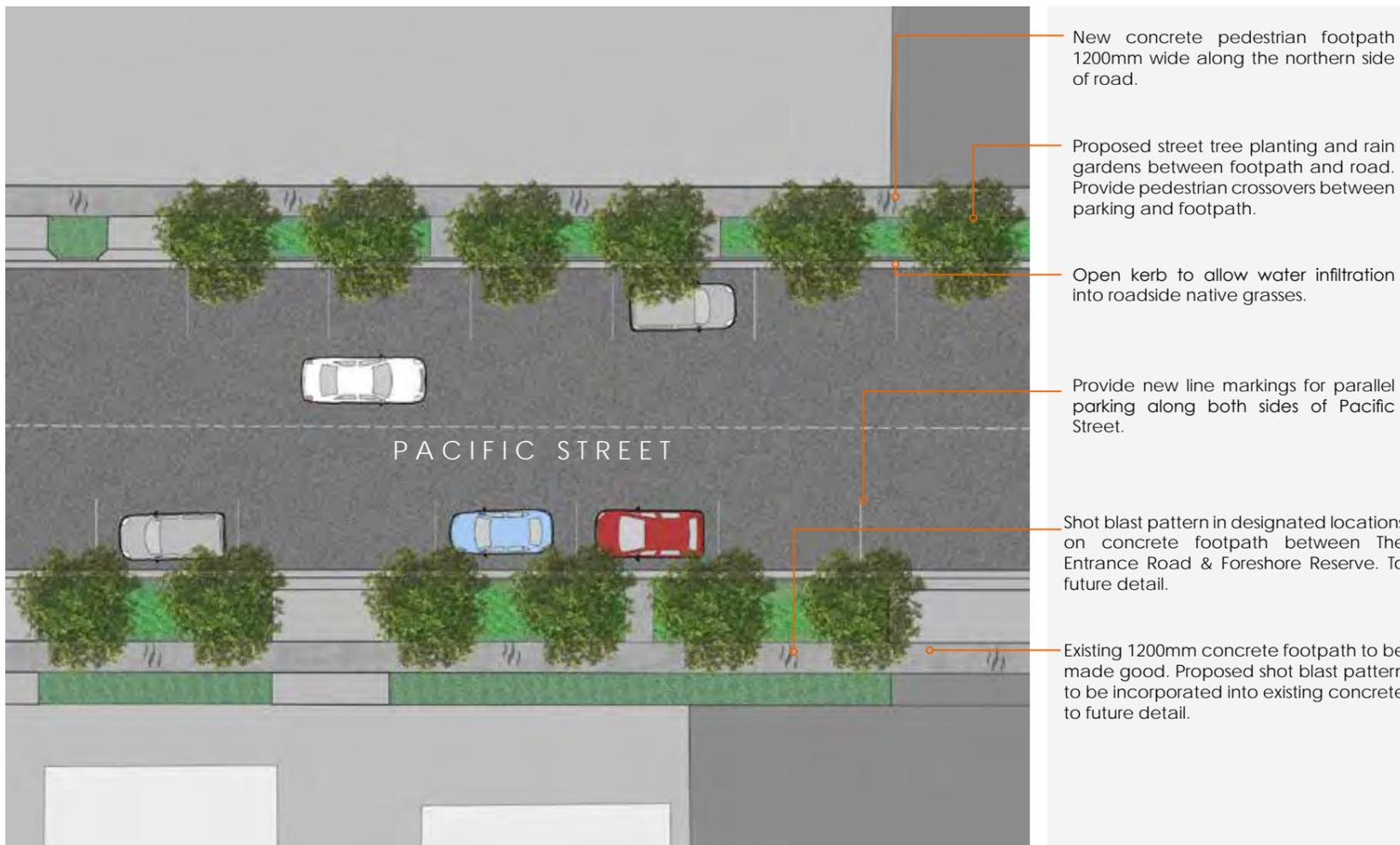


FIGURE 28. TYPICAL STREETScape DETAIL - PACIFIC STREET



FIGURE 29. TYPICAL STREET TREE PLANTING - PACIFIC STREET

5.3 POSSIBLE PROJECTS | PRECINCT B | SALTWATER CREEK RESERVE & LIONS PARK

POSSIBLE PROJECTS*	PRIORITY			TIME FRAME			PROBABLE COST			ACTION
	HIGH	MODERATE	LOW	SHORT	MEDIUM	LONG TERM	HIGH	MODERATE	LOW	
1 New boat ramp and Car park	H	M	L	S	M	L	H	M	L	Refer to Detail Plan 2A
2 Investigate Restaurant / Cafe venture	H	M	L	S	M	L	H	M	L	To be investigated by Council <small>Private funding</small>
3 Mobile food outlet	H	M	L	S	M	L	H	M	L	To be investigated by Council
4 Feature landscaping along southern gateway entry	H	M	L	S	M	L	H	M	L	Refer to Detail 2B
5 Kiosk / Restaurant / Estuary Management Education Centre	H	M	L	S	M	L	H	M	L	To be investigated by Council
6 Provide free Wifi access	H	M	L	S	M	L	H	M	L	To be investigated by Council
7 Possible improvements / upgrades to playground area in Lions Park	H	M	L	S	M	L	H	M	L	To be investigated by Council
8 Children's bicycle track	H	M	L	S	M	L	H	M	L	To be investigated by Council
9 Upgrade existing footbridge	H	M	L	S	M	L	H	M	L	To be investigated by Council
10 Delineate carparking at Lions Park	H	M	L	S	M	L	H	M	L	To be investigated by Council
11 Exercise equipment	H	M	L	S	M	L	H	M	L	To be investigated by Council
12 Entry sculpture	H	M	L	S	M	L	H	M	L	To be investigated by Council

*Refer to Figure 13 for possible project locations. Note: Locations are indicative only.

FIGURE 30. POSSIBLE PROJECT PRIORITISATION | PRECINCT B

DETAIL PLAN 2A | SALT WATER CREEK RESERVE



BOAT RAMP UPGRADE

Upgrade existing boat ramp and provide sufficient parking to encourage boat launching from Long Jetty.

CAR PARK UPGRADE

Upgrade existing car park at Saltwater Creek Reserve to provide more efficient and safe car parking adjoining park.

MOBILE FOOD OUTLET

Provide space and services for mobile food outlet to draw more users into Saltwater Creek Reserve.

OPEN LAWN AREA

Lawn area for passive activities.

ESTUARY EDUCATION CENTRE

Investigate potential for an estuary education centre with a cafe / kiosk incorporated.

THEMING IMAGES



Estuary Education Centre / Kiosk



Landscaped carpark



Short term mobile food outlet

FIGURE 31. DETAIL PLAN - SALTWATER CREEK RESERVE

DETAIL PLAN 2B | GATEWAY PLANTING



PROPOSED SEAHORSE SCULPTURE

Proposed seahorse sculpture (or other artwork) located near existing flag pole banners. Proposed sculpture to be surrounded by large feature sandstone and native grass planting.

PROPOSED FEATURE LANDSCAPING

Proposed planting of an avenue of large trees eg. Kauri Pine or Date Palms to define the entry to Long Jetty from the south.

Proposed mass planted bands of native grasses and decomposed granite to provide a pleasant entry to Long Jetty with minimal maintenance.

EXISTING FLAGPOLE BANNERS

Existing flag pole banners located in the central median of The Entrance Road at the entry to Long Jetty. Proposed mass planting of native grasses to compliment the flag poles.



FIGURE 33. CROSS SECTION - SOUTHERN GATEWAY PLANTING (Tree species indicative only)

THEMING IMAGES



Seahorse sculpture made from recycled materials



Avenue tree planting species: Kauri Pine (Note: Option only)



Median planting examples

FIGURE 32. DETAIL PLAN - SOUTHERN GATEWAY PLANTING

5.4 POSSIBLE PROJECTS | PRECINCT C | LAKE FORESHORE & JETTIES

POSSIBLE PROJECTS*	PRIORITY			TIME FRAME			PROBABLE COST			ACTION
	HIGH	MODERATE	LOW	SHORT	MEDIUM	LONG TERM	*HIGH	MODERATE	LOW	
1 Selective tree thinning to provide continuous foreshore open space and improve safety and connectivity.	H	M	L	S	M	L	H	M	L	To be investigated by Council.
2 Investigate opportunity to reinstate historical building structures on jetties.	H	M	L	S	M	L	H	M	L	To be investigated by Council.
3 Embellish existing Jetties (Lighting, bench seat, viewing platforms etc.)	H	M	L	S	M	L	H	M	L	Refer to Detail 3A.
4 New Public Park, food outlet and water play area at Watkins Jetty.	H	M	L	S	M	L	H	M	L	Refer to Detail 3B.
5 Event space along cycleway for linear festivals (eg. sculpture by the lake) to encourage use of foreshore.	H	M	L	S	M	L	H	M	L	To be investigated by Council.
6 Investigate Long Jetty Sailing Club Site as a commercial venue / youth club.	H	M	L	S	M	L	H	M	L	To be investigated by Council.
7 Signage connecting foreshore & main street.	H	M	L	S	M	L	H	M	L	Refer to Detail 3C.
8 Interpretive signage.	H	M	L	S	M	L	H	M	L	To be investigated by Council.
9 Stormwater pollutant traps and landscaped swales along foreshore.	H	M	L	S	M	L	H	M	L	Refer to Detail 3D. Detailed design documentation to be prepared.
10 Tuggerah Parade Upgrades.	H	M	L	S	M	L	H	M	L	To be investigated by Council.
11 Replace existing toilet blocks.	H	M	L	S	M	L	H	M	L	To be investigated by Council.
12 Renew Parrys Jetty	H	M	L	S	M	L	H	M	L	To be investigated by Council.
13 Linkage with Coast-to-Lake Walk	H	M	L	S	M	L	H	M	L	To be investigated by Council.
14 Reuse of Sea Scouts Hall	H	M	L	S	M	L	H	M	L	To be investigated by Council.

FIGURE 34. POSSIBLE PROJECT PRIORITISATION | PRECINCT C *Refer to Figure 15 for possible project locations. Note: Locations are indicative only.

PRECINCT C | LAKE FORESHORE & JETTIES

JETTY IMPROVEMENTS

In addition to existing general maintenance and improvement works being undertaken on Jetties, there is an opportunity to embellish existing jetties through lighting, seating and access to the water. (Refer to Detail 3A).

REINSTATE HISTORIC BUILDING STRUCTURES

Investigate opportunity to reinstate historical building structures on Watkins Jetty and Long Jetty.

OPEN LAWN AREA

Lawn area for passive activities.

LANDSCAPED SWALES

Proposed selective clearing of existing Casuarina species. Existing drainage lines to be replaced with landscaped swales to assist in filtering pollutants in stormwater. (Refer to Detail 3D).

TUGGERAH PARADE

Further improvements to Tuggerah Parade including formalisation of existing car parking areas, street tree planting and raised pedestrian crossings at Pacific Street and Thompson Street.



CONCRETE DETAIL

Proposed shot blast pattern in existing concrete cycleway for 250m to interpret the length of Watkins Jetty. Detail in the concrete will also assist in identifying the key activity node.

INTERPRETIVE WATER PLAY AREA

Potential water play area near Watkins Jetty. Water playground would form an interpretation of the lakes catchment to educate users on the importance of urban run off in the lake system. (Refer to Detail 3B).

SIGNAGE & INTERPRETIVE SIGNAGE

Proposed signage to assist with linking the foreshore with 'Urban Core' on The Entrance Road and providing history on the jetties and highlights special features of the estuary. (Refer to Detail 3C).

FIGURE 35. DETAIL PLAN - WATKINS JETTY FORESHORE NODE

DETAIL 3A | JETTY EMBELLISHMENTS

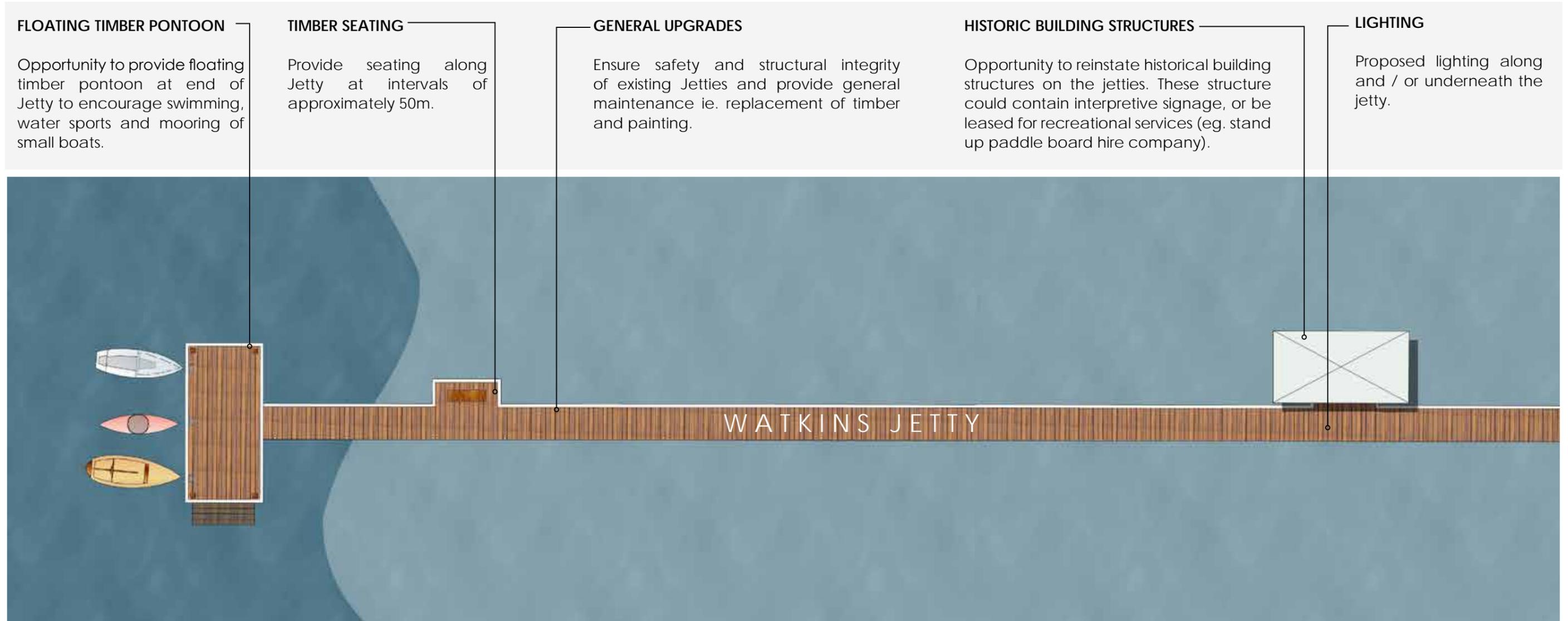
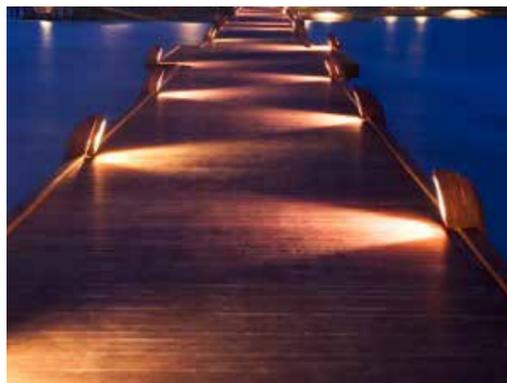


FIGURE 36. TYPICAL DETAIL - PROPOSED JETTY UPGRADES



Example of lighting along Jetty



Lighting under jetty



Floating timber pontoon example



Historical photographs showing jetty structures (Source: A History of Wyong Shire)



DETAIL 3B | WATKINS JETTY NODE



LANDSCAPED SWALES

Existing Casuarinas trees to be removed and replaced with native grasses. Refer to Detail 3D.

WATER PLAY AREA

Proposed water play area to educate users about the estuary management issues surrounding Tuggerah Lake. Play elements including water spouts, use recycled water. Formalised concrete play areas runs into an indicative creek line to interpret the journey of water through the catchment into Tuggerah Lake. Informative signage and games to be incorporated into the play area to suit a wide range of age groups.

EXISTING STRUCTURES

Existing structures to be retained and incorporated into the water play area to allow for surveillance.

TUGGERAH PARADE

Improve car parking along Tuggerah Parade to support proposed water playground.

SIGNAGE

Proposed signage to provide link to The Entrance Road. Refer to Detail 3C.



FIGURE 37. DETAIL PLAN - WATER PLAY AREA - WATKINS JETTY

DETAIL 3C | OPTION FOR FORESHORE SIGNAGE



FRONT OF SIGNAGE

Front of signage to face the foreshore cycleway providing information at each jetty. Signs are to provide a history of the jetties and their use in the 1800's and 1900's.

Information about the indigenous history of Long Jetty, and estuary management could be incorporated on the signs.

NOTE: This is an option only and is subject to Council's branding strategy.



REAR OF SIGNAGE

Rear of signage to face Tuggerah Parade to identify each Jetty.

Large steel lettering on the rear of the signage and the use of recycled materials including timber, corten steel and large bolts to interpret to the jetties.

FIGURE 38. PROPOSED SIGNAGE CONCEPT - FRONT VIEW

FIGURE 39. PROPOSED SIGNAGE CONCEPT - REAR VIEW



DETAIL 3D | LANDSCAPED SWALES

BACKGROUND NOTES:

Due to the highly developed nature of Long Jetty catchment, sediments, nutrients and litter pollute the Lake. There are limited opportunities to provide wetlands or bio-retention areas which are the types of treatment required for the removal of nutrients.

There is an opportunity to treat the storm water catchments along the Lake Foreshore Reserve. Existing Casuarina trees located along drainage lines along the Lake Foreshore Reserve were planted as part of the Lakes Improvement Program in the early 1990s. These Casuarinas tend to have a very invasive nature and generally do not assist in the removal of nutrients and pollutants in the stormwater.

RECOMMENDATIONS:

- Remove existing trees to improve solar access, maintenance access and amenity.
- Provide rock lining and native grasses along drainage channels to assist in the removal of nutrients from the stormwater.
- Gross Pollutant Traps be installed at the following Streets to catch litter and some sediment before it reaches the Lake.

1. Lake Street
2. Venice Street
3. Gladston Avenue
4. Surf Street
5. Elsiemer Street
6. Thompson Street
7. Pacific Street

SWALE

Replace existing Casuarina trees with native grasses and rock lining to open sight lines along the foreshore and assist in the removal of nutrients and sediment.

TIMBER BRIDGE

Proposed timber bridge to provide safe access across swales.

OPEN SPACE

Open space areas adjoining swales.

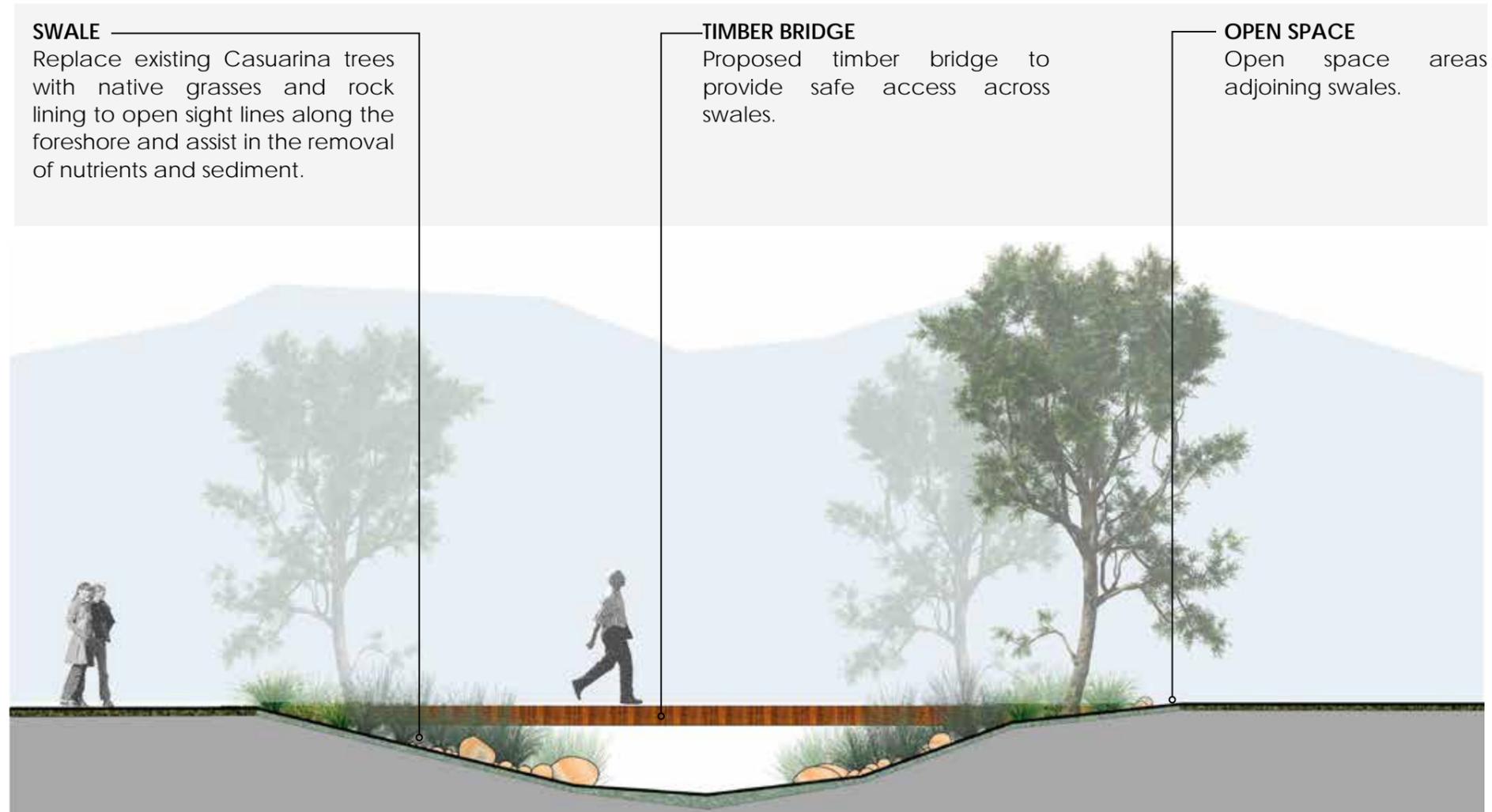


FIGURE 40. TYPICAL LANDSCAPED SWALE



Existing Casuarina Trees along Foreshore Reserve



Limited ground covers where Casuarinas dominate drainage channels.



Example of Gross Pollutant Trap

5.5 POSSIBLE PROJECTS | PRECINCT D | SOUTHERN PRECINCT

POSSIBLE PROJECTS*	PRIORITY			TIME FRAME			PROBABLE COST			ACTION
	HIGH	MODERATE	LOW	SHORT	MEDIUM	LONG TERM	* HIGH	MODERATE	LOW	
1 Provide urban planting and landscaping along The Entrance Road to unify southern precinct.	H	M	L	S	M	L	H	M	L	Refer to Detail 4A.
2 Investigate options to improve carparking along side streets.	H	M	L	S	M	L	H	M	L	To be investigated by Council.
3 Define southern gateway through built form.	H	M	L	S	M	L	H	M	L	To be investigated by Council.
4 Street tree planting along side streets (Lake Road and Minto Avenue)	H	M	L	S	M	L	H	M	L	To be investigated by Council.
5 Promote hub for Information Technology industries supported by the newly installed NBN.	H	M	L	S	M	L	H	M	L	To be investigated by Council.
6 Consolidate advertising and other signage to reduce visual clutter.	H	M	L	S	M	L	H	M	L	To be investigated by Council.
7 Formalise road treatment along side streets.	H	M	L	S	M	L	H	M	L	To be investigated by Council.

FIGURE 41. POSSIBLE PROJECT PRIORITISATION | PRECINCT D

*Refer to Figure 17 for possible project locations.
Note: Locations are indicative only.

DETAIL 4A | DETAIL PLAN - SOUTHERN PRECINCT



SIDE STREET CAR PARKING

New line markings on Side Streets (Minto Avenue and Lake Street) and signage to identify car parking spaces.

STREET TREE PLANTING

Investigate the potential to incorporate street tree planting along Lake Road and Minto Avenue to encourage pedestrian access to lake foreshore.

ROAD BLISTER UPGRADES

Proposed planting and pavement to provide safe pedestrian access across Lake Street.

STREET TREE PLANTING

Investigate the potential to incorporate street tree planting along The Entrance Road.

NATIONAL BROADBAND NETWORK

Installation of NBN due for completion end of 2013.

URBAN LANDSCAPING

Provide landscaping to compliment existing streetscape improvement works (Concrete bollards and flag pole banners) on corner of McLachlan Avenue.



Urban landscaping



Street tree planting - Local Roads



Road blister planting

FIGURE 42. TYPICAL DETAIL - SOUTHERN PRECINCT

APPENDIX A COMMUNITY CONSULTATION

A.1 Long Jetty Community Consultation Survey Results

Appendix A. Long Jetty Community Consultation Survey Results

LONG JETTY IMPROVEMENT MASTERPLAN Snapshot of Survey Results



A Survey was undertaken by Council to obtain preliminary community input into the Long Jetty Improvement Masterplan. The Survey was publicised and available on-line through Council's Consultation Hub. It was also available on paper at various locations throughout December 2012 and January 2013. The response was very good with 73 surveys submitted by the closing date. A snapshot of the results is provided below:

Key Attributes

- 1 Nearly half of all respondents thought the **Lakeside Location** was the **most important Key Attribute of Long Jetty**.
- 2 Over 70% of respondents rated **Parks and Facilities** in the **top 3 Key Attributes**.
- 3 The most popular additional Key Attribute **identified by respondents** was that Long Jetty is **Close to Beaches**.

Key Challenges

- 4 Half of all respondents thought that **Congestion** was the **most important Key Challenge in Long Jetty**.
- 5 **40%** of respondents rated **Vandalism and Employment** in the **top 3 Key Challenges**.
- 6 The most popular additional Key Challenge **identified by respondents** was that the Long Jetty streetscape looks generally **Run-Down and Poorly Maintained**.

Key Words

- 7 **37%** of respondents associated **Community** with Long Jetty.
- 8 **25%** of respondents associated **Diversity** with Long Jetty.
- 9 The most popular additional Key Words **respondents associated with Long Jetty** were **Run-Down and Neglected** but also that it has the potential to be **Vibrant and Unique**.

Key Opportunities

- 10 **71%** of respondents identified the **Parkland Foreshore Precinct** as a **Key Opportunity** for Long Jetty.
- 11 **67%** of respondents identified **Retail Development** as a **Key Opportunity** for Long Jetty.
- 12 **Half** of respondents identified **Tourism** as an **Opportunity** for Long Jetty.
- 13 The most popular additional Opportunity for Long Jetty identified by respondents was to **Clean up the Lake and Improve the Foreshore**.

Newly Installed Streetscape Improvements

- 14 There was generally a **mix of responses** about the **Newly Installed Streetscape Improvements**.
- 15 Some respondents thought it **made an improvement** and liked the **Vibrant Colours and Flag Poles**.
- 16 Some respondents thought it **didn't make an improvement** and disliked the **White Bollards**.
- 17 Some respondents **hadn't noticed** any improvements.

Other Comments

- 18 There was generally a **mix of other comments** by respondents.
- 19 A lot of comments related to **Traffic** and also to **Roads and Verges** and their maintenance and repair.
- 20 A lot of comments focussed on the **General Appearance** of Long Jetty.
- 21 There were comments both positive and negative on the **Prevalence of Second Hand Shops**.

APPENDIX B STAKEHOLDER WORKSHOP MINUTES

B.1 Stakeholder Meeting 2 (Workshop 1) Notes

B.2 Stakeholder Meeting 3 (Workshop 2) Notes

B.3 Stakeholder Meeting 4 (Workshop 3) Notes

Appendix B.1. Long Jetty Stakeholder Meeting 2: 11th March 2013

Workshop Notes

General comments:

- Lake and town are currently separated.
- Currently streets look messy / shabby - need to clean up.
- Need to look at current connections between pedestrian and cycleways.
- Look at ideas such as 'Renew Newcastle'.
- Focus on a revitalizing one key area to drive political funding and support.

Commercial Precinct:

- The Entrance Road between Toowoan Bay Road and Elsiemeir Street was generally identified as the 'Main Street'.
- Toowoan Bay Road was identified as a key opportunity to link the existing commercial precinct to the Lake front. Reasons given were the width of the road and proximity to the lake, and location at start of commercial precinct.
- Cable underground power lines along The Entrance Road in the commercial precinct to reduce visual clutter in the main street.
- Opportunity to provide gallery space for local artists.

Parks & Foreshore:

- Provide an area along the foreshore for swimming.
- Examples were given of towns with successful foreshore areas: River Walk in Townsville, River Walk in Noosa, Port Macquarie.
- The stakeholders considered Saltwater Creek Reserve and Lions Park to be an important feature of the town.
- Lions Park entry gates require enhancement.
- Opportunity to draw visitors to Long Jetty through Markets at Salt Water Creek Reserve and along the foreshore.
 - - Examples: Batemans Bay & Avoca Beach Markets
- Slow traffic along Tuggerah Parade.
- Provide exercise equipment along the foreshore.
- Needs to be a draw card between Saltwater Creek Reserve and Toowoan Bay Road to link the two areas together.

Theming:

- Significance of Long Jetty being between the Beach & Lake.
- Sustainability / recycling 'embrace bohemian theme'.
- Highlight the historical assets.
- Significance of photography in the area.

Streetscape:

- Opportunity to provide street trees on local roads between The Entrance Road and Tuggerah Lake.
- Agreement that there was currently not enough 'green' and too much concrete / hard surfaces.
- Planting in central median strip - Wyong Road is an example.
- Wide side streets provide an opportunity to incorporate planting and street trees.
- Clean footpath.
- Close down areas of parking on the main road and extend pavement to provide alfresco dining areas.
- Provide footpaths between The Entrance Road and Tuggerah Lake as a priority.

Signage:

- Signage to identify visitors they are entering Long Jetty.
- Opportunities to include signage on the existing cycleway to connect Saltwater Creek Reserve to the commercial precinct.
- General consensus that there should be consistency in signage.
- People liked the existing coast to lake signage.
- More signage to identify where parking is.
- Large areas of paving provide opportunities for alfresco dining.
- Large volume of people on cycleway creates an opportunity to direct visitors up to the commercial precinct through signage.
- 5 Lands Walk - example of successful signage.
- Use signage to let people know distance to beach, the entrance etc.

Lake:

- Lead people towards Tuggerah Lake.
- Consider removing sea grass in one location to provide a clean swimming area.
- Embellish existing Jetties with lighting.
- Currently cannot tie boats up to Jetties.
- Issues with weed at Paddle Boat Hire.

Businesses:

- Provide a tourist kiosk (ice-cream stand, coffee etc.) close to the Parks, this could link into another business such as a restaurant overlooking the lake.
- Provide space for local artists.
- Pop up cafes along foreshore.
- Diverse range of 'quirky' and 'interesting' businesses to be showcased.
- Long Jetty needs an anchor business such as a supermarket to draw people to the area.

Appendix B.2. Long Jetty Stakeholder Meeting 3: 8th April 2013

Workshop Notes

Presentation: Tuggerah Lakes Estuary

Presented by David Ryan (Wyong Shire Council)

- Projects: Regenerating Salt Marsh around Lake.
- Trying to get natural vegetation around foreshore however expensive, so focus is now on preserving existing.
- Action plan also includes fixing boat ramps, cycleways etc.
- Tuggerah Lakes Catchment - Lagoon System with a large catchment area.
- A lot of run off from valleys feeding basins.
- Lots of sediment from agricultural lands.
- Storm water run off from urban areas includes rubbish and nutrients.
- Only 1% ocean exchange from The Entrance channel.
- Lake area is 80km², catchment area is 800km².
- What goes in the lake stays in the lake.
- Near shoreline the storm water is high in sediment.
- The amount of sea grass hasn't increased since the 1960s, just the location is closer to the shore.
- The problem is the high level of nutrients, little or no mixing of water.
- Long Jetty area has the most nitrates from storm water run off in the whole catchment area.
- Solutions: Council is increasing wrack collection, replacing gross pollutant traps, community education, reduce clippings from entering storm water.
- Some residents are maintaining salt marsh and as a result species are reappearing.

Presentation: Long Jetty Master Plan

Presented by David Moir (Moir Landscape Architecture)

- Hubs have been identified to better utilise money by focusing on certain areas rather than diffuse money over whole Study Area.
- Hubs include: Southern Gateway, Foreshore Reserve, Long Jetty Village Centre and Connecting Roads.
- Long Jetty Theme - connections with the lake, natural themes, photography, natural materials, timber (referencing jetties).

Workshop Minutes:

- Opportunity to incorporate information centre to educate public about Estuary Management similar to Terrigal Marine Centre.
- Opportunity for commercial development between lake and The Entrance Road to draw people down to the lake. Watkins Jetty and Foreshore to connect to The Entrance Road.

- Enhance areas where space exists eg. Corner cafe - Glass Onion Society.
- Laneways at rear of shops to improve parking and access for shop owners.
- Need to look at projects in short, medium and long term.
- Improve and extend cycleways to provide better connections between the lake and beach.
- Existing coast to lake walk to include a section which runs through the 'Long Jetty Village Centre'
- Utilise permeable materials to reduce run off into the lake.
- Opportunity to allow lake front business opportunities and Watkins Jetty and Saltwater Creek Reserve.
- Provide a key focus area for wrack removal and cleaning the lake. This could be done at Saltwater creek reserve or Watkins Jetty.
- Existing BMX track may need new signage.
- Opportunity for bicycle hire and bike racks to encourage cyclists in the area.
- Pacific Street identified as easiest route to access the Lake with prams and bicycles as it is flat.
- Opportunity to provide Wifi internet access at Saltwater Creek Reserve to encourage use.
- Opportunity to enhance existing jetty with lighting and sculptural elements. Provide visual cues to areas from the town.
- Sculptural contests and competitions ie. sculptures by the sea.

Appendix B.3. Long Jetty Stakeholder Meeting 4: 14th May 2013

Workshop Notes

Attendees:

Wyong Shire Council (WSC):

Gary Hamer, Tania Halbert, Paul Bowditch

Moir Landscape Architecture (MLA):

David Moir, Phill Walbank, Ashley Rathgen

Gary Hamer (WSC)

- June 2008- Council resolution for the Long Jetty Master Plan to incorporate a commercial operation with education aspects.

David Moir (MLA) Presentation

Purpose of this workshop is to prioritise the proposed projects and suggest any additional projects Study Area has been divided into four key precincts these include:

A: Main Street & Urban Core

'Village Centre' shopping strip along The Entrance Road and connecting streets to the Lake (Pacific Street, Toowoong Bay Road, Thomson Street).

B: Saltwater Creek Reserve & Lions Park

Includes the two parks and section of road at the southern entry to Long Jetty.

C: Lake Foreshore & Jetties

The foreshore reserve associated with Tuggerah Lake and associated jetties (Parrys Jetty, Watkins Jetty and Long Jetty).

D: Southern Precinct

The commercial precinct at the southern end of Long Jetty.

Discussion / Feedback:

A: MAIN STREET AND URBAN CORE

Discussion:

- Development in Key Iconic Site needs to have a point of difference to other town centres
- General agreement there should be a village focus on development ie. small scale supermarket

and speciality stores

- Street upgrades to include a hierarchy of materials, and be pram, wheelchair and bicycle friendly
- Upgrade of old theatre complex into a community space to build on the existing attractions in Long Jetty

High Priority Projects

- Rezone land between Pacific Street & Thompson Street from 2 (a) to 3 (a)
- Street trees and landscape improvements
- Main street footpath upgrades
- Consolidation of car and bus parking on side streets (ie. Thompson St, Pacific St & Toowoong Bay Road)
- Urban planting and landscape improvements

Moderate Priority Projects

- Possible upgrade of old theatre complex (Key Iconic Site) into entertainment / community space
- Focal point at northern entry to Long Jetty
- Restaurant / Shopping Village / Education Centre

Long-term Projects

- Footpath widening in key areas to provide alfresco dining areas
- RMS road widening, street trees and under grounding of power lines along The Entrance Road

Additional projects identified:

- - Bicycle parking at The Entrance Road

B: SALTWATER CREEK RESERVE

Discussion:

- Opportunity to incorporate a Marine Information Centre, commercial food outlet and toilets all in one building - would require detailed design resolution
- Boat ramp improvements would require dredging
- Opportunity to incorporate services for market stalls etc. into car park upgrade works
- Provide space for a temporary food outlet in the near future - down the track a permanent food outlet could be incorporated into Saltwater Creek Reserve

High Priority Projects

- Boat Ramp and associated parking
- Car Park associated with Saltwater Creek Reserve to be upgraded
- Free WiFi access at Saltwater Creek Reserve

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- Mobile food outlet at Saltwater Creek reserve

Moderate Priority Projects

- Feature landscaping along southern gateway
- Marine Information Centre & permanent commercial food outlet

Long-term Projects

- Expansion of playground area

Additional projects identified:

- Community gardens
- Fenced off dog off leash area

C: LAKE FORESHORE AND JETTIES

Discussion:

- Existing bicycle track needs to be upgraded in some areas
- General consensus the existing jetties should be embellished with lighting, bench seating, areas for boats to pull up at jetties, platform to provide access for boats and swimmers.
- Cycleway is underwater when flooding occurs

High Priority Projects

- Embellish existing jetties
- Links between foreshore and commercial precinct
- Storm water pollution traps to catch rubbish - open up drains and landscape

Moderate Priority Projects

- New public park, food outlet and water play area at Watkins Jetty
- Landmark tree planting to identify Long Jetty
- Selective tree removal to provide open space and assist in improving safety and connectivity
- Walkway upgrades in low lying areas
- Upgrades to Tuggerah Parade

Long-term Projects

- Introduce vertical elements to provide a visual marker
- Event space along cycleway for linear festivals

Additional projects identified:

- Signage
- Exercise equipment along cycleway

- Promoting cycleway through events & festivals iconic to Long Jetty

D: SOUTHERN PRECINCT

Discussion:

- Minto and Lake Streets provide level access between The Entrance Road and the Lake (for southern end of Long Jetty).
- Opportunity to recognise buildings at the southern gateway as significant

High Priority Projects

- Provide a unifying element to define this as a precinct (ie. landscaping)

Moderate Priority Projects

- Promote area as a hub for IT industries
- Provide kerb and guttering in side streets
- Improve parking in side streets
- Review advertising and other signage in precinct and consolidate where possible.

Appendix B.4. Long Jetty Stakeholder Meeting 5: 23rd September 2013

Workshop Notes

Attendees:

Wyong Shire Council (WSC):
Gary Hamer, Tania Halbert

Moir Landscape Architecture (MLA):
David Moir, Ashley Rathgen

3 Key Stakeholders attended the Stakeholder Meeting.

- Public exhibition of Draft Master Plan was from 7th of August until 4th of September.
- The exhibition included material located at Libraries, WSC Website, Consultation Hub and Council Chambers.
- A total of 12 submissions were received and most were positive.
- A presentation of the Master Plan was presented to the The Entrance Peninsula Community Precinct. Their minutes endorsed the proposed lifestyle improvements in the Long Jetty Master Plan and look forward to its early implementation.
- This was the last workshop undertaken.
- Master Plan was well received by stakeholder and they are keen for progression from Master Plan to implementation.

Possible Projects from Public Exhibition:

- Fenced dog areas in Long Jetty.
- Community Art.
- Community festivals.
- Youth facilities e.g. skate ramp.
- Electronic display - Local information including: things to do in Long Jetty, weather and time and advertising for businesses.
- Bike track.
- Security sponsored by council and businesses to patrol Long Jetty at night.
- Signs on new bin enclosures to educate the public that what doesn't go in the bin end up in the lake.
- No off leash areas near cycleways.
- Notice for works on jetties.
- Xmas tree in Saltwater Creek Park.

Council is currently initiating the first projects of the implementation plan.

These projects include:

- Jetty upgrades
- Footbridge replacement
- New kerb ramps and bin hutches
- Wifi in Saltwater Creek Reserve