



# Wyong/Tuggerah Planning Strategy



**October 2007**

Wyong Shire Council  
Future Planning Department



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## 1.0 INTRODUCTION

### 1.1 The Strategy

This Strategy outlines Council's and the community's visions for the Wyong/Tuggerah area with a range of actions to achieve these visions. This Strategy provides a starting point from which future planning can be undertaken and the current planning framework amended. A map of the Wyong/Tuggerah area is attached (refer to Figure 1).

### 1.2 Wyong/Tuggerah

The Wyong/Tuggerah area is comprised of three components; Wyong, Tuggerah Straight and Tuggerah. Tuggerah and Wyong are separate villages, however each offers a distinct function that compliments the other and contributes to the functioning of the Wyong/Tuggerah area as a whole. The centres have developed around the Tuggerah and Wyong train stations and along the Pacific Highway/Sydney-Newcastle Rail Corridor. In recognition of these relationships and the geographic proximity of these centres, Council considers that planning for the whole area must be done holistically.

The Wyong/Tuggerah area is uniquely placed; it has extraordinary access to the rural and coastal communities of the Central Coast and to the Sydney, Newcastle and Hunter regions via road and rail transport. As the traditional gateway to the Shire, the area is the focus of trade and commerce within the northern half of the Central Coast. The centre also performs a significant social, cultural, sporting, recreation and community service for the Wyong Shire. A range of housing opportunities are offered within the centre and in the surrounding suburbs.

The Wyong/Tuggerah area enjoys an attractive environment and sensitive ecosystems. Such attributes include the Wyong River and floodplain, wetlands, creeks and vegetated hills.

### 1.3 Current Regional Planning

The State Government's Strategy for the future growth of the Central Coast Region; '*Shaping the Central Coast Strategy (1999)*' nominated Wyong and Tuggerah as areas that will each develop into a 'Compact City' and, as a whole, become the capital for Wyong Shire.

The most recent state level recognition of the relationship between the centres is the draft '*State Environmental Planning Policy No. 66 – Integrating Transport and Landuse*'. This plan identifies Wyong and Tuggerah as centres that combine to provide a range of higher order services. The plan also nominates the centres as the preferred location for large-scale suburban office development in Wyong Shire.

The draft Central Coast Regional Strategy recently released by the NSW Department of Planning (DoP) nominated Gosford as the Central Coast's only Regional City with Wyong/Tuggerah as the only Major Centre. The Wyong/Tuggerah area currently functions as the capital of Wyong Shire and the northern half of the Central Coast. This role will further develop with good planning and as the Shire's population increases and surpasses that of Gosford Shire (anticipated to occur in 2016). This Strategy has been carefully reviewed to ensure compliance with the requirements of the draft Central Coast Regional Strategy. Accordingly, Council will plan for the Wyong/Tuggerah area to become the capital of Wyong Shire and push for it to be recognised as an emerging Regional City in future reviews of the Regional Strategy.



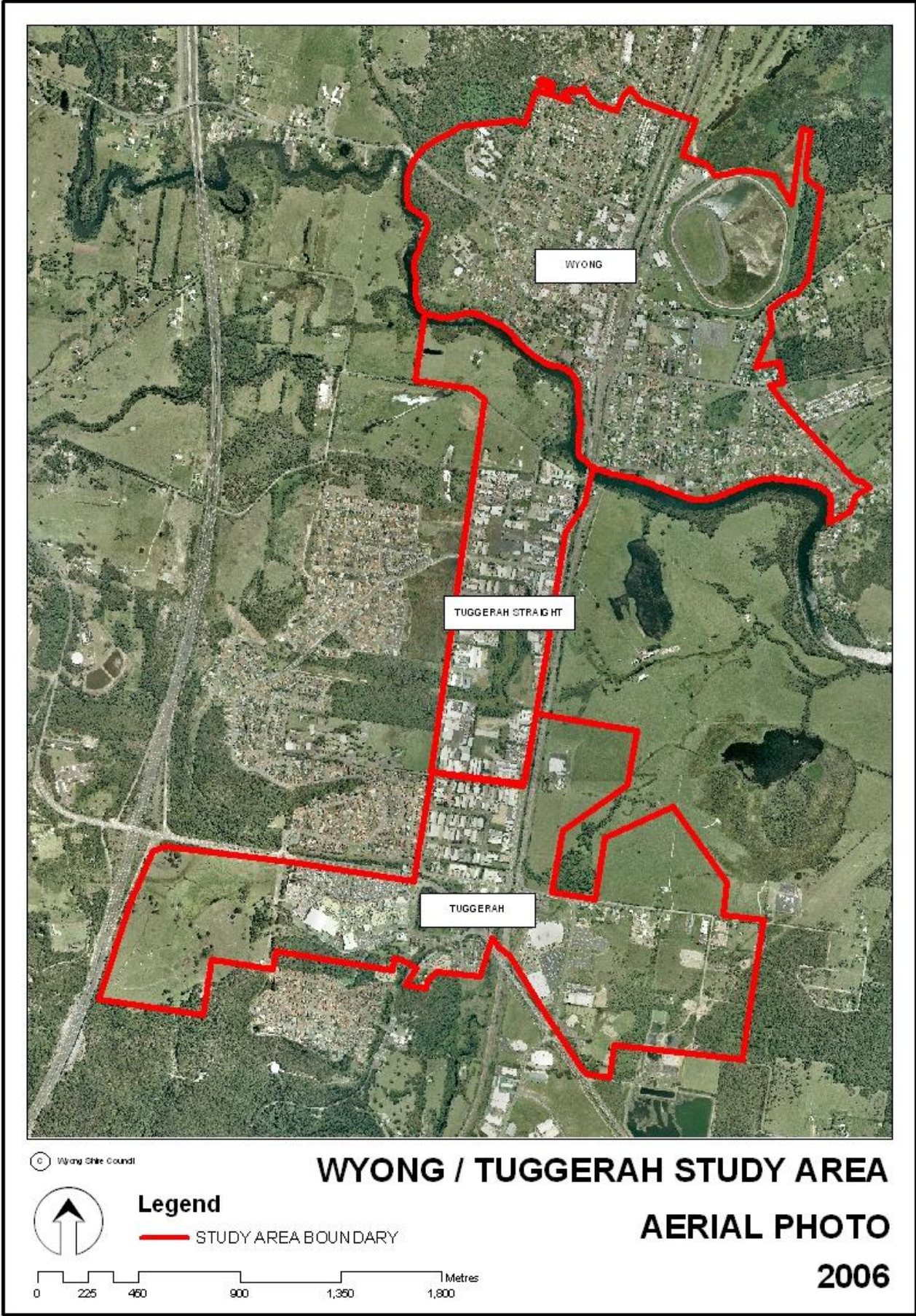


Figure 1: Aerial photo of the Wyong/Tuggerah Study Area

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## 1.4 Goals of the Strategy

The goals of this Planning Strategy are as follows:

- Encourage development that complements Council's vision for Wyong/Tuggerah and its visual and cultural characteristics.
- Enable the area to fulfill its role, over the longer term, as the capital for Wyong Shire.
- Strengthen linkages to other areas within and surrounding the Shire.
- Ensure that Wyong and Tuggerah, linked by the activity core of Tuggerah Straight, form a recognisable whole.
- Secure the economic viability of each centre and each precinct within that centre.
- Provide opportunities for development that generates new jobs.
- Ensure that the centre has the services it needs: community, recreational, public and private transport and infrastructure.
- Encourage and support development that is easily accessible by walking, cycling and public transport and that contributes to the effective use of these modes.
- Establish a high quality of building design, signage and landscaping.
- Build on the existing cultural and heritage assets of the Wyong Town Centre to enable it to develop as the "hub" of cultural activity in Wyong Shire.

## 1.5 Council's Strategic Partners

Council has worked closely with a number of groups in the early stages of preparation for the draft Strategy and has held a number of forums for the project. These groups include the local community, business groups, State Government, including the NSW Department of Planning (DoP) and the NSW Roads and Traffic Authority (RTA), and land owners and developers.

Comments and issues raised from the consultation include:

- The Wyong/Tuggerah area has a number of unique attributes that can be more effectively used, including the natural environment (i.e. Wyong River), the wooded hills and floodplains, transport infrastructure (i.e. F3 Freeway, rail, road) and recreation/open space assets (i.e. Baker Park, Pioneer Dairy).
- A greater residential population within Wyong will support the town's retail function.
- Wyong has the potential to become the cultural "hub" of Wyong Shire.
- East-west connections are poor because of the rail/highway corridors and limited crossing points.
- Aboriginal people need to be acknowledged as the traditional custodians of the Central Coast.
- As a gateway to the Central Coast and Wyong Shire, the area presents itself poorly in relation to building and signage quality, the public domain and the road/rail corridor.
- There are several key 'gateway' locations that will require high quality design.
- Pedestrian, vehicular and disabled persons access needs to be improved.
- Car parking throughout the area is an issue.
- Flooding, particularly along Tuggerah Straight, is an important issue.
- Place management, marketing and ongoing promotion will play an important role.
- The future role of, and facilities for, commuters should be considered.
- Tourist accommodation should be provided in the longer term.



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## 2.0 THE VISIONS FOR EACH CENTRE

### 2.1 Wyong/Tuggerah

The Wyong/Tuggerah area will:

- Function as the capital of Wyong Shire and the northern half of the Central Coast.
- Provide an important and attractive gateway for the Central Coast and the Shire.
- Provide a variety of housing, accommodation and lifestyle choices.
- Make a strong statement as to the community identity through its people, built form and natural topography.
- Perform a strong business and employment function with the following economic roles for each precinct:
  - Wyong as the Shire's central administrative and town-based commercial area;
  - Tuggerah and Tuggerah Straight as the Shire's central focus for light industrial development, centre support and bulky goods activities; and
  - Tuggerah Town Centre as the Shire's major retail area.
- Integrate a range of recreation, sporting, cultural, leisure and social activities within high quality spaces and places.
- Provide a focus for cultural activity in the Shire.
- Supply a regional transport node that integrates all transport functions.
- Enhance pedestrian and bicycle linkages to and within the Wyong/Tuggerah area.

### 2.2 Wyong

Wyong will:

- Become the cultural and heritage focus for the Shire and a culturally-based tourist destination for people visiting and living on the Central Coast.
- Provide the Shire's central area for civic, health, post high school education and administrative services.
- Have strong links (physical, visual and cultural) between the Town Centre, Wyong River and the surrounding districts, including the valleys to the west and Tuggerah Straight to the south.
- Create a new system of pedestrian and bicycle paths to link existing and new residential areas, as well as cultural and tourism facilities.
- Be a living centre with a range of accommodation types where residents can:
  - work, study and visit the health, retail, educational and administrative services during business hours;
  - use public transport;
  - have the opportunity for informal meeting, gathering and relaxation in quality public and private spaces and places;
  - take part in a range of cultural activities;
  - enjoy café and restaurant dining throughout the week; and
  - enjoy a range of public and private recreation and open space opportunities.
- Provide a high quality public domain that complements the surrounding residential development and the town's heritage focus.
- Concentrate higher density development around the Town Centre and key public areas including the Wyong River foreshore, Baker Park and the Wyong Town Park.
- Maintain the existing backdrop to development and selected view corridors and vistas.
- Develop a superior standard of urban and building design.
- Enjoy a strong District retail component.

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## 2.3 Tuggerah

Tuggerah will:

- Provide the primary retail centre for Wyong Shire focused on Westfield and to a far lesser extent, Anzac Road.
- Focus mixed-use development on Anzac Avenue.
- Supply support and bulky goods retailing focused on Bryant Drive and in the longer term a small clustering on the Tuggerah Gateway Site.
- Develop a commercial function, focused on Anzac Road, which does not compromise the function of Wyong.
- Ensure development is responsive to the flood character of the area and minimises asset loss in the case of a flood.
- Improve integration between Westfield and the new Town Centre focussed along Anzac Road, emphasising safe and legible pedestrian connection.
- Improve pedestrian and bicycle linkages between major retail, centre support, employment, transport, sport and recreation infrastructure including the Supa Centa, Westfield, Pioneer Dairy and the surrounding residential areas.

## 2.4 Tuggerah Straight

Tuggerah Straight will:

- Provide the Shire's central area for centre support businesses and town-based light industrial uses that service the residents of Wyong Shire.
- Combine with the Bryant Drive area to provide a viable alternate bulky goods destination to The Entrance Road at Erina.
- Create a physical and visual link between the more intensively developed Wyong and Tuggerah areas and the surrounding recreation, residential and employment areas.
- Provide consistent and high quality design standards for building design, landscaping and signage.
- Maintain a flood mitigation and water treatment role consistent with the flood character of the area.



**Figure 2:** The southern half of the Wyong/Tuggerah study area looking north

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### **3.0 KEY STEPS TO ACHIEVE THE VISIONS**

#### **3.1 Encourage a variety of mixed-uses**

Within the Town Centres residential development will combine with a mixture of uses to encourage street-based activity, passive surveillance and increase centre viability.

In Wyong mixed-use development will be encouraged on the eastern end of River Road, with ground floor retail and commercial use facing the river and Rankens Court, but with more intensive residential use on higher floors. Commercial floor space is permitted as part of mixed-use development on the eastern side of Wyong Station, fronting Howarth Street between Rose Street and Warner Avenue.

In Tuggerah mixed-use development will be focused along Anzac Road, around the new town square, and within the 'Triangle' site. Mixed-use development may also be incorporated into the 'Gateway' site.

#### **3.2 Consolidate the retail, centre support and bulky goods activity**

Concentration of the Shire's retail, factory outlet and bulky goods functions will ensure the area remains the dominant home for retailing and bulky goods and a significant contributor to local employment. This expansion will take place in accordance with the floor space limits and timings outlined in the Wyong Shire Retail Strategy.

In Tuggerah Westfield will remain Wyong Shire's largest shopping centre with improved integration and physical connections to the train station. Future retail expansion of the Westfield centre will focus on the existing site and improving the Town Centre focus on Anzac Road. Commercial development on the Tuggerah Gateway Site should be of a large scale, similar to Norwest Business Park. Small scale offices must locate in established town centres such as Wyong.

Bulky goods retailing will consolidate its position within Tuggerah Straight along Mildon Road, part of Johnson Road and on Bryant Drive.

#### **3.3 Revitalise retail activity in the Wyong Town Centre**

Wyong will remain a significant contributor to local employment, with the revitalisation of Wyong Plaza and support of the existing strip aimed at strengthening its retail role. Wyong's administrative, commercial and civic functions will strengthen as a range of quality commercial floor space is developed and more administration and services commensurate with its central role are developed. Incentives, in the way of increased density, will be offered for developments that consist entirely of commercial floor space.

Council will prepare a parking strategy that provides centralised parking to support the Town Centre. Limited commercial development will be permitted immediately east of Wyong station such as local convenience facilities. The focus of commercial activity is to be on the western side of the train line.

#### **3.4 Create more living opportunities**

A mixture of living options are required to accommodate the additional residents expected in the Wyong/Tuggerah area by 2031. Incentives for lot amalgamations good building design will lead to variety in building height and a landscape that is in keeping with the residential amenity and character of the area.



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In Wyong there is long-term potential to develop high quality medium density residential development, particularly:

- in association with retail and commercial uses in the Town Centre (mixed-use);
- adjoining and overlooking high quality public places;
- in areas that are less visually prominent and within a 10 minute walk of the train station and Town Centre; and
- in areas that are not flood liable or that provide flood free pedestrian access.

Residential opportunities in Tuggerah will be provided for on the 'Gateway' and 'Triangle' sites and some opportunities may also exist within the Tuggerah Town Centre. Residential development is being allowed in these areas to:

- provide a focus or 'heart' for the Tuggerah area (focused on Anzac Road);
- form an active connection between Westfield and Tuggerah Station; and
- more effectively use existing infrastructure, including Tuggerah Station.

### **3.5 Concentrate activity and urban renewal in and around the town centres**

Existing public open space areas will be improved to provide high quality pedestrian, recreation, social and cultural spaces and linkages to connect major activity generators. Developments adjoining public spaces will be encouraged to promote surveillance and provide a high level of residential amenity. The amended contributions framework will enable public areas to be improved as the area develops.

In Wyong development around areas such as Baker Park, River Road, the Wyong River foreshore and the Town Park must not compromise the high amenity of these areas.

In Tuggerah activity will be focused around the train station and Anzac Road. The new civic square will be the focus of public activity with pedestrian linkages (ground level and raised walkways) to improve connections. Facilitating safe access between Tuggerah and new recreation opportunities north of Lake Road is an important goal.

### **3.6 Focus on amenity, liveability, safety, lighting, public art, and open space**

Streets, plazas, laneways, footpaths and on-street parking will be an integral part of the public realm and the attraction of the Wyong/Tuggerah area. These areas will be designed to function as urban open spaces and places where pedestrian movement and social interaction is facilitated. Quality public spaces will be achieved through:

- consultation with the public, including both the Aboriginal and wider community;
- preparation of a Public Art and Place Making Master Plan;
- clear design guidelines for surrounding development;
- detailed planning for the public and private domain including master plans for key areas such as River Road, Baker Park, Wyong Town Park and Tuggerah Town Centre;
- comprehensible Developer Contribution and agreement strategies to improve these areas; and
- building on the individual strengths of each area to make them destinations in their own right.

Throughout the Wyong/Tuggerah area, and particularly in Wyong, maintaining views, vistas and remnant vegetation is important to preserve the character of the area. Maintaining the green backdrop and views from and to the Town Park is an important urban design goal.

In Tuggerah the focus will be on streets, the new civic square on Anzac Road and open space areas that are created on private lands (e.g. the 'Gateway' site).

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### 3.7 Create a flexible, developer friendly, urban design framework

The new planning controls for the Wyong/Tuggerah area will provide a system of developer bonuses whereby additional heights and increased density may be achieved if specific criteria are met. Outcomes include: variation in roof heights and forms; increased landscaped areas, consolidation of lots, creation of landscaped walkways between public areas, embellishment of key public areas, and restoration of selected sensitive habitats.

### 3.8 Create a pedestrian and bicycle focused environment

The ability to walk in pleasant and safe open space is an important element of an attractive place. Pedestrian and bicycle movement must be convenient, attractive in all weather conditions, and aim to be safe at all times. Improving east-west pedestrian connections and access to public transport are important goals. Building facades should adjoin movement areas and public spaces to facilitate and enhance pedestrian safety, comfort and use. Key pedestrian and bicycle paths that link with public transport, the residential areas and key public areas (golf courses, Pioneer Dairy etc.) will be developed as a priority.

In Wyong the north–south link across the Wyong River and the Pacific Highway is to be improved. It will be upgraded as a part of the RTA’s plans for the Pacific Highway.

In Tuggerah a pedestrian footbridge will be provided over the Pacific Highway at Anzac Road, and a link from the Town Centre in Anzac Road to the ‘Triangle Site’ and Westfields will be created.

### 3.9 Improve parking management

With increased development, parking management must be improved. Similarly, the siting and visual impact of car park areas must also be considered.

Within Wyong rationalising car parking on both the eastern and western side of the rail station is important. As part of development Council will investigate whether an appropriate site can be identified for a public car park or several car parks within the town centre or rail corridor.

Within Tuggerah parking will be provided as a part of each development and on private land adjacent to the Tuggerah train station.

### 3.10 Develop the area’s tourism, cultural and heritage values

The Wyong/Tuggerah area will develop as an attractive place to live as well as to visit. Goals will be pursued that provide;

- passive tourism activities focused on the natural and built environment;
- active tourism focused on sports, recreation opportunities and events;
- cultural tourism focused on cultural events and activities;
- regional tourist accommodation and smaller accommodation opportunities (e.g. Bed and Breakfast development along Wyong River);
- multi-purpose tourism facilities to compliment the valleys, lakes and beach areas;
- expansion of existing built and environmental heritage items;
- liaising with key stakeholder groups including tourist groups and cultural organisations (e.g. Darkinjung Local Area Land Council).

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Within Wyong developing the cultural, heritage and tourism value is an important step towards creating an attractive, liveable and economically viable centre. This will involve:

- identifying a heritage theme for the town centre and a distinct heritage 'core';
- supporting existing cultural organisations and business to develop and grow;
- encouraging the establishment of new cultural enterprises;
- creating pedestrian and bicycle links between key sites and public places;
- a cultural program that includes festivals, events, a performing arts centre, heritage walking trails and placemaking and public art projects;
- encouraging appropriate tourism and accommodation development;
- design guidelines for new development in key areas; and
- locating a major tourist information centre in conjunction with other cultural and community developments.

In Tuggerah where culturally-based tourism may not be as appropriate, tourism in this area should focus on geographic location and gateway to the Central Coast region.



**Figure 3:** Alison Homestead.

*A key goal will be to link key historic attributes to the Wyong/Tuggerah area by a system of heritage walking and driving trails and public art.*

### **3.11 Build on the existing local and regional community service functions**

As well as supporting the health and wellbeing of the residents of Wyong Shire, community services provide a high number of jobs and visitors to Wyong. They compliment the Shire's central administrative and commercial function and contribute to the economic viability of the Shire.

Wyong will enhance its role as a focus for community and social service providers. Existing community organisations and social services will continue to operate and include Community Health, Centrelink, Wyong Court House, Wyong Family Day Care, Police, TAFE, Schools, Yerin Aboriginal Services, Burnside, Darkinjung Local Aboriginal Council, Centacare, Salvation Army, Rose Cottage, Katakuda Women's Housing, Past School Options etc.

In Tuggerah opportunities for the provision of additional community services will occur through the expansion of major retail elements in the area and creation of a new civic focus on Anzac Road.

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## 4.0 WYONG/TUGGERAH STRATEGIES

There are a number of strategies that apply across the Wyong/Tuggerah area. These strategies expand on and articulate the overall vision for the centre and include principles and specific actions for future planning that relate to Traffic and Transport Management; Infrastructure and Flooding; Regional Open Space and Recreation Corridor; Physical Environment; Public Domain; and Community and Cultural Planning.

### 4.1 Traffic and Transport Management

Wyong Shire has a high dependency on the motor vehicle. This results in major traffic management issues and impacts on the functionality of the Wyong/Tuggerah Centre as people move within and through it. Traffic needs to be addressed across the whole area to create a centre that is attractive to business, commerce, residents, and visitors.

#### *Principles and Actions*

- The two major roads dissecting the Wyong/Tuggerah Centre are State Roads (Pacific Highway and Wyong/Cobbs Road). Both roads need to be upgraded to a standard that can service traffic levels anticipated for the next 20-30 years.
- Development around Wyong and Tuggerah Rail Stations should recognise and support their regional transport status within the Shire.
- The proposed Strategic Bus Route that will run through the Wyong/Tuggerah Centre should provide the focus for improved bus services and community transport initiatives.
- Bus and taxi ranks must be central to services, visible from public spaces, and provide comfortable waiting areas.
- Establish car parking across the Wyong/Tuggerah Centre that is sufficient to support business, retail, recreational and residential development. It must be well located, safe and convenient for users.
- Investigate the ability for Joint Venture Development to improve public car parking in a number of key locations.
- Provide for all types of transport movement with adequate capacity infrastructure, funded and implemented at the appropriate time.
- Future upgrades to bus interchanges and train stations should improve integration within the Wyong/Tuggerah Centre.
- Encourage rear lane access to businesses within the Centre.
- Investigate water transport opportunities for tourism and possible future public transport initiatives to Wyong.
- Reclassify Hue Hue and Old Maitland Roads as “Regional Roads” (through submission to the RTA) in recognition of their regional role as roads that connect the western side of the Shire. With funding these roads are to be upgraded and maintained.
- Work with the RTA to complete a strategic evaluation of movement in the Centre to:
  - estimate the impacts of traffic generated by additional development;
  - identify and prioritise traffic management strategies and capital works; and
  - identify opportunities to improve accessibility between the eastern and western side of the rail corridor.



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## 4.2 Pedestrian/Bicycle Movement

One of the significant changes that can be made within the Wyong/Tuggerah Centre that would improve its integration, linkages and functionality is improving pedestrian and bicycle movement. This is especially important given that Central Coast residents are very car dependent.

### *Principles and Actions*

- Increase connectivity for pedestrians, cyclists and scooters by providing a mixture of on-road, off-road and shared pathways.
- Educate residents and visitors about the location and availability of non-car transport.
- Link pedestrian source areas (where they come from) and destinations (where they are going) such as schools, shopping facilities and residential areas.
- Increase permeability to both train stations by creating new landscaped walkways and overpasses (including an additional pedestrian overpass across the Pacific Highway for both stations).
- Provide pedestrian rest areas, adequate street furniture and shade trees along pathways and at focal points along the route.
- Provide safe, secure bicycle storage at the major transport nodes, places of business and retail establishments.
- Improve pedestrian safety along pathways (eg underpasses and crossing major roads).
- Increase pedestrian access and create new landscaped walkways.
- Identify the Wyong/Tuggerah area links in the current Wyong Shire Bicycle Plan.



**Figure 4:** Anzac Road, Tuggerah looking west.  
*Improving pedestrian linkages and amenity in the Tuggerah area is an important goal of the Strategy.*

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### 4.3 Flooding and Infrastructure

Infrastructure will require improvement to cater for additional development. Redevelopment provides an opportunity to maintain, change or add to existing infrastructure. A coordinated approach must be developed for issues such as roads, utilities, pathways, parking, stormwater and flood management, open space and reserves.

The study area is formed around and within the Wyong River and associated floodplain catchments. Given the Centre's topography, the flooding of Wyong River, Mardi Creek and Ourimbah Creek is a key determinant of development potential. Figure 6 illustrates the key hydrological features in the study area.

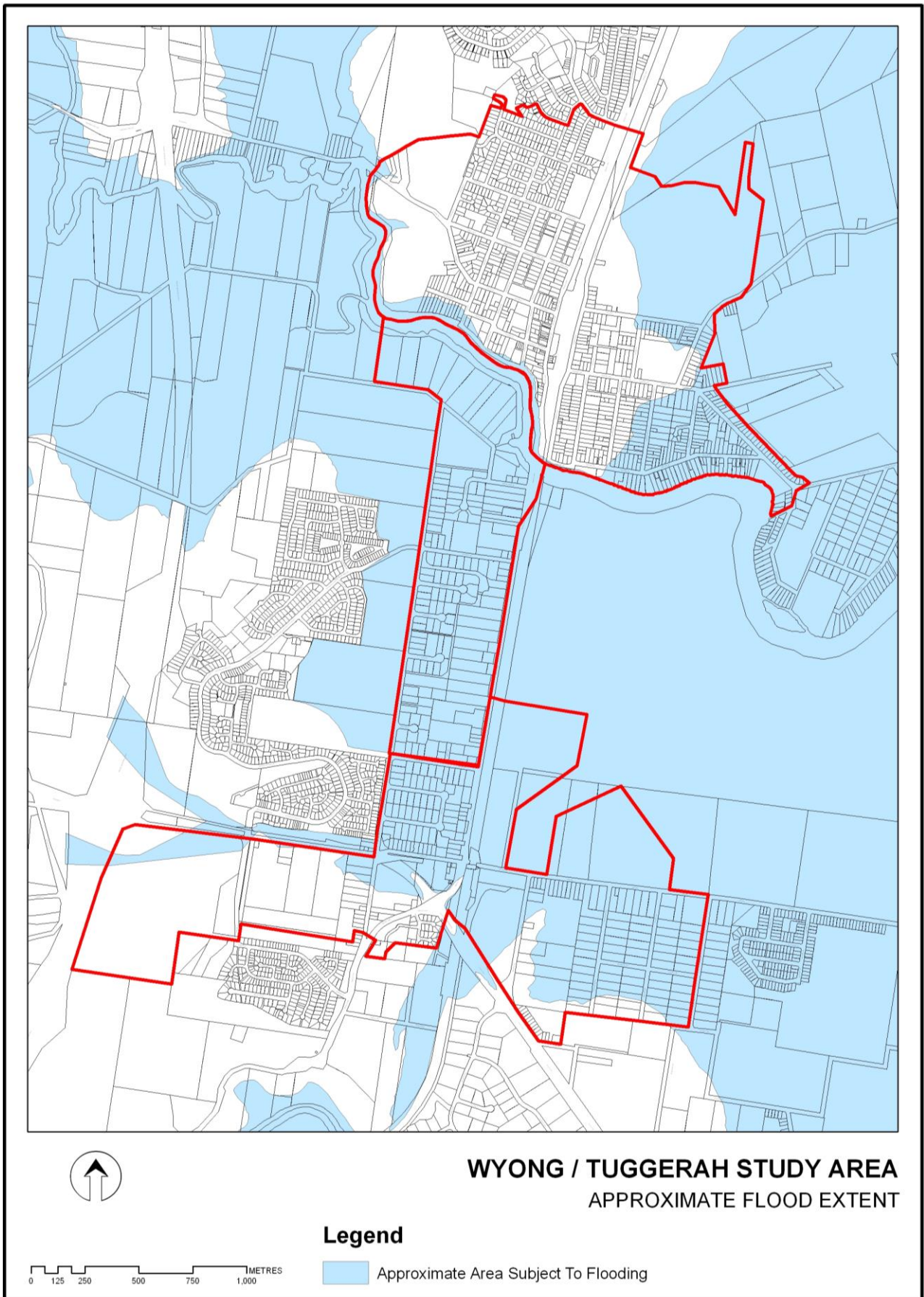
#### ***Principles and Actions***

- Public infrastructure should be planned prior to future development to ensure it is adequate to support and encourage development.
- Development should contribute to the cost of public infrastructure through contribution plans, developer agreements and the like.
- Future development needs to ensure that flood impacts (eg increased flood levels, nutrients and changes to low flow regimes) are minimised to reduce the impact on the surrounding sensitive landscapes and existing development.
- Redevelopment of flood prone land must ensure that:
  - the community is educated about the natural process of flooding and ways to minimise its impact without compromising the environment;
  - flood levels and flows are not increased (i.e. no construction in floodway area);
  - habitable rooms are not created below the flood level;
  - basement car parking is not created below the flood level; and
  - businesses operate to minimise threat or damage during floods.
- Investigate opportunities to incorporate Water Sensitive Urban Design (WSUD) as part of development/redevelopment.
- Continue the current safety monitoring program for Mardi Dam.
- Undertake a major review of infrastructure requirements and capacity once a preferred development strategy has been adopted.
- Prepare a detailed flood analysis of the impact that future development will have in the floodplain.
- Investigate how proposed development within the Tuggerah area will impact on the flood nature of the area.



**Figure 5:** Historical flooding in Tuggerah Straight (1949).  
*The Pacific Highway looking south (photo courtesy of David Williams).*





**Figure 6:** Hydrological features of the Wyong/Tuggerah area, including the approximate 100 year flood line.

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#### 4.4 Regional Open Space and Recreation Corridor

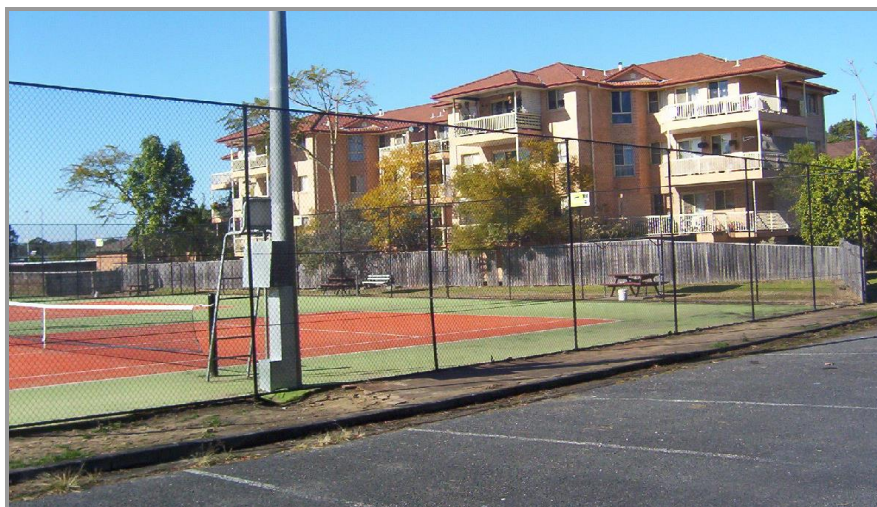
There is a unique clustering of open space and recreation opportunities along the eastern side of the Wyong/Tuggerah area. This open space corridor starts at Club Tuggerah in the south and extends to the Regional Sporting Fields on the Pacific Highway north of Wyong. This corridor includes the Regional Sports Centre; Wyong Horse Racing Track; the Tuggerah wetlands; two golf courses (Wyong and Koindah); Baker Park, including Wyong Tennis and Sports Club, and Wyong Netball Association; Wyong Bowling Club; the Wyong River and Foreshore areas; Pioneer Dairy, associated wetlands and the proposed National Park; and Club Tuggerah and associated sporting fields.

Opportunities exist to improve linkages (i.e. through a shared walking trail/bicycle system) within this corridor and with other recreation and open space opportunities on the western side of Wyong/Tuggerah. This corridor will complement the more intensive development of the area. Crucial to the success of the open space and recreation corridor will be improving connections over the Wyong River, the rail corridor and the Pacific Highway. Other assets that could link to this area include Chapman Hill and reserve; Porters Creek Wetland; Wyong River foreshore; the Tuggerah and Mardi wetlands; Mardi landfill site; and any future water features and open space opportunities on the Tuggerah 'Gateway' site.

The old landfill site at Mardi may provide a recreational and open space opportunity, subject to the findings of a detailed contamination study and Plan of Management for the site.

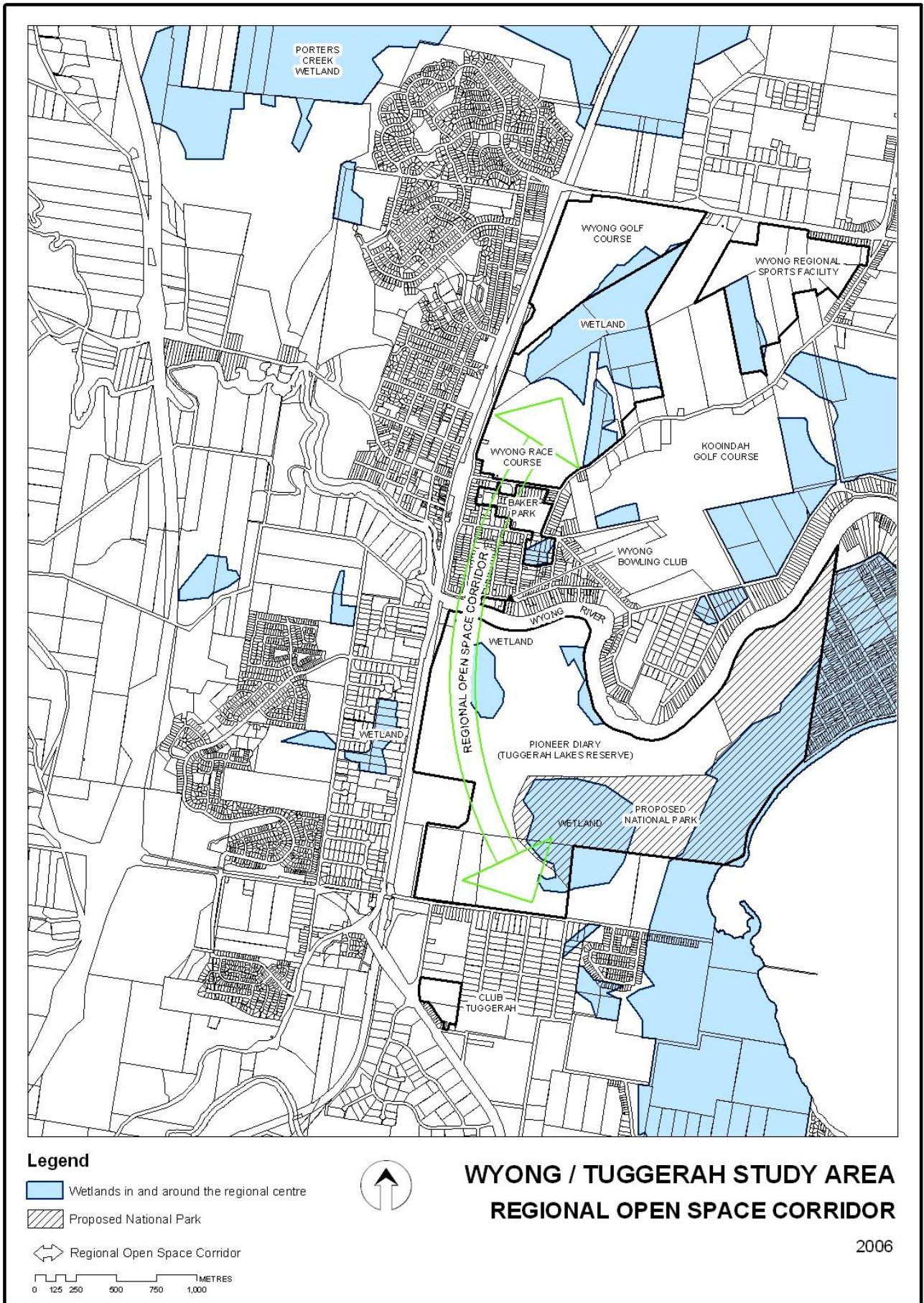
#### ***Principles and Actions***

- Establish a safe and efficient pedestrian/cycleway between the corridor components.
- Improve links between the rail corridor and the two train stations as well as land uses to the west of the corridor.
- Support Tuggerah Lakes Reserve Trust in developing Pioneer Dairy into a regionally significant passive and active area combining its natural, environmental and scenic values with its public ownership and location attributes.
- Complete the Plan of Management for the old landfill site at Mardi – identify potential open space and recreational uses that would benefit the adjoining residential area.
- Provide lower impact recreation activities on more sensitive areas such as:
  - viewing platforms and walkways for wetlands and riparian foreshore; and
  - viewing platforms at lookouts.
- Undertake a major review of the Baker Park Plan of Management (POM) that seeks to improve and enhance the sporting function of this precinct.



**Figure 7:** Tennis courts at Baker Park, Wyong. The Baker Park POM will be reviewed to improve the sporting function of this precinct and integrate with proposed surrounding development.





**Figure 8:** The Wyong/Tuggerah Regional Open Space Corridor

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## 4.5 The Physical Environment

The Wyong/Tuggerah area is formed around and within the Wyong River and as such, has some significant environmental assets. Future development must ensure that the problems associated with development (e.g. increased runoff and nutrients, changes to flow regimes, etc) have minimal impact on the surrounding sensitive landscape.

### ***Principles and Actions***

- Promote the area's attributes through environmental education in the community.
- Protect, preserve and enhance indigenous hilltop planting and riparian landscapes.
- Provide lower impact recreation activities on more sensitive areas such as viewing platforms and walkways.
- Retain and enhance buffers to the SEPP 14 wetlands within and adjoining the area.
- Undertake regeneration and rehabilitation works.
- Identify and enhance existing environmental corridors.
- Retain and link Tuggerah wetlands and wetlands north of the Wyong Race Course through the Regional Open Space Corridor walking trail system.
- Protect natural assets from pollution by incorporating source controls in the catchments (eg. constructed wetlands, stormwater infiltration trenches, gross pollutant traps, etc).
- Investigate environmental and cultural interpretation opportunities both within the Wyong/Tuggerah area and in the adjoining areas (i.e. Pioneer Dairy).
- Investigate whether Tuggerah Wetland should be rehabilitated and how the area should be managed in the future.



**Figure 9:** *Protect, preserve and enhance riparian landscapes is an important goal of the Strategy.*

## 4.6 The Public Domain

The location of roads, parks, sporting facilities, river foreshore areas, clubs and reserves within the Wyong/Tuggerah area and in close proximity to regional transport infrastructure provides a number of important opportunities and strengths.

### ***Principles and Actions***

- Develop public areas to become destination points for people from within and outside the Shire.
- Maintain and enhance public spaces and activities to create a sense of community connection and encourage business growth.

- Create a safe and legible public domain that includes landscaped walkways.
- Ensure that access of sunlight and other amenity components are maintained.
- Create additional access points to major public spaces, particularly east-west connections over the rail corridor and north-south connections over Wyong River.
- Extend public domain improvements and design themes to surrounding private lands.
- Establish structural plantings that will improve the legibility and amenity of the area.
- Maintain, protect, and enhance the natural amenity, bushland, river corridor for inclusion within the public domain.
- Investigate potential for a walking trail system within and around the area that links:
  - the Regional Open Space and Recreation Corridor;
  - existing residential areas surrounding the Wyong/Tuggerah area;
  - key facilities in and around the centre such as Alison Homestead, schools and Wyong Race Course; and
  - key open space and environmental attributes such as Chapman Hill and the old landfill site, McPherson Road, and Porters Creek wetland.
- Implement the Local Parks Strategy.
- Investigate possibilities to relocate certain public uses where suitable alternative locations are found.

#### 4.7 Community and Cultural Planning

Wyong Council has adopted a Cultural Plan. The actions that this Plan has identified as high priority and that are relevant to the Wyong/Tuggerah Centre are shown in Table 1 below.

##### ***Principles and Actions***

- Implement the recommendations of the Wyong Social Planning District Area Plan.
- Develop a Placemaking and Public Art Policy/Strategy.
- Encourage State Rail to develop a signage and landscaping policy.
- Connect existing cultural and heritage assets to the pedestrian/bicycle network.
- Implement the recommendations of the Cultural Plan for Wyong Shire.

**Table 1: Cultural Actions**

Key action	Priority	Action
Establish and resource a Performing Arts Centre to provide a focus for community cultural activity and pride, and to nurture youth performing arts.	Highest priority	Site identified and planning commenced
Develop Wyong township as a focus for cultural activity for the Shire by building on its natural features, its heritage, its cultural organisations and events.	Highest priority	To be nominated as part of this strategy
Develop and implement a communications strategy to encourage creative businesses and organisations to locate in Wyong township.	Very important	Timeframe: Year 2
Maximise the use of the Council Chambers as a focus of community pride by developing and resourcing a strategic plan for the display of material in the foyer including heritage and visual arts material.	Very important	Timeframe: Year 1 – plan Year 2 – implement
Establish a network of three Arts Centres (Wyong, The Entrance and Lake Munmorah) to cater for the needs of the visual arts and crafts community.	Important	Current expressions of interest to use the Wyong Community Arts Centre
Consult with writers' groups on the feasibility of establishing a Writers' Centre in the Wyong township.	Very important	
Provide seed funding for the establishment of a youth performing arts project in association with the proposed Performing Arts Centre.	Very important	Ongoing youth projects
Encourage use of the Pioneer Dairy site to provide opportunities for the interpretation of environmental and cultural heritage.	Very Important	Plan of Management being prepared for the Pioneer Dairy
Develop a heritage walking trail of Wyong township, including interpretive signage and a brochure.	Very important	Year 2 – implement
Mark Shire gateways with signage such as banners and hoardings that reflect cultural identity.	Very important	Implement as part of this strategy

<sup>1</sup> A Cultural Plan for Wyong Shire, 2005, "A Plan for Action", pp.60-76



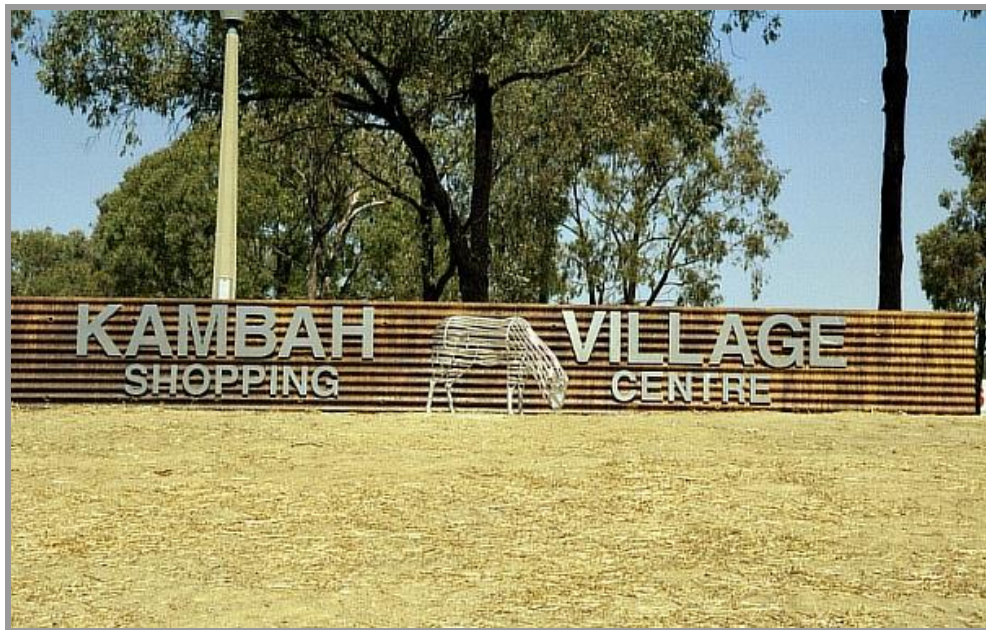
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## 4.8 Place Making and Place Management

The development of the Wyong/Tuggerah Centre as an identifiable whole will require a coordinated effort from governments, the community, business owners, residents, investors, developers and interest groups. A Place Manager may be appointed for the Wyong/Tuggerah Centre to oversee projects within the area.

### *Principles and Actions*

- Employ a place manager for the Wyong/Tuggerah area to work with the business chambers and community organisations in promotion of the area.
- Concentrate on promotion of the centre, major events and activities, and encourage compatible businesses to appropriate locations with the precincts.
- Gateway signage is to be located at strategic entrances. Such signage should be developed in consultation with the community.
- Strengthen the local identity by providing area specific directional signage and business signage. This may be developed through a community art project involving local schools and the general community. The signage scheme must be consistent with controls for signage on private lands.
- Actively encourage the creation of public and community art that enhances the cultural and heritage assets of the area.
- Complete and implement a placemaking and public art masterplan that encourages both community and public art in the public and private domain and at key entry points to the Wyong/Tuggerah area (in consultation with the public).



**Figure 10:** An example of area specific gateway signage in Canberra, ACT.



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## 5.0 DEVELOPMENT STRATEGIES

There are a number of development strategies that apply to each precinct within the study area. An Urban Design Vision and Masterplan has been prepared to guide development, outlining what heights and form development will take. Rezoning and amendments to the existing planning framework are required for the visions to be realised.

### 5.1 Wyong

#### *Principles and Actions*

- Develop Wyong as a cultural hub for the Shire.
- Reinforce Wyong's role as the primary area for centre-based commercial and administration for the Shire.
- Continue to serve as the key administrative centre for community services.
- Maintain and enhance view corridors from within the Town Centre.
- Maintain and enhance the significant distant skyline views of the Town Centre.
- The character, bulk and scale of new development must enhance the natural backdrop of the Town Centre.
- Improve linkages between east and west Wyong, especially across the railway line and Pacific Highway.
- Examine the future use of Wyong Pool in consideration of the proposed Warnervale Aquatic Centre.
- Investigate the development of a business enterprise centre in the Wyong Town Centre that complements the Ourimbah Campus of the University of Newcastle.
- Encourage business that has a heritage/cultural focus including antique stores, book stores, framing stores, painting stores, etc.
- Connect cultural and heritage assets to the pedestrian/bicycle network.
- Develop heritage design guidelines to ensure future development supports the heritage character of Wyong.
- Create an incentive scheme or seek grant funding to upgrade signage and building finishes to align with the heritage theme of the Wyong Town Centre.
- Improve connections to key recreational areas and pedestrian attractors within Wyong (e.g. Baker Park, Wyong Town Park, Wyong Race Club etc).
- Key issues that need to be addressed by the RTA when designing the Wyong section of the Pacific Highway upgrade include:
  - Maintaining and contributing to the heritage character of the Town Centre.
  - Improving accessibility to the eastern half of the town (east-west connections) for pedestrians and vehicles.
  - Major intersection treatments to facilitate traffic movement into and out of the Wyong Town Centre.
  - Retain on-street parking to ensure the economic viability of existing business.
  - Reduction of the visual impact of the road within a limited road corridor.
  - Minimising the disturbance to the fabric of the town, including significant building and landscape features.
  - Investigating opportunities for place making as part of the upgrade works.
- Develop the Wyong River foreshore as an area of high amenity and activity with pedestrian-friendly improvements. This area could connect with pedestrian links along the northern and southern sides of Wyong River.
- Identify an appropriate site/s either within Wyong Town Centre or within close proximity for additional public car parking either as part of a developer contributions plan, developer agreements or joint venture development.

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## **Residential Strategies**

Figure 12 illustrates the preferred landuse and zoning strategy for Wyong. Amendments to the existing planning framework are required for these strategies to be realised.

1. Land in close proximity to the Town Centre is proposed to be rezoned to 2(c) Medium Density.
2. Land zoned 2(c) is being considered for development higher than the 3 storeys currently permitted. This additional height will be permitted through height bonuses for lot amalgamation and improved building design.

## Deferred Areas

### *Population Projections*

The draft Central Coast Regional Strategy has projected a lower growth rate for the Wyong/Tuggerah area (i.e. 2200 dwellings) than that previously forecast in projections prepared for Council by Id Consulting in late 2005. The reason given by the Department of Planning is that the lower growth rate is required until a sustainable water supply can be identified. Council has identified two deferred development areas to be considered should the water resourcing issues be resolved and therefore dwelling demand is increased.

1. Land zoned 2(a) Residential, north of the Town Centre, is proposed to be rezoned to 2(b) Medium Density.
2. Land zoned 2(c) to the south of Baker Park is to be considered for development higher than the 3 storeys currently permitted. This additional height will be permitted through height bonuses for lot amalgamation and improved building design.

### *Road and Pedestrian Linkages*

All land to the east of the railway line, including the Baker Park Precinct, has been deferred for development until improved road and pedestrian access across the railway line is identified. Council will work with the RTA to implement the required improvements.

### **Town Centre**

Within Wyong Town Centre, additional development must be in keeping with the existing heritage and administrative character. The first two floors of any development must be either commercial or retail development. Where mixed use development is proposed residential floor space should be able to be adapted for commercial floorspace if sufficient demand exists.



**Figure 11:** Aerial photo of Wyong looking north with the river foreshore in the foreground.

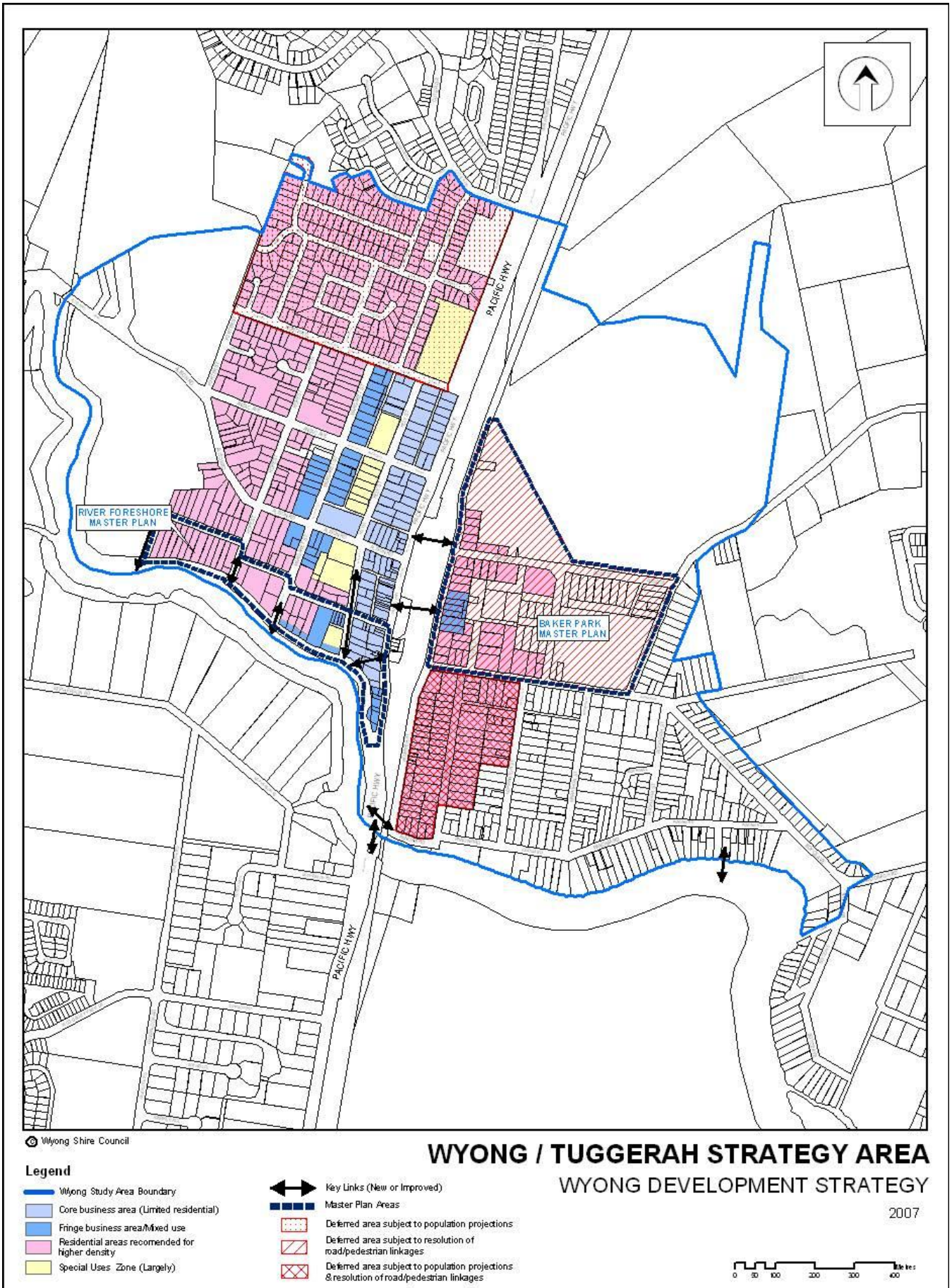


Figure 12: The Wyong Landuse and Zoning Strategy



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## 5.2 Tuggerah Straight

Tuggerah Straight is not targeted for significant landuse increases due to flooding constraints. However, redevelopment and improvement of the appearance, legibility and connectivity of the precinct is important. It is expected this area will develop over time with a general improvement in design quality and landscaping. The current industrial development floor height is at the 1:50 year flood event.

The RTA's upgrade plans for the Pacific Highway and the associated landscaping will provide the opportunity for a rapid improvement in the current poor design quality of this area. A more consistent and higher quality design theme will be implemented in respect of car parking, building design, landscaping and signage. This will balance the need to reduce visual pollution and maintain pedestrian and motorist safety, whilst allowing businesses to take advantage of the higher exposure environment of the Straight.

### ***Principles and Actions***

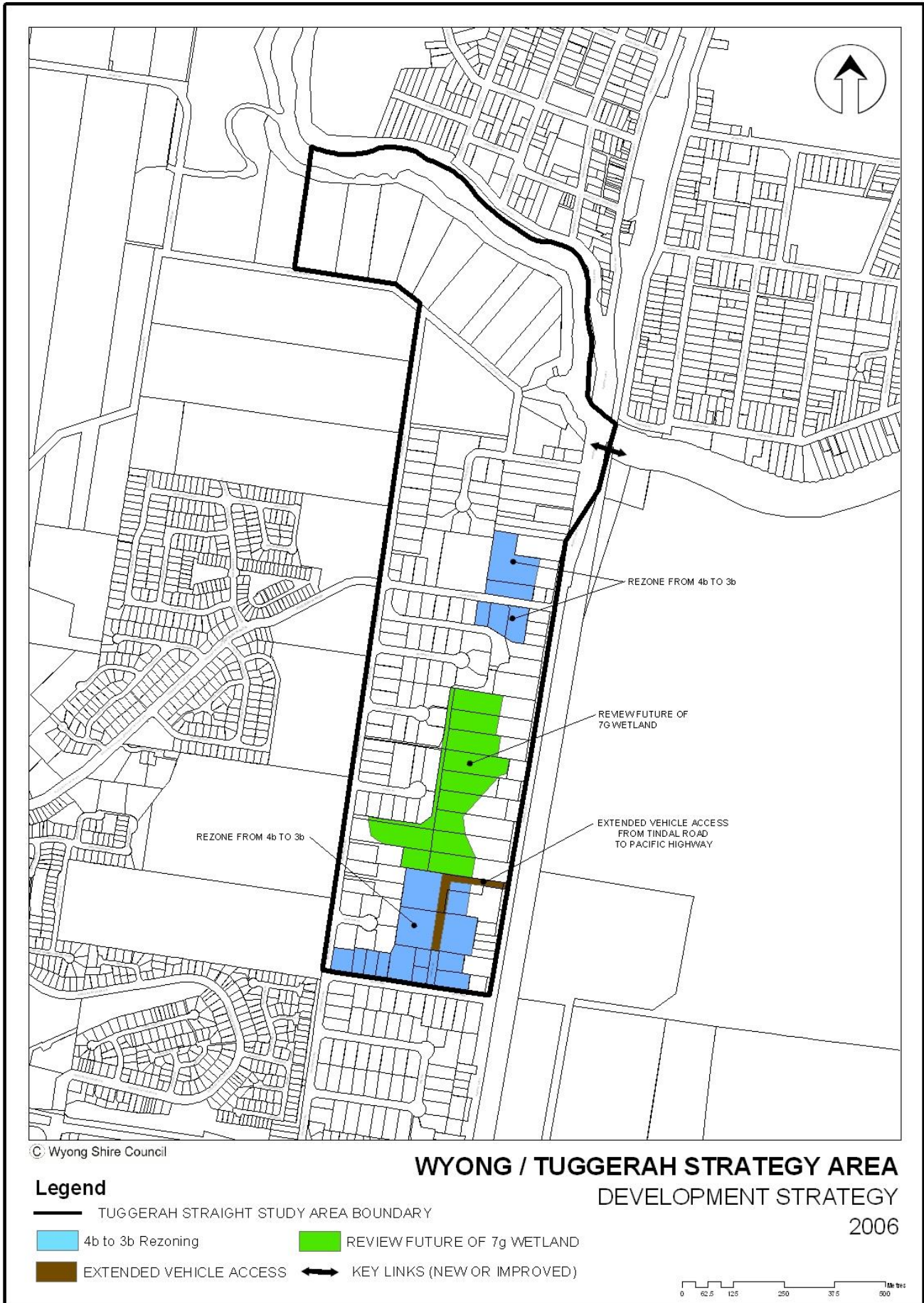
- Improve the visual amenity and legibility of this precinct.
- Improve visibility, lighting and security in the precinct and encourage pedestrian/bicycle movement between Tuggerah and Wyong.
- Retain and enhance the existing open space and green edge of the road corridor.
- Prepare WSUD study to consider a water quality treatment role for the Pioneer Dairy. This study should look at opportunities to 'retrofit' stormwater treatment measures in existing development areas as redevelopment occurs.
- Develop an appropriate management regime for the Tuggerah Wetland that considers how it can be rehabilitated given its current poor maintenance.
- The Pacific Highway frontage is the focus of significant redevelopment over time and will become a visually attractive active link to the Wyong/Tuggerah area.
- Explore the possibility of creating a rear lane vehicular access which runs north from the constructed end of Tindal Road to the Tuggerah Wetland, connecting to either the Pacific Highway (as shown in Figure 14) or to Gavenlock Road.

Figure 14 on the following page illustrates the preferred landuse and zoning strategy for Tuggerah Straight.



**Figure 13:** Tuggerah Straight looking west from Pioneer Dairy. A key goal of the Strategy will be to improve linkages between Wyong and Tuggerah and also to the Mardi residential area in the west.





**Figure 14: The Tuggerah Straight Landuse and Zoning Strategy**

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## 5.3 Tuggerah

The strategies for Tuggerah are outlined below:

### ***Principles and Actions***

- 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 Centa and Tuggerah Business Park).
- Maintain and enhance view corridors.
- 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.
- Ensure development is consistent with the flood nature of the area. This would include applying a 1:100 year ARI flood line in areas where more intensive development will occur (currently 1:50 year ARI is applied).
- Continue to apply 1:50 year ARI levels in Tuggerah Straight.
- Investigate requirements for a critical flow path to be created for the Ourimbah Creek Probable Maximum Flood (PMF) in Bryant Drive, Lake Road and Pioneer Dairy.
- Liaise with DoP regarding improvements to commuter facilities at Tuggerah Station including provision of a bus interchange and provision for pick up/set down areas on the eastern side of the station or in Anzac Road.
- Provision of an upgraded commuter car park at Tuggerah Station to reduce the pressure on Wyong Station for day long commuter parking and cater for population increases in the southern half of Wyong Shire.
- Improve quality of building design, streetscape and landscaping.

Figure 16 on page 28 illustrates the preferred landuse and zoning strategy for Tuggerah. Amendments to the existing planning framework are required for these strategies to be realised.

### ***Bryant Drive and Lake Road***

- The Bryant Drive area will develop into a pedestrian friendly environment with improved connections to the rail station and Tuggerah Business Park. Large scale commercial activity in this area will complement the small scale commercial activity within the Wyong Town Centre.
- Investigate the possibility of rezoning the eastern side of Bryant Drive to provide land for employment generating purposes.

### **Deferred Areas**

- Investigate development potential for land to the north of Lake Road. Location and form of development will be determined by flood characteristics of the site and its location immediately upstream of a sensitive wetland.
- Development of this land must integrate with, provide a transition to, and complement the future uses of the Tuggerah Lakes Reserve (Pioneer Dairy).
- Any development along the Lake Road frontage must have a high quality of landscape and building design.

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## **Tuggerah Town Centre**

- Prepare a masterplan, in consultation with Westfield, which details future expansion plans prior to approval of any additional floorspace.
- Prepare a masterplan for Tuggerah Town Centre including the Triangle Site and Anzac Road. The masterplan should identify how to improve the landscaping, physical and visual connections, and the functionality of surrounding vehicle, pedestrian and bicycle movement systems.
- Development on the Triangle Site must consider its high level of visual exposure and a need to improve connectivity between the train station, Anzac Road and Westfield.
- The Triangle Site provides an opportunity to locate regional community facilities in an accessible area that is adjacent to a regional shopping centre and transport node.
- Future retail expansions of Westfield should consolidate on the existing site.

## **Gateway Site**

- The Regional Gateway Site will develop with a high standard of architecture, urban design and landscaping. It will incorporate services that recognise the site's significance as the gateway to Wyong Shire. Development will be oriented towards Tonkiss Street and incorporate a style more urbane in nature than that of Wyong.
- Possible uses on the Gateway Site include tourist accommodation, tourist information centre, residential development, centre support, bulky goods, entertainment, recreation (public and/or private), open space and water detention areas.



**Figure 15:** Looking west from Lake Road to the site of the proposed Tuggerah Town Centre, Anzac Road Tuggerah. Key goals of the strategy are to create a 'civic heart' for this area and connect fragmented landuses.



