

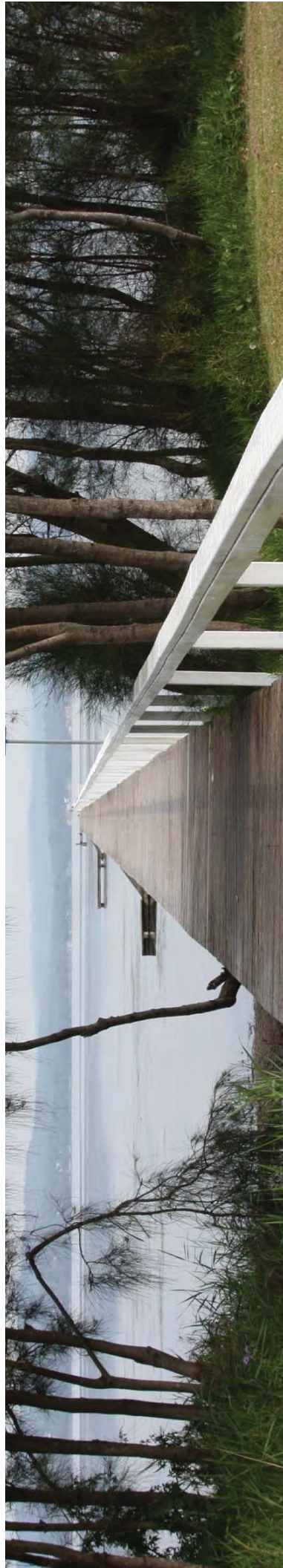
LONG JETTY VILLAGE CENTRE IMPROVEMENT MASTER PLAN

"Lifestyle Improvements for Long Jetty"



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PREPARED BY: MOIR LANDSCAPE ARCHITECTURE FOR: WYONG SHIRE COUNCIL | FINAL ADOPTED VERSION | JOB O866 | 23rd OCTOBER 2013



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BACKGROUND

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- 1.5 LONG JETTY OBJECTIVES
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- 1.8 STAKEHOLDER INVOLVEMENT

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IMPLEMENTATION

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

1	BACKGROUND	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	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	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	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.
5	IMPLEMENTATION	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.

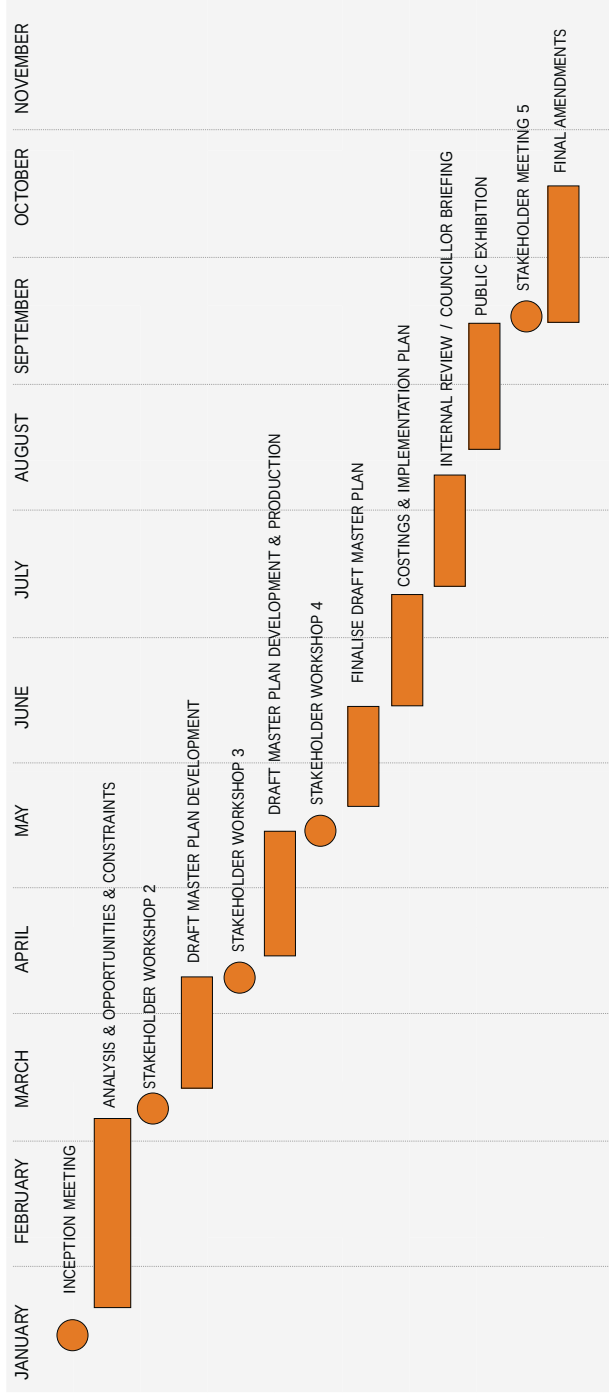


FIGURE 2. Master Plan Development Timeline

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 COMMUNITY FORUM	DECEMBER 2012	Initial community forum to identify stakeholders. The community forum looked at the aspirations and challenges for Long Jetty.
COMMUNITY SURVEY	DECEMBER 2012 - JANUARY 2013	Community survey to ascertain aspirations and challenges for Long Jetty.
WORKSHOP 1 GENERATING IDEAS	MARCH 2013	The ideas generation work shop was an opportunity for stakeholder to identify opportunities and constraints and identified the character of Long Jetty.
WORKSHOP 2 OPTIONS	APRIL 2013	'Options' Options, Project Development.
WORKSHOP 3 PRIORITISATION	MAY 2013	The third stakeholder workshop looked at the proposed projects in more detail and stakeholders prioritised the projects.
WORKSHOP 5 REVIEW	AFTER EXHIBITION	A final workshop is programmed at the completion of the exhibition process to review the submissions and comment on the final options.

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
- 2.7 PEDESTRIAN & CYCLE MOVEMENT
- 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.

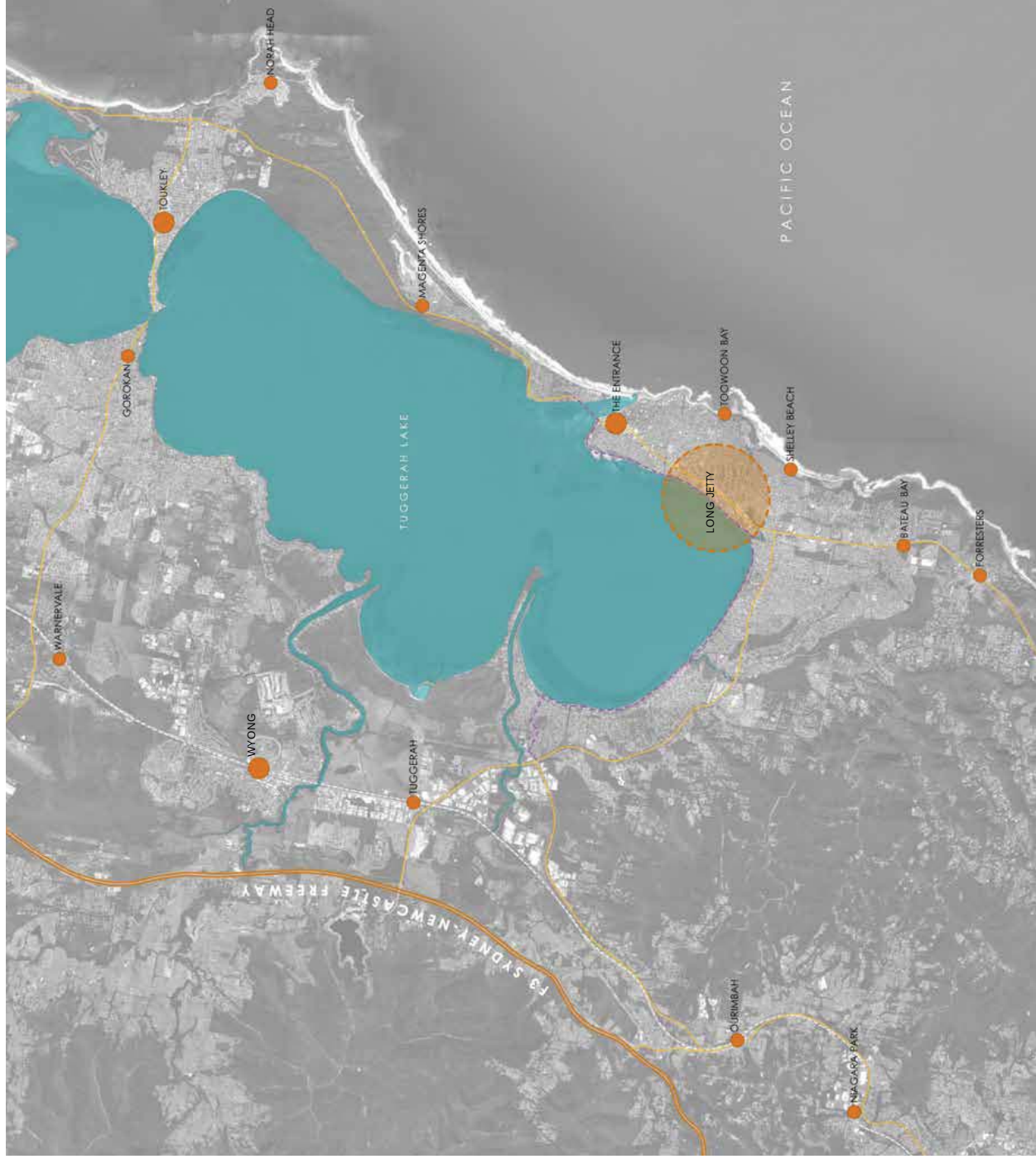


FIGURE 4. Regional Context

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 Toowoomba 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 Toowoomba 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.



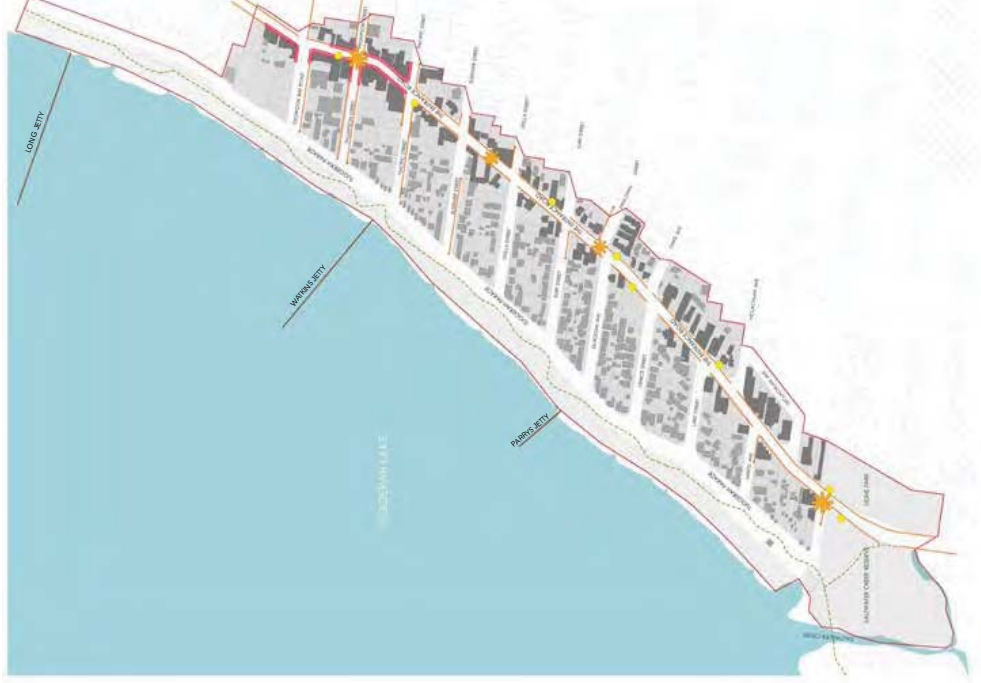
2.5 Vegetation

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 Elsmier and Toowoona 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

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3.1 MASTER PLAN | KEY PRINCIPLES

3.2 MASTER PLAN | PRECINCTS

3.3 LONG JETTY MASTER PLAN

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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.

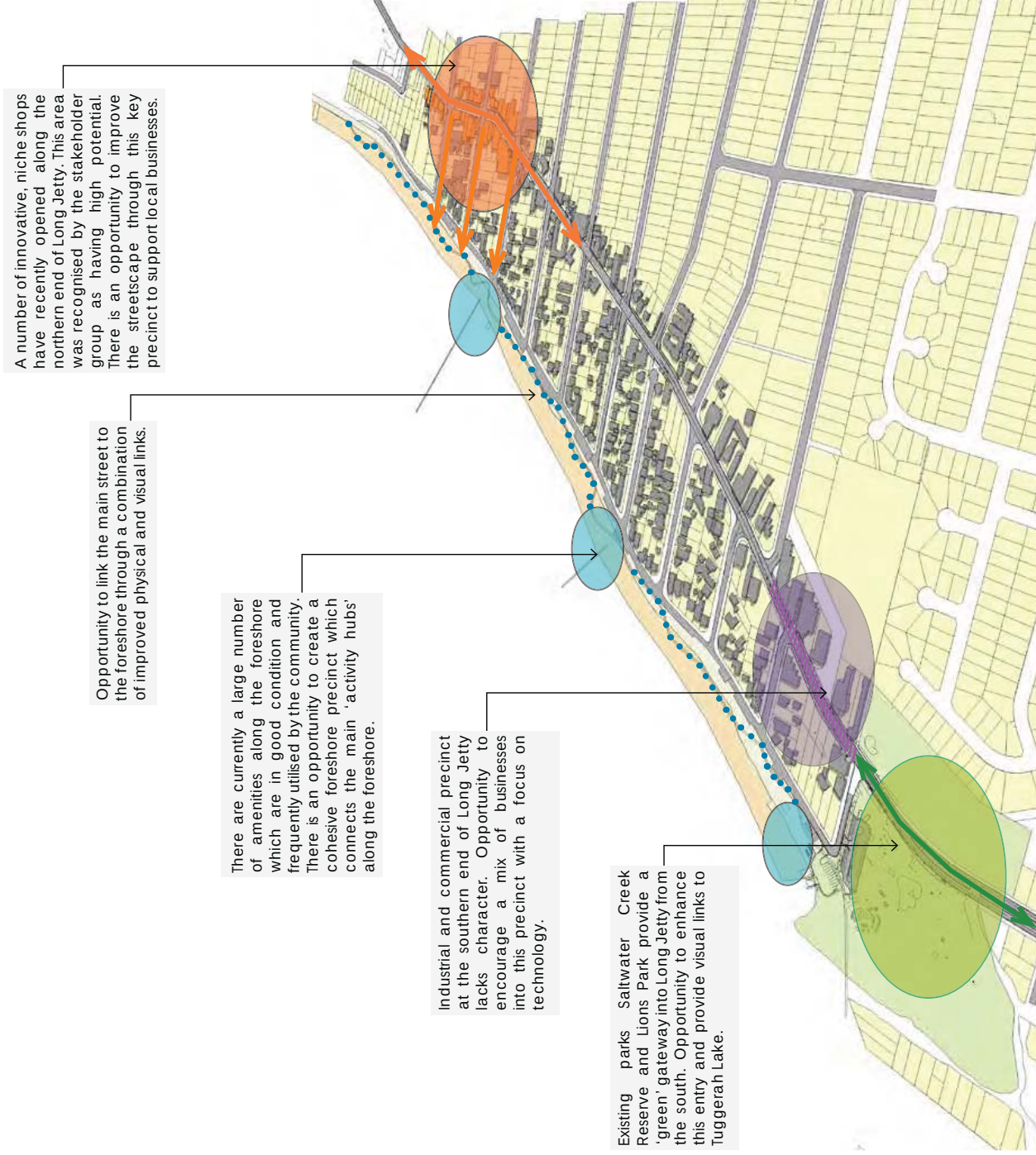


FIGURE 7. LONG JETTY MASTER PLAN | KEY PRINCIPLES

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 Toowoona 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 Pamys 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

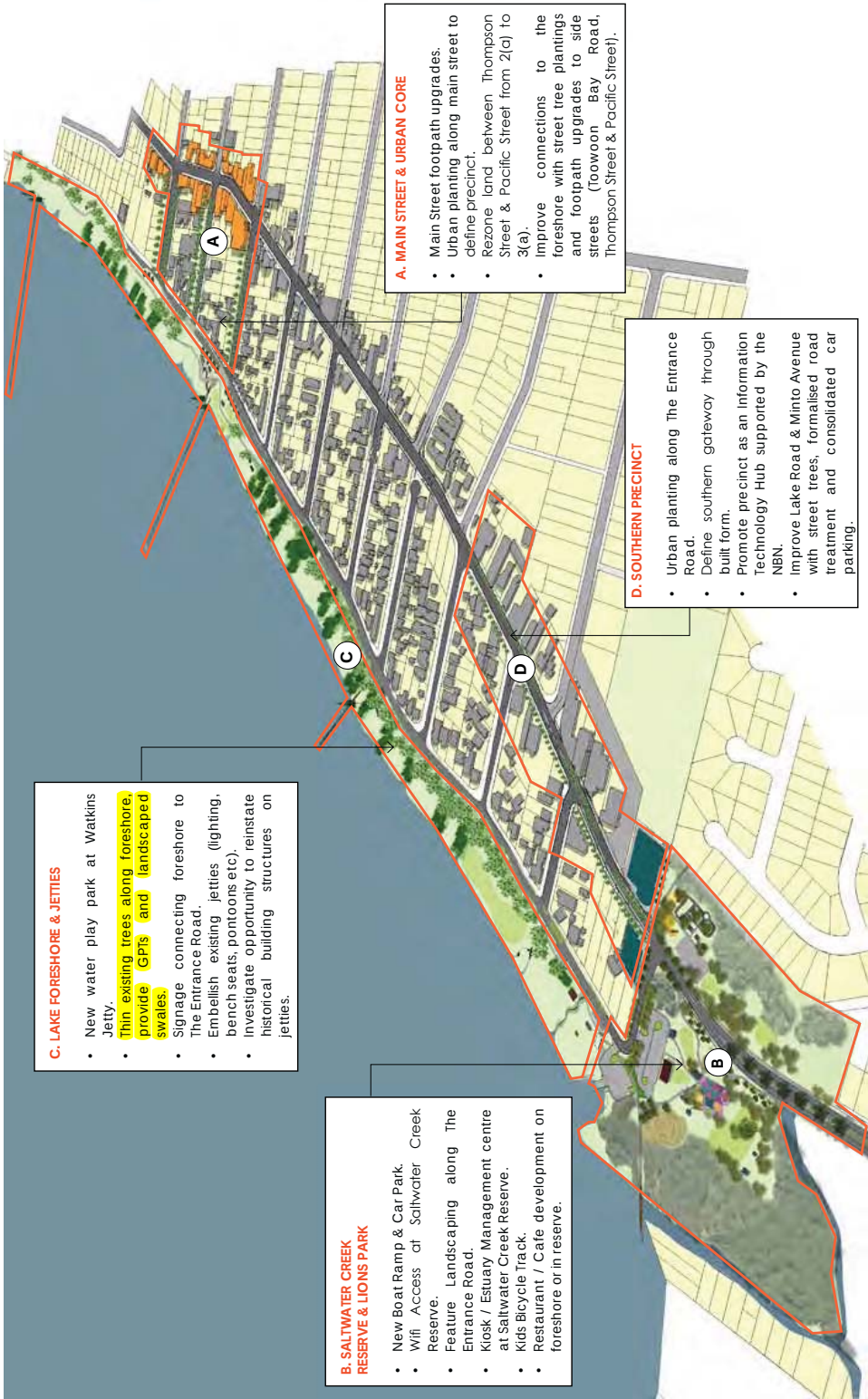


FIGURE 9. LONG JETTY MASTER PLAN PERSPECTIVE

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.

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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



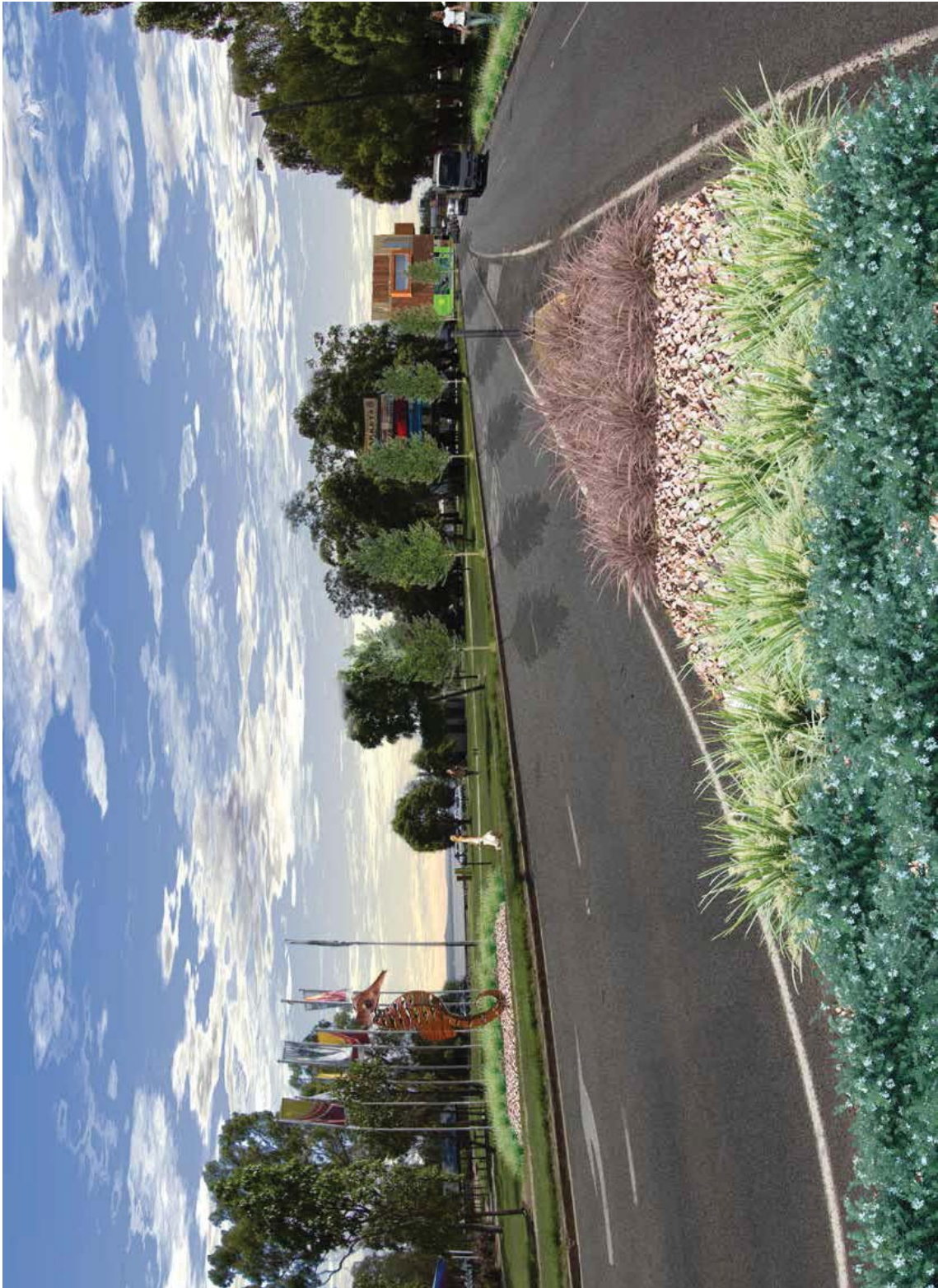
4.1 Precinct A Key Objectives

- 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

<

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

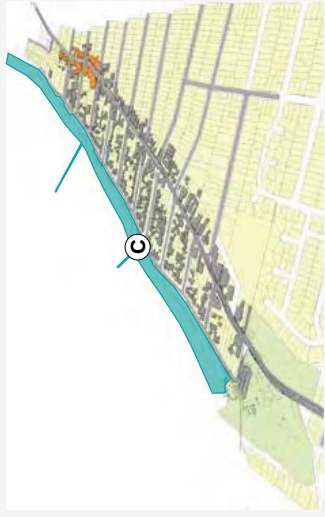
PRECINCT B | PRECINCT PLAN



PRECINCT C | LAKE FORESHORE & JETTIES



FIGURE 14. ARTIST'S 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. Gladston 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.

Moir Landscape Architecture | Long Jetty Improvement Master Plan | Final Adopted Version

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PRECINCT D | SOUTHERN PRECINCT

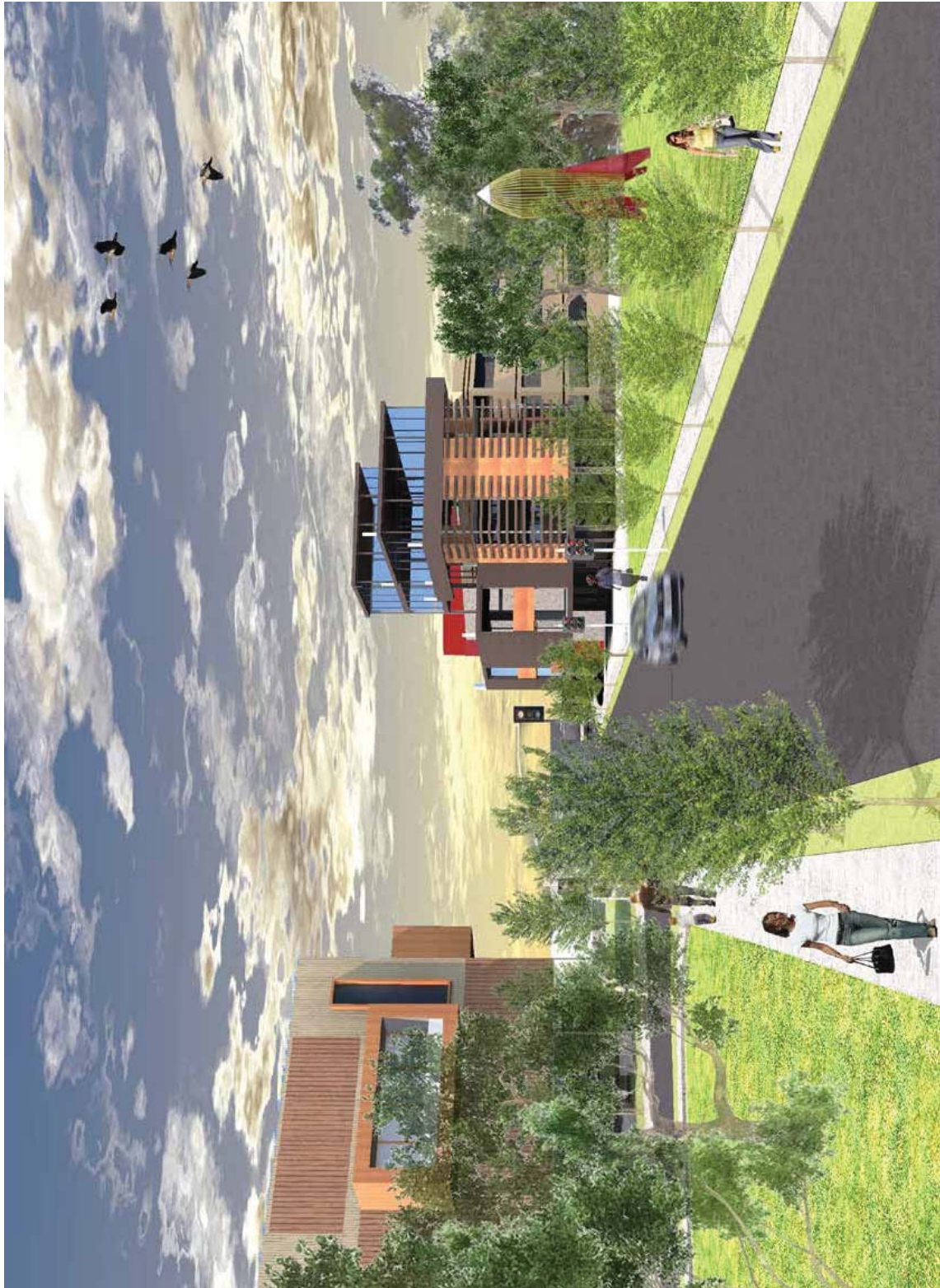


FIGURE 16. ARTISTS IMPRESSION | PRECINCT D



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

