



## SPORT & CULTURE: VISITOR ECONOMY

### AVOCA BEACH FORESHORE

#### What's needed?

Federal or State Government funding for Stage 2 construction.

#### What's been done?

Central Coast Council has developed a Master Plan for the redevelopment of the reserve which was adopted by Council in 2012.

Business case and economic impact assessment has been completed in 2016.

#### Description

The iconic Avoca Beach Southern Foreshore is heavily used by the public, but is in poor condition and does not have the infrastructure required to support the level of utilisation. The vision of the project is to provide sustainable economic growth and local job opportunities.

Stage One of the project will be completed in the 2016/17 year with the embellishment of Hunter Park. Stage Two will deliver the following items as detailed in the Master Plan:

- Foreshore stabilisation and landscaping works
- Relocate storm water outlet to discharge beyond the rock pool
- Construction of extended pathways to improve pedestrian access and observation area
- Formalised stairs and seating to improve access and surveillance of rock pool
- Upgrade of the beach access ramp to allow for wheelchair access.

The project budget is \$2,115,200.

## Benefits

The Avoca Beach Foreshore Redevelopment will provide the following benefits:

### Economics

- New deck area will increase café capacity by 50 – 60 patrons, employing 2 more staff and extending business hours.
- Opportunity to host special events will increase local café business by 20%.
- Increased opportunity for events therefore increasing reserve hire income by 10%.
- Increased overnight stays through 5 Lands Walk/Tastes of Avoca weekend in July.

### Access

- Improved beach access for a broad cross section of the community including accessible ramp and stairs with dual purpose access and seating.
- Improved pedestrian and cycle access around Avoca Beach Foreshore to encourage vehicle-free access.
- Improved access to the rock pool which is well utilised by young families.
- Improved capacity to facilitate special events.

### Safety

- Improved safety through the provision of highly functional infrastructure.
- Provision of safe designated public space for passive use.
- Improved pedestrian safety through controlled vehicular access and formalisation of carparking in designated area away from high pedestrian thoroughfares.

## Public Amenity

- Provision of infrastructure that meets identified community needs.
- Provision of infrastructure that creates ways for the community to engage with the natural environment/passive open space areas.
- Improved aesthetic value and functionality of the existing ageing foreshore stabilisation infrastructure.

## Tourism

- Significantly improved foreshore facility that is better able to manage the high number of visitors to the area over peak holiday periods and weekends.
- Increased park furniture and ancillary facilities.
- Increased visitor appeal to the area through the provision of a functional, aesthetic place to visit capitalising on the natural resources of the area and coastal village feel.
- Improved accessibility for all abilities.

## Environment

- Greatly improved stabilisation of the foreshore to address erosion and storm water issues.
- Provision of infrastructure that reduces human impact on the environment.

## Community

- Increased access to Avoca Beach Foreshore reserve.
- Maximised foreshore greenspace.
- Greatly improved market position of Avoca Beach as a tourist destination.
- Provision of free, accessible passive recreation areas encouraging active lifestyles.

## Aesthetic Value

- Greatly improved aesthetic value of the Avoca Beach Foreshore reserve.
- Seamless interaction between the built environment and natural environment.