

# OUR CITY, OUR DESTINY



**GOSFORD CITY  
CENTRE MASTERPLAN**



# A WORLD CLASS REGIONAL WATERFRONT CITY





# Acknowledgments

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NOTE: DIAGRAMS OF FUTURE DEVELOPMENT ARE CONCEPT ONLY.



# 1

## Growing a Regional City



Gosford From the East

## 1.1/Gosford as a Regional City

With its proximity to central Sydney and its stunning natural setting, Gosford will become an outstanding place to live, work, study, and visit.

The 1968 Sydney Region Outline Plan first identified Gosford as a major growth centre within Sydney and like Penrith, Liverpool and Parramatta, subsequent plans have confirmed it as one of Sydney's major regional centres.

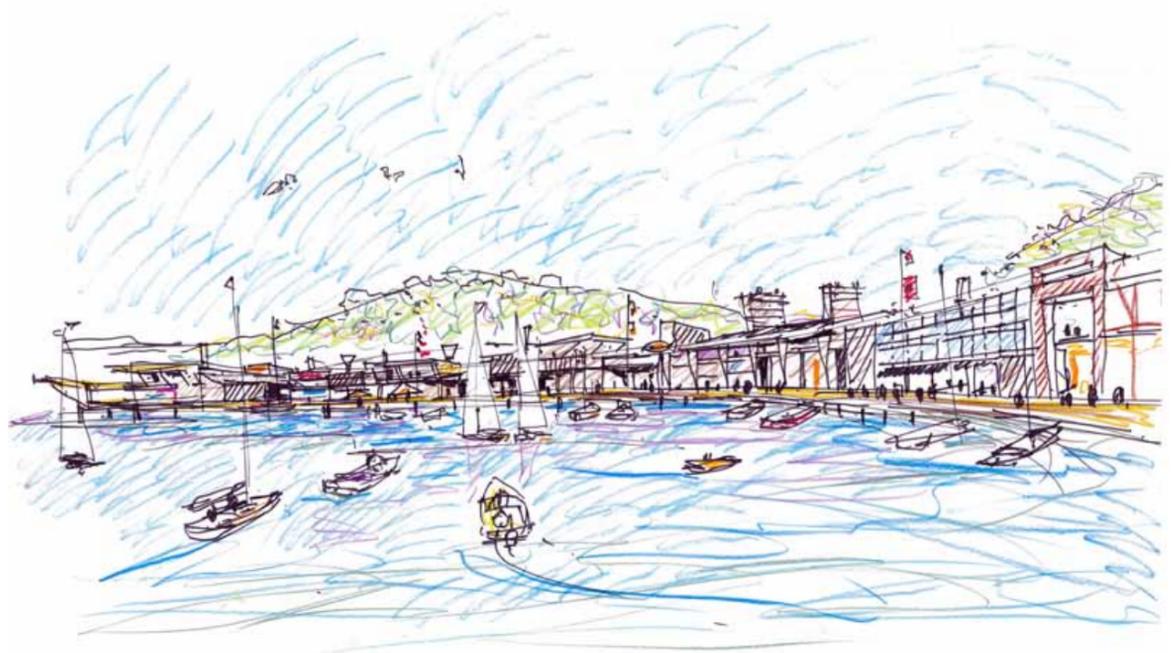
The 2004 NSW Government's City of Cities strategy designates Gosford as the regional city for the Central Coast.

Sydney continues to grow and the NSW Government's Metropolitan Strategy and Central Coast Regional Strategy identifies growth targets throughout the region. In the next 2 decades, the Central Coast is expected to add some 100,000 new residents and 55,000 new jobs. While most of these will be in the north around Tuggerah, Gosford City centre is expected to add 6,000 jobs and 10,000 new residents. This Masterplan looks at what is needed to make this happen.

As a Regional City, Gosford will encompass a wide range of activities and uses including a full range of business, government, retail, cultural, entertainment and recreational activities. It will be a focal point for regional transport and jobs. On any measurement it can be seen to be sadly lacking in most of these criteria.

Government has over the years ensured that key facilities are focused and within regional cities. A benchmarking of facilities in different centres clearly highlights the disadvantage in which Gosford now finds itself. It is clearly Gosford's turn.

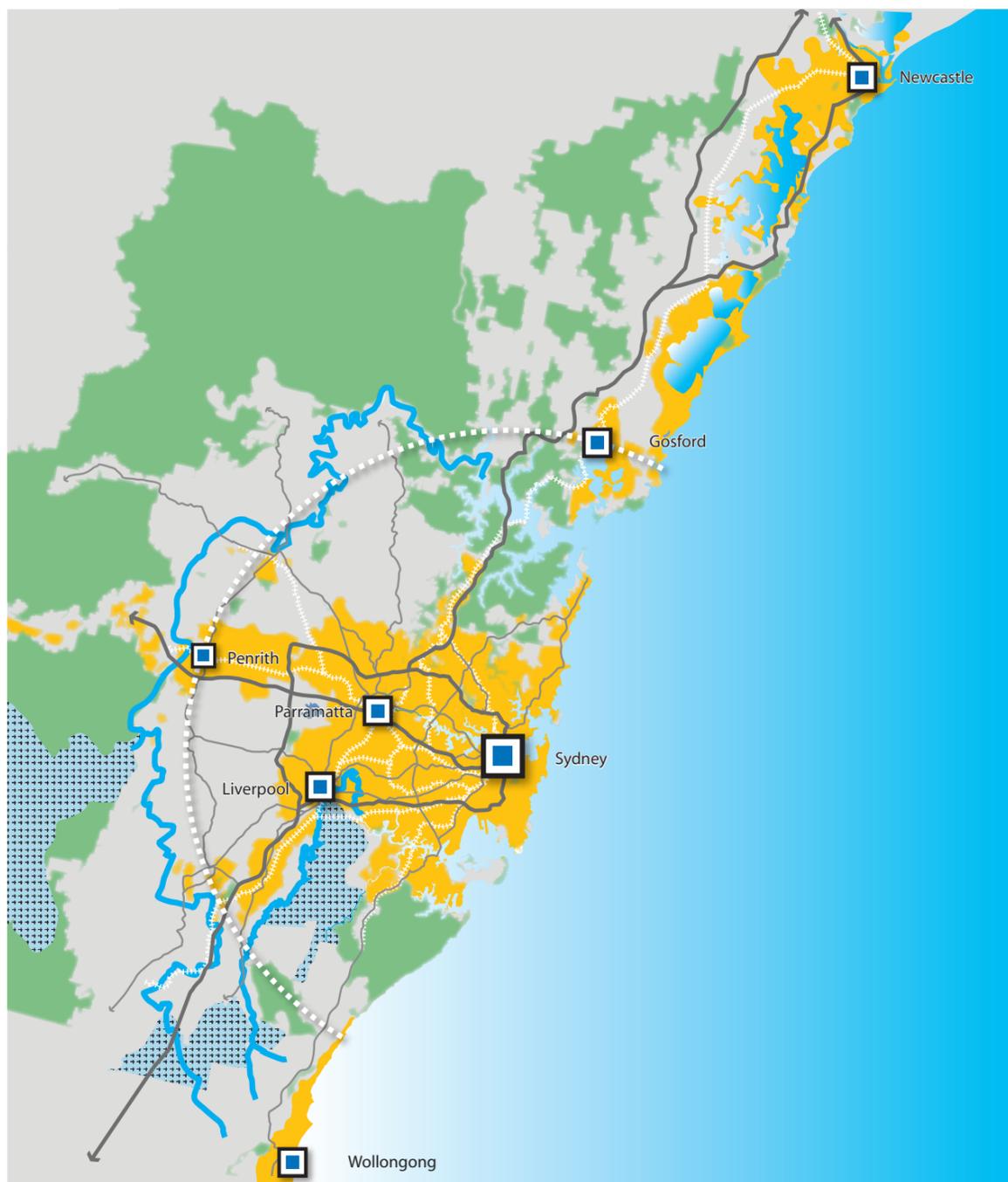
Despite these current failings, no other regional city or major centre within Sydney has the unique landscape and relationship to water. Through the power of its setting, the lifestyle of the Central Coast and its strategic and transport relationship to Sydney, Gosford clearly has the potential to both make a contribution in the Sydney context and adopt a more dynamic role within the Region.



## 1.2/Greater Metropolitan Context

Without question, Gosford is not the city it used to be. Its decline, in part paralleled by the rise of major shopping centres through the district, has seen this regional city become overlooked and underappreciated in both the Central Coast and Sydney context. Gosford nevertheless, is one of Sydney's Regional Cities considered to be viewed in the same light as Penrith, Liverpool and Parramatta.

Gosford is situated approximately 50km north of the Sydney CBD, a similar distance as Penrith and a 75 minute train ride from the Sydney CBD. It sits roughly within the demographic centre of the Central Coast and is well linked to the Greater Metropolitan Region by the Main Northern Rail Line and the F3 Freeway. The Central Coast is distinguished by a network of National Parks and natural elements, a feature which affords it a sense of independence whilst still having great accessibility to Global Sydney and the Greater Metropolitan Region.



## 1.3/Regional Context

In the NSW Government's Regional Cities strategy Gosford has been designated as the Regional City for the Central Coast, just as Newcastle is the Hunter Regional City and Wollongong is the Illawarra Regional City. Gosford is designated to serve the regional catchment extending from Warnervale, Wyong and Tuggerah in the north, east to the coastline at The Entrance, Terrigal and Avoca, Woy Woy, Ettalong and Umina to the south and west to Somersby and the National Parks, a significant area of some 1,800 square kilometers.

Gosford serves the Central Coast's current population of over 300,000 and as such, the city should encompass a wide range of activities and uses including a full range of business, Government, retail, cultural, entertainment and recreational activities. It should be a focal point for regional transport and jobs. Gosford as the Regional City is supported by a hierarchy of centres which provide vital economic, retail, community and cultural facilities. Tuggerah-Wyong will become a Major Centre to serve the northern reaches of the Central Coast, providing vital economic, retail, civic and cultural opportunities. This significant role will complement rather than compete with Gosford as the Regional City for the Central Coast. The Regional City and Major Centre will be reinforced by a number of Town Centres such as, Toukley, The Entrance, Bateau Bay, Erina, Woy Woy and the new Warnervale Town Centre. These Town Centres will serve largely as higher density origins, as public transport interchanges and provide retailing and professional services. This network of strategic centres will be essential to serving the 400,000 people expected to reside within the Central Coast by 2031.

Gosford's relationship to Sydney has been very much tempered by the sense of separation created by the landscape and by waterways. Through the power of its setting and the lifestyle of the Central Coast, Gosford clearly has the potential to make a significant contribution to the amenity, self-containment and liveability of the Region as a whole.

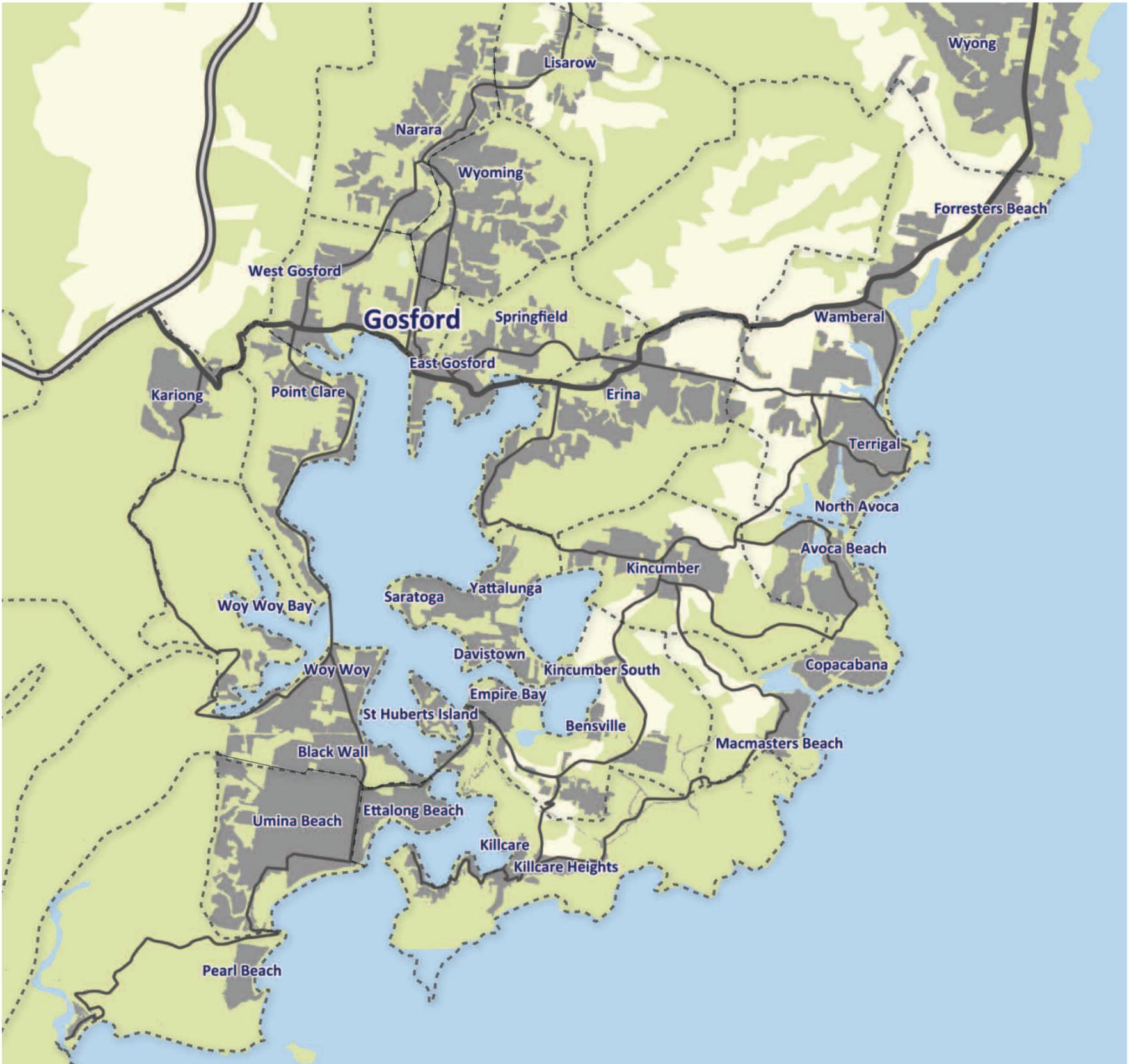


## 1.4/Local Context

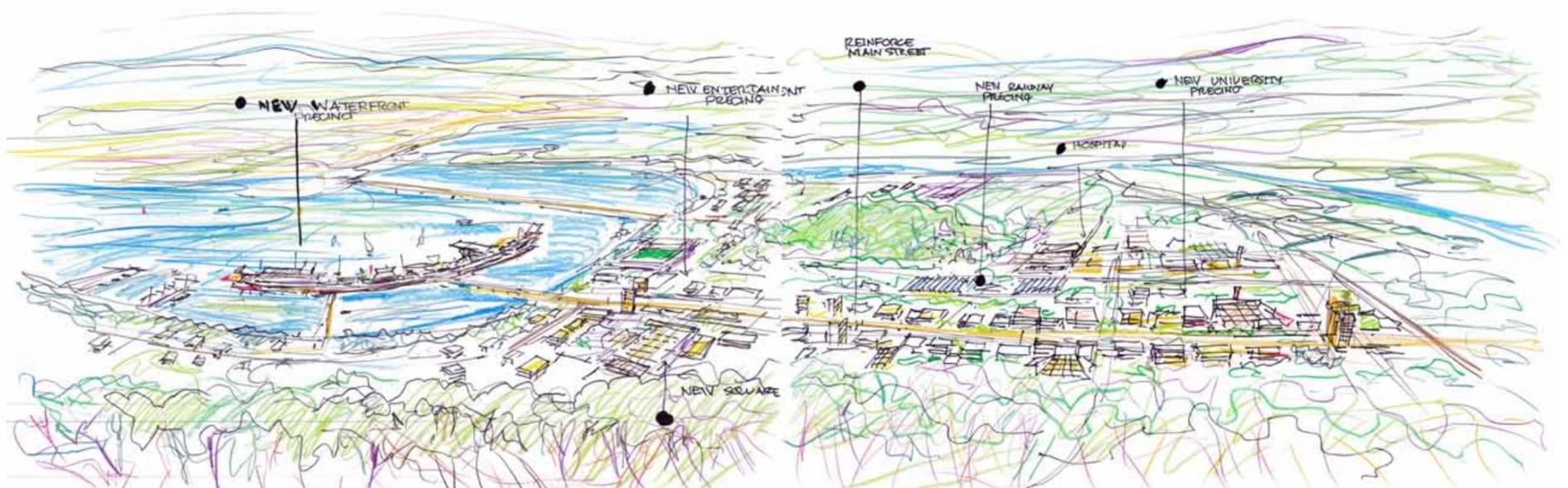
Gosford as a Local Government Area comprises a network of villages which sit around the inland waterways and the coastline of the region. The topography and natural attributes of the area enable the attractive lifestyle that Gosford affords, however it is also a constraint in connecting the network of villages to each other and to Gosford.

It is important that the villages of Gosford are reconnected with its heart, a city centre where people of all ages, incomes and cultural backgrounds feel they belong to a community that is vibrant, diverse, safe, healthy and sustainable. Gosford will become the focal point for the direct catchment and reduce the need to travel outside of the Central Coast by increasing commercial, retail, educational, work and social activities within the City Centre.

It is this community connectivity and attractiveness that This Masterplan seeks to remake at all levels. The plan builds on the past but looks to the future to create a city that the people of the Central Coast deserve.



## 1.5/Attributes of a Regional City



### Towards a Regional City

With its stunning natural beauty, and its formal designation by the State Government as the Regional City for the Central Coast within Metropolitan Sydney, Gosford is primed to become a world-class waterfront city. Gosford aims to become an outstanding place to live, work, study and play.

In the future Gosford will be the centre of a thriving region. Most people from the region will be educated locally; they will work locally, meet their partner and raise their children locally.

The era of the long commute will apply to fewer people than today.

Gosford will be the place people are referring to when they talk about working in the city, or living in the city. People will speak of Gosford with pride.

This is the purpose of the Masterplan, laying the foundations for twenty, forty, sixty years ahead. This is not a plan for a building or a shopping centre; it is a plan to grow a city that will support a region for decades to come. Gosford will become a city that will grow not just bigger, but better, each decade. The population of the whole region will flourish as the result of greater investment in the area, greater educational opportunities leading to great ideas and investment - the region will get caught in an up-cycle.

The reason Gosford will be the heart of the Central Coast is because the foundations are in place and Gosford is full of potential. The population is substantial and growing - Gosford has a major railway station on the line that links Sydney and Newcastle, two hospitals, great sporting infrastructure, a primary school, two high schools and a TAFE. Adding to this is a beautiful waterway surrounded by natural bushlands.

### REGIONAL CITIES' INFRASTRUCTURE TABLE

The NSW State Government has designated Gosford a Regional City of Sydney along with Parramatta, Liverpool and Penrith. They have also designated Gosford the Regional City of the Central Coast, as Newcastle is to the Hunter and Wollongong is to the Illawarra. Significant Government investment in infrastructure has supported growth in all these Regional Cities, through less so in Gosford.

#### Regional NSW Cities

		<b>Gosford</b>	<b>Newcastle</b>	<b>Parramatta</b>	<b>Penrith</b>	<b>Liverpool</b>	<b>Wollongong</b>
<b>REGION</b>		Central Coast	Hunter Valley	Greater Western Sydney	North West	South West	Illawarra
<b>DEMOGRAPHIC PROFILE</b>							
Population of Region	2006-08	304 700	529 200	668 200	760 000	409 700	282 300
	2031	400 000	675 000	780 300	1 024 317	742 272	327 600
Employment of Region	2006-08	125 254	228 334	308 500	240 000	119 500	100 765
	2031	170 500	294 334	369 500	367 000	208 500	130 765
<b>FACILITIES (In Centre)</b>							
Hospital		✓	✓	✓	✓	✓	✓
University Campus		✓	✓	✓	x	x	✓
TAFE Regional		x	x	x	x	✓	✓
TAFE		✓	✓	✓	✓	✓	✓
Convention & Exhibition Centres		x	✓	✓	✓	x	✓
Museums		x	✓	✓	✓	✓	✓
Concert Hall / Entertainment Centre / Theatres/Playhouse		x	✓	✓	✓	x	✓
Stadiums		✓	x	✓	✓	x	✓
Town Hall		x	✓	✓	x	x	✓
Library		✓	✓	✓	✓	✓	✓
Art Galleries & Cultural Centre		x	✓	x	✓	✓	x
Civic Square/precinct		x	✓	✓	✓	✓	✓
Schools		✓	✓	✓	✓	✓	✓
Regional Shopping Centre		x	✓	✓	✓	✓	✓
Conservatorium		✓	✓	✓	✓	x	✓
Sporting Facilities Indoor/Outdoor		✓	✓	✓	✓	✓	✓
Community Meeting Centre		x	✓	✓	✓	✓	✓
Regional Park/Recreational Facilities		x	x	✓	✓	✓	✓
<b>TRANSPORT (In Centre)</b>							
Stations		✓	✓	✓	✓	✓	✓
Interchange		✓	✓	✓	✓	✓	x
Shuttle Bus		x	✓	✓	x	x	✓
CBD By-Pass/Ring Road		x	✓	✓	x	✓	✓

## 1.6/Purpose of a Masterplan

THE MASTERPLAN IS AN IMPLEMENTABLE DESIGN DOCUMENT THAT WILL GUIDE THE REVITALISATION OF GOSFORD CITY CENTRE. EVERYTHING IN THIS DOCUMENT IS POSSIBLE IF THERE IS COMMUNITY RESOLVE AND POLITICAL WILL. BOTH THESE CRITICAL ATTRIBUTES HAVE BEEN HARNESSSED AND AMPLY ON DISPLAY IN THE PROCESSES AND EVENTS THAT LED TO THE DEVELOPMENT OF THE GOSFORD CITY CENTRE MASTERPLAN.



*Gosford From the Water*

The area of Gosford under consideration is outlined in the City Centre Boundary diagram (opposite page). The site area runs from Brisbane Water in the south to the showground in the north and from Rumbalara in the east to Racecourse Road in the west. The site area is approximately 345 hectares comprised of:

- Water 70 ha
- Open Space 25 ha
- Public Land Holdings inc. (roads) 145 ha
- Private land holdings 105 ha

The Masterplan is the framework that leads the development and revitalisation of Gosford City Centre. Its purpose describes, in writing, pictures and drawings, the potential future of Gosford, giving reasonable certainty and predictability for potential investors, developers and landowners, and attracting future residents and tourists.

Whilst the purposes of the City's Masterplan are many, it primarily gives a clear direction for positive change, indicating what kind of development and creation of public realm is appropriate and necessary to revitalise the City.

The Masterplan, with the exception of the waterfront (Brisbane Water) and its adjacent/ adjoining areas, largely supports and affirms the existing planning regulatory framework.

It is informative to note that the revitalisation and economic recovery of the City will not be led by height and building controls, but rather by public realm, infrastructure, economic resurgence and a strong implementation plan that feeds off these factors.

Included in this Masterplan is an implementation section ('Making it Happen') that deals with how the public realm and infrastructure will be developed to act as a catalyst to encourage investment and development by local landowners, government and developers.

The Masterplan will serve as a document for the community to understand the proposed changes and how those changes will help to grow Gosford as the Regional City of the Central Coast. This document also affords the opportunity to place on record the key steps that have brought the renewal program to this point, as testament to the critical public contribution over many years.

This document is future oriented and visionary, and represents an ultimate development scenario for the entire City Centre area. The Masterplan should be read in the context of a population target of 10,000 additional residents and 6,000 additional jobs in Gosford City Centre by 2031.



City Centre Boundary

## 1.7/The Journey

THE PROCESS FOLLOWED WAS ONE OF SYSTEMATICALLY COLLECTING AND COLLATING THE VIEWS AND ASPIRATIONS OF THE COMMUNITY. THAT LISTENING, CHECKING AND RE-CHECKING WAS VALIDATED BY TESTING, RESEARCH AND PROFESSIONAL CONSULTATION.



In 2004 Gosford City Council (Council) commenced planning the entire Local Government Area's future with its community. That work culminated in the community's 'Vision 2025' document, which was adopted by Council in 2006.

The community clearly articulated a need to have a Regional City that would be the central connection point for the many coastal and hinterland villages; a city that provides both a range of services and diversity of jobs.

Council formed a small team in 2008 to start planning to revitalise the Gosford City Centre, and was quick to realise that it alone could not achieve the full potential of the City. In late 2008 Council and the Land and Property Management Authority (LPMA) joined forces to partner, co-sponsor and co-lead The Gosford Challenge. It soon followed that all State Government landowners within the City would commit to the process by placing their land and support into the project.

Council and LPMA formed a small project steering group (PSG) to guide and move the project forward and this group attracted representatives from the Department of Premier and Cabinet and the Department of Planning, both of which offered invaluable support, knowledge and commitment to the PSG.

The first step for the PSG was to ensure inclusive community participation was integral to the entire process. The second step was to produce an implementable Masterplan to guide the renewal and revitalisation of Gosford.



The process that followed was one of systematically collecting and collating the views and aspirations of the community. That listening, checking and re-checking was validated by testing, research and professional consultation. This Masterplan is the outcome of an intensive process of data collection and listening, and workshop after workshop that culminated in the Design Charrette in October 2009.

The Design Charrette was a six-day intensive and collaborative design process where well-briefed individuals with non design-related expertise, from business people to parents; community associations and churches; sporting bodies and schools and other community members, worked with professional designers to come up with the design solutions to complex urban circumstances. These design solutions underpinned the key design strategies for this Masterplan.

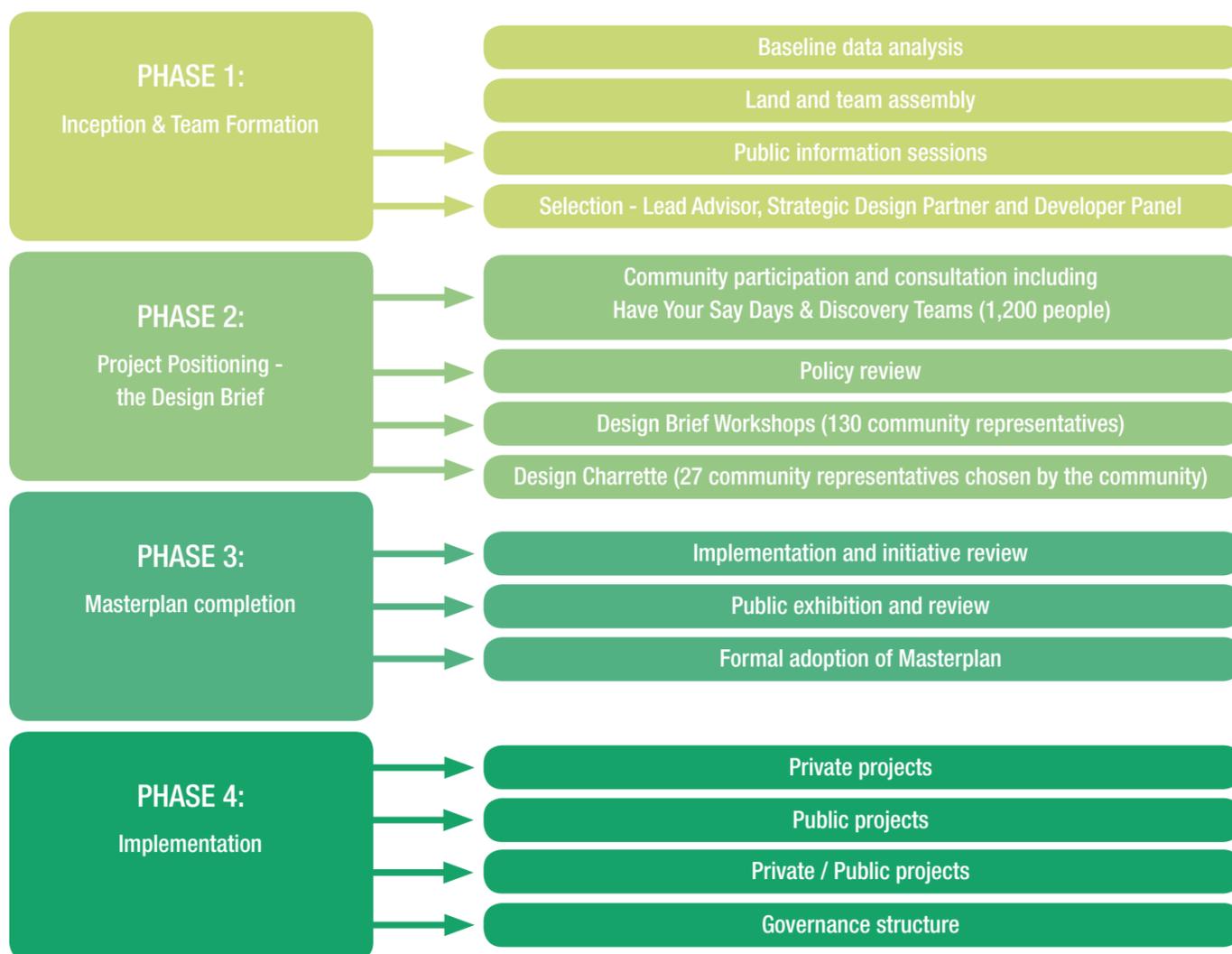
The principles, goals and objectives for the Charrette were produced by the 130 community representatives that attended the two workshops that preceded the Charrette.

The Charrette required 'give and take' by the community members with differing views but the strength of this procedure is that necessary compromises were reached within the design process itself, culminating in an outcome on which all members signed off, on behalf of their wider community.

Much is made of the community's role in informing the work of relevant professionals (urban planners, architects, engineers etc) and this role is neither incidental nor token. The community has been, is and will continue to be front and centre in The Challenge, reflecting the deeply held belief of the Challenge Team that authentic community participation is paramount in revitalisation projects of this scale.



The journey of this Masterplan is depicted in the following Diagram:



*Design Process*

## 1.8/Planning Context

**GOSFORD CITY CENTRE IS DESIGNATED AS ONE OF THE FOUR REGIONAL CITIES WITHIN SYDNEY'S GREATER METROPOLITAN AREA. ALTHOUGH IT IS AS CLOSE AS PENRITH IN DISTANCE TO SYDNEY, GOSFORD IS VERY DIFFERENT AND DISTINCT FROM SYDNEY'S OTHER FOUR REGIONAL CITIES.**

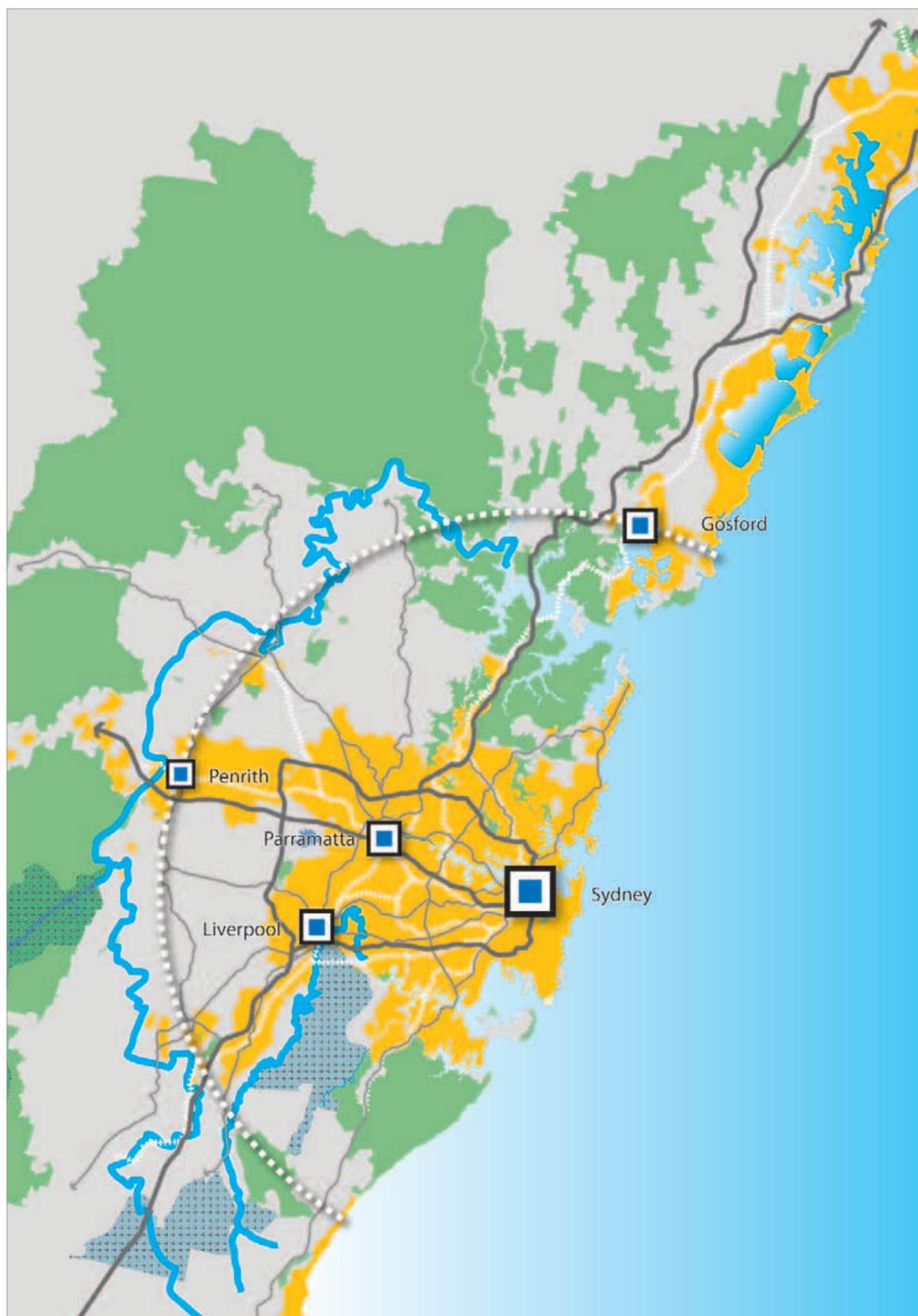
As discussed in Section 1.6, the Masterplan, with the exception of the waterfront (Brisbane Water) and its adjacent/adjoining lands, supports and affirms the existing planning regulatory framework (Gosford City Centre LEP 2007 and incorporated in Gosford LEP 2009). Therefore (excluding this exception) no significant change is predicted to occur to the planning controls. In the current planning controls, the current floor space ratio (FSR) is about seven times the potential that existed prior to 2005. This will easily accommodate development to house the additional 10,000 people and the additional 6,000 jobs targeted for Gosford City Centre by 2031.

Whilst approval has been given to some significant developments, they have not physically commenced because the City has not been positioned well for economic recovery.

This Masterplan holistically considers all elements to produce an implementation plan of a city, with the ultimate outcome to drive the economy upwards.

A review was also undertaken for the Gosford Local Government Area Comprehensive LEP (Gosford LEP 2009) to ensure all land use designations conform to the State Government's standard template.

The Gosford City Centre LEP, which was created in 2007, used the existing State Government's standard template and therefore does not require detailed review, and will be incorporated within the Gosford LEP 2009. However, there will be the need to revisit some subsequent land use designations in light of this Masterplan such as the waterfront.



*Gosford in its Sydney Context*

## 1.9/Key Strategic Opportunities

IT IS THE IMPERATIVE OF THE GOSFORD CHALLENGE AND THIS MASTERPLAN THAT GOSFORD'S COMPETITIVE ADVANTAGES DELIVER NEW INVESTMENT.

Gosford has compelling competitive advantages: great, accessible natural beauty and waterfront; prime location within Australia's major business and population region that is Greater Sydney and a united community that wants to see the city revitalised. However, over the past 25 years these have not generated the significant new investment needed to keep economies thriving.

It is the imperative of The Gosford Challenge and this Masterplan to leverage off these competitive advantages and deliver new investment. This document outlines the key design strategies that will help deliver the new Gosford. While building on the advantages, they are based on realising the following opportunities that, if embraced, can lead Gosford to becoming the Regional City the Central Coast community deserves.

- Be the first truly sustainable city in NSW. Nestled between two hills with the water at its feet, unable to sprawl. A major rail station located in the middle of the City to allow easy commuting to and from other destinations. Rumbalara and Presidents Hill to play in and the water to recreate upon, add an arts and entertainment precinct and diverse job opportunities. The residents could live, walk, and play in Gosford.
- Public and Private Hospitals; health and wellness services.
- Create a waterfront city that embraces sea level rise to ensure that the future impacts of sea level rise are appropriately addressed.
- To be one of the few communities who actually participate in the plans and actions to build their city and have the resolve to see the plans through to fruition.
- Ensure that education is at the forefront of the plans to revitalise Gosford, giving recognition to the fact that with education comes greater job diversity and improved social conditions for the community.
- Facilitate economic recovery in a major regional city within Sydney and New South Wales.





# 2 Spatial Framework



## 2.1/The City Framework

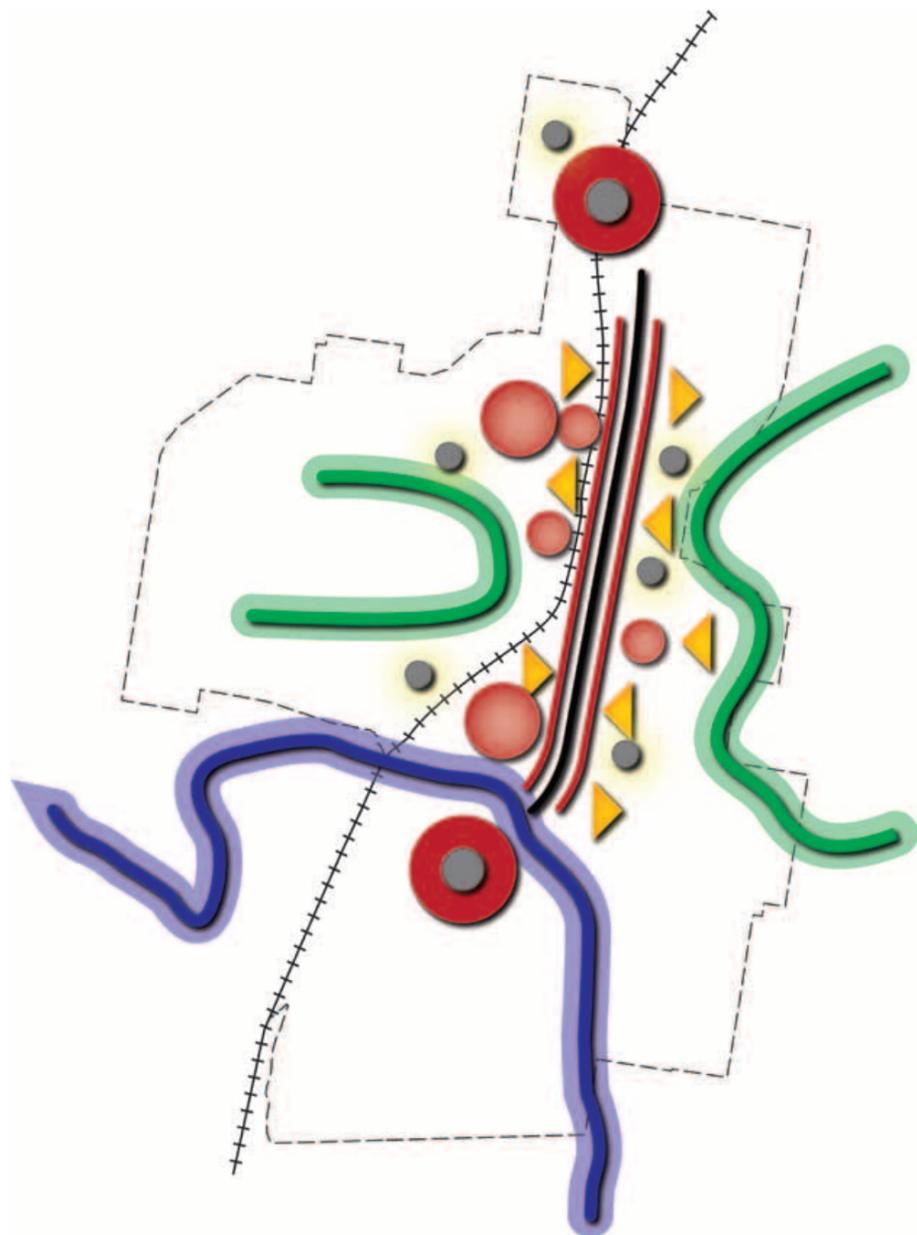
THE SPATIAL FRAMEWORK IS A VISUAL STORY. TAKEN FROM THE DISCUSSIONS AND DRAWINGS DURING THE CHARRETTE PROCESS, THE SPATIAL FRAMEWORK TRANSLATES WRITTEN AND NUMERICAL INFORMATION INTO A VISUAL MEDIUM TO GIVE A HOLISTIC VIEW OF THE MASTERPLAN.

The structure plan for Gosford is the framework which will underpin the Masterplan. It is a result of the natural attributes of Gosford and the potential to anchor the attractions and key destinations upon a central axis.

The structure plan seeks to build upon the outstanding natural attributes of the City, by celebrating the mountains and the waterfront and building them in to the fabric of a revitalised and active heart.

The structure plan reinforces Mann St as the spine upon which the city can grow and as the main artery for activity and movement.

This structure plan is a robust framework that allows for flexibility of uses whilst maintaining the core dynamics of a growing Regional City.



## 2.2/The Masterplan





Figure 2.1 - The Charrette Masterplan

## 2.3/Five Precincts of Activity

FIVE MAJOR PRECINCTS HAVE BEEN IDENTIFIED WITHIN THE FRAMEWORK.

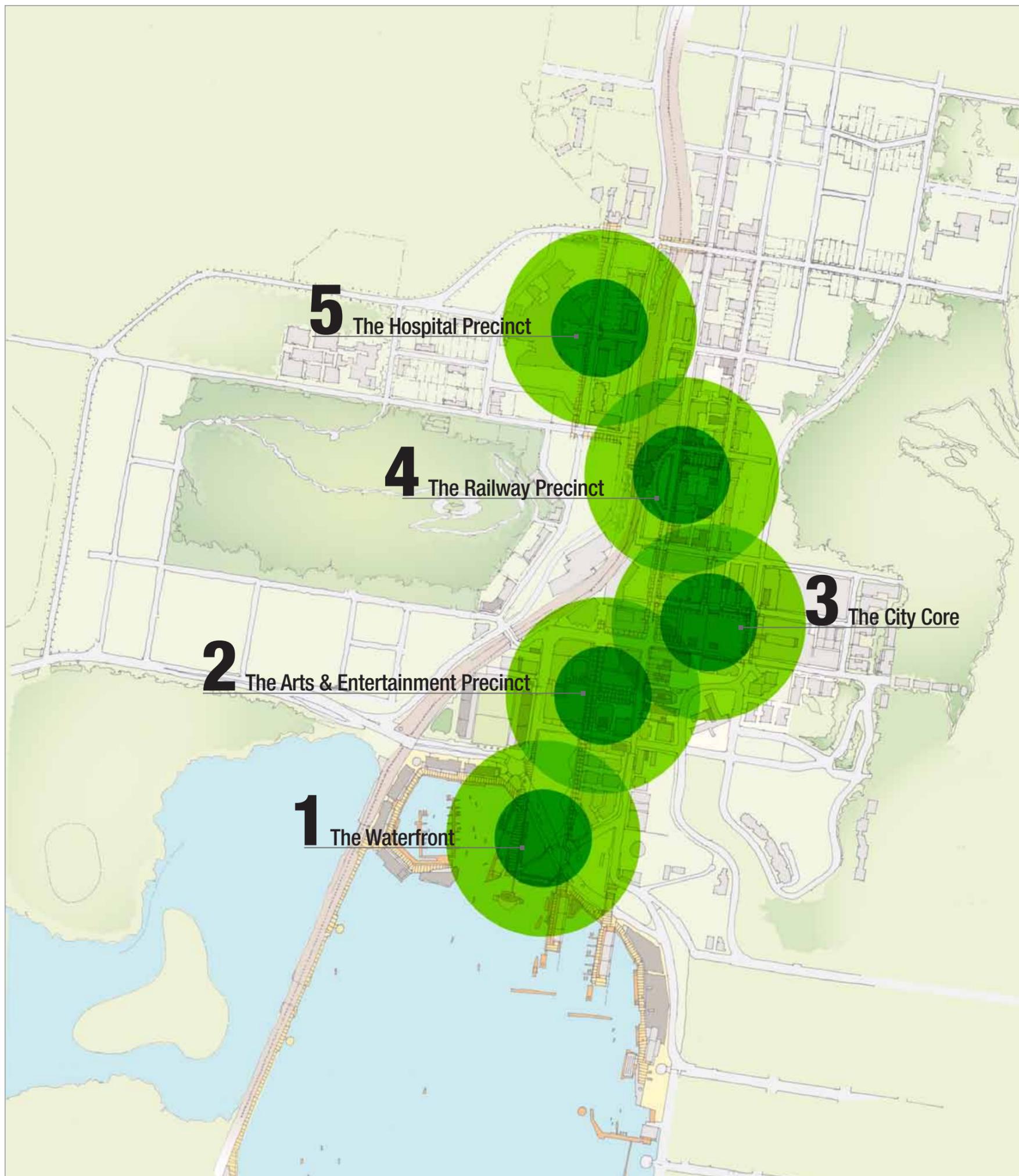


Figure 2.2 - Activity Nodes

The Five Precincts of Activity are:



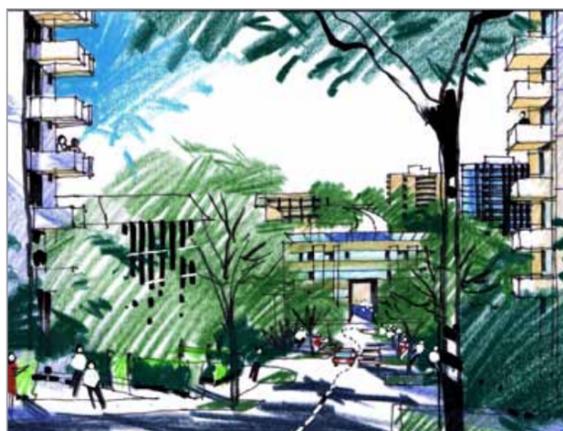
1 The Waterfront



2 The Arts and Entertainment Precinct



3 The City Core



4 The Railway Precinct



5 The Hospital Precinct

# 1 The Waterfront

THE JEWEL IN GOSFORD'S CROWN IS CLEARLY THE WATERFRONT. THE CURRENT EXPERIENCE WITH A HIGH SPEED ARTERIAL ROAD ALONG ONE SIDE AND A NARROW AND UNEVEN WALKWAY NEXT TO THE WATER WILL BE REPLACED BY A VIBRANT AND ACTIVE URBAN WATERFRONT WITH SHOPS, RESTAURANTS AND NEW DEVELOPMENT.



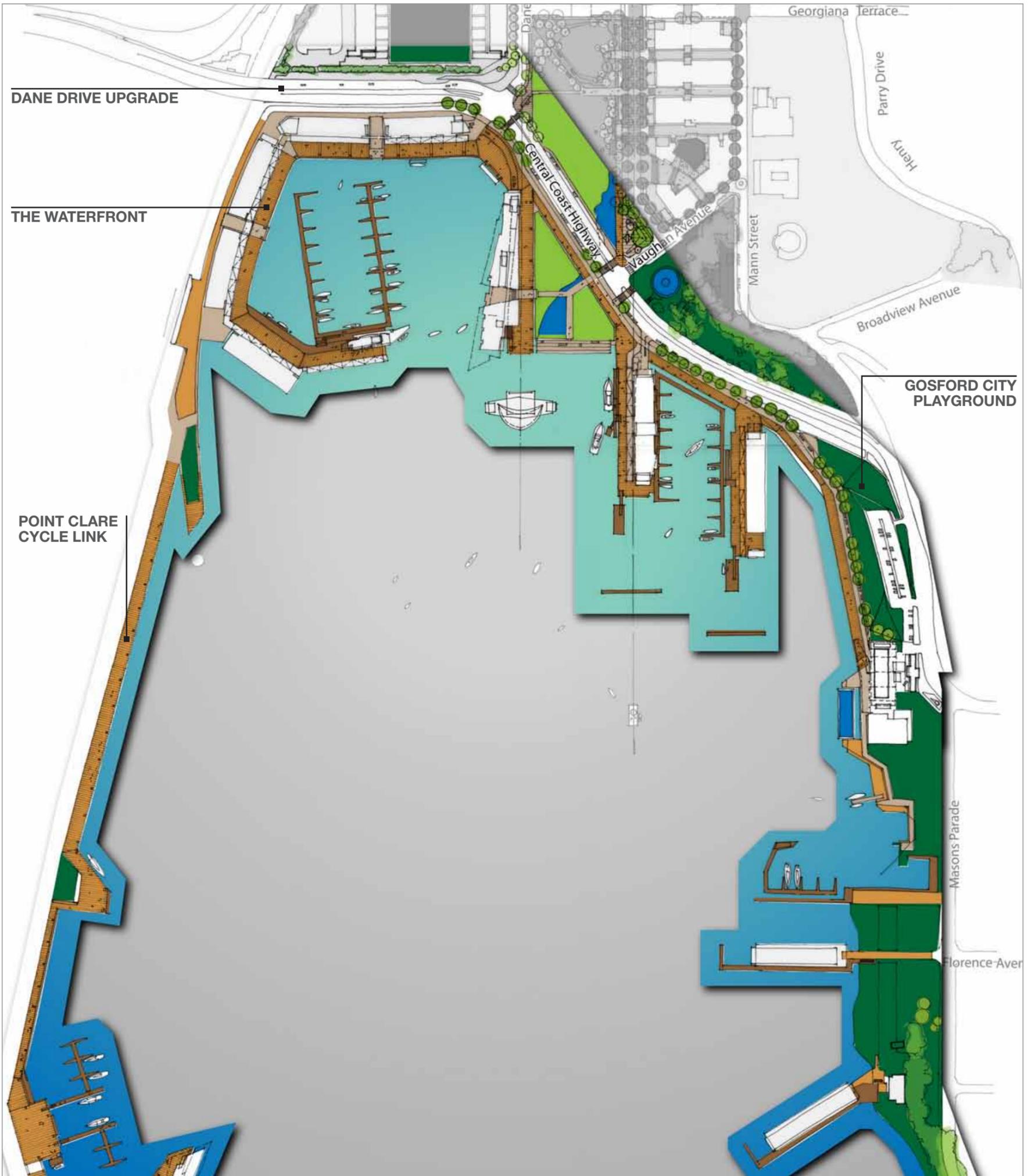
*Gosford Waterfront Before*



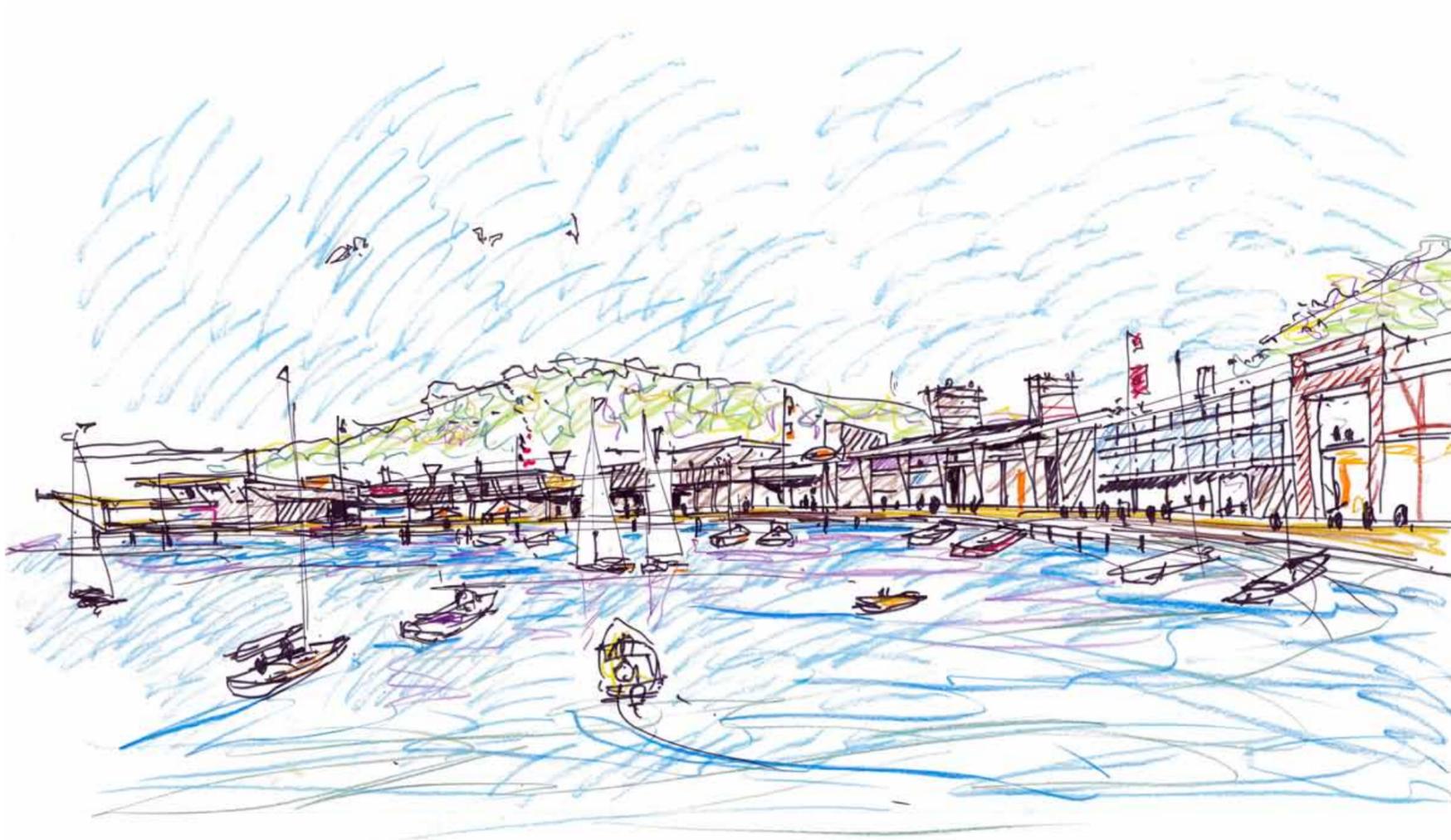
*Gosford Waterfront After*

KEY INITIATIVES ARE:

- THE WATERFRONT
- DANE DRIVE UPGRADE (INCLUDING PARKING)
- POINT CLARE CYCLE LINK
- CITY PLAYGROUND



The Waterfront Concept Plan



*Gosford Waterfront Concept*



### THE WATERFRONT

The Masterplan principles allow for continuous public access to the waterfront. The Waterfront will house retail, entertainment, offices and new waterfront apartments to create a vibrant and safe environment for all of Gosford. Buildings will be organised to minimise view loss from the city and a new public square that can host events will be located on the water. Direct access to the water will be allowed at controlled locations. Any development should maintain or enhance the natural environment.



### DANE DRIVE UPGRADE (CENTRAL COAST HIGHWAY)

Traffic consultants with RTA agreement have reconceived Dane Drive (Central Coast Highway) as an urban street with possible parking on both sides and most importantly traffic signals and grade crossings to deliver pedestrians to the new waterfront. Road access into the new waterfront was agreed at the new intersections at the bottom of Brian McGowan Bridge and at the end of the reconstructed Baker Street / Vaughan Avenue.

### POINT CLARE CYCLE LINK

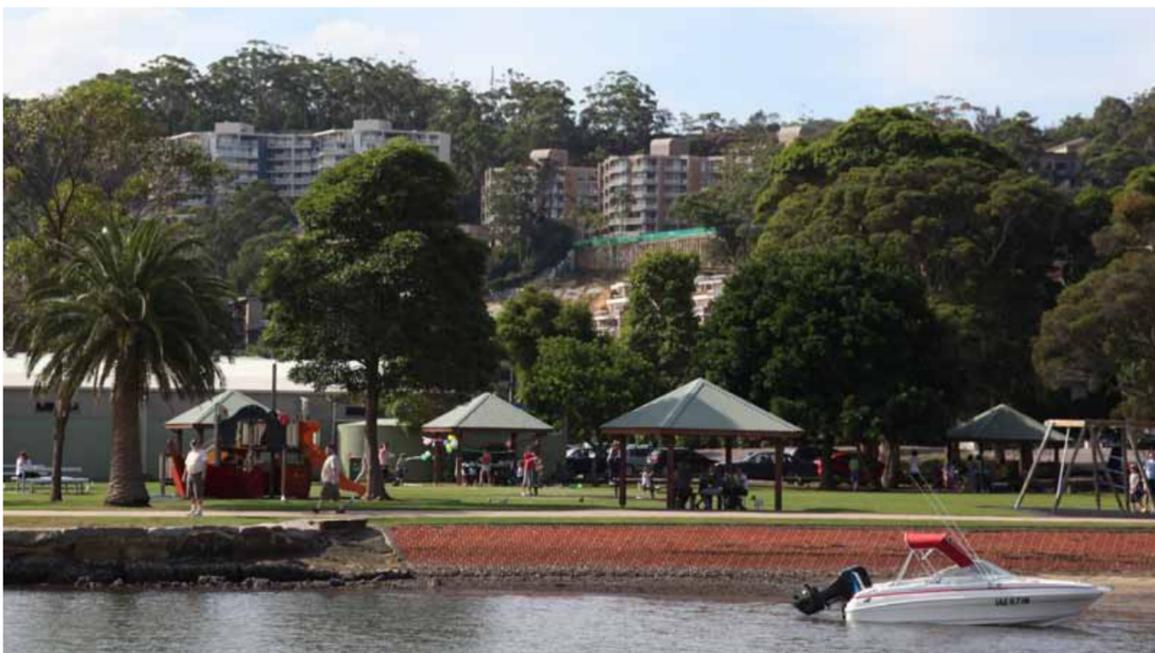
A scheme has been developed for a pedestrian and cycle link from the Gosford waterfront to Point Clare along the edge of the railway causeway. The network will link directly with the current cycleway that connects with Woy Woy to the south.

### CITY PLAYGROUND

The opportunity exists for the creation of a new city playground. As a destination, the playground will generate both weekday and weekend activity and increased visits to Gosford. An area of 2,500m<sup>2</sup> will be required. Locating the playground on the eastern shore of Brisbane Water builds off the existing recreation use.



*The Waterfront Concept Section*







## 2 The Arts & Entertainment Precinct

THE CREATION OF “THINGS TO DO IN GOSFORD” IS ONE OF THE KEY DRIVERS OF THE MASTERPLAN. DRAWING PEOPLE BACK TO GOSFORD AT NIGHT AND ON WEEKENDS WILL HAVE IMMEDIATE BENEFITS BOTH SOCIALLY AND ECONOMICALLY. THROUGH IMPROVED LINKS BETWEEN EXISTING ENTERTAINMENT ELEMENTS – BLUETONGUE STADIUM, THE CENTRAL COAST LEAGUES CLUB AND MANN STREET RESTAURANTS – AND THE INTRODUCTION OF NEW ELEMENTS, THE ARTS AND ENTERTAINMENT PRECINCT WILL BE CREATED.



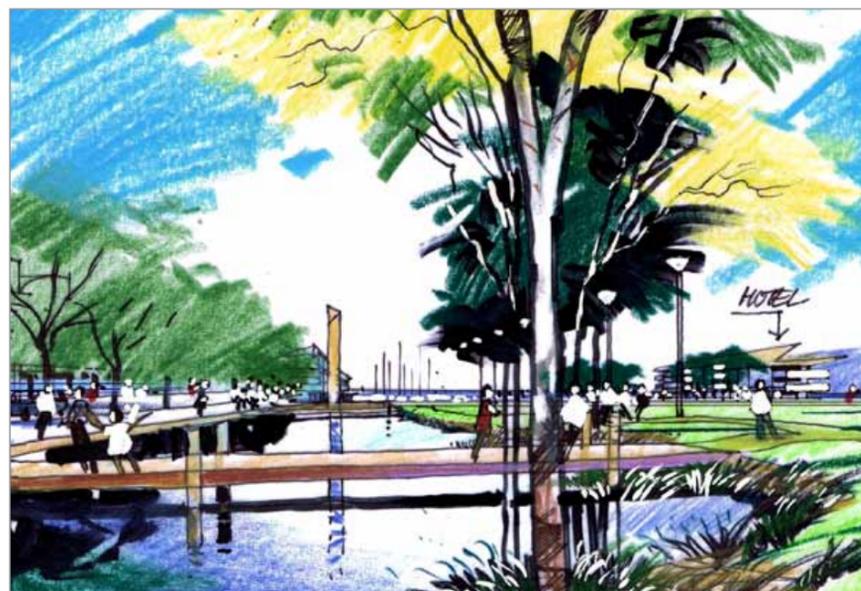
*Baker Street Before*



*Leagues Club Park Before*



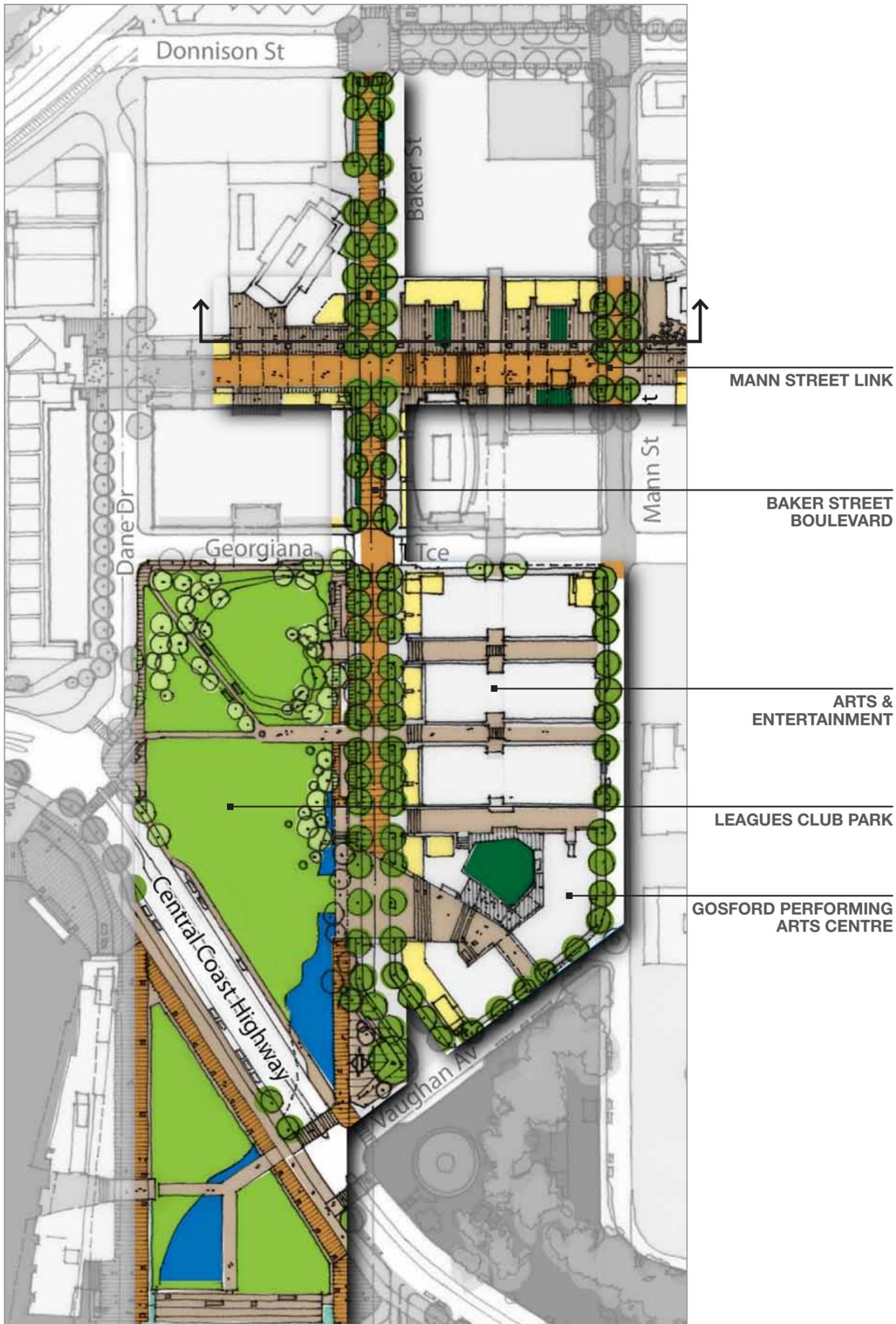
*Baker Street After*



*Leagues Club Park After*

KEY INITIATIVES ARE:

- BAKER STREET BOULEVARD
- MANN STREET LINK
- LEAGUES CLUB PARK
- GOSFORD PERFORMING ARTS CENTRE (INCLUDES PARKING)



The Arts and Entertainment Precinct Concept Plan



*The Arts Precinct Concept*



**BAKER STREET BOULEVARD**

The open water body would run along the centre of Baker Street north of Georgiana Terrace before spilling out into the park south of the Central Coast Leagues Club where the original creek line ran before the site was filled. There will be a strong pedestrian emphasis along Baker Street with avenue tree planting. On Baker Street south of Georgiana Terrace, the existing road reserve adjacent to the school site will be reconstructed to continue access from the city to the waterfront for pedestrians, cyclists, buses and other vehicles.

**GOSFORD PERFORMING ARTS CENTRE**

Located close to the Waterfront, the new Gosford Performing Arts Centre will be a multipurpose facility that caters for theatre, concerts, meetings, conferences and arts shows. It may also become a home for arts institutions and house the Conservatorium of Music.

Busy throughout the year, the centre will be designed to accommodate meetings, events and performances for the widest range of users. The complex will have parking beneath that will serve the Arts and Entertainment, and Waterfront precincts.



**THE MANN STREET LINK**

The open air connection from Mann Street down to Baker Street and across to Bluetongue Stadium will create a pedestrian link between the major entertainment elements in the city. The connection down from Mann Street, will be activated by cafes and restaurants, and reinforce the pedestrian route between the Station and Gosford's entertainment elements.

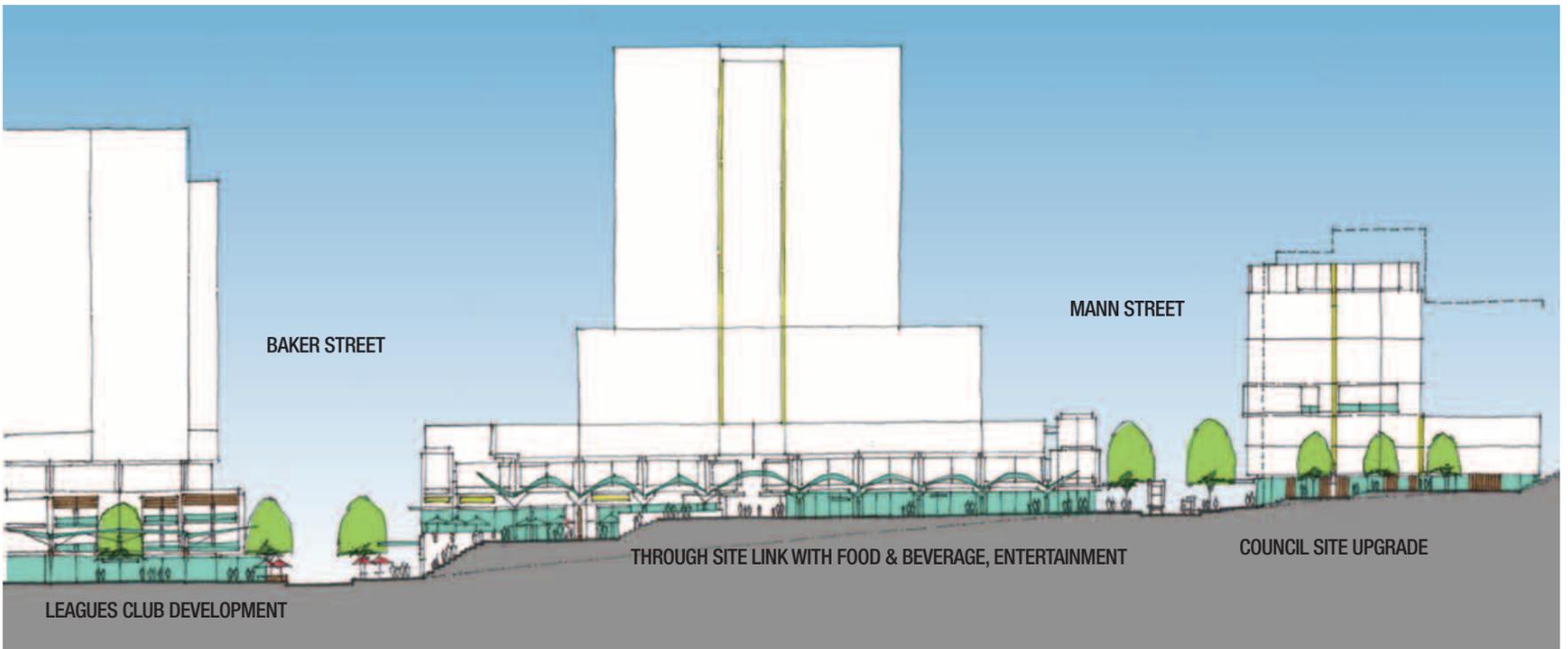
**LEAGUES CLUB PARK**

The existing park has a single sports field and is used generally in winter as a training ground by sports groups and as a breakout space for the Gosford Primary School.

**HONOURING OUR ABORIGINAL HERITAGE**

Advice from our Aboriginal community has been responded to by representing the creek through Leagues Club Park to revitalise the area.

The proposed partnership between Council and Department of Education and Training to upgrade facilities at Gosford and/or Henry Kendall High School will allow for the relocation of sporting groups. This will allow reworking of the space to accommodate the reconstruction of Baker Street South as a link to the waterfront, a new water feature along the eastern edge and the creation of a major public space that can be used for concerts, markets and informal play. This water feature recreates the path of a creek long since taken underground.



*The Arts Precinct Concept Section*



### 3 The City Core

THE TRADITIONAL HEART OF GOSFORD LIES AROUND MANN STREET AND KIBBLE PARK. RETAIL IS NOW FOCUSED IN THE ZONE BETWEEN DONNISON STREET AND ERINA STREET. KIBBLE PARK HAS LONG BEEN SEEN AS THE CORE OF GOSFORD AND ITS RECENT UPGRADE HAS SEEN USE AND ACTIVITY OF THE PARK INCREASE SIGNIFICANTLY. PLAY AREAS, WATER FEATURES, SHADE STRUCTURES, SWATHES OF GRASS AND A NEW CAFÉ OVERLOOKING THE PARK HAVE BROUGHT NEW LIFE INTO THE CENTRE OF THE CITY.



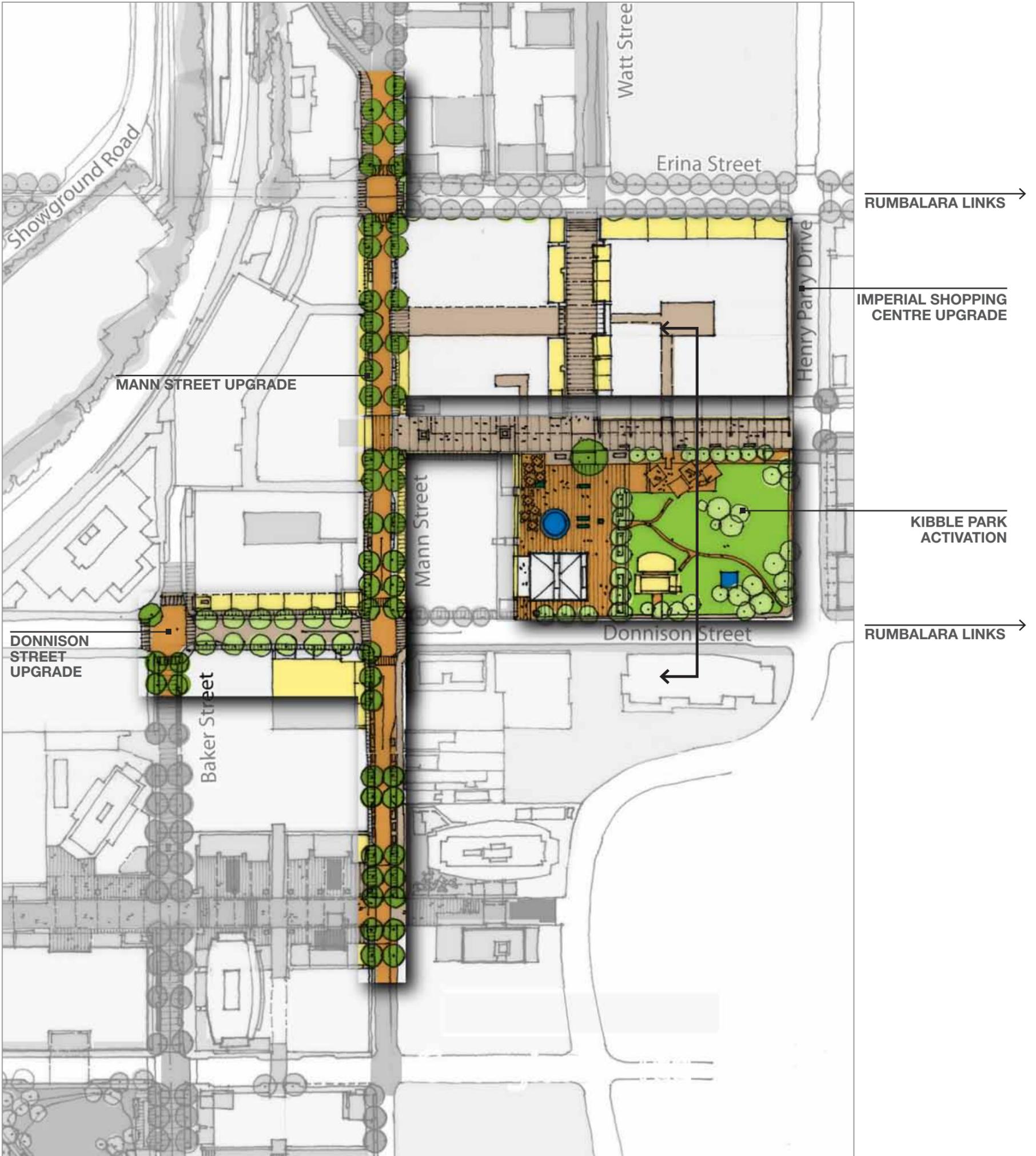
*Kibble Park Before*



*Kibble Park After*

KEY INITIATIVES ARE:

- KIBBLE PARK ACTIVATION
- MANN STREET UPGRADE
- IMPERIAL SHOPPING CENTRE UPGRADE
- DONNISON STREET LINK
- RUMBALARA LINKS





**KIBBLE PARK ACTIVATION**

With the circle of blank walls of buildings around Kibble Park, the activity can be limited. The Masterplan recommends a new programme of façade upgrades with the opening out of the Gosford Town Centre façade, and the construction of a new active skin to the Imperial Shopping Centre.

**MANN STREET UPGRADE**

As the flattest street in Gosford, after the construction of the railway, Mann Street soon became the focus of retail and commercial life in the city. Rising from the water then running generally level to the station, it rises gradually to Etna Street then down to the north.

The need to upgrade the sewer main along the eastern side of the street between Erina and Donnison Streets creates the opportunity to rework the public domain to activate footpaths and introduce street tree planting. During construction the Third Pipe for recycled water will be installed.

**IMPERIAL SHOPPING CENTRE LINK**

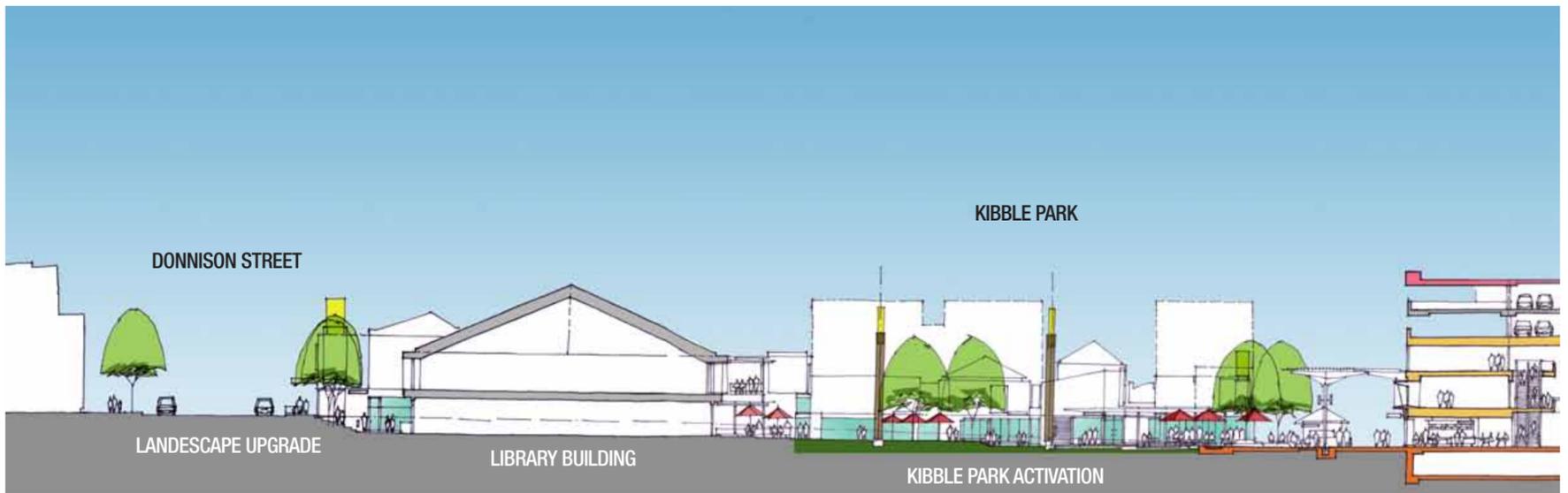
Watt Street currently terminates in the blank facade of the Imperial Shopping Centre. With the upgrade of Hills/Watt Streets, there is an opportunity to open up the Imperial Shopping Centre to create a pedestrian link from Watt Street into the heart of Kibble Park. The link will further integrate the park into the public realm.

**DONNISON STREET LINK**

To better connect Mann Street to Baker Street and the waterfront, a widened pedestrian zone along the North side of Donnison Street between Baker Street and Mann Street is proposed.

**RUMBALARA LINKS**

The network of open spaces on Rumbalara is tantalisingly close to the heart of Gosford, but difficult to access. The Masterplan has identified Erina and Donnison Streets as the links that will connect this open space to the city and allow easy access to a variety of walking experiences.



*Kibble Park Concept Section*







## 4 The Railway Precinct

FOR OVER A CENTURY, THE RAILWAY STATION HAS BEEN A MAJOR ELEMENT IN THE CENTRE OF GOSFORD. AS DEVELOPMENT OCCURS AND MORE JOBS ARE CREATED IN GOSFORD, ACTIVITY IN THIS PRECINCT WILL INCREASE.



*Watt Street Before*



*Watt Street After*

KEY INITIATIVES ARE:

- UPGRADED BUS INTERCHANGE
- MANN STREET NORTH UPGRADE
- HILLS STREET/WATT STREET PEDESTRIAN UPGRADE
- REMOVAL OF THE GATEWAY CENTRE BRIDGE
- UPGRADE OF BURNS PARK



The Railway Precinct Concept Plan



*Bus Interchange Concept*



#### **UPGRADED BUS INTERCHANGE**

A Transport Management and Accessibility Plan (TMAP) will be undertaken, which will include a review of existing and future capacity needs of the bus interchange. Gosford's bus interchange upgrade will include comfort, safety and convenience measures.

#### **MANN STREET NORTH UPGRADE**

The urban environment of Mann Street can be upgraded with better wider footpaths, more shade and improved amenity and safety. The upgrade of sewer and water mains within Mann Street and the installation of the Third Pipe for recycled water offer an opportunity for resource sharing during the street upgrade.

#### **HILLS STREET/WATT STREET PEDESTRIAN UPGRADE**

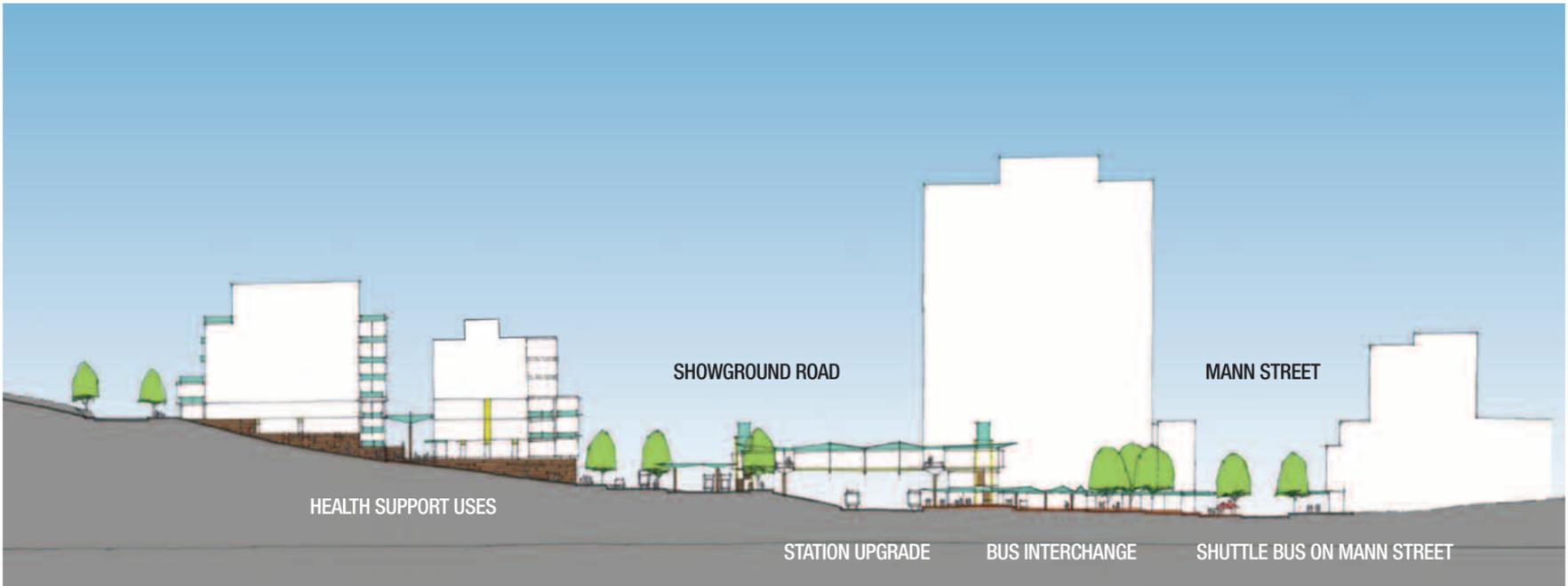
Hills/Watt Streets will form the green spine that links the northern residential precincts back to Kibble Park. While the topography does not make it the preferred north-south pedestrian route, each neighbourhood does have a natural fall towards the street and it is seen as a strong green element in the plan on which new community parks will be located. The provision of mid block linkages in the valleys of Hills Street, leading to Mann Street, will provide a more conducive walking environment.

#### **REMOVAL OF THE GATEWAY CENTRE BRIDGE**

The bridge connection to the Gateway Centre is now seldom used and is a visual intrusion. The bridge sits within Council's airspace and is currently leased to the owners of the Gateway Centre. Council will liaise with the centre owner with the aim of removing the bridge in the future.

#### **UPGRADE OF BURNS PARK**

Burns Park is a forgotten gem in Gosford's public domain. The space will be reinvigorated by the removal of the Gateway Centre Bridge and the upgrade of the adjoining Bus Interchange. The redesign will be in the context of a more vibrant and active precinct.



*The Railway Precinct Concept Section*





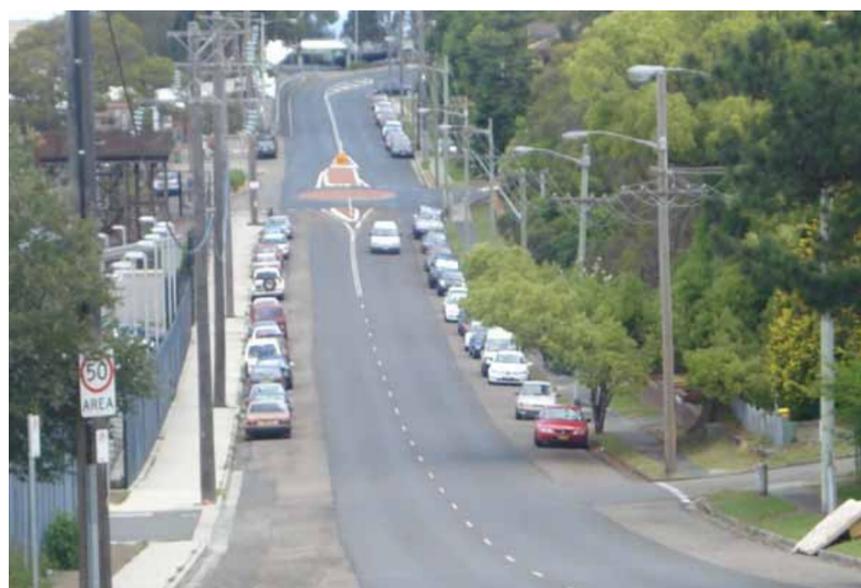


# 5 The Hospital Precinct

GOSFORD BOASTS BOTH MAJOR PUBLIC AND PRIVATE HOSPITALS AND A WIDE RANGE OF SPECIALISTS AND SUPPORT SERVICES THAT CATER FOR A WIDER POPULATION THROUGHOUT THE CENTRAL COAST. THE HOSPITAL PRECINCT IS ONE OF THE BUSIEST ZONES IN GOSFORD TODAY. THE MASTERPLAN SEEKS TO REINFORCE THE HEALTH SERVICES FOR BOTH THE PUBLIC AND PRIVATE HOSPITAL SECTORS WITHIN THIS PRECINCT CLOSE TO THE STATION. THE PRECINCT ALSO INCLUDES THE EDUCATION RESOURCES AT GOSFORD HIGH SCHOOL AND HENRY KENDALL HIGH SCHOOL.



Racecourse Road Before



Showground Road Before



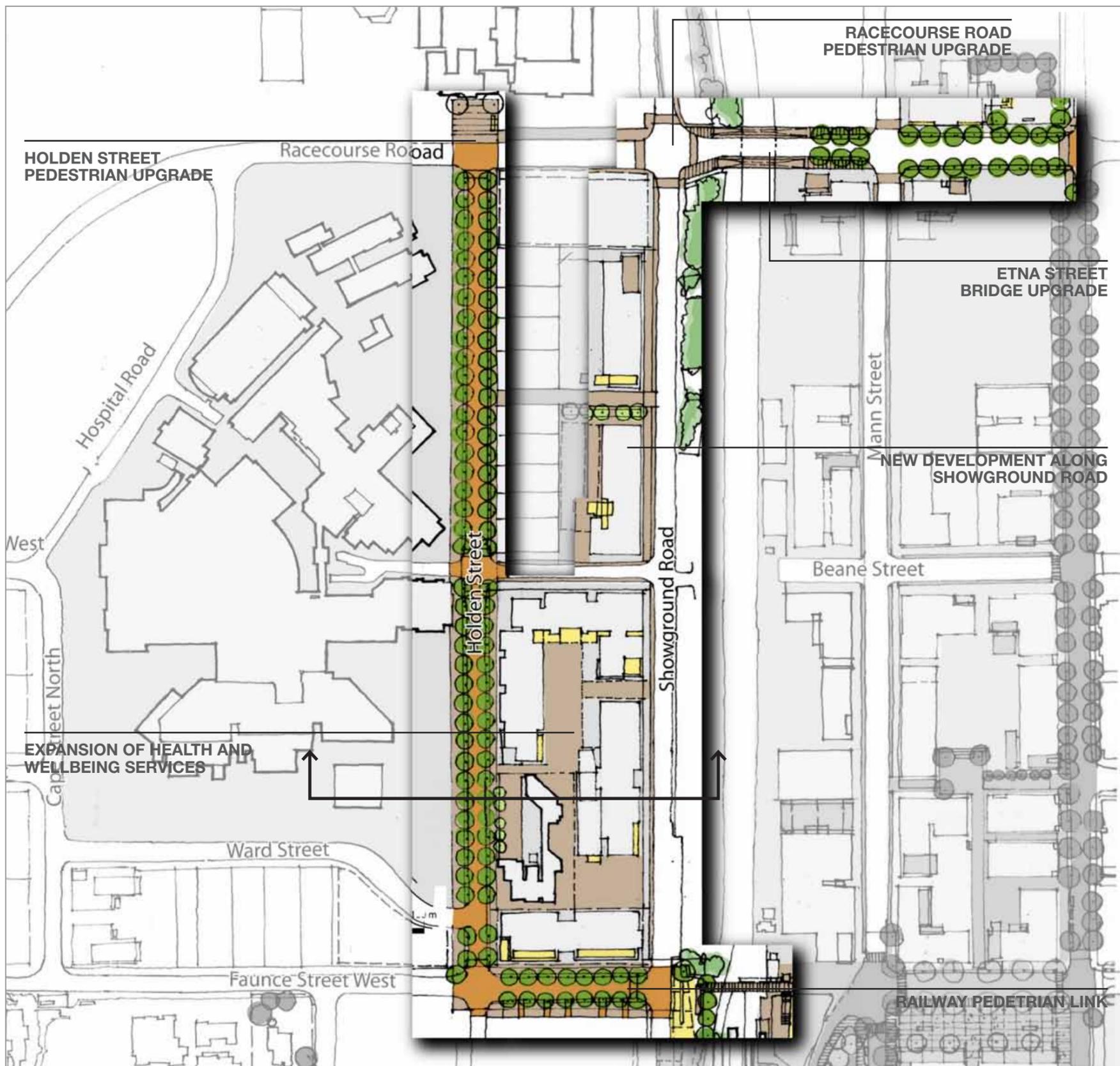
Racecourse Road After



Showground Road After

KEY INITIATIVES ARE:

- EXPANSION OF HEALTH AND WELLBEING SERVICES
- ETNA STREET BRIDGE UPGRADE
- HOLDEN STREET AND SHOWGROUND ROAD PEDESTRIAN UPGRADES
- NEW DEVELOPMENT ALONG SHOWGROUND ROAD
- GOSFORD PUBLIC SCHOOL RELOCATION
- GOSFORD AND HENRY KENDALL HIGH SCHOOL OVAL UPGRADES
- RACECOURSE ROAD PEDESTRIAN UPGRADE
- RAILWAY PEDESTRIAN LINK



The Hospital Precinct Concept Plan



**EXPANSION OF HEALTH & WELLBEING SERVICES**

At the heart of this precinct, Gosford Hospital (one of the most important infrastructure elements in the regional city) is the largest employer in the City. Updating the Infrastructure Plan of Gosford Hospital precinct is currently underway by NSW Health. NSW Health and Landcom own large areas of land adjacent to its main campus. Under review is how the health services will grow and what land will be required to ensure future health needs are met.

**ETNA STREET BRIDGE UPGRADE**

Traffic and pedestrian access around the schools and along Racecourse and Showground Roads is impacted by the limits of the two-lane Etna Street Bridge. A whole of Government approach – Council, Health, Education, RTA and RailCorp – is being pursued to ensure upgrade works occur as a priority.

**HOLDEN STREET PEDESTRIAN UPGRADE**

Holden Street is an important link for the Hospital. An upgraded pedestrian environment will improve the safety and the experience of the connection to the Station.

**NEW DEVELOPMENT ALONG SHOWGROUND ROAD**

The intensification of uses along Showground Road – housing and hospital allied uses – takes advantage of both the transport and proximity to the hospital.

**GOSFORD PUBLIC SCHOOL RELOCATION**

Two of the sites for the potential relocation of Gosford Public School are located off Racecourse Road. An upgraded pedestrian environment and improved traffic environment (through the Etna Street upgrade) are important elements in a successful relocation.

**GOSFORD & HENRY KENDALL HIGH SCHOOL OVAL UPGRADES**

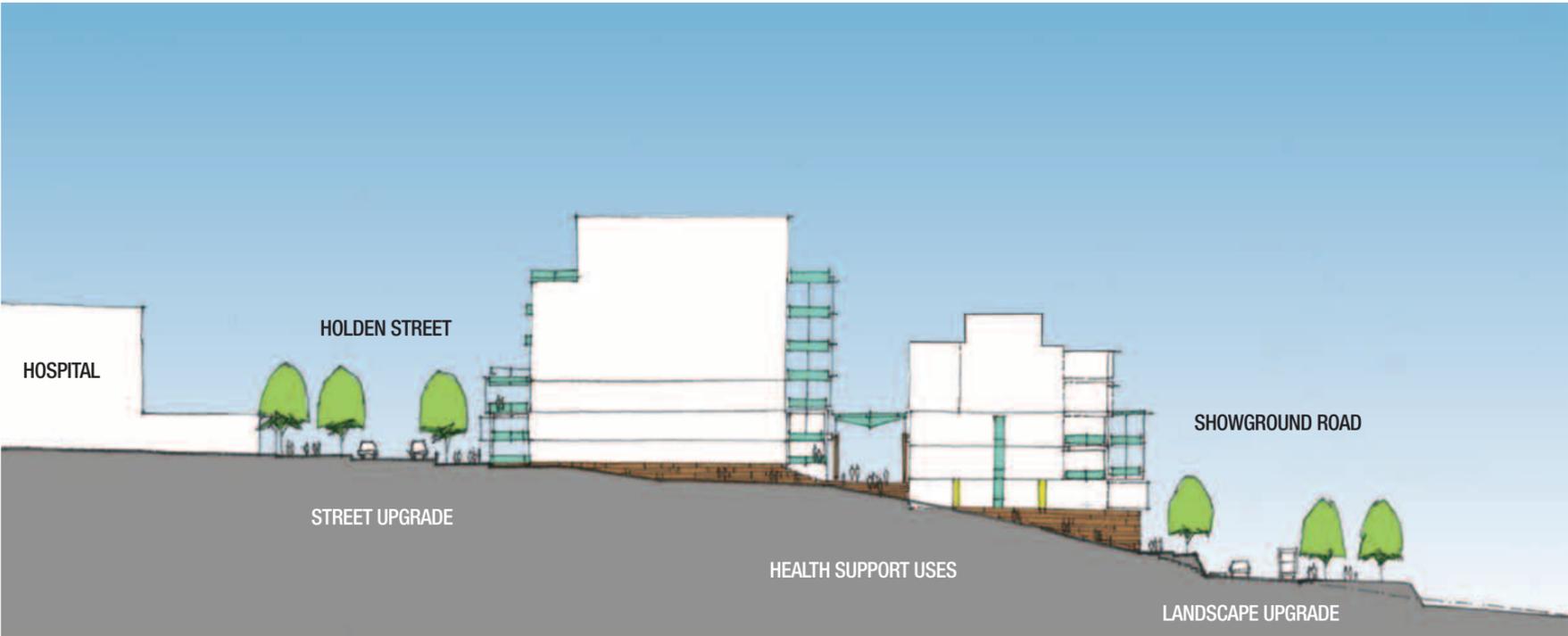
An increased population will need additional active recreation opportunities. The Department of Education and Training has offered to work in partnership with Council to upgrade the ovals at Gosford and Henry Kendall High Schools to serve the wider community.

**RACECOURSE ROAD PEDESTRIAN UPGRADE**

Improved and safer pedestrian movement along Racecourse Road will be possible with the upgrade of Etna Street bridge.

**RAILWAY PEDESTRIAN LINK**

The topography around the Hospital represents a significant challenge. Redevelopment of health and wellbeing service sites around Faunce Street, Holden Street and Showground Road should incorporate improved pedestrian access from the Hospital to Railway Station where possible.



*The Hospital Precinct Concept Section*



3

# Masterplan Elements

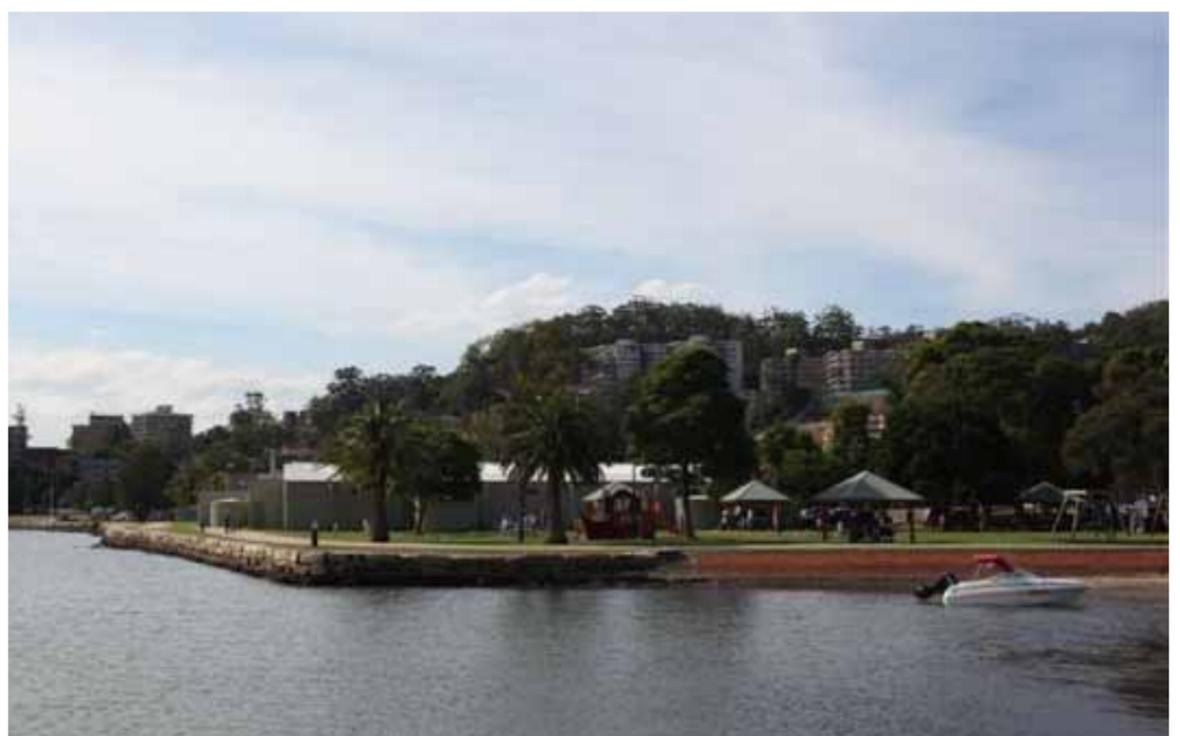


Gosford Harbour

THE MASTERPLAN IS STRUCTURED AROUND A SERIES OF PRIMARY ELEMENTS THAT HAVE BEEN IDENTIFIED FROM SITE-SPECIFIC OPPORTUNITIES AND OUTCOMES FROM THE CHARRETTE PROCESS. THESE ELEMENTS FORM THE BASIS OF THE PLAN AND PROVIDE A CLEAR FRAMEWORK, STRATEGIC USES AND CONFIRM RELATIONSHIPS WITHIN AND TO THE GOSFORD REGIONAL CENTRE.

FOUR KEY AREAS UNDERPIN THE MASTERPLAN:

- CONNECTIVITY
- ACTIVATION
- ACCESS AND MOVEMENT
- SUSTAINABILITY



## 3.1/Connecting Places

GOSFORD SITS WITHIN A STUNNING NATURAL ENVIRONMENT, THE CITY DOES NOT CONNECT TO EITHER THE HILLS (TO THE EAST OR WEST) OR THE WATER (TO ITS SOUTH). CONNECTIVITY, AS A DESIGN PRINCIPLE, ALLOWS THE CITY TO BUILD ON ITS UNIQUE ENVIRONMENTAL IDENTITY.

Connectivity is more than connecting places it is also the connection of the people to their City and the City's activities.

Connection occurs by reaffirming Kibble Park and the surrounding Central Business District as the core of the City, a core to and from which all connection occurs. This means the hills will connect to the core, the water will connect to the core, and the east and west of the City will connect to the core. This allows connectivity to be comprehensive and allows the western and northern neighbourhoods to have stronger links to the City and its waterfront.

These connections can be summarised as:

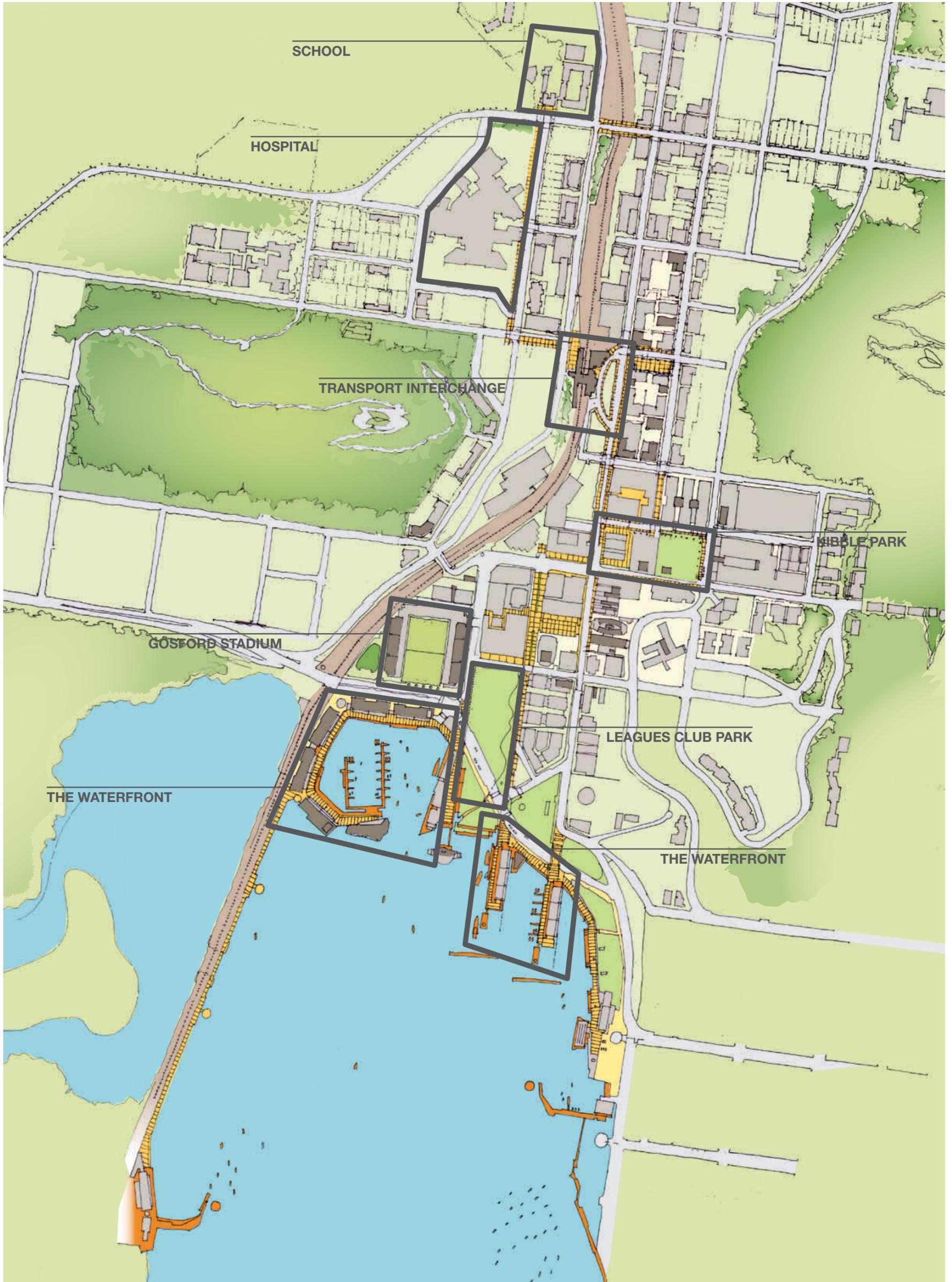
- Draw the landscape down from the hills into the City core
- Interconnect major open spaces throughout the City
- Link northern and western neighbourhoods to the City core via landscaped street corridors
- Upgrade east-west streets with tree planting
- Improve movement around the City by defining pedestrian and cycle movement
- Provide full pedestrian connectivity and access from the north and transport hub, to the core and to the waterfront

The streets are part of the public realm, they are spaces people share and they link the places that will make Gosford a destination. In the new Gosford, streets will be sociable, accessible, comfortable, attractive, safe, active and sustainable.

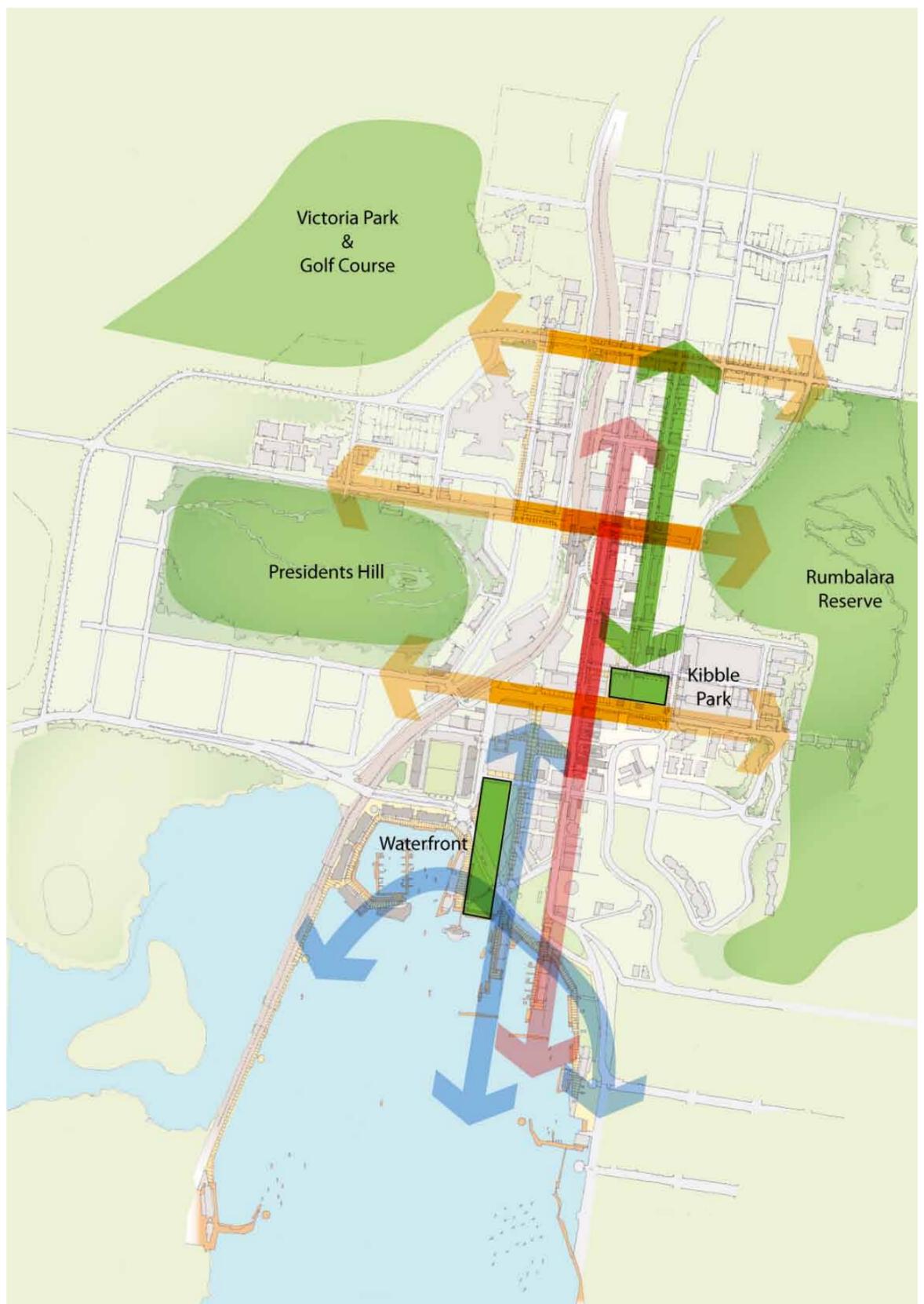
To achieve this, attention will be paid to water sensitive urban design, planting, seating, paving, prevailing wind, sun and shade. These are streets people will want to live, walk and meet on. They will be the backbone of the neighbourhoods.

The streets have the potential to become new green spaces in their own right - spaces for movement, meeting and relaxation. They define the character of a city and provide links between major and minor open spaces.

New or improved places will make Gosford a destination (refer Section 3.2.4) and the City's activity zones (refer Section 2.3.4) will be linked by streetscapes to the city core, Kibble Park. These connecting streetscapes will prioritise pedestrian and non motorized movement. Promoting physical activity will make the streets safer and the community healthier.



The streetscapes that will create this connection from north to south are Mann Street (pictured in hues of red), Hills and Watt Streets (the same street pictured in green) and Baker Street (pictured in blue). Another important streetscape will be around the Gosford Harbour (also pictured in blue). The east-west connections are made by Etna, Faunce and Donnison Streets are (pictured in orange)

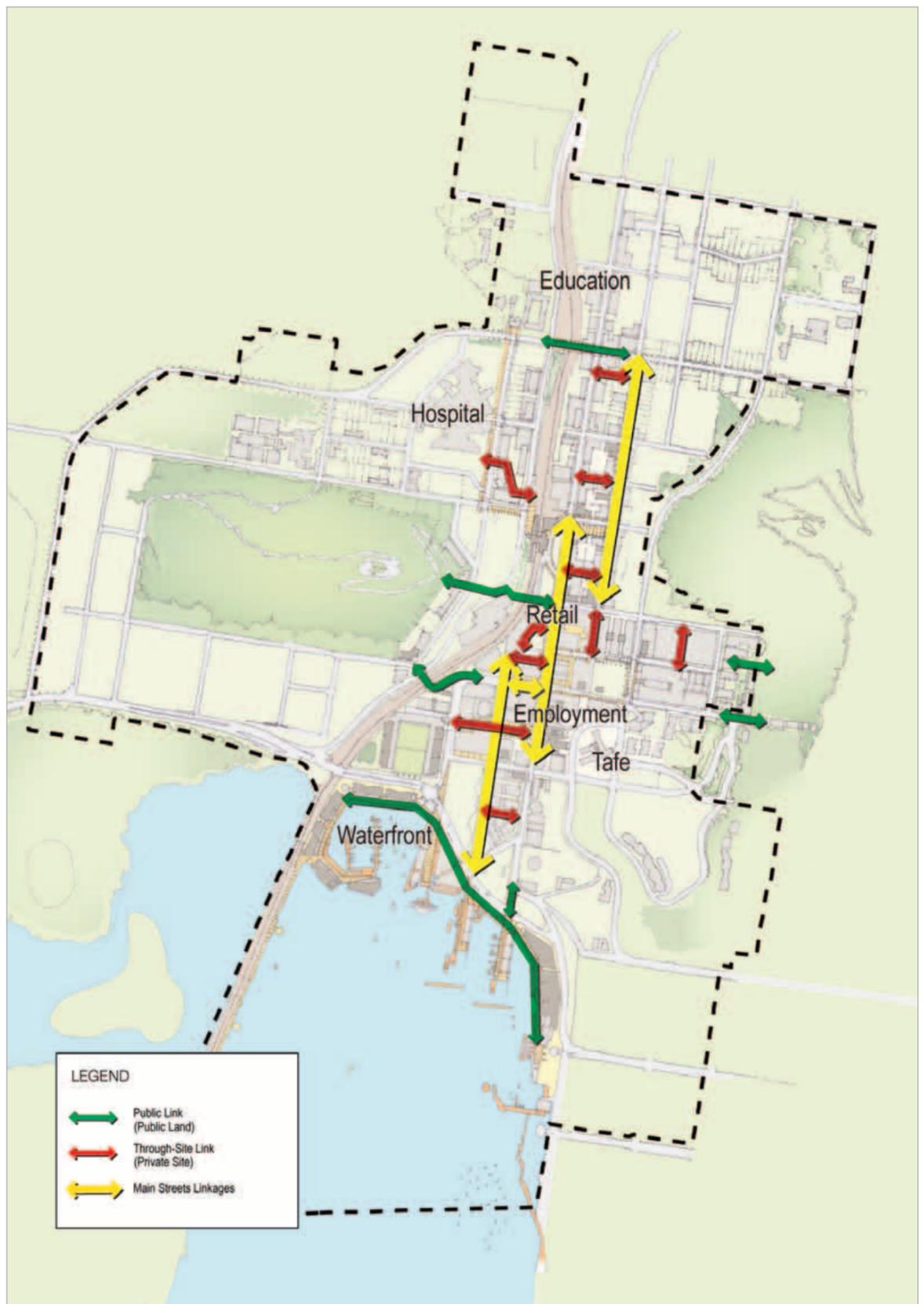


*Movement Axes*

### LINKS

To complete the open space network, a series of east-west links have been identified between the main north-south corridors.

Sometimes on private parcels, these will be delivered as sites are developed and are planned to improve permeability and linkages between elements.



Linkages

## The Streets

Street types have been identified as green streets and urban streets.

### Green Streets

At the edges of the City, close to the hills, a series of green streets have been identified. These do not have high traffic volumes and the opportunity exists to both increase canopy links and bring the bush understorey deeper into the City.

On flatter streets, Water Sensitive Urban Design (WSUD) elements that catch the first flush of rain off the roads can be incorporated into medians or along kerbs. WSUD devices can be incorporated into steeper streets, as individual rain gardens or detention basins rather than swales.

### Urban Streets

The ability to move around the City will be reinforced through the upgrade of major streets close to the City Centre. Some opportunities exist for the introduction of sustainability elements, however the focus is on upgraded pavements and street furniture.



### Hills/Watt Streets

Hills/Watt Streets (the Northern and Southern sections of the same road) will provide a green link from the northern residential precincts to Kibble Park in the City Centre. Enhanced streetscape will provide greater pedestrian amenity which will help to mitigate the steep topography.

Whilst Watt Street currently ends at the blank wall of the Imperial Shopping Centre, it is anticipated that ongoing discussions with the Centre owners may provide the opportunity to create continuous open access through the Imperial Shopping Centre into Kibble Park.



### Kibble Park

The recent upgrade has reinforced Kibble Park's place as the 'core of the Gosford City Centre'. The play areas, water features, shade structures, swathes of grass and revamped café overlooking the park have brought a new vibrancy to the centre of the City.

To enable the Park to reach its full potential, the Masterplan recommends a program of façade upgrades to reduce the blank walls and provide an active interface between the park and adjoining buildings.

The proposed link to Watt Street through the Imperial Shopping Centre will further strengthen Kibble Park's role as the core of the City.



### Mann Street

Linked to Kibble Park through William Street Mall, and being one of the flattest streets in Gosford, Mann Street will become further developed at street level as the focus of retail and commercial life in the City. There is an opportunity to respond to the resurgence in retail strategies that provides niche retail and street-level shopping experiences. William Street Mall will be further enhanced to expand alfresco dining at the entry to Kibble Park.

Mann Street also provides a direct easy link via Donnison Street to Baker Street and then to the waterfront.

The need to upgrade the sewer/water mains along Mann Street between Erina and Donnison Streets provides the opportunity to continue the tree planting and kerbside work to enliven the public space.



### Baker Street & the Leagues Club Park

The Donnison Street link between Mann and Baker Streets will be upgraded to enhance the experience and provide a journey from the station to the waterfront.

Baker Street and the existing Leagues Club Park provide the flattest and most convenient pedestrian route from the City to and along the waterfront. It is proposed that this area function as an active boulevard connecting the city to its water and encompassing a large inviting street, with a pedestrian emphasis and a stream that runs through the park alongside Baker Street.

Whilst the park is currently used for sporting and school activities, the continuation of Baker Street and the implementation of the water feature will mean those activities will need to be relocated. An opportunity exists with the Department of Education and Training for a joint venture with the high schools within the City Centre to enhance existing sports grounds for multi-purpose uses.



### The Waterfront

Connected to the City, the waterfront will be vibrant and active with shops, restaurants and new piers.

The concept plan developed at the Charrette, allows for continuous public access to the waterfront.

Buildings will be organised to maintain views from the City and a new public square will be located on the water.

## 3.2/Activate The City

WE NEED TO CREATE A DESTINATION; A SENSE OF PLACE FOR THE PEOPLE OF THE CENTRAL COAST AND ITS VISITORS AND THAT IS WHY PUBLIC REALM IS AT THE CORE OF THIS MASTERPLAN. BRINGING PEOPLE IN, AND BRINGING THEM IN REGULARLY, WILL MAKE THE CITY THRIVE AND PROSPER.



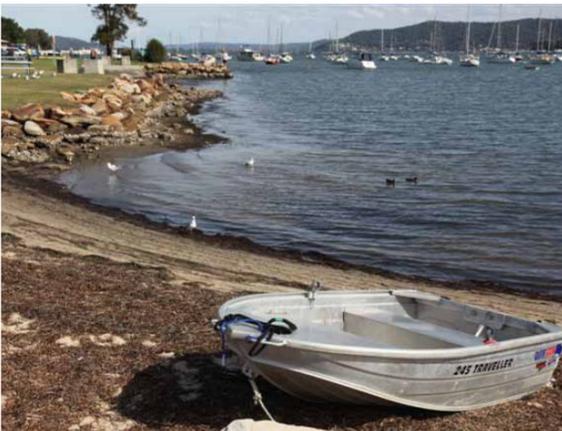
The public realm is the space we share. It may be public or privately owned, but it is the space inhabited freely as a member of the community. It is the goal of this Masterplan to make the public realm welcoming - a connected network of great places to be.

We have all been to great places. Apart from work and home these are the places you want to spend your time. Imagine a future where you want to spend time somewhere in Gosford.

There has been much written about the art of placemaking in the past decade and it has been a focus of the Challenge to bring that art to Gosford. The Project for Public Spaces (PPS) are leaders in this field.

### A great place has many attributes:

- It promotes sociability; it is welcoming, friendly and 'neighbourly'.
- It is connected; easy to walk to; convenient and accessible; frail people with walking aids can get in and move around and so can parents with children in prams.
- It looks and feels good; it has charm, is clean and feels safe.
- It is active; there are lots of things to do in a great place and there tends to be people of all ages doing things



Great places aren't necessarily grand. They can be the street you live on, your local park, or a town square. They are the places you remember.

In placemaking there are some 'rules of thumb' such as there should be ten things to do in a 'place' and, ten places makes a destination. Gosford will be a destination.

The placemaking approach has been used in Kibble Park. It hasn't made Gosford a destination, but Kibble Park is now a place people choose to visit - it is one of the ten reasons people will come to Gosford.

This Masterplan nominates ten spaces which will be the places of Gosford, making the City Centre a destination (refer Section 3.5)



### Ten things to do in Kibble Park:

1. Play in the stream
2. Play on the swings
3. Have a coffee
4. Borrow a book
5. Have a picnic
6. Watch a band on the stage
7. Buy something from a market stall
8. Have a restaurant meal
9. Meet a friend for lunch
10. Watch people promenade (or be watched)



A successful city thrives on having things to do for all its residents, workers and visitors of all ages. The desire for things to do in Gosford City Centre was one of the most constant community calls throughout this Masterplan's consultation process.

The bulk of everyday city life activity will be focused in the 5 precincts of activity (Section 2.3). Much activity will also be generated by jobs and new enterprise as discussed in the section on Jobs & Enterprise (Section 3.4).

In addition Gosford City Centre's active public realm will encourage people onto the streets and connect them to ten 'places' each containing "things to do". According to 'placemaking' theory, a destination requires ten places each populated with ten things to do. (For more information on 'placemaking' refer Section 1.3).

These ten spaces will be the places of Gosford, making the City Centre a destination:

1. Kibble Park - A park with lots of things to do
2. Mann Street retail - An eclectic mix of 'boutique' shopping
3. Presidents Hill - A walk, a ride, a native and community garden
4. Rumbalara - Over 100 kilometres of walking trails in a green corridor connecting the coastal open space system
5. Gosford City Playground - The best playground in the region in a setting of great beauty
6. Health, wellbeing & fitness zone - Two major hospitals, a broad range of health, wellbeing and fitness services
7. Gosford Harbour precinct - Entertainment, retail, restaurants, hotels, and marine services
8. The Sports Arc - A semi circle of sports facilities embracing the City Centre to the west
9. Gosford Performing Arts Centre - Busy throughout the year, hosting events and performances for a wide range of users and providing practice rooms
10. Gosford arts and entertainment precinct (more entertainment uses around the Central Coast Leagues Club and Bluetongue Stadium, including arts, cinemas, restaurants and cafes)

All of this activity is the 'bread and butter' city life. This will be further enhanced by a program of special events.

## Events

The Gosford Business District Improvement Association was formed by City Centre businesses in 2008, with the help of Gosford City Council. One of its key objectives is to run a program of promotions and events to get people into and staying longer in the City Centre, thereby increasing the retail spend to help sustain businesses and jobs.

The success of the program has shown that if the events capture people's interest and are well promoted, people come to Gosford. The most successful promotion during the past year increased city foot traffic by 30%, while the Santa Parade increased it by 8%.

A regular 'Farmers Market' commenced in February 2010. The rebuilt Kibble Park, including the playground, has also seen a surge in attendance.

As a further step in the revitalisation of Gosford, the Masterplan recommends the investigation of the feasibility of staging additional distinctive events that showcase Gosford's natural beauty and assist in lifting its profile beyond the local community. The aim is to associate Gosford with an iconic event that grows over time to become regionally and nationally significant.



## 3.3/Responsive Built Form

The built form is a response to four main factors:

- The Human Scale (the bulk and scale of development should not overwhelm the individual)
- Existing Infrastructure (such as the hospital, railway station, Kibble Park, heritage buildings and our Aboriginal heritage) used as a base from which to grow a new City
- Planning controls
- Natural Environment - Views & Connections (retaining views to the hills and water)

### Human Scale

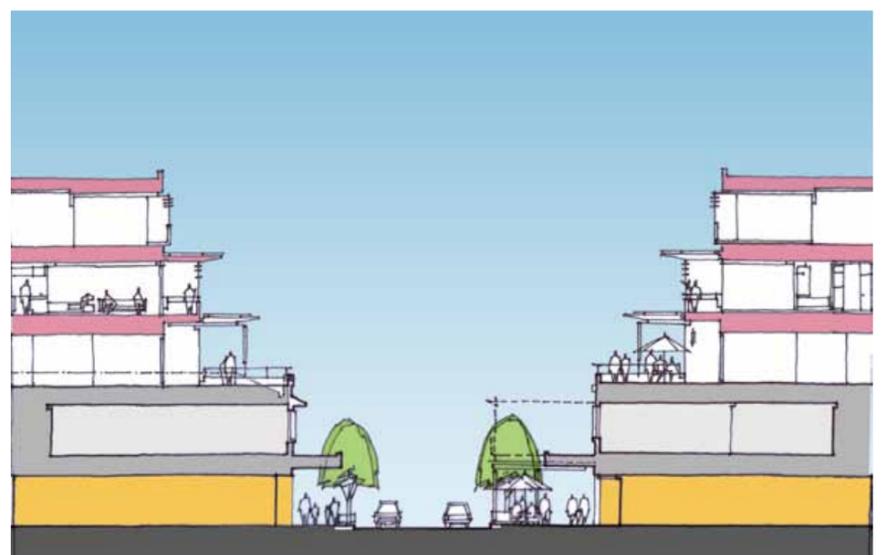
The Masterplan builds on the existing urban framework to achieve a new identity for Gosford. The redevelopment of Gosford must manage transitions in scale between new and existing buildings. As development intensifies, so too does the scale of buildings. However, protecting the human scale while realising its role as a Regional City is essential.

The human scale within the City Centre is generally achieved through the use of building setback and lot consolidation provisions contained in the current Gosford City Centre LEP and DCP 2007. In basic terms, as the height of building increases it must also be constructed further back from the boundary line. Generally the first two or three storeys are built on or close to the boundary line, the human scale, and all other storeys above this are stepped back further from the boundary.

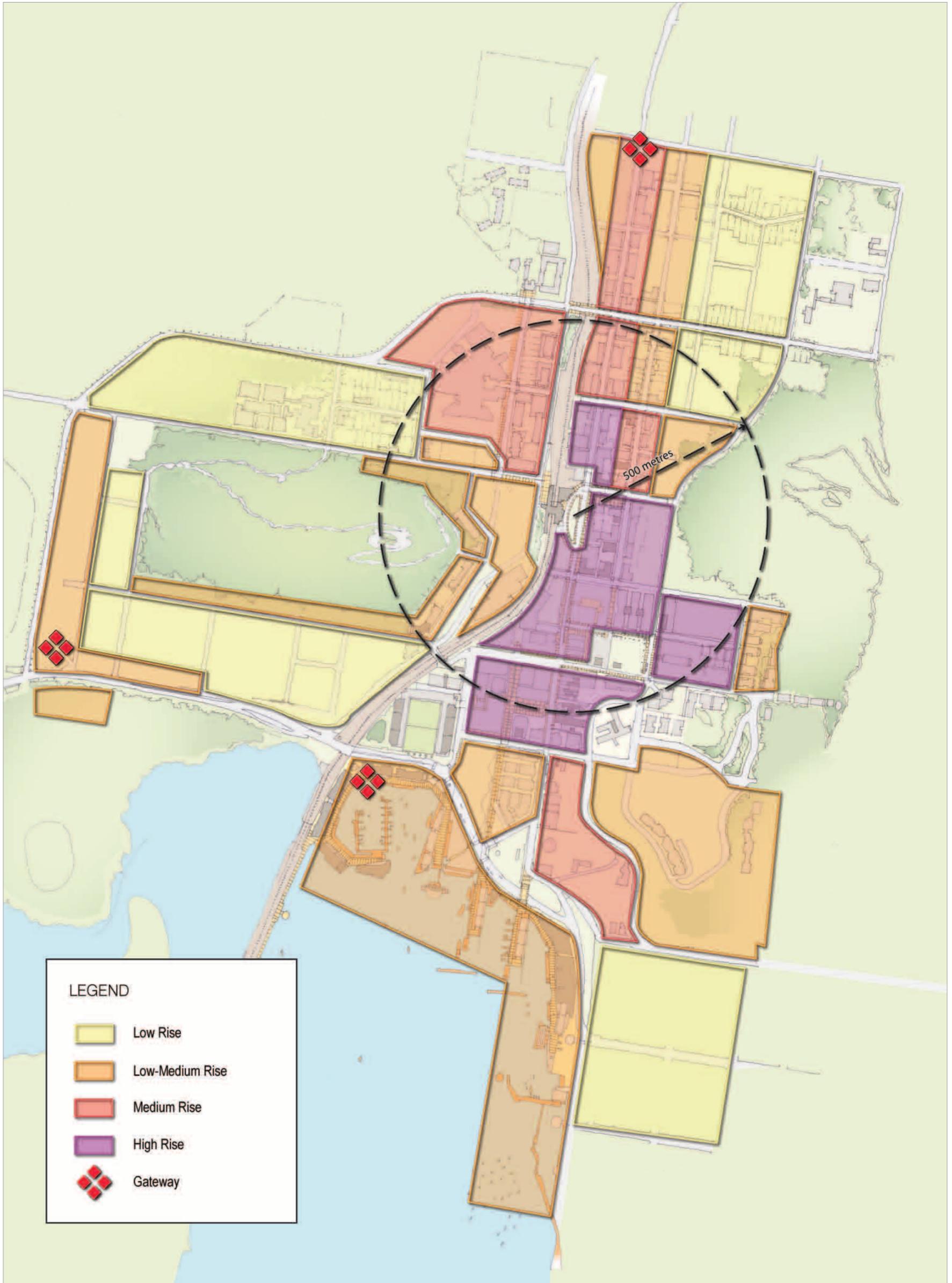
### Overarching Principles

In creating a new identity for Gosford City Centre the built form should follow the Masterplan principles which are:

- locate higher buildings at the City Core and along the main north south axis
- ensure taller buildings do not overwhelm views of the ridges, and waterfront development retains significant view corridors
- encourage mixed use buildings within the City Centre, with active edges during day and night, weekday and weekend
- introduce green/open space in and around buildings
- reinforce the urban nature of Mann Street as the City heart
- maintain the human scale with setbacks for levels above two to three storeys
- new waterfront development should be generally four storeys with possible increased heights at the western end of the harbour
- consolidate similar uses, such as recreation facilities, and encourage multi-use of any new facilities and services
- distinguish Gosford's retail from other centres with a focus on the streets and public domain, rather than enclosed malls and arcades.
- include Aboriginal elements in the city's design



Mann Street Section



**LEGEND**

- Low Rise
- Low-Medium Rise
- Medium Rise
- High Rise
- + Gateway



### Existing Infrastructure

The built form of urban revitalisation must also be responsive to existing infrastructure, such as the hospital, railway station, Kibble Park, heritage buildings and Aboriginal heritage. The response provided will greatly affect the way in which users interface with and utilise such infrastructure.

In keeping with the beliefs of Aboriginal representatives the old watercourse through the city and down to the waterfront will again be exposed as it runs along Baker Street/Leagues Club Park. Renaming the park in the Darkinjung language will be considered in partnership with Darkinjung Land Council. An Aboriginal interpretive centre is proposed to be built on the top of President's Hill.

The built environment of Gosford City Centre is marked by major infrastructure development such as the arrival of the railway in the 1880's and the opening of the Pacific Hwy in the 1930's. This history is celebrated by the preservation of important buildings from these periods such as the Gosford Hotel.

### Planning Controls

The proposed built form, from a statutory planning standpoint, sits mostly within the bounds of the current LEP and DCP. The waterfront and land adjacent or adjoining the waterfront will require a review of the current planning controls and rezoning amendments to meet the proposed development on the waterfront.

### Natural Environment - Views and Connections

The human scale system of building setbacks also provides the retention of views to the hills, and assists with the reduction in wind tunnelling effects. Building design should include a positive interface with the surrounding natural environments, or green/open space elements of the Masterplan.

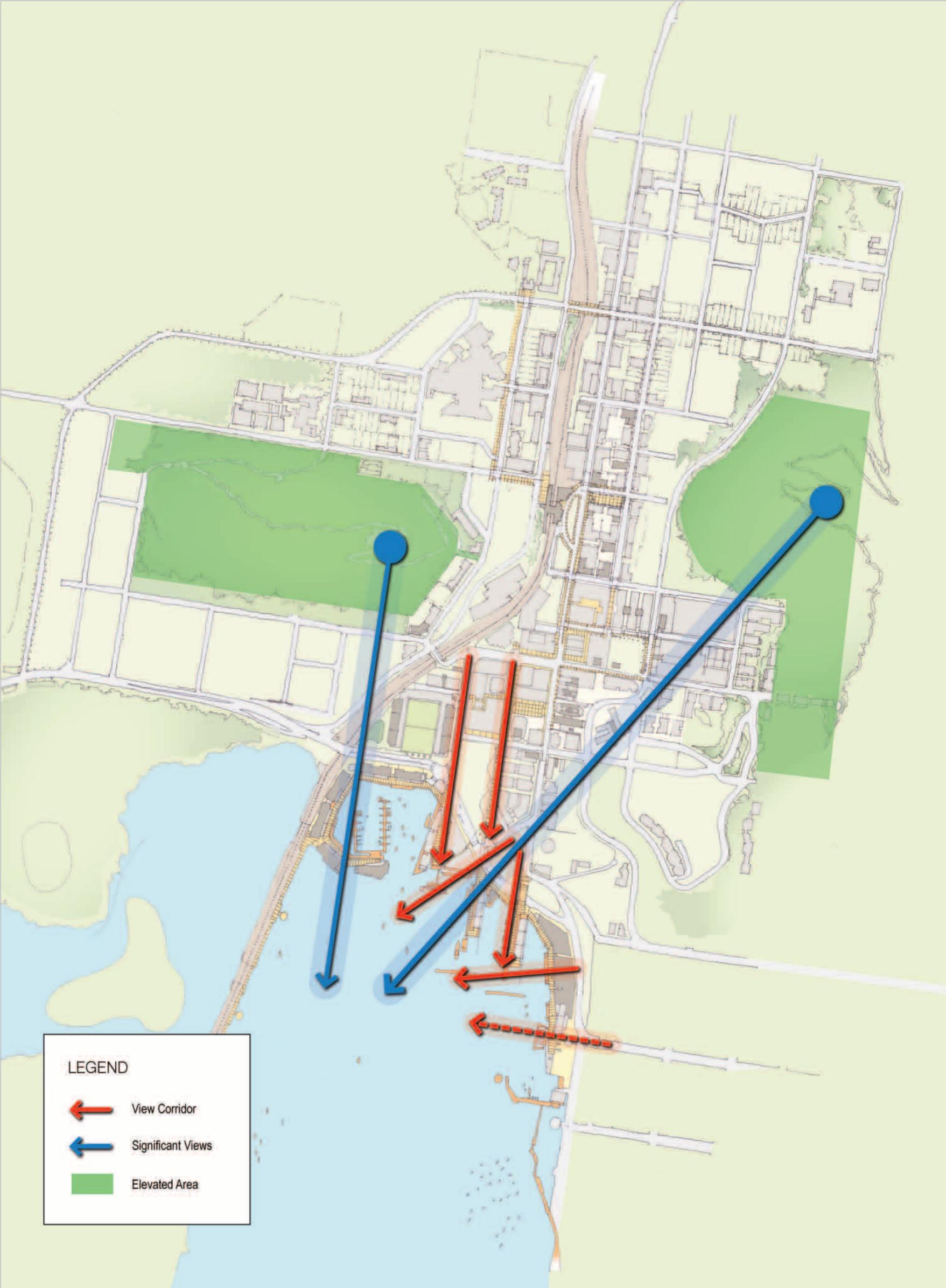
The views of the water around the foreshore are valued. View sharing ensures views are retained for all people to enjoy. In basic terms it means continuous medium rise buildings are not constructed along the entire length of the waterfront. Instead, buildings are oriented to minimise their intrusion, i.e. buildings on a major north-south axis have a much lesser impact and allow significant views through from the City to the water and vice versa. The location of the buildings is also important. Locating larger buildings in areas such as the north-west corner of the harbour, where little to no view exists, has lesser impact on amenity. Studies and an analysis of views and vistas around the City have identified key views;

- From the end of Mann Street to the water
- Along Baker Street
- Down Dane Drive past Bluetongue Stadium and the Leagues Club
- Down through the Memorial Park into the harbour
- From the Central Coast Highway to the water.

The principles to protect key vistas are;

- Development on the waterfront is concentrated towards the railway
- Views out from the Leagues Club Park are preserved
- The view down Baker Street is protected
- Views to and from Rumbalara and Presidents Hill are important elements
- Possible views from the Central Coast Highway from East Gosford should the pool be relocated or reconfigured.





## 3.4/Generate Jobs and New Enterprises

ONE OF THE MOST IMPORTANT REASONS FOR INITIATING THE GOSFORD CHALLENGE PROJECT WAS THE NEED TO CREATE ADDITIONAL JOBS FOR THE GROWING POPULATION AND TO REDUCE THE NUMBER OF PEOPLE WHO COMMUTE DAILY TO WORK OUTSIDE THE REGION.



The Masterplan adopts a two pronged approach to the creation of new jobs and the attraction of new investment/new enterprises to Gosford. These approaches are enhance/expand 'anchor' assets and accommodation for new enterprises and both will lead to more economic activity and the demand from enterprises for more employment.

### 'Enhance/Expand Anchor' Assets

The first approach is to maximise and leverage off existing anchor assets. These are assets that are very unlikely to move over the life of the Masterplan. Some of these are fully functioning enterprises such as Gosford Hospital and The Imperial Shopping Centre; others are key items of infrastructure such as the Railway Station, and Dane Drive; and others are stand out natural features such as Rumbalara Reserve and Brisbane Water.

The Masterplan consolidates and links activity between these assets, and provides for flexible public spaces that boost activity by encouraging people into those spaces. There are clear activity zones within Gosford that provide the key to future uses:

#### HOSPITALS

Reinforce and expand medical, health and well-being related uses in the broad arc between Gosford Hospital and North Gosford Private Hospital.

#### STATION

Mixed use developments that are served by the train and bus interchange attracting workers whose destinations are both in and outside Gosford.

#### CITY CENTRE CORE

Mixed use development to create an active, busy and safe city with a strong emphasis on enterprises and employment.



#### ENTERTAINMENT

Existing entertainment venues (Central Coast Leagues Club and Bluetongue Stadium) and new entertainment uses within developments - bars, cafes, cinemas - including a new Gosford Performing Arts Centre near the Waterfront.

#### WATERFRONT

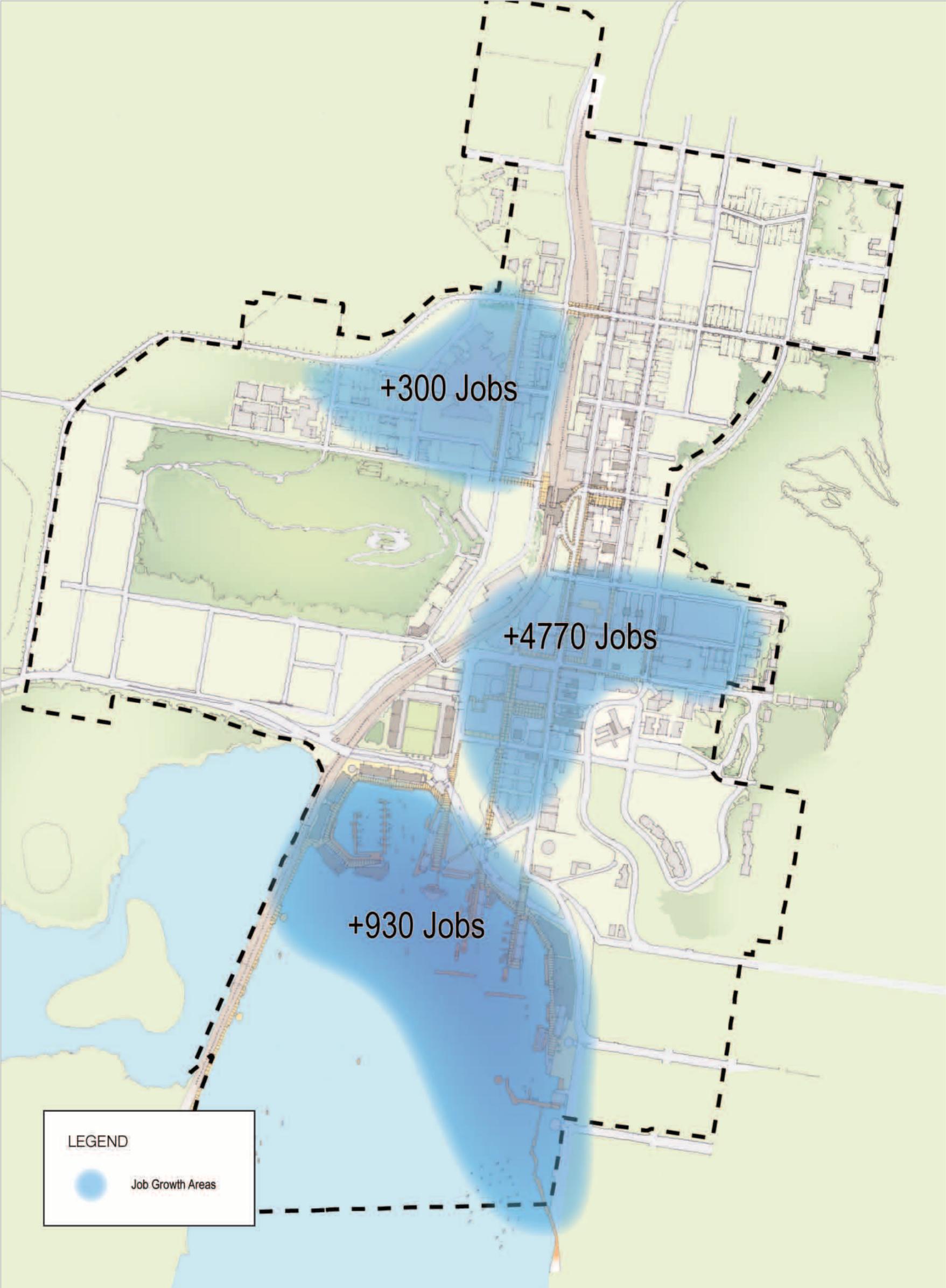
Development of an active mixed use waterfront zone that is a destination for people from the Central Coast and from Newcastle and Sydney.

#### SPORTS ARC

The City Centre is bounded by an arc of sporting activity. The zone starts at Gosford Showground and Gosford Rugby Union Football club and encompasses Gosford & Henry Kendall High School ovals (to be upgraded), Gosford Golf Club, Victoria Park Cricket Field, Gosford City Tennis Centre, Gosford Racecourse, Adcock Park, Graham Park Stadium and Gosford Harbour (encompassing the Sailing Club and pool).

The Gosford pool is an important sporting and leisure facility and will require reconstruction in the near future. The pool adds value to the lives of current and future pool users, but at this time it is not seen as a primary catalyst to 'kick start' the revitalisation of the city centre. At a later date when the pool is to be rebuilt the location and function of the pool will be reviewed with input from the community.





Employment Distribution



University Concept

### Accommodation for New Enterprises

The second prong of the approach to generate new jobs and new enterprises aims to secure new investment into Gosford (from both public and private sectors), and the establishment of new enterprises of all types. Setting the right conditions will exploit new opportunities and an active and focussed campaign will attract investment.

### NEW OFFICE SPACE

Based on market research, the Masterplan has identified various needs over the next 25 years.

There is evidence of demand for 'A' grade commercial office space in Gosford. Much of this is from professional firms already serving the Central Coast. There has also been some interest from Sydney-based corporations investigating back-office solutions in Gosford, which the current office stock has been unable to satisfy.

The Masterplan seeks to cater for this by proposing three distinct types of office space serving different markets:

- Large footprint (over 2,000m<sup>2</sup>) initially for major enterprise 'back office' and support functions, to be clustered around Kibble Park and the Railway Station;
- Small to medium sized (500m<sup>2</sup> to 1,200m<sup>2</sup>) for professional business services distributed throughout the City, and;
- Small mixed use office space (up to 500m<sup>2</sup>) for commercial start-ups and boutique business and service providers located on the upper levels along Mann Street

Gosford needs more than new commercial office-based jobs to develop a more diverse and robust workforce.

### A UNIVERSITY IN GOSFORD

The Gosford Challenge recognises the critical importance of education in the future wealth of the regional economy. High on the list of priorities is the attraction of a university presence into the City that over time grows into a substantial campus. Various sites have been considered as appropriate for a campus with the preferred model being a 'distributed' campus that adds vitality and activity throughout the City.

The projected demographics of the Central Coast support a new university campus, and the Commonwealth Government's recent change in funding policy for tertiary education strengthens the feasibility of the case.

The Government has set ambitious targets for increasing the number of people attending University. It plans to increase the percentage of 25 - 34 year old Australians who have an undergraduate degree from 32% now to 40% in 15 years' time. By 2012, it will also switch from funding institutions to funding students. The Government has adopted the principle of a new demand driven funding system.

The Central Coast population is expected to grow by about 100,000 people to around 400,000 in this time. If 15% of these are in that age group, it would mean we need university places for 24,000 people. This is before we add mature age students and foreign students who are attracted in large numbers to education in Australia. (In 2007, 254,414 international students were enrolled in Australian public universities, 26% of all students).

There is already a branch of a University on the Central Coast in a semi-rural location north of Gosford (at Ourimbah), but the demographics indicate there will be the need for a fully-fledged University, which is best located in the City Centre with its railway station, bus interchange and ability to provide substantial student accommodation in an urban environment attractive to students.



## SCHOOLS

In addition, early childhood and secondary education is equally important. A ground breaking study done by the Queensland Treasury a few years ago found that most of that State's lower than NSW per capita income could be accounted for by lower attainment at school. It found that Queenslanders' per capita income would be about \$5,000 a year higher if they had the same average level of education as New South Wales residents.

The vital importance of school education is of direct relevance in The Gosford Challenge. While a good education is made up of many parts, important for the Masterplan is what sort of buildings, spaces and connections are needed. This poses a question about what is best for the schools, in particular Gosford Public School, the waterfront primary school now showing its age.

An enlightening study of the impact of the built environment on schools done by the University of London in 2002 concluded: "many educators occupy environments they are unable to exploit to the fullest. Many children and young people, too, spend much of their time in drab and hindering environments that they learn to 'tune out' of rather than develop an awareness and a sense of belonging."

There is a growing consensus that a school's built environment is central, not peripheral, to behaviour and performance in the classroom. Studies in the US have shown that good school building condition leads to better student test results. The difference in maths test scores in standard and sub-standard school buildings is in the range of anywhere between 5% and 17%.

The City is already well served by two high schools. A relocation of Gosford Public School to a site next to one of them would deliver additional benefits, including: access to specialist facilities for primary students; minimising dislocation during transition to high school; student programs such as leadership having a K-12 element; mutually beneficial opportunities for student mentoring, reading, well-being and other programs.

Gosford High School is a selective school and co-location would offer both schools scope to develop programs for the gifted and talented. This Masterplan offers an opportunity for Gosford Public School to get brand new premises designed from scratch for the best educational outcomes, and adjacent to Gosford High School would be the preferred location.

## HOTELS AND CONVENTION SPACE

The Masterplan envisages that a revitalised Gosford will have iconic convention and hotel facilities, probably nestled on the waterfront with stunning views south to Barrenjoey Headland.

The tourism industry on the Central Coast already sees expenditure of around \$800 million and attracts around 4.5 million visitors a year, and grew at an average 1.8% a year over the decade to 2007. Over a third of all businesses on the Central Coast are located in and immediately around Gosford, suggesting there is commercial demand to underpin operations during the week.

Central Coast Tourism Inc, the regional tourism organisation, regularly receives convention enquiries due to the central location of Gosford so close to Sydney, yet offering an escape from the big city congestion. Its proximity to a major railway station would appeal to international conventions.

Gosford's 20,000-seat Bluetongue sports stadium helps underpin weekend and occasional mid-week demand; so too would the road touring market looking for a central location. Currently there are insufficient accommodation options available within the City Centre to support major events such as the Flora Festival which draws crowds of 50,000 people (20,000 from outside the region).

There appears to be sufficient latent demand to support new higher-end hotel and convention facilities.

In the medium term, the Masterplan envisages another two hotels of around 100 rooms each, one located with good access to the Hospitals, and the other somewhere in the commercial core. There are currently only 37 hotel rooms in Gosford.



### RETAIL AND ASSOCIATED SERVICES

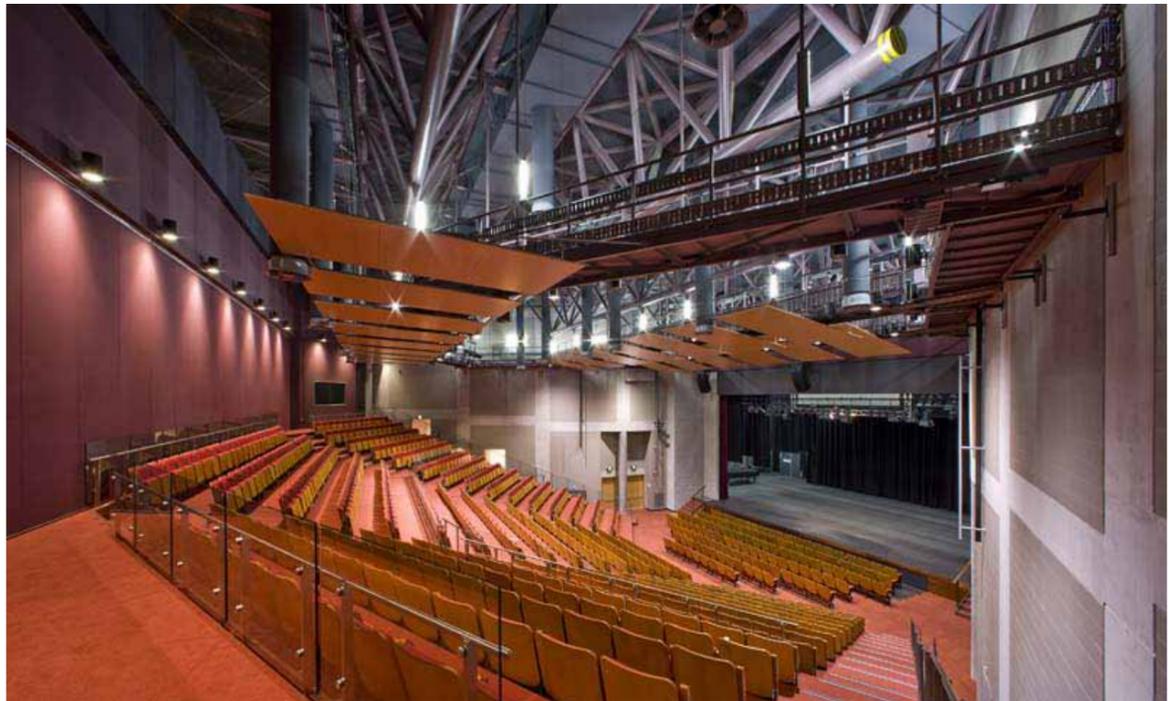
Analysis suggests that Gosford currently has enough retail space to meet demand for the duration of the Masterplan's timeframe. There will be a need to renew and revitalise the retail offering, perhaps several times over the lifetime of the Plan as successful retail requires frequent renewal.

It also indicates we should aim for Gosford's retail to provide a city feel, rather than that of an enclosed mall. Attention in the short term should be given to improving the look and feel of Mann Street.



Over time, the Masterplan envisages the development of new retail, ancillary and personal service precincts. One around health, fitness and well being in the north between the hospitals; a second around education and associated services across a north east arc; and one centred around arts, entertainment and sport on the southern central area.

Food, beverage, recreation, marine and tourism activities are most suited to the Waterfront.



### GOSFORD ARTS AND ENTERTAINMENT PRECINCT

Various studies and investigations have shown strong community support for a Regional Performing Arts Centre and arts precinct, and indeed the population and demographics of the Central Coast suggest there would be a solid underpinning of demand for such a facility. It would certainly add to the employment diversity of the City.

The Masterplan envisages a waterfront location as most appropriate, in accordance with similar facilities elsewhere in Australia. While perhaps not necessary for major concerts per se, the external environment and location of a Performing Arts Centre is a critical element in support services that improve overall viability. In Gosford, the waterfront provides such a location.

The Masterplanning team believes this would be a best-case outcome - better education facilities, regional scale performing arts facilities located to maximize their impact on the vibrancy of Gosford.

#### Arts and Entertainment

It is envisaged that there will be the development of an arts and entertainment area close to the Central Coast Leagues Club, and within close walking distance of the waterfront and Regional Performing Arts Centre.

With a catchment containing as many as a quarter of a million people, and an immediate population within walking distance growing rapidly, there is a good base demand case for such a district within Gosford that might include restaurants, bars, a new cinema, a jazz club, a boutique art gallery, and perhaps a creative industry small business incubator feeding off work generated by the precinct.

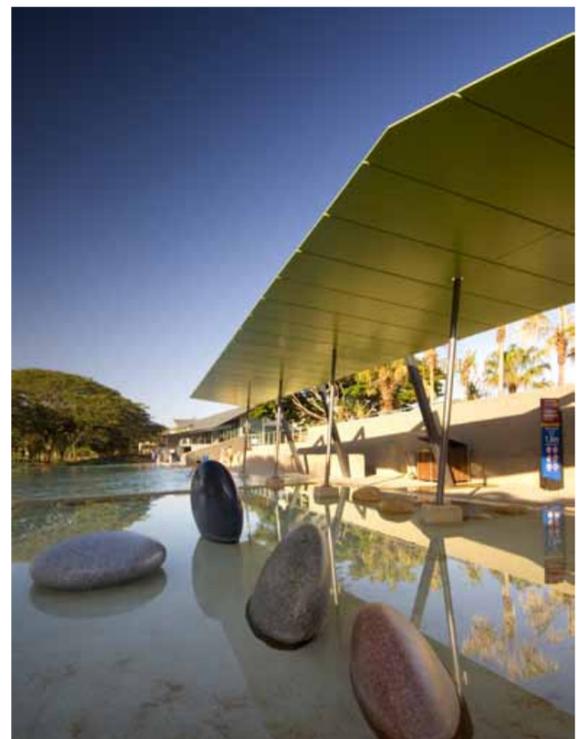
#### The Gosford Performing Arts Centre

As a Regional City, Gosford should be playing a greater role in the arts and entertainment life of the Central Coast. It is also difficult to imagine a modern city of substance - one that serves its citizens well - that does not contain good quality performing arts facilities. Currently a number of inadequate facilities are used for music, theatre and dance. Most significant Australian touring companies decline to put on shows in the Region because there are no facilities of the required standard and technical support.

The consolidation of services into a single multipurpose facility has long been promoted within Gosford.

It is, however, not feasible to provide individual spaces for each particular group or type of performing arts-based entertainment. As seen in other regional centres such as Penrith and Nowra, it is possible to build a single facility that caters for theatre, concerts, meetings, conferences and art shows. Ideally the new facility should also house offices for arts institutions and possibly become the new home for the Conservatorium of Music.

It will be important both from the viewpoint of feasibility and for contributing to revitalising Gosford, that the Performing Arts Centre be busy throughout the year, hosting events for a wide range of users. The provision of practice rooms and different performance spaces will ensure that the centre becomes a cultural focus for Gosford.



## 3.5/Living in the City

‘THE CITY’S HOUSING WILL PROVIDE A MIX OF HOUSING FOR ALL INCOME LEVELS FROM LUXURY WATERFRONT TO STUDENT ACCOMMODATION AND EVERYTHING IN BETWEEN.’



Many people enjoy city life. Australians over the past century have aspired to and lived in suburbia. This was made possible by cheap car travel. The 21st century however is likely to be one of ‘new urbanism’. A smaller carbon footprint and less time spent on congested roads are not the only drivers behind this move. Just as important has been the desire to live a quick walk away from work, friends and family, retail and leisure pursuits. Gosford City Centre will offer residents all these benefits.

Existing and new residents will enjoy improved work opportunities, a vital retail sector, a first class health system including two hospitals, a range of educational facilities including a selective high school, the city’s active public realm and all the entertainment, cultural, sporting and leisure activities Gosford Regional City will have to offer. As well as the regional activities the City offers, residential neighbourhoods will have car space, parks, active local streetscapes and access to community gardens.

The Central Coast Regional Plan provides a target of 10,000 new residents and 6,000 dwellings by the year 2031.

### Residential

The plan identifies the targeted areas for residential growth.

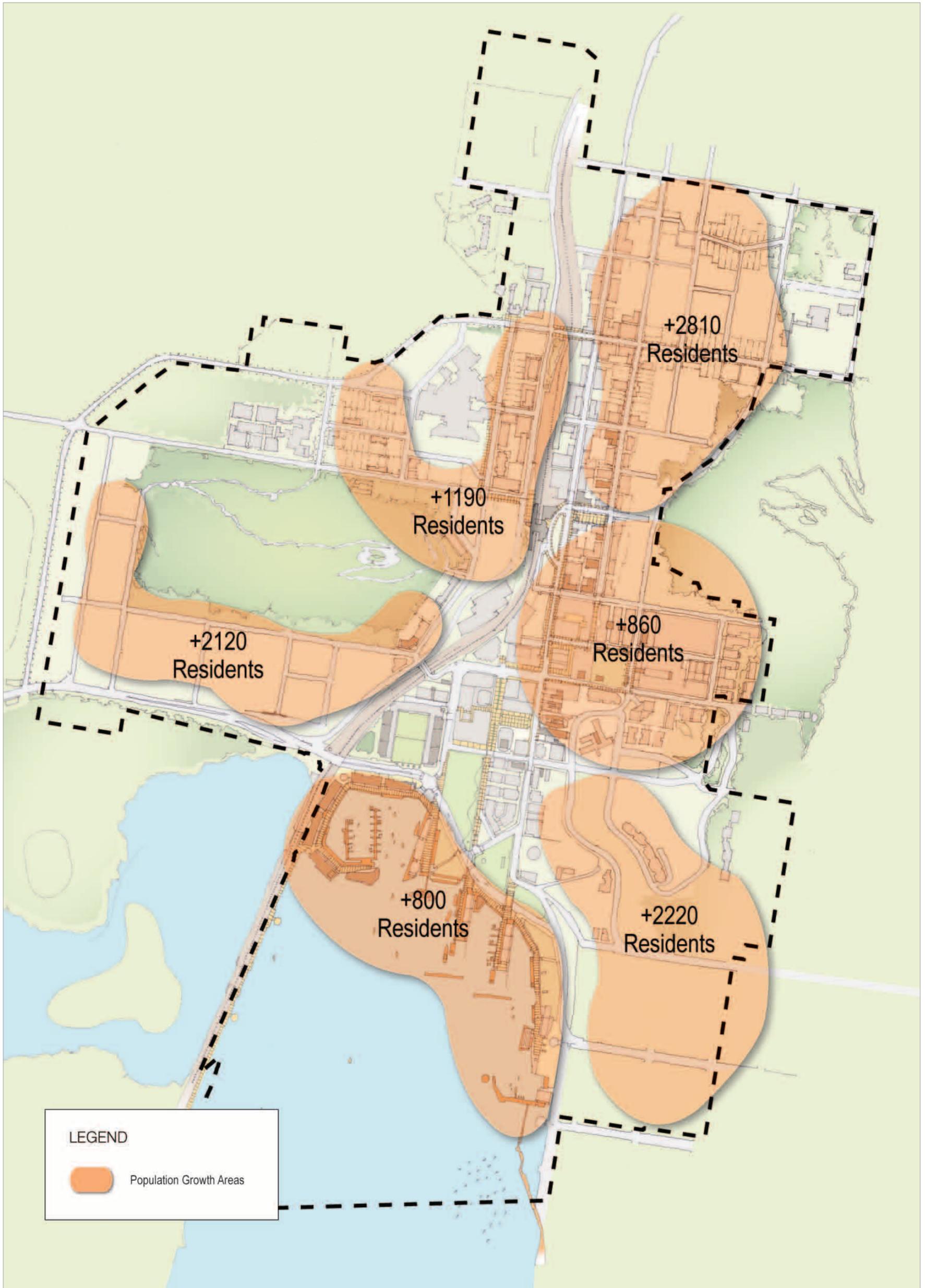
It anticipates:

- Higher density residential dwellings around Hills Street & Mann Street (north of Erina Street)
- Low to medium scale residential on the waterfront increasing towards the railway line
- Intensified housing around the hospital, north / east around and west of railway (south of Presidents Hill)
- Creation of complete and walkable neighbourhoods, including the creation of neighbourhoods around distinct community open spaces

### Capacity

A review of residential capacities through the City Centre looked at the impact of infill development across the City. Several assumptions underpinned the evaluation and a conservative approach was taken to test the capacity of Gosford.

- There would be no development of sites currently in Strata Title
- The need for new open space was assured
- 90m<sup>2</sup> Gross Floor Area per dwelling was allocated
- Average 1.8 persons per dwelling
- In existing residential areas, there should only be an incremental increase in heights
- Assume 25% of available sites would not be developed
- New housing will be predominantly apartments.





## Demographics

Gosford City Centre will attract a diverse population. City centres attract young people leaving home as they provide work and education opportunities. Young singles sharing housing, living alone or as couples, and empty nesters downsizing and looking for lifestyle, all enjoy inner city life. Families also live in apartments making the most of complete neighbourhoods and access to community services such as health and childcare services. The City's housing will provide a mix of housing for all income levels from luxury waterfront to student accommodation and everything in between. Health services are Gosford City Centre's biggest employer. Securing suitable accommodation for their broad range of employees, from specialists to support staff will now be possible. Most importantly, people will want to live and work in Gosford, which will help employers attract and retain staff.

## An Inclusive Community

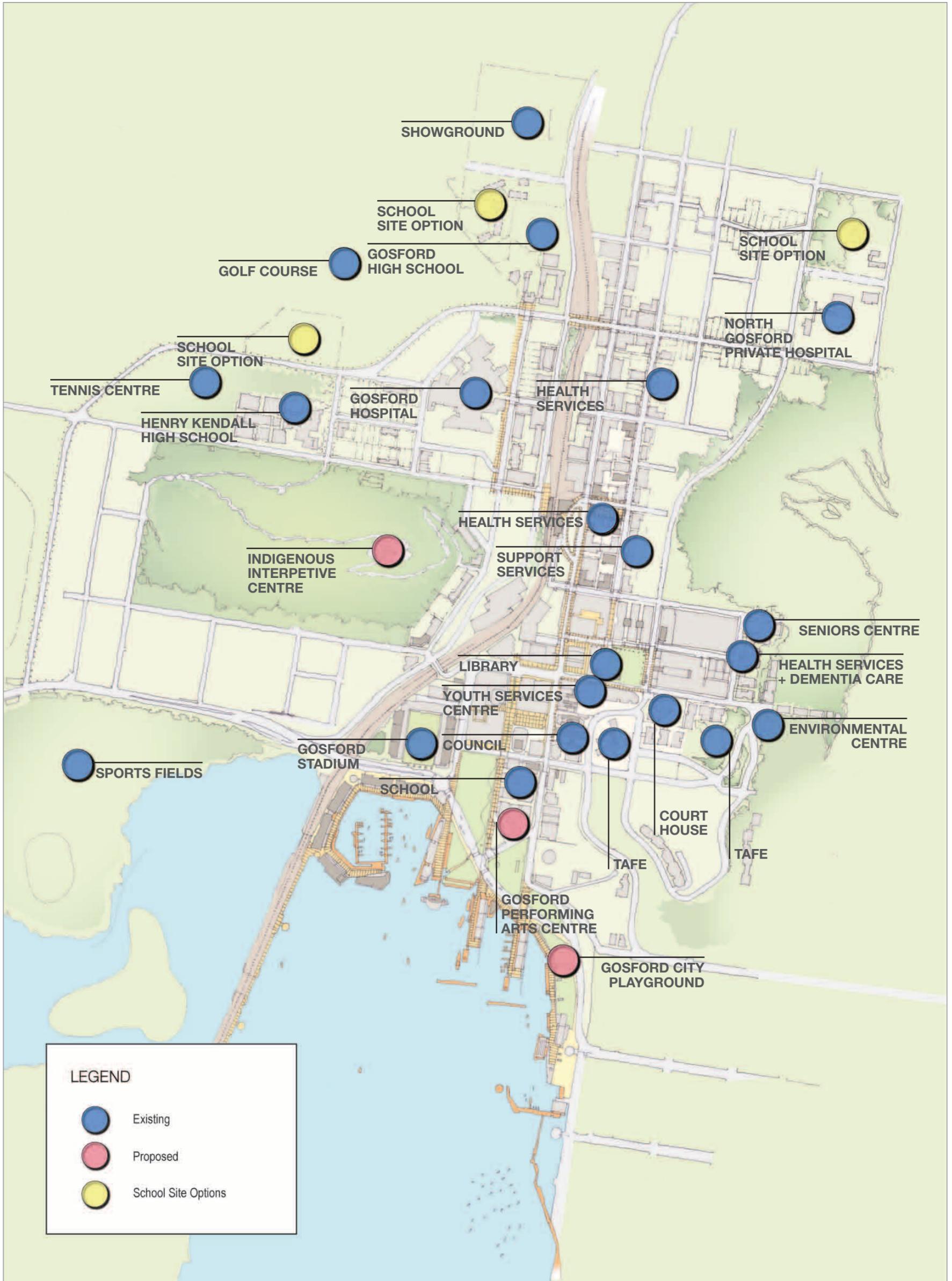
People of all ages will be catered for in Gosford City Centre. The public realm will be accessible to all, and also enjoyable for all. Seating for older residents and basketball hoops for teenagers are examples of how this will be achieved. Youth are big users of public space and their needs will be integrated into the design of all our public places.

While the provision for childcare and aged services is delivered primarily through the market place the City will be responsive to the every day needs of these residents and their carers. The ability for people to remain within a neighbourhood as they grow older means that there is not the dislocation seen in many urban areas. Grandparents will be able to enjoy the company of their grandchildren.

Entertainment and cultural spaces in the public realm will be accessible, allowing the City to be enjoyed by all its residents.

The provision of community services is an essential component of a liveable city. All regional centres have a concentration of support and community services. Gosford is already well served in this regard and proud to support its citizens in need.

The lack of other services, activity and entertainment within Gosford City Centre has meant that there appears to be a disproportionate number of social services. Existing social services will remain in Gosford but the increase in all other activity will mean that their visibility will be reduced.



### 3.6/Access and Movement

TO IMPROVE THE TRANSPORT NETWORK THERE NEEDS TO BE A VARIETY OF TRANSPORT MODES TO ALLOW MOVEMENT WITHIN GOSFORD AS WELL AS TO AND FROM GOSFORD.



A Transport Management and Accessibility Plan (TMAP) that looks at all modes of transport will be the means by which new policy and new initiatives will be identified and prioritised. Including all facets of transport will ensure enhancement of public transport, cycling opportunities and pedestrian movement.

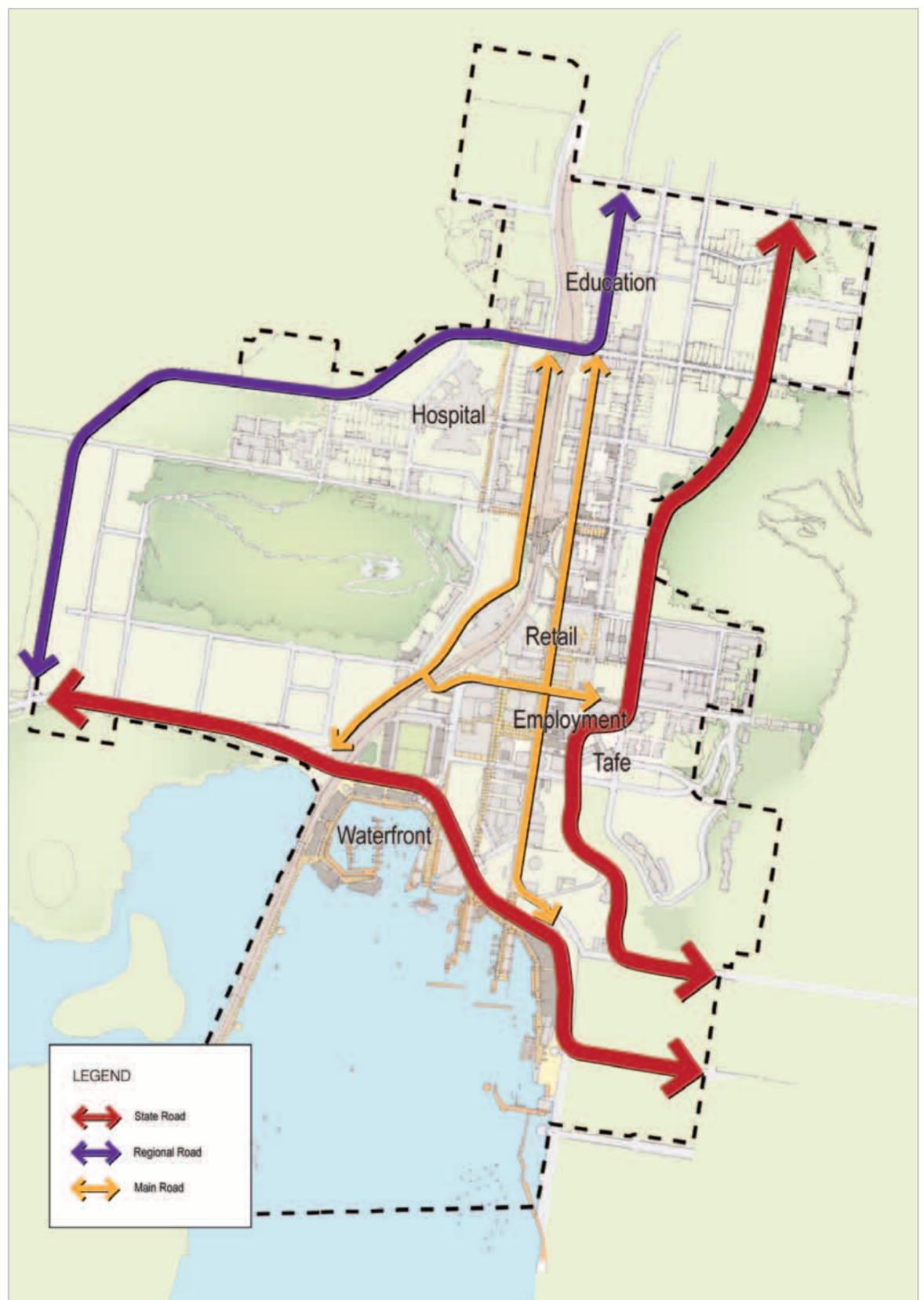
Public transport use is very low on the Central Coast and initiatives need to be put in place to ensure buses, in particular, meet the needs of the community. The activation of the waterfront may instigate greater use of The Brisbane Water as a means of accessing the City, for example by ferry or water taxi. Improving the cycle network will also provide an alternate transport mode.



## Movement

In revitalising the City Centre this plan seeks to encourage those vehicles with a potential destination with Gosford City Centre, through the introduction of clear gateway entrances to the City Centre.

The challenge is to provide for destination traffic, whilst discouraging unwanted through traffic and managing congestion.



Major Roads

**PUBLIC TRANSPORT**

Gosford is a major public transport hub with the station and bus interchange. However, the City is presently dominated by cars and commuter parking.

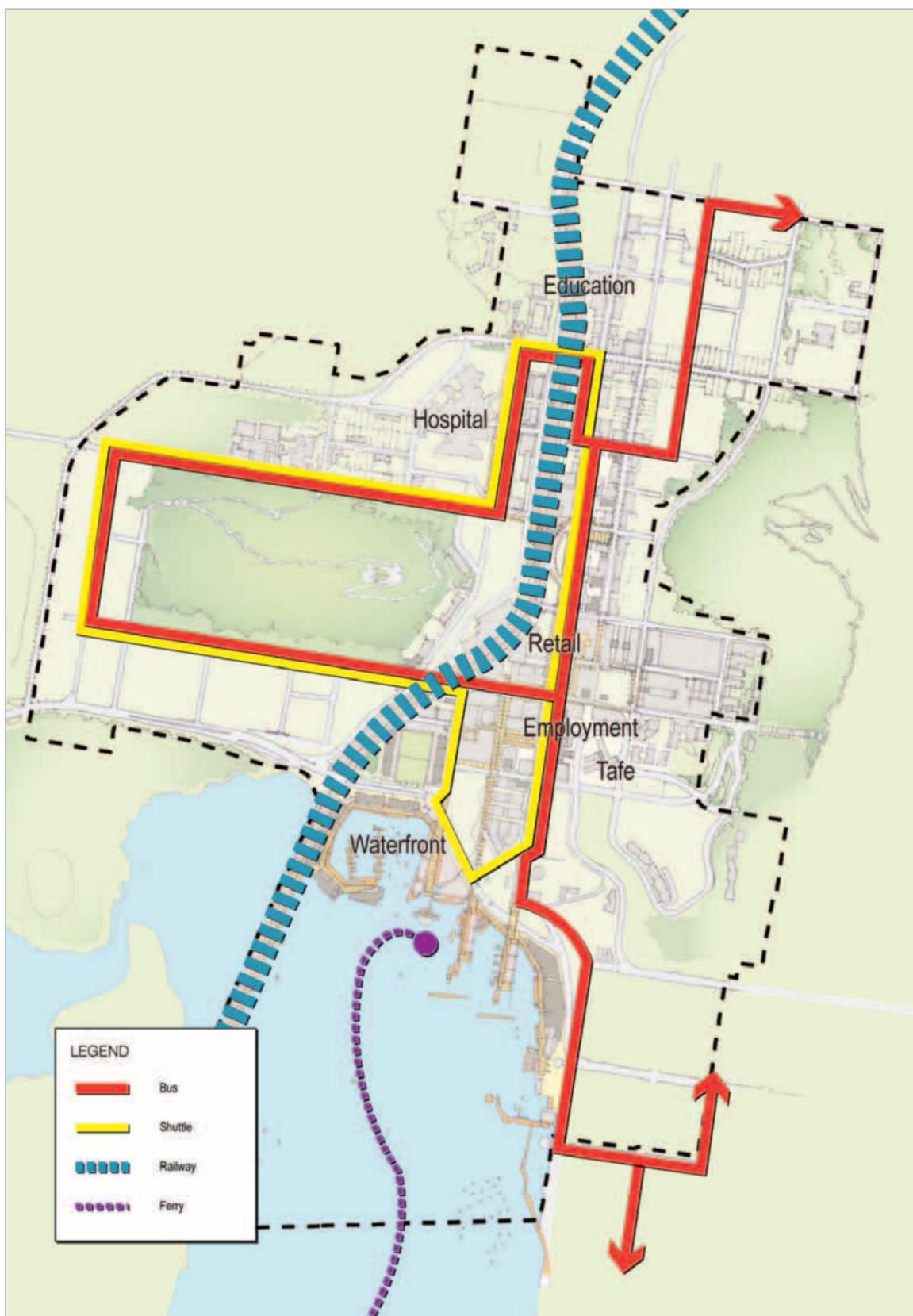
Gosford needs to be integrated into a wider regional transport network, that will provide high quality amenity for all users now and into the future, to increase the use of public transport and reduce the need for cars.

A clear priority in the development is an express east-west bus service to link Gosford with the coastal suburbs. Frequency rather than capacity is critical.

Water transport was the first historical means of access to Gosford. As road access to Sydney and around the Central Coast improved, ferries became less viable and services fewer. The activation of the Gosford Waterfront may be the catalyst for new opportunities for ferry and water taxi services.

**SHUTTLE BUS**

There is potential to extend the existing hospital shuttle bus in a continuous loop service around the City; another initiative to be considered in the TMAP.



Public Transport Network

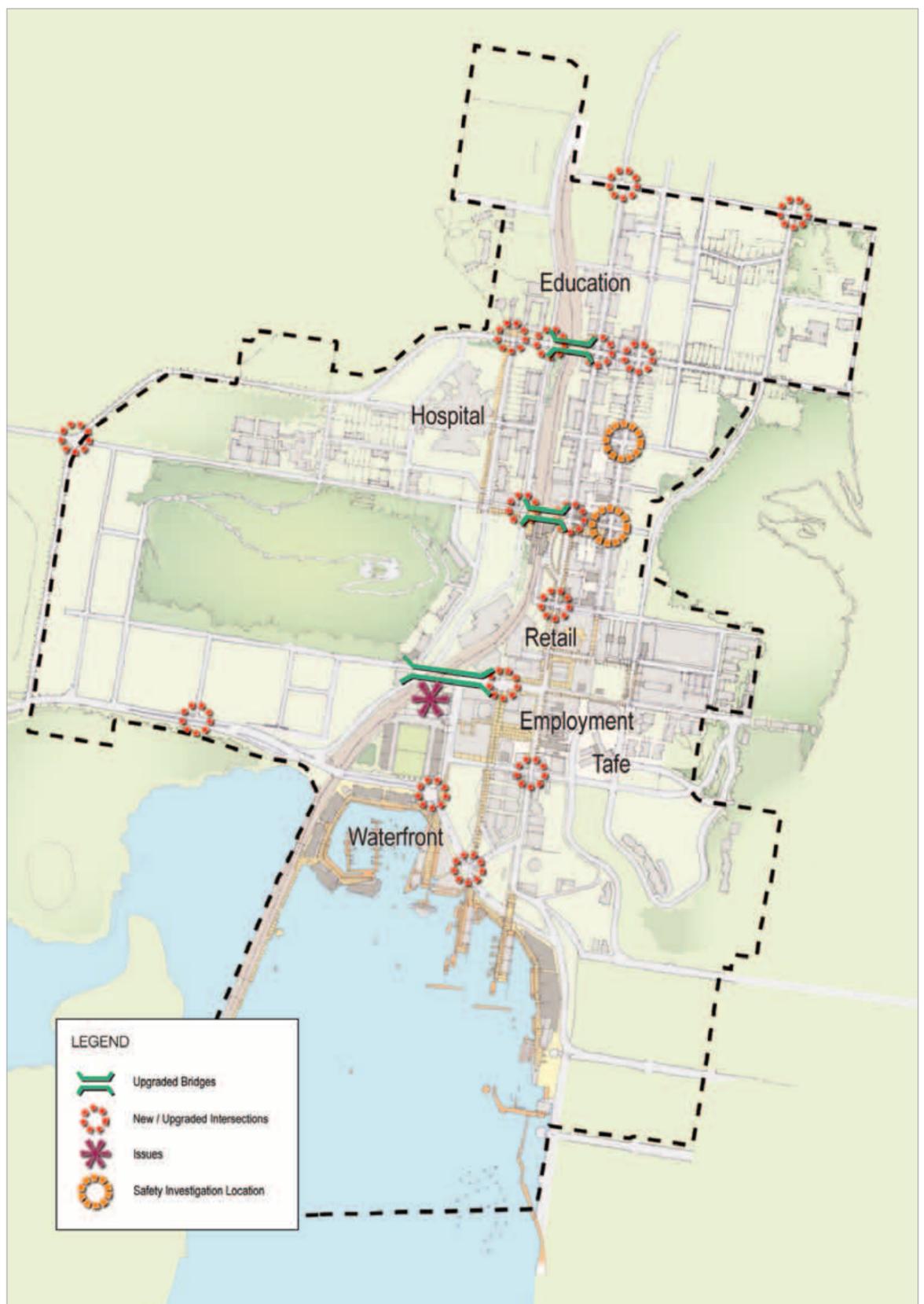
### IMPROVED INTERSECTIONS

Improving access around the City is essential. Intersection work that will help with accessibility for pedestrians, cyclists and vehicles is proposed at the following points;

- Holden Street at Racecourse Road
- Etna Street at Hills Street
- Showground Road at Faunce Street
- Mann Street at Faunce Street
- Erina Street at Mann Street
- Donnison Street at Baker Street
- Georgiana Terrace at Mann Street
- Faunce Street West at Racecourse Road
- Henry Parry Drive at Dwyer Street
- Hely Street at CC Hwy
- Vaughan Avenue at CC Hwy
- Dane Drive at CC Hwy
- Hills Street at Faunce Street
- Hills Street at Beane Street
- Etna Street at Mann Street
- Showground Road and Racecourse Road

### RAIL LINE

The barrier to east west movement is compounded by the outdated bridges at Donnison and Etna Streets, that inhibit vehicular movement and severely constrain cycle and pedestrian access. Etna Street bridge is the most critical in the short-term but is currently not a priority of Railcorp (the asset owner). A whole of Government approach, including stakeholders Education, Health, RTA & Gosford City Council, is required to help bring the works forward. The rail station currently provides pedestrian access across the railway and consideration is being given to an additional pedestrian/cycle bridge at Erina Street connecting through the two car parking stations.



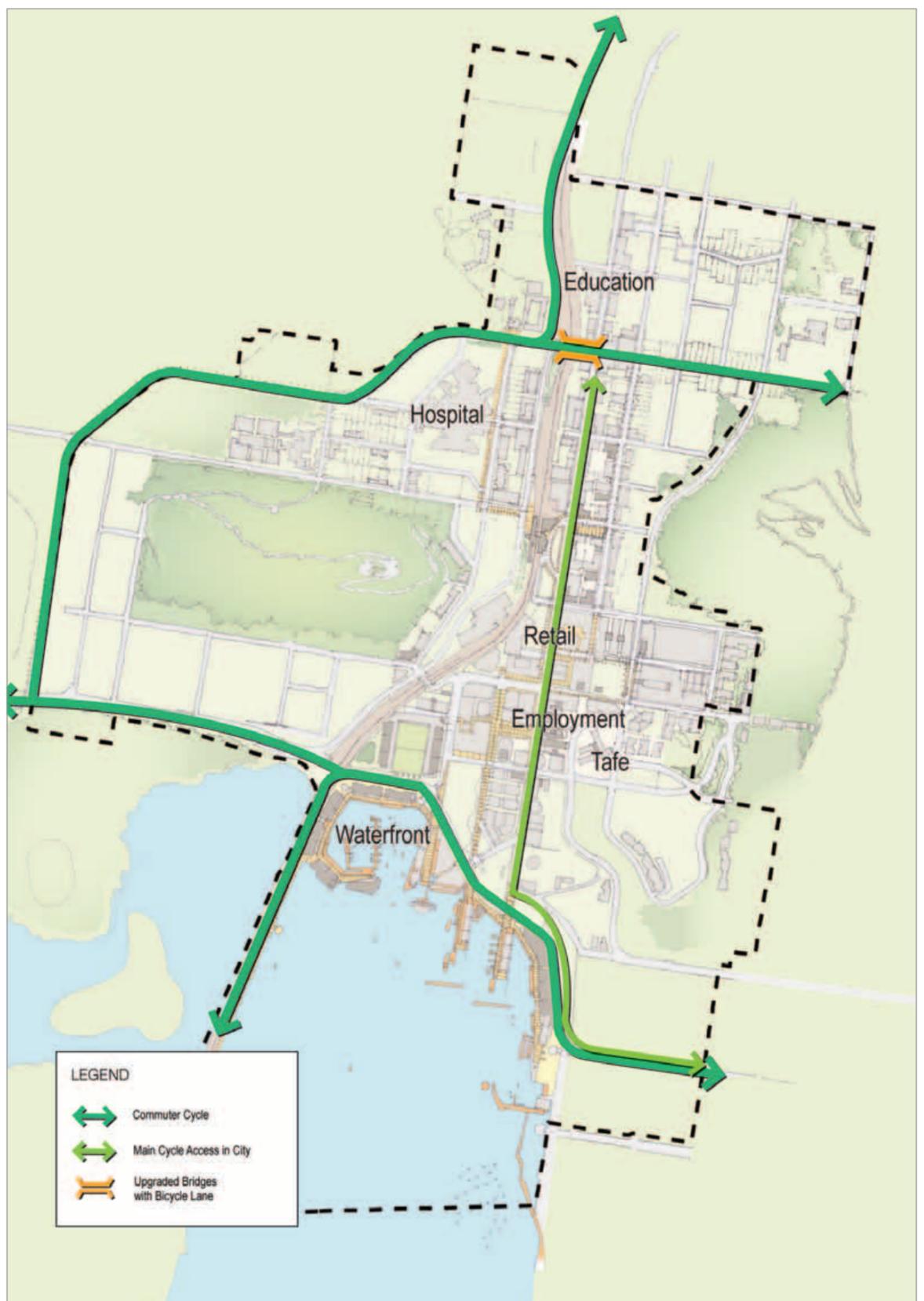
Street and Intersection Upgrades

**BICYCLE NETWORK**

Despite the undulating topography of Gosford and the Central Coast, bicycle use is increasing. A cycle plan has been prepared by Gosford City Council and a number of major initiatives have been proposed. The most ambitious of these is the cycle link to Point Clare beside the railway causeway.

The provision of sheltered cycle parking within the City Centre, including the hospital and the waterfront, will be key elements in the cycle masterplan.

As seen in European cities, cycle facilities can be effective if combined with commercial and tourism opportunities. Bike centres can offer sales, maintenance and storage. Bicycle parking will be mandatory in new developments, and a series of storage areas will be located around the City.



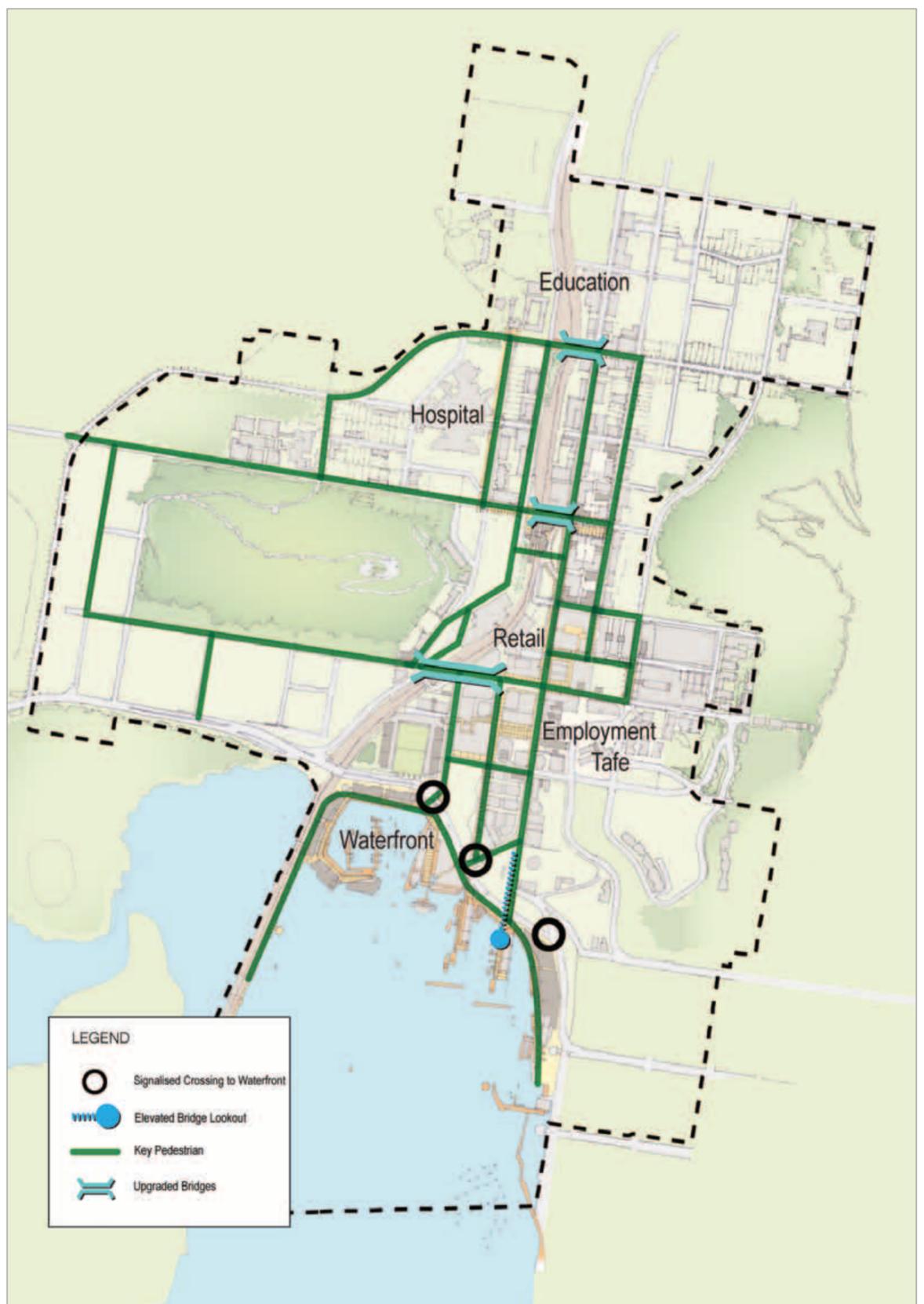
*Proposed Bicycle Network*

**PEDESTRIANS**

Redevelopment of the urban streets will improve access to the City Centre and the waterfront.

Many of the streets within the City are not fully formed and do not allow safe or easy pedestrian access. A program of street upgrades including lighting will be undertaken, with priority given to high pedestrian areas.

There is a need for better and consistent signage including travel times to assist pedestrians to navigate the City.



*Proposed Pedestrian Network*

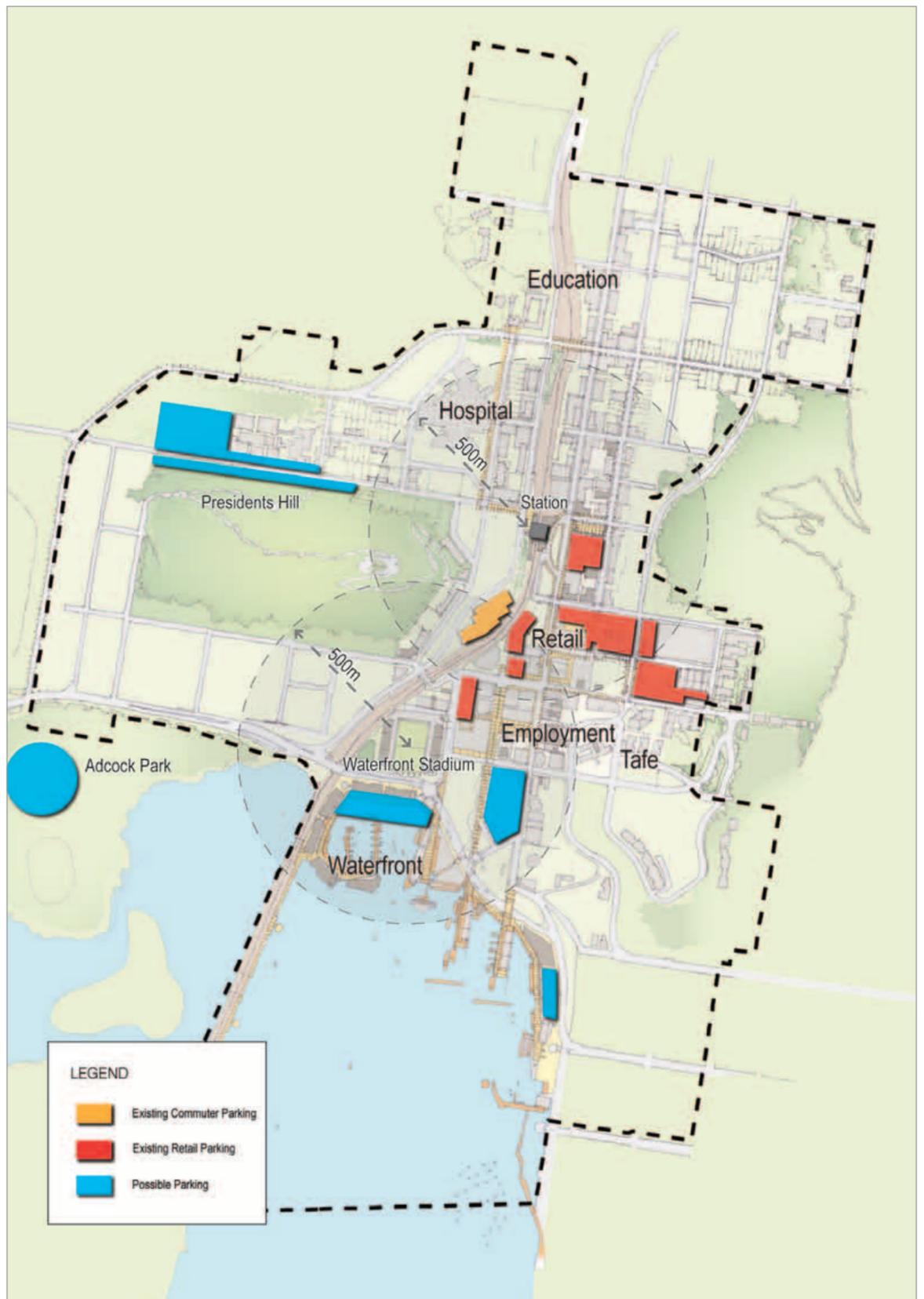
**PARKING**

The provision of adequate parking within the City Centre has long been a contentious issue. There is an inherent conflict between the requirements for long term parking for commuters and workers and short term parking for retail and commercial activities.

The Gosford City Council recently commissioned a Parking Study which will be utilised in conjunction with the TMAP to identify needs and solutions to parking.

The long term goal under the NSW State Plan is to reduce the demand for parking and better manage existing parking infrastructure. The principal method for reduction of parking demand will be via an improved public transport system and alternate methods of access to the city.

In the immediate future it is proposed that additional public parking sites be identified and opportunities will arise to provide additional parking within private and/or public projects.



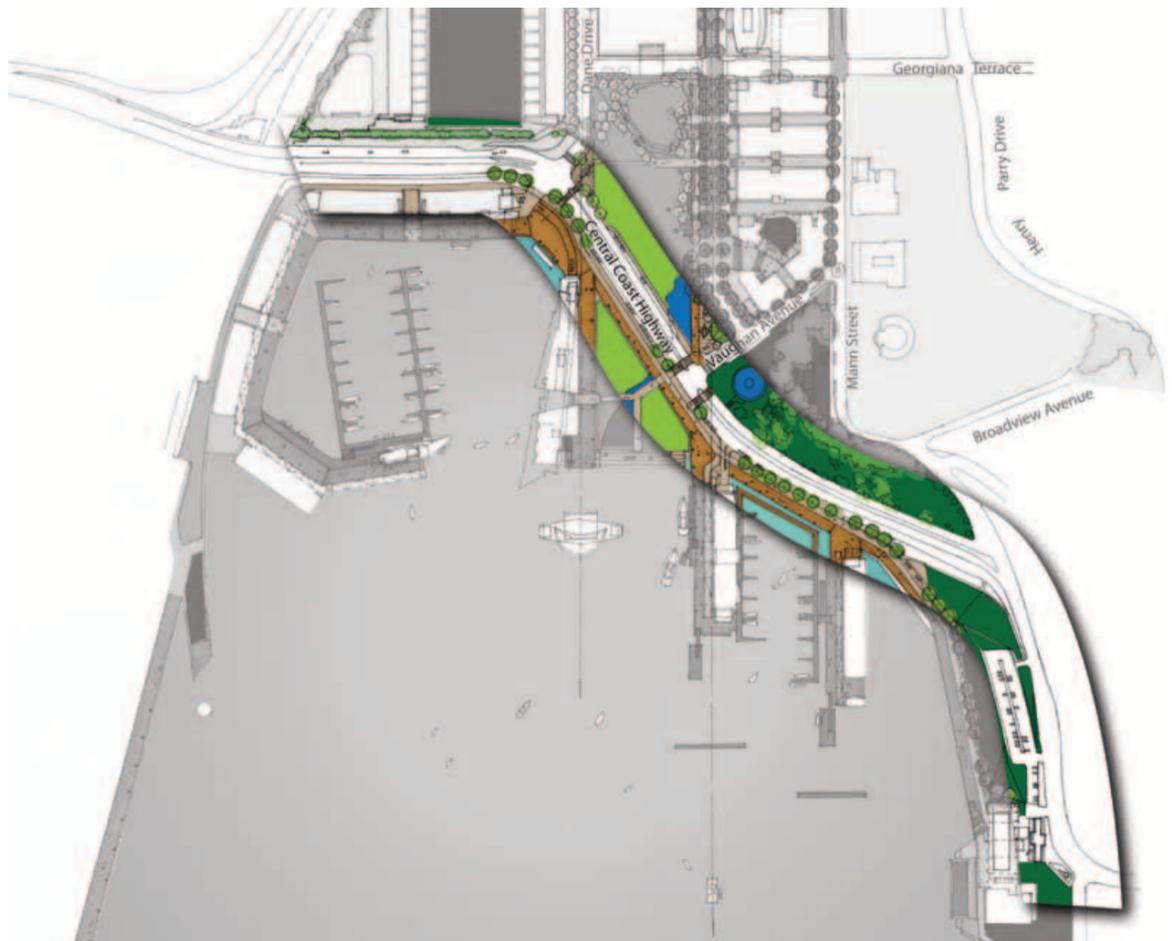
Parking



### DANE DRIVE

A most contentious issue, Dane Drive, is a link to the east which completely ignores the City and isolates the waterfront. This was extensively discussed at the Design Charrette and it was determined that Dane Drive (Central Coast Hwy) be reconceived as an urban street. As such, there would be parking on both sides and traffic signals and grade crossings to deliver pedestrians safely to the new waterfront.

Road access to the waterfront is envisaged to be at new intersections close to the bottom of Brian McGowan Bridge and at the end of the extended Baker Street/Vaughan Avenue intersection, subject to further investigation and development.



## 3.7/Sustaining the City (enhancing natural environment)

THE REDEVELOPMENT OF GOSFORD CREATES AN OPPORTUNITY TO REINVENT THE CITY AS SMART AND GREEN. UNLIKE MOST URBAN SITES, THE NATURAL BEAUTY OF GOSFORD IS SEEN AS THE STARTING POINT FOR A STRATEGY THAT SEAMLESSLY INTEGRATES SUSTAINABLE INITIATIVES INTO THE URBAN FABRIC WITH THE AIM OF PROTECTING AND ENHANCING THE CITY'S NATURAL LEGACY. SUSTAINABILITY INITIATIVES WILL BUILD UPON THIS LEGACY.



### Green leadership

The challenges facing Gosford are not just structural and political. The spectre of climate change and sea level rise brings with it the need to imagine a new sustainable future and will profoundly change the way our cities evolve.

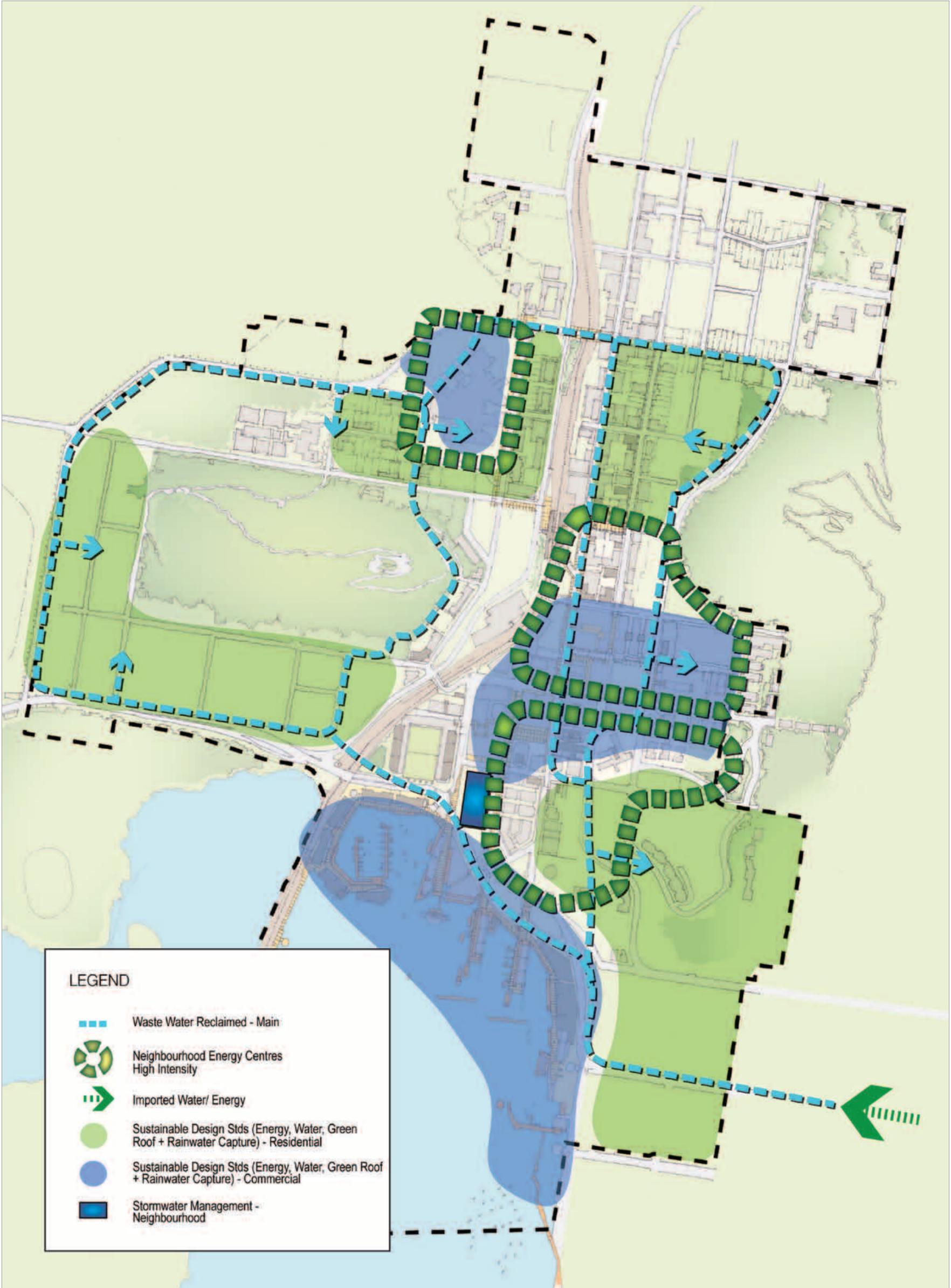
To be sustainable means that, as an organisation, Gosford City Council is aware of the impact of its actions on the LGA and that Council takes responsibility for these actions. Gosford City Council has demonstrated leadership in the area of environment sustainability for many years.

Council should continue to improve the environmental sustainability of Gosford. Some example projects include:

- Management of the Coastal Open Space System (COSS)
- The Gosford City water mining dual reticulation scheme
- Responding to climate change via the development of a draft climate change policy and several climate change mitigation and adaptation projects, sea level rise planning.

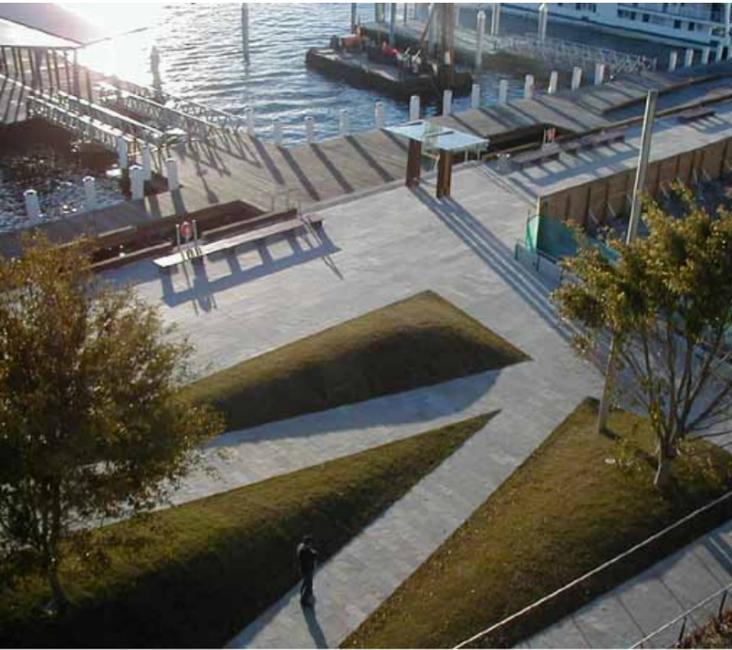
The Masterplan will continue to build upon this work by actively pursuing the following areas:

- Reduce water consumption
- Reduction in energy consumption
- Reduce automobile travel
- Cut greenhouse gas emissions
- Make land use decisions that create a more efficient and more walkable city
- Improve building energy performance
- Increase biodiversity
- Mitigate the impact of sea level rise



**LEGEND**

-  Waste Water Reclaimed - Main
-  Neighbourhood Energy Centres High Intensity
-  Imported Water/ Energy
-  Sustainable Design Stds (Energy, Water, Green Roof + Rainwater Capture) - Residential
-  Sustainable Design Stds (Energy, Water, Green Roof + Rainwater Capture) - Commercial
-  Stormwater Management - Neighbourhood



### Water cycle

The Masterplan seeks to reduce overall water demands, manage and protect existing water systems, design future infrastructure with low impact systems whilst identifying alternative sources.

Water cycle strategies for implementation include:

- The Gosford water mining dual reticulation scheme which will extract water from the sewerage system, treat and purify the recycled water and distribute it throughout the Gosford City Centre area. The recycled water will be used for non-drinking purposes such as toilet flushing, washing, irrigation and some commercial uses. All new developments within the City Centre are currently required to install a third pipe system within the building (under development control plan requirements). The system provides a constant water supply, thus removing the issues faced with the need to “top up” onsite rainwater/stormwater retention systems during periods without rain. The system is generally more cost effective than onsite blackwater / greywater treatment systems.
- Council’s Development Control Plan 165 - Water Cycle Management requires all development to achieve set water usage and water quality targets.
- Water Consumption targets, in line with current BASIX targets set, potable water consumption at 150L per person per day. It is expected that City Centre potable water usage will be significantly reduced when the third pipe system is online.
- An integrated stormwater management strategy will be developed for the streets and public spaces of the City Centre. The strategy will:
  - Clearly identify areas and locations suitable to implement Water Sensitive Urban Design measures such as:
    - o grassed swales and vegetated landscapes
    - o bio-retention systems
    - o rain gardens
  - Set targets for achieving ANZECC primary contact water quality levels for the outlets to Brisbane Water.
  - Seek to showcase environmental functions
- New developments to be encouraged to employ rooftop greening, to provide natural vegetated features of aesthetic value and provide a rainwater treatment function by filtering stormwater.



## Energy

The reduction of reliance on fossil fuel based energies is a key step in creating a sustainable city.

Energy demand strategies for implementation are:

- New Development to achieve energy efficiency through building design attributes such as:
  - Aim to exceed the minimum energy and thermal requirements in design as required by BASIX
  - Design for density and reuse of existing structures where practical to reduce loss of embodied energies
  - Passive design - Provide good solar access in both public and private open spaces in winter, shade in summer; minimise east-west building orientation; integration of green roofs provides thermal insulation; use of external shading to buildings
- All new developments are to be encouraged to contribute to the target of achieving 10% renewable energy targets. Possible renewable energy sources to be investigated include:
  - Wind power
  - Solar power
  - Biomass energy generation
  - On site power generation
- Investigate centralised energy systems in precincts such health, the mixed use northern neighbourhood and mixed use neighbourhood south that covers Mann and Baker Streets.
- Undertake feasibility studies for the implementation of high pressure gas mains to feed local precinct energy generators, as well as renewable energy technologies such a solar and wind power.
- Reduce energy consumption via alternative modes of transport and a reduction in car usage - travel patterns and public transport targets will be set through the City Centre TMAP (currently in progress).
- Examine technologies such as photovoltaic and “solar thermal” systems for the supply of both heat and power for public amenities such as street lighting, parks and public areas.
- The integration of new green networks throughout the City to reduce the overall heat island effects at the ground and building level.



### Quality of Life

Sustainability is also about a sustainable life. The ability for people to enjoy the city in which they live, work and recreate can greatly improve wellbeing. Even the ability to work closer to home, rather than commute can have a significant impact upon a person's quality of life. The introduction of the following Masterplan initiatives will assist in improving quality of life:

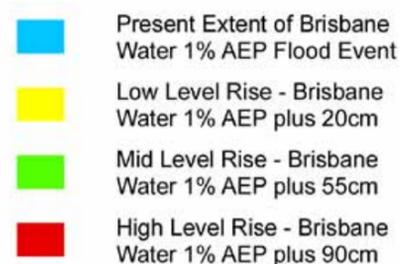
- Improved public realm, to accommodate a wide range of both formal and informal uses including play, cultural events, reflection and environmental initiatives
- Improved recreational services and facilities, such as the city playground
- Integrate public art and design to animate public places
- Develop a program of events, activities and community celebrations that reflect the identity of Gosford
- Introduction of sustainable initiatives within private buildings, such as roof top gardens, connection with natural environment and noise insulation
- New jobs closer to where residents live
- Better public and private services, through new business expansion
- Additional higher education facilities
- Provide better access for people with disabilities throughout the City Centre.

### Biodiversity

Gosford City Council currently has two significant pieces of biodiversity policy, Biodiversity Management Policy R0.18 and the Biodiversity Strategy April 2008 along with a number of other significant environmental policies. The Masterplan relies heavily on the application of these policies with respect to biodiversity and ecological sustainability within the City Centre.

Biodiversity within the City Centre specifically requires:

- The connection of ecosystems through the City via green corridors
- Ensure planting of appropriate endemic native species within the green network
- Development of a detailed plan for the waterfront to go hand in hand with future development, to link with the Brisbane Water Estuary Processes Study and Draft Brisbane Water Estuary Management Study
- Development must protect and connect with natural amenities



*Sea Level Rise Conditions*

## Sea Level Rise

Sea level change has a direct impact on the response to Gosford's waterfront. The waterfront is already prone to inundation during heavy rain, high tides and low pressure system events and waves can carry water over the sea wall and on to the Central Coast Highway.

There is occasional flooding on lands east of the Masons Parade and Central Coast Highway intersection. Upstream, Narara Creek is also prone to significant flooding. Further investigations into the flooding of lower Narara Creek, Fagans Bay and overland flooding through Gosford are underway along with management studies for the estuary. The outcomes of these plans may assist with sea level rise adaptation and flood mitigation, including long term issues such as modification to the railway causeway to reduce flood effects and its impacts on estuary flushing and infrastructure development.

Gosford City Council, after consultation with its community resolved on 1st December 2010 that "Council adopt 0.9m as its sea level rise planning level for the year 2100 with an assumed linear increase from 1990 levels as the basis for Council staff to proceed with risk assessment, policy development, and strategic planning decisions". The level of 0.9m was adopted by the NSW Government in October 2009 through the NSW Sea Level Rise Policy Statement.

Studies by the CSIRO have concluded that each centimetre of sea-level rise could lead to the coastline receding in the order of 100 times the vertical sea-level rise – a one metre sea level rises would see coastal beaches retreat by about 100 metres.

There are a number of vulnerable zones within the local government area as a whole and several scenarios have been identified by Council along the Gosford waterfront. The zones around the whole foreshore are already at risk with occasional flooding not uncommon. A 20cm rise in sea level combined with a 1% flood event would see Gertude Place and the Leagues Club Park inundated and the worse case scenario – 90cm – would see water surrounding the main buildings of Gosford Public School and extending up Baker Street to Donnison Street.

Adaption may be achieved by one of, or a combination of two methods:

- The development of the waterfront at a higher level to create a barrier to sea level rise. This system introduces significant issues with regard to the re-engineering of the stormwater system. Building high development around the entire waterfront will create a trapped low point for the stormwater behind the development which is expensive and difficult to remove.
- The filling of all areas impacted by sea level rise, which provides better opportunity for dealing with the stormwater system.

Due to the complexity of such an issue, further detailed analysis and design is required, and will be a significant component in the detailed investigation of waterfront development option.



# 4 Making it Happen



## 4.1/Implementation Plan

TRANSFORMATION AND REVITALISATION OF GOSFORD AS THE REGIONAL CAPITAL OF THE CENTRAL COAST IS A THIRTY YEAR PROJECT. IMPLEMENTATION SHOULD OCCUR IN FIVE YEAR TIME PERIODS TO ALLOW THE PROCESS TO BE ORGANIC AND RESPONSIVE TO CHANGED CONDITIONS.

This 30 year program of regeneration will be managed by instigating a number of important initiatives, each of which will spawn several vital catalyst projects.

### Key Elements

The key elements of the implementation initiatives include:

- The people
- Whole of Government Approach
- Governance
- Public Sector Investment
- Funding
- Private sector commitment
- Economic initiatives





### THE PEOPLE

If Gosford is to become a world class waterfront city, there is a need to continue to harness the community resolve and the political will. With its proximity to Sydney and its stunning natural setting, Gosford is capable of becoming the place to live, work, study, invest and visit. A place that all on the Central Coast would be proud to call their Regional City.

Council and State Government cannot achieve this enormous outcome without the continued resolve of its people.

Appropriate communication protocols to keep the stakeholders and community engaged and informed will remain at the forefront of the implementation plan, as it did during the preparation of this Masterplan. This meant that the public exhibition period was longer than usual to allow not only exhibition of this document, but dialogue with The Gosford Challenge team during the latter part of January and beginning of February 2010.

### WHOLE OF GOVERNMENT APPROACH

All Government Departments are at the table having formed the initial governance structure that has overseen the preparation of the Masterplan under the banner of The Gosford Challenge. All were participants in the preparation of the design brief that was used in the Design Charrette and all are committed to working in partnership with each other and the community to ensure the key recommendations from the Masterplan are implemented.

In the lead up to this Masterplan the cooperation and commitment by all Government Departments to the ideal of revitalising Gosford has been inspirational. This whole of Government approach will need to continue to successfully implement the recommendations of the Masterplan. The ongoing commitment of State Government Departments can be seen in the table within this section and the long term projects listed in the appendix - Long Term Initiatives. The commitments to these initial projects from each Government Department makes a solid and firm contribution to the people of the Central Coast.

### GOVERNANCE

Continued political leadership is an imperative to achieving the outcomes of the Masterplan and the Project Steering Group will continue to lead The Gosford Challenge while the State Government commits to investigating the appropriate authority to oversee the implementation of this Masterplan.

The NSW State Government has agreed to fully investigate a new governance structure with the aim to it being established by 1 July 2010.

### PUBLIC SECTOR INVESTMENT

The Public Sector must concentrate on developing the public realm in the beginning to create the setting for catalyst projects to emerge. Not all public realm can be created in the first five years, so to ensure that the biggest impact is felt, two priority areas have been identified (these areas are further detailed below under the heading 'Two Priority Areas'). To encourage investment by landowners, investors and developers there must be public sector investment into the public realm. Creating two priority areas will -

- stimulate private investment and development; and
- lead to opening up the waterfront and link the City to its waterfront



## FUNDING

To stimulate the required economic activity and produce public infrastructure with a public realm emphasis, existing resources including land will need to be leveraged.

The much needed funding for this work will be sourced by many funding strategies. One funding strategy would see the NSW State Government and Council working collaboratively to leverage existing land. Some public land may need to be sold to fund infrastructure, while other land may need to be leased for long periods (e.g. 99 years), to encourage development of public infrastructure by the private sector.

Another funding strategy is to align elements of this public realm initiative with known and future grant funding sources and submit funding applications accordingly.

Working in collaboration with key stakeholders such as RTA and Railcorp, will realise economies of scale and reduce costs, e.g. RTA and Railcorp would work on their intersection and bridge upgrades in alignment with Council infrastructure upgrades. This would allow the area to be disturbed only once, therefore reducing cost for all organisations.

There is a need to identify and prepare an appropriate and detailed funding strategy to implement the planned public realm infrastructure.

## PRIVATE SECTOR

Discussions during the preparation of this Masterplan with participating landowners and developers and other key stakeholders identified potential retail, commercial, hospitality and residential initiatives that can be implemented by the private sector within the same timeframe as the public realm program of projects.

Key landowners, who own substantial or critical sites within the City, have willingly participated in the masterplan process. Developing their sites to meet the needs of the people is essential to the success of this project. Success will give the landowners viable developments and the people much needed activity centres. This continued support by key landowners will include development in the City that will attract new businesses.

This work will be undertaken to attract new business and include development into the City. The private landowners who have been actively involved and participated in the workshops include representatives from:

- SolaGracia Property Group (Spurbest)
- Commercial HQ
- Imperial Shopping Centre
- Central Coast Leagues Club
- Pearl Pastoral

## ECONOMIC INITIATIVES

Implementing the economic component of the Gosford Masterplan is about delivering improvements with and for the people of Gosford. The importance of stimulating economic demand cannot be overestimated. A marketing strategy for the new identity of Gosford will support the attraction of new investment.

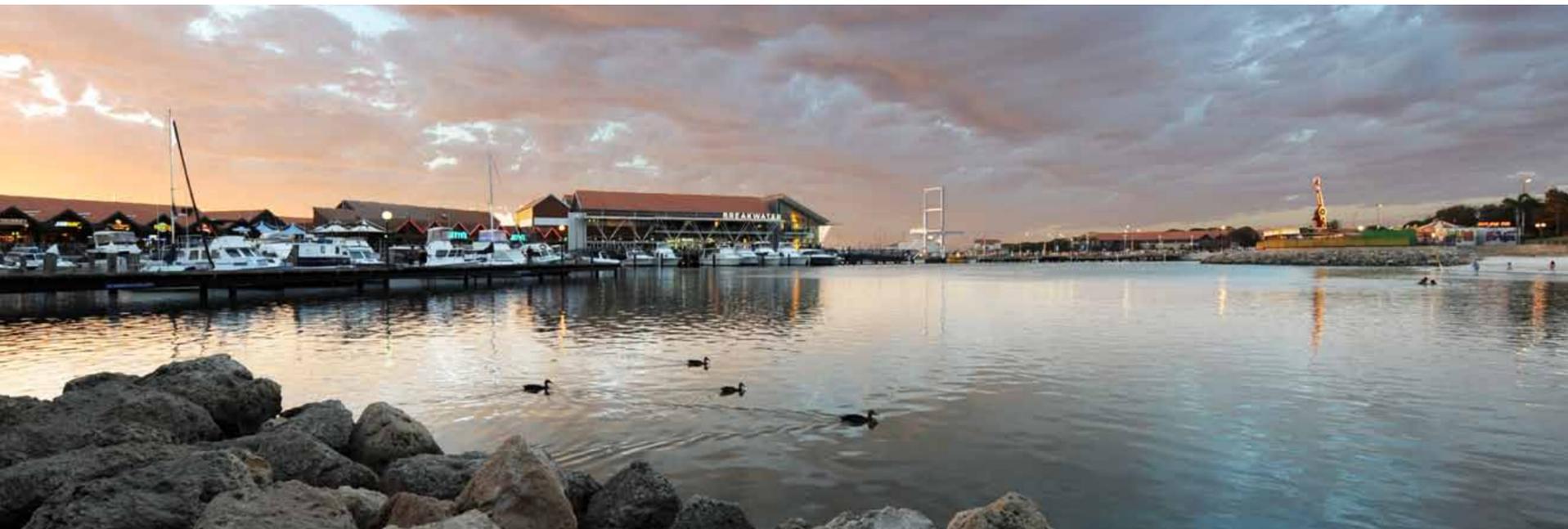
The implementation of the economic component of this Masterplan will build upon the Regional Economic Development & Employment Strategy (REDES) prepared by the Department of Premier and Cabinet. The emphasis is on creating and stimulating economic demand, actively seeking tenants for new developments and targeting relocation of regional offices (both private and public) to Gosford.

The economic component of the Masterplan will set a broad agenda and specify programs for the sustainable growth and improved performance of the Gosford economy as the initiatives are delivered over time. The economic plan is for all stakeholders, public, private and community and is intended to be bold, challenging and forward looking to establish the economic strategy to underpin revitalisation. While the economic plan is for Gosford, it will be developed in the context of the Central Coast region.

Success depends on all Government agencies and the private sector partners delivering their part of the economic program. The performance of the schools, the hospitals, the delivery of the right density and type of housing, the overlapping of residential and other uses and the successful implementation of the public realm strategy will be essential elements in the economic transformation program.

## 4.2/The Beginning - Two Priority Areas

THE ESSENTIAL FIRST STEP IN THE RE-CREATION OF GOSFORD IS TO STIMULATE MARKET DEMAND. THIS IN TURN WILL STIMULATE PRIVATE SECTOR INVESTMENT IN NEW DEVELOPMENT PROJECTS AND JOB CREATION INITIATIVES.



Two priority areas have been identified where construction of the public realm must begin. The work and projects have been selected and preliminary costings done. This public sector investment must be implemented to jump start the process of regeneration and drive long term change in Gosford.

This investment will create the public realm and sense of place that will underpin this Masterplan. The investment in the public realm comprises a program of transport, streetscape and utility services.

The detailed scope, cost and phasing for the program of projects comprising the public realm (two priority areas) will be refined and announced when business cases are completed.

The public realm program of projects (within the Two Priority Areas) will begin to be rolled out in the 2010/11 financial year.

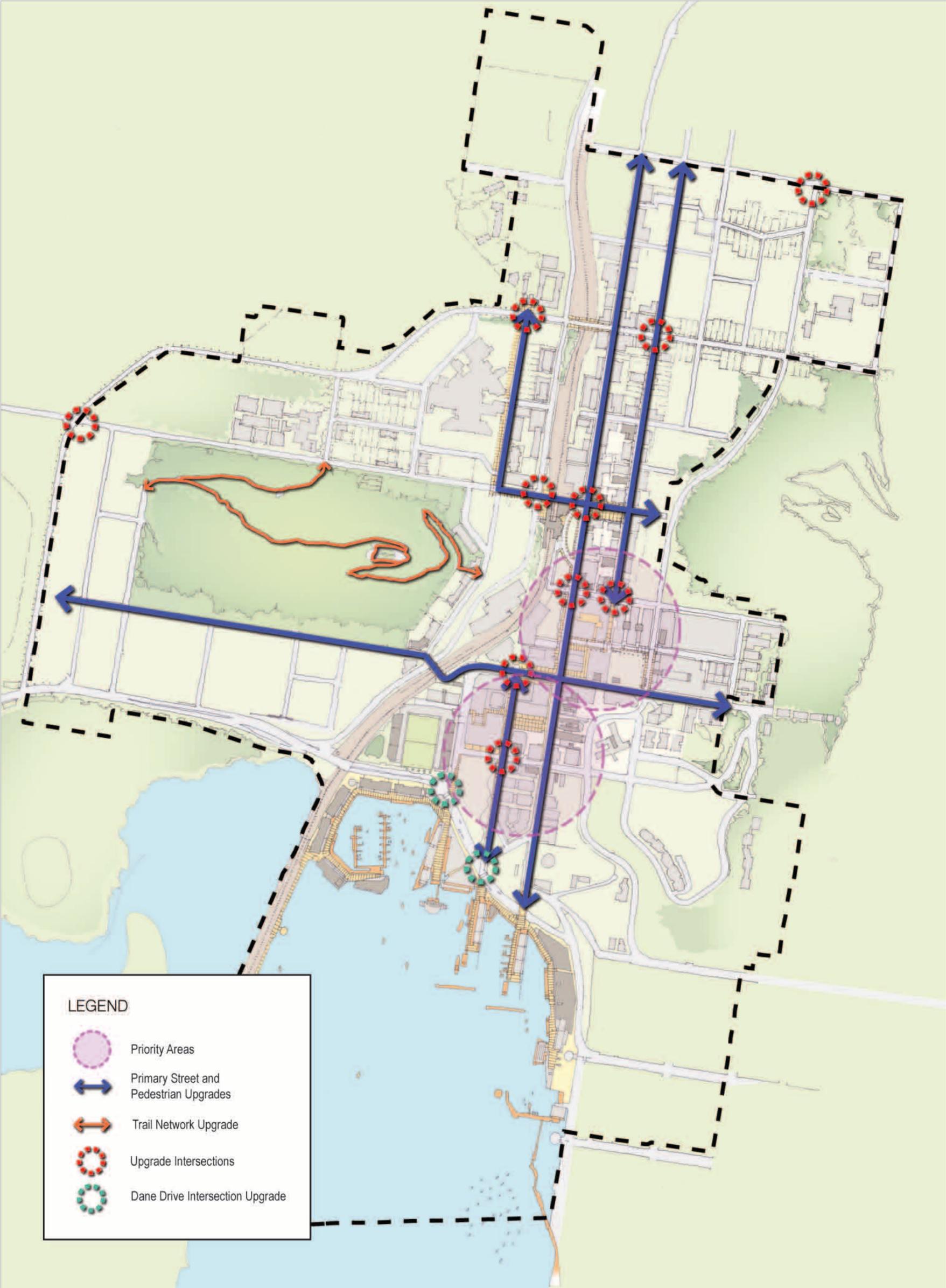
Whilst there is a significant cost, it is not unmanageable with elements of the budget already included in existing forward capital plans of Council and other Government Departments.

### Initiatives & Projects

The initial focus of the implementation plan will be on the public realm initiatives in the “Two Priority Areas” (see diagram) and these are listed under “Catalytic Public Realm Initiatives”.

A range of other initiatives are identified for investigation, commencing in 2010 and these are listed “Initiatives for Investigation 2010-2015”.

The final table lists “Short Term Projects” which have already commenced or are well advanced in planning and will be completed by end 2010/11 financial year.



**LEGEND**

-  Priority Areas
-  Primary Street and Pedestrian Upgrades
-  Trail Network Upgrade
-  Upgrade Intersections
-  Dane Drive Intersection Upgrade

## Short Term Projects

THESE INITIATIVES RELATE TO PUBLIC REALM AND WILL BE COMPLETED IN THE SHORT TERM.

INITIATIVE SUMMARY	RESPONSIBILITY
Aboriginal interpretative centre - undertake feasibility of locating on plateau of Presidents Hill. (or other locations)	GCC & LPMA
Commission a Transport Management & Accessibility Plan (TMAP) - to identify the best current and future methods for people and vehicles to move safely into, within and around Gosford City Centre. This will include the study of trip movement and type, i.e. Commuters and visitors. Public Transport Improvements (1) improved interchange access; (2) information including real time movement; (3) increased bus frequency, possibly via extension to existing hospital shuttle bus into a circulatory service; (4) bus waiting facility upgrades.	NSW Transport and Infrastructure
Event Strategy. The development of a broad events strategy incorporating the existing events program.	GCC & GBID
Investigate art installations/decorations to disguise major blank walls.	GCC
Kibble Park fountain. The base of the fountain will be modified in collaboration with the fountain's creator to allow interaction	GCC
Mann Street Retail Traders Façade Upgrade Incentive / Incentive Program to assist retailers to undertake upgrading of their frontages as Council commits to improved streetscapes.	GCC & GBID
Mapping walking trails. Mapping of walking trails and signage to walking trails to be improved.	GCC
New Rumbalara access points – Upgrading the entry to the walking tracks with appropriate signage. The final stage of the walking / cycling track to the top of Rumbalara needs to be stepped and drainage installed where necessary (as per the existing walks atop Rumbalara).	GCC
Small business and cultural industry development support. Audit the empty retail and commercial space, and running a program to rent to artists and other small businesses.	GCC & GBID
Develop the Central Coast Destination Management Plan 2010 – 2013. The plan will provide leadership to industry by developing priority strategies in the areas of domestic and international marketing, product development, industry development and research.	Central Coast Tourism
Develop a short, medium and long term parking strategy for Gosford City Centre.	GCC

## Green Initiatives

INITIATIVE SUMMARY	RESPONSIBILITY
SUSTAINABLE DESIGN PRINCIPLES - Adopt sustainable design principles in all new projects, especially showcasing catalyst projects as leading edge design, providing both statement of community intent and education for the wider community.	GCC
SUSTAINABLE STRATEGIES - Develop and implement a sustainable city through a city-wide Sustainability Strategy.	GCC

## Catalytic Public Realm Infrastructure Initiatives

THE ESSENTIAL ELEMENTS FOR THESE CATALYTIC INITIATIVES ARE:

- CAPITALISE ON GOSFORD'S EXISTING ASSETS AND UNIQUE NATURAL SETTING; AND
  - GENERATE A NEW ECONOMY THAT EMERGES FROM THE GROWTH AS A REGIONAL CITY.
- THESE PROJECTS WILL BE AMONG THE FIRST TO BE INVESTIGATED AND PERSUED.

INITIATIVE SUMMARY	RESPONSIBILITY
Centralised Wastewater Recycling Systems – (1) Investigate a ‘third pipe’ that will allow water recycling within the City Centre and help achieve the goal of sustainability. (2) Investigate and prepare business case for the Blackwater Treatment Plant.	GCC
Dane Drive intersection planning and design scheme – (1) Investigate modifications to the Central Coast Highway intersections at Dane Drive and Vaughan Ave, including the potential to signalise the intersections that will turn Dane Drive into a city road rather than a bypass highway. (2) Investigate the building of an overpass pedestrian bridge from the end of Mann St onto Gosford Harbour.	RTA/GCC
East West connection - Donnison Street streetscaping, greening and construction.	GCC
Improve intersections: Holden Street with Racecourse Road, Etna Street with Hills Street, Showground Road with Faunce Street West, Mann Street with Faunce Street, Erina Street with Watt Street, Erina Street with Mann Street, Donnison Street with Baker Street, Georgina Terrace with Baker Street, Faunce St West with Racecourse Road, Henry Parry Dr with Dwyer St, Hely Street with Central Coast Hwy, Vaughan Avenue with Central Coast Hwy, Dane Drive with Central Coast Hwy, Hills Street with Faunce Street, Hills Street with Beane Street, Etna Street with Mann Street and Showground Road with Racecourse Road.	GCC & RTA
North South connection - Baker Street upgrade to make it a pedestrian priority street including streetscaping, greening & construction.	GCC
North South connection - Hills and Watt Street upgrade, safety works, streetscaping, greening & construction.	GCC
North South connection - Mann Street upgrade, streetscaping, greening & construction.	GCC
Pedestrian Realm Improvements - Lighting upgrades along to secondary access roads as well as resurfacing and greening will be undertaken as part of a staged process.	GCC
President Hill trail networks - Investigate scope (size, cost, feasibility) (1) Parks with and without play equipment, (2) Community Gardens (3) Ancillary Car parking in Faunce Street West (4) Cycle & Pedestrian Tracks (5) upgrade of current road access, parking and signage to the site; and (6) kiosk/restaurant. May involve rezoning of land at northwest base of Presidents Hill as residential to increase safety of area from passive surveillance (neighbours watching over their park).	GCC & LPMA
Waterfront Development Framework Assessment. This assessment will investigate the impact of proposed development on the waterfront - including but not limited to Hydrological Impacts, and Environmental Impacts and the mitigating strategies required to allow for waterfront development to proceed.	LPMA

## Initiatives for Investigation

OTHER INITIATIVES WILL ALSO COMMENCE IN THE SAME TIME PERIOD, EITHER AS ACTIONS OR INVESTIGATIONS.

THESE INITIATIVES ARE LISTED BELOW:

INITIATIVES FOR INVESTIGATION	RESPONSIBILITY
Bike and pedestrian link to Woy Woy. Construct a cyclist and pedestrian route beside the railway causeway to directly link Gosford and Point Clare.	GCC & RTA
Built environment water harvesting. Investigate the introduction of a requirement for all development in the city centre to include rainwater collection and storm water reuse systems.	GCC
East West connection - Donnison Street Bridge Upgrade. Connections will be designed for pedestrian, cycle and motorised transport.	GCC & Railcorp
East West connection - Etna Road Bridge Upgrade. This bridge to be upgraded to improve the walking link from East to West and free movement from Gosford Hospital/Gosford High to the City Centre, whilst greatly improving traffic flow.	Multiple Government agencies including Railcorp (asset owner) RTA, DET, Health, GCC
Improved health service link Gosford Hospital to the City – (1) Investigate opportunities to consolidate community health services and private health services in new built facilities that better connects the public hospital to the railway station.	Health
North South connection City Park and stream. Landscaping, greening and constructing a city passive parkland including stream alongside the extension of Baker Street in the existing Leagues Club Park (incl. Ray Maher Field) to connect the City to its waterfront.	GCC
Make Baker Street a pedestrian priority street.	
Erina Street Bridge - This is the third east west connection across the City. This connection will be designed for pedestrian, cycle access, with connections through the existing carparks.	GCC
Transport interchange. As part of the TMAP study consider the bus interchange needs for the future requirements of Gosford.	NSW Transport and Infrastructure
Commercial Space - (1) Small mixed use space up to 500 sqm around Mann Street upper levels; (2) Small to medium space 500 sqm to 1200 sqm; and Campus style 2000+ sqm around Kibble Park and Railway Station.	Public and Private Sector collaboration
Infill Residential Areas – Encourage redevelopment of single houses and old housing stock in North Gosford around Hospital, and West Gosford south of Presidents Hill as more complete neighborhoods, with facilities and services within walking distance and new parks and public open spaces.	Public and Private Sector collaboration
New Hotel Facilities – encourage development of 3 hotels of around 100 rooms each in proximity of Waterfront, Medical Precinct and City Core.	Public and Private Sector collaboration
Priority Area Initiatives - Discussions during the preparation of this Masterplan with participating landowners and developers and other key stakeholders identified potential retail, commercial, hospitality and residential initiatives that could be implemented by the private sector within the same timeframe as the public realm infrastructure program of projects.	Gosford City Council and all State Government Agencies will actively collaborate with these stakeholders to initiate new investment to ensure the attraction of talent and capital
Residential Density – Encourage expansion on current higher density development along Hills Street and Mann Street and the Railway Station.	Public and Private Sector collaboration
Waterfront Residential – Future waterfront residential initiatives above commercial/tourist facilities and services. Maintaining access and sightlines to the waterfront and City. Leveraging the public land value created by this development to fund public realm changes to Baker Street and Mann Street and to provide public realm facilities on the waterfront including a promenade and City Playground.	Public and Private Sector collaboration
Wholesale Markets – Develop options and initiatives to bring in local markets and traders to the City Centre.	Public and Private Sector collaboration

## Long Term Masterplan Initiatives

### LONGER TERM PUBLIC SECTOR LED INITIATIVES

INITIATIVE SUMMARY	RESPONSIBILITY
Active Mode Improvements – Pedestrian and cycle links from (1) Racecourse Road to Manns Road including bridge over creek; (2) Showground Road as far as Manns Road; (3) progressively included in scope of street upgrades; and (4) Bike Parking at key locations including station, waterfront and Kibble Park.	GCC / RTA
Boat Ramp - Investigate the best options for the location of a boat ramp and ancillary facilities in the Brisbane Water area.	GCC & Maritime Services
City Interpretative Centre and Educational Discovery Trails – Investigate feasibility of a central information and education centre including theatre, displays and discovery trails covering European history, aboriginal heritage, the environment etc.	GCC
Civic Centre & Library – (1) Identify a location for, and design new civic facilities including regional library and town hall; and (2) Investigate the feasibility of consolidating community facilities such as the senior citizens centre.	GCC
Conservatorium of Music - Investigate as part of the "KPMG feasibility study report" potential for Conservatorium of Music to move, relocate or share facilities at any proposed new Multi-Purpose Performing Arts Centre.	GCC
Planning for Long Term Traffic Needs - As part of the TMAP study consider the need for alternatives, including a bypass, for managing east-west traffic movements as the Gosford City Centre and its waterfront develop.	RTA / NSW Transport & Infrastructure
Gosford Pool - Investigate options for the most appropriate location of the Gosford Public Swimming Pool including the pools current site.	GCC
Gosford Public School - The Minister for Education will consider options for providing the best educational outcomes for the public school children.	DET
Housing development on Former Mitre 10 Site - Housing NSW have undertaken detailed analysis on a range of options for this site and will develop a business case around their preferred option to develop this site.	NSW Housing
Renewable Energy - Investigate provision for an increased supply of renewable energy to Gosford. e.g (wind power, solar power).	GCC
Marine Services - Investigate the best options for the location of Chandlery & Dry Storage Facility in the Brisbane Waters area.	NSW Maritime & Private Sector
Multi Purpose/Arts Facility - Stage 2 of the "KPMG feasibility study report" will be undertaken to determine the size/usages of the facility within the context of the new Masterplan.	GCC
Tafe In The City – (1) Undertake investigation with TAFE to relocate training programs into businesses operating in the City Centre (Gosford Works); (2) Undertake a feasibility study to consolidate facilities in the Henry Parry Campus and within the City Centre; and (3) Investigate using part of the TAFE site for higher density residential to support the City Centre.	TAFE
TAFE VES – Undertake an investigation to establish an enhanced Vocational Education School presence at Henry Kendall High.	TAFE
University Project – Undertake investigation to identify a University partner to progress the development of a City Centre campus.	GCC
Upgrade two high school ovals to regional standard – (1) DET playing fields will be maintained to a regional standard by investigating possible joint projects with Council and/or other sporting bodies; (2) Investigate option of integrating one into a larger sporting facility.	DET





# APPENDICES

## Appendix 1: Sustainability



### Green Leadership

Gosford Council plays a leadership role with the implementation of many sustainability focused initiatives such as:

- Partnering with AGL to generate enough renewable electricity from the landfill methane extraction facilities to supply over 1,780 average NSW homes and in so doing destroying 67,619 tonnes CO<sub>2</sub>-e which has the same effect as removing approximately 16,500 cars from the road each year
- Purchasing 6% GreenPower for all of Gosford Council's electricity reducing Councils Carbon footprint by approximately 10,300 tonnes CO<sub>2</sub>-e per year
- Installing a hydro-electric micro-turbine at the Somersby water filtration plant to generate electricity
- Constructing a recycled water scheme at Kincumber to supply over 75 million litres of recycled water per year
- Installed rainwater tanks on 68 Council properties
- Implementing a stormwater harvesting project at Duffy's Road Oval
- Developing a biodiversity strategy to protect and improve Gosford's biodiversity
- Maintaining a Coastal Open Space System which protects green corridors particularly along the hill ridge lines through out the Gosford local government area
- Running extensive environment sustainability community education, with programs focusing on; Little Green Steps (preschool program), Leaving Smaller footprints and Water Tight (primary school), Blue Planet (High school)
- The use of compressed natural gas and fuel in Council's vehicle fleet
- The quality of life strategy
- The Brisbane Water Estuary Process Study and subsequent Brisbane Water Estuary Management Study

IMPACTS	AIR	WATER	RESOURCES	ENERGY	QUALITY OF LIFE
OBJECTIVES	Minimise air pollution and the impact of greenhouse gas emissions	Conserve and manage water on the site to both control the quality of run-off and to minimize use through reduced demand and recycling	Minimise the use of resources through appropriate choices and reuse	Minimise energy use, control solar access to improve the thermal performance in buildings.	Create a development that contributes to all aspects of a sustainable way of life. Encourage biodiversity and elements that reflect site identity and location.
	Facilitate use of public transport to minimise car use and emissions	Recharge ground water via open spaces through infiltration into the water table (where appropriate)	Use recycled concrete from demolished buildings in road pavements and paths within the open space network.	Provide good solar access in both public and private open spaces in Winter, shade in Summer.	Open space is designed to accommodate a wide range of both formal and informal uses including play, cultural events, reflection and environmental initiatives.
PUBLIC DOMAIN	Open spaces organised as wind corridors to maximise air flow into the centre of the site	Separate collection and treatment of runoff from roofs and landscaped areas, from roads and car parks.		Select trees that allow Winter sun and Summer shade.	
	Introduction of extensive amounts of vegetation to reduce greenhouse gases	Direct runoff from roads and car parks to stormwater pollution traps capable of removing oil and litter from the water.		Select trees that allow winter sun and summer shade.	Use salt resistant plant species suitable for the location. Engage leading experts to ensure planting appropriate and successful.
	Provide good access to encourage cycling and integrated walking networks.	Store water from roofs and open space areas to be reused for watering landscape areas	Minimise movement of soil off-site. Plan for balanced cut and fill to minimise soil export or import.		Provide access for people with disabilities throughout the precinct.
	Limit the "heat island" effect through control of extent of heat absorbing pavements and the use of lighter coloured paving and planting for shading	Use water in public spaces to aid evaporative cooling, and to create the perception of coolness in summer	Stockpile and reuse useable topsoil.	Assess possible use of renewable energy sources.	Integrate public art and design to animate public places.
	Design buildings to avoid down drafts from towers in the public domain.	The selection of landscape species to minimise the need for watering		Examine "solar thermal", technology (evacuated tubes and micro-turbines etc) for supply of both heat and power for public amenities such as street lighting, parks and public areas.	
	Deep soil planting will be maximised in the design of external areas and landscaping.	Use roads as overland flow paths		Employ Heat Transfer technology on Central cooling plant capturing rejected heat	Ensure safety through surveillance, uses of landscaping, appropriate fencing, road alignment, building orientation, lighting, signage etc.
		Possible "Black Water" recycling for irrigation and other non portable uses			
		Surface and sub-surface water drainage measures to control impact on soil salinity.			

IMPACTS	AIR	WATER	RESOURCES	ENERGY	QUALITY OF LIFE
PRIVATE DOMAIN	Cross ventilation to residential units.	Use low flow appliances in all development.	Waste collection strategies could be developed and applied that increase recycling opportunities for waste from residential, retail and commercial uses.	Use of low energy fittings (minimum 4 Star) all buildings.	Innovative design that responds to site opportunities and the environment is required.
	Opportunities for improved indoor air quality in buildings shall be examined, including natural ventilation, mixed mode systems and better design of fan-based HVAC systems.	Reduce the extent of impervious areas by control of paved areas and building footprints.	Select materials with low embodied energy where possible.	Minimise east-west orientation of buildings to limit thermal gain in Summer.	All buildings will be insulated for noise to an appropriate level.
	CFC refrigerants are not permitted.	Use of Treated Sewerage Effluent (TSE).		Design for daylight in the work and residential environment, through control of distances from core to wall, use of light shelves and high transmissivity glass.	Develop a program of events, activities and community celebrations that reflect the identity of Gosford will be developed.
	Allow for natural ventilation of atrium spaces to induce air flow in the appropriate seasons.			Low-E glass and double glazing to facades.	Prepare Environmental Management Plan (EMP) for the design and construction of works on the site.
	Operable windows to hotels.			Investigate photovoltaic technology to supplement the power supply and gas-boostered solar for hot water production.	
	Maximise area of planting in order to increase carbon dioxide consumption.			Optimise levels of occupant control of building environmental systems - heating, cooling, lighting and ventilation.	
				Use of external shading to buildings.	
				Automated control artificial lighting could be provided in retail and commercial buildings.	
				Use of energy efficient luminaires wherever possible.	

IMPACTS	AIR	WATER	RESOURCES	ENERGY	QUALITY OF LIFE
MANAGEMENT	Parking and access control policies to be identified. Liaison with transport authorities to identify transport route opportunities.	Coordinate on site drainage with all authorities.	A Waste Minimisation Plan is to be developed for each project for both construction and operation of the project.	Centralised metering and monitoring of energy consumption, and maintenance of equipment will be provided for more efficient energy performance.	A Construction Management Plan to ensure industry best practice and practical innovative methods for environmental management, to ensure that environmental issues are considered during construction planning and programming and to ensure that the activities of different contractors working on site are coordinated within the overall management plan.
		Control of construction sedimentation and runoff on individual building sites.			

## Energy Strategy

A high level energy strategy has been developed to reduce overall demands, manage and protect existing infrastructure systems and design future infrastructure with the intent to reduce environmental impacts associated with energy sources within Gosford. This strategy is one element that forms part of the green leadership strategy to assist in Gosford becoming the sustainable city.

## PERFORMANCE STANDARDS

The following performance standards have been identified for Gosford:

- Protection of resources
- Alternative modes of transport
- Passive design
- Reductions in car usage
- Gradual sea level rises – climate change adaptation
- Reuse of existing structures to reduce embodied energies
- Design for density
- Integration of green roofs
- Energy efficiency in building design
- Exceeding minimum energy and thermal requirements in design as per BASIX SEPP
- 10% of energy consumed from buildings to be from renewable sources
- Future proof the design of natural gas, electricity and telecommunications infrastructure
- On site power generation.

## PROJECTED USAGE

The projected energy usage across the sectors for the Gosford City centre has been identified as:

USE	ENERGY USE %
Health	11%
Mixed Use	35%
Recreational	4%
Residential	34%
Retail	12%
Education	4%

## DELIVERY OF PERFORMANCE STANDARDS

There are five key areas that will assist in the delivery of Gosford Energy Strategy:

1. Built Environment
2. Public Domain
3. Infrastructure investment & development
4. Transportation & movement
5. Materials consumption

The total Greenhouse consumption for the city of Gosford is derived from direct and indirect sources. Direct GHG outputs include sources attributed to buildings, transport systems and local infrastructure. Indirect GHG outputs include sources that are associated with the delivery of goods and services, food production and delivery.

## INDICATORS ON PROGRESS

The key indicators for the project have been identified to be:

- Energy consumption per capita;
- Greenhouse gas emissions per capita;
- Peak energy demand;
- Renewable energy sources & % contribution;
- Renewable energy projects and investment;
- Educational programs;
- Indoor and outdoor air quality; and
- Embodied energy per capita (MJ/m<sup>2</sup>).

The key indicators will provide an ongoing measure for the project delivery team.

## PROJECTS

### Integration of energy precinct systems

Options of centralised energy precinct systems have been explored where development is to be concentrated. Precincts that have been identified include the health, mixed use northern neighbourhood and mixed use neighbourhood south that covers Mann and Baker Streets.

Options for centralised cogeneration plants are to be explored for new and existing developments within these areas to reduce peak energy demands of the city and provide alternative clean sources of fuel.

Cogeneration systems consist of on site power generator and associated cooling equipment. The generation of power on site would be achieved via gas powered generators. The generators provide the required power as an electrical output and during the process of creating the power output the generators create an excess of heat. The rejected heat from the generators is used to power the cooling plant for the building via an absorption chiller plant and any additional building hot water supplies as required.



### COMMERCIAL FUNDING:

Green Business Program through NSW Department of Environment Climate Change & Water. Activities which are eligible for funding under the Green Business Program include, but are not limited to:

- Education and technology trial activities which increase the adoption of efficient technologies and practices
- Projects which improve the efficiency of buildings, appliances and industrial processes
- Projects which reduce peak electricity demand
- Projects which reduce the demand for electricity or water supplied from electricity or water supply networks - eg. cogeneration, fuel switching, water recycling, stormwater harvesting.

### New building design standards

New building design standards will include minimum energy performance standards for commercial and residential buildings. It is mandatory for all new residential buildings to meet minimum energy performance criteria of BASIX, however new planning policies are to be implemented to achieve minimum commercial energy efficiencies. New developments will incorporate the following initiatives:

- High performance glazing systems that induce natural daylighting into indoor environments whilst managing internal solar gains
- Use of centralised energy systems to reduce losses in systems supply
- Use of appropriate building fabric constructions to reduce thermal impacts of the exterior environment. Incorporation of green roof and appropriate landscaping around buildings will assist in improving the microclimate around buildings.

### URBAN RENEWAL FUNDING:

The Urban Sustainability Program aims to facilitate projects of significant environmental benefit to NSW, delivered by local government organisations in partnership with other government agencies, local businesses, community organisations and householders. Through these projects, the Program also aims to improve the capacity of communities and organisations to protect, restore and enhance the sustainability of our urban environment.

#### Upgrades to existing buildings

Existing buildings within Gosford represent large energy sinks. Upgrades to the existing building fabric and services can assist promoting energy efficiency within the built environment. Upgrades to be incorporated include use of high performance glazing that reduce solar gains, use of insulation in roof and walls to reduce overall heat gains into the building.

Other upgrades to be promoted include the upgrade of existing building services plant such heating, ventilation and air-conditioning systems, lighting and pumps to achieve minimum energy efficiency policies for commercial office buildings.



### Integration of new green networks

The integration of new green networks throughout the city will reduce the overall heat island effects at the ground and building level. Local climatic effects around buildings can be managed through appropriate landscaping and green networks that improve the microclimate within the city.

### Renewable energies

All new developments are to contribute to the target of achieving 10% renewable energy targets. Possible renewable energy sources to be investigated include:

- Use of photovoltaics in building design
- Wind power
- Biomass energy generation.

### FUNDING:

Available through NSW Department of Environment Climate Change & Water through invitation. The Renewable Energy Development Program under the NSW Climate Change Fund provides \$40 million over five years to support projects which are expected to lead to large scale greenhouse gas emission savings in NSW by:

- Demonstrating renewable energy technologies in NSW
- Supporting the early commercialisation of renewable energy technologies in NSW.

### INFRASTRUCTURE REQUIREMENTS

The following infrastructure requirements will need to be explored to deliver on the proposed initiatives and future projects:

- Implementation of high pressure gas mains
- Local precinct energy generators
- Feasibility studies for renewable energy technologies
- Water recycling network throughout the city with sewer treatment plant.

### WATER STRATEGY

A high level strategy has been developed to reduce overall demands, manage and protect existing water systems, design future infrastructure with low impact systems whilst identifying alternative sources. This strategy is one element that forms part of the green leadership strategy to assist in Gosford becoming the sustainable city.

### PERFORMANCE STANDARDS

The following performance standards have been identified for Gosford:

- Water sensitive urban design strategy
- Water reduction targets
- Showcase environmental functions
- Development to protect and connection with natural amenities
- Protect water utilities
- Design infrastructure that integrates low impact storm water and street system for water quality and reuse
- Stream and river riparian protection
- Gradual sea level rise (estimated at 1m over 100 years)

### WATER USE

Water use can be designated into two distinct uses Direct and Indirect. Direct water uses include household usages such as washing, irrigation, toilets, showers etc and these uses typically account for 11% of total water consumption.

Indirect water uses include those services associated with transportation of people and goods, materials and resource consumption embodied water, clothing, infrastructure & services, recreation, built environment and food.

Embodied water usage has been estimated by Australian Bureau of Statistics to be 959 kL per capita for the Gosford region. The proportion of breakdown is as follows:

- Food: 47%
- Housing: 13%
- Recreation (sports, entertainment): 12%
- Households: 11%
- Clothing: 5%
- Services: 5%
- Goods: 4%
- Transport: 3%

With the addition of 6,000 new residents the projected Direct water mains use of the Gosford City Centre has been estimated to be in excess of 2,250ML per annum, (projected from ABS 2001 rates).



### WATER SUPPLY

The current water supply system has been under pressure due to environmental conditions. The catchment that serves the Gosford-Wyong region has been experiencing one of the most severe drought conditions which have led to the enforcement of water restrictions on the region. Current water restrictions are at a Level 3 stipulating use of 150 L per person per day.

The Gosford-Wyong Joint Water Supply System (GWWS) is sourced from four small coastal streams: Wyong River, Ourimbah Creek, Mooney Mooney Creek and Mangrove Creek. Drought security is provided by Mangrove Creek Dam (190,000 ML), Mardi Dam (7,400 ML) and Mooney Mooney Dam (4,600 ML).

The Gosford/Wyong Water Authority has developed a Water Plan 2050 Long term strategy for the Central Coast. Existing projects are underway to secure future water supplies and the proposed Gosford water strategy is to supplement this plan.

### KEY INDICATORS ON PROGRESS

The key indicators for the project have been identified to be:

- Water consumption per capita
- Water quality in domestic consumption
- Retention and reinstatement of biodiversity
- Stormwater retention
- Tree/landscape coverage
- Propagation of acid sulfate soils.

### EXISTING PROJECTS

#### Mardi-Mangrove Link Project

The Mardi-Mangrove Link Project is a key element of WaterPlan 2050 which is the long term water supply strategy for the Central Coast. It will assist the Water Authority in to secure the region's town water supply over the next four decades by linking Wyong River and Ourimbah Creek to Mangrove Creek Dam, via Mardi Dam.

#### Upgrades to Mardi Dam

Currently underway this project is to be completed in 2010. The work will provide a new intake tower, pump station and associated pipework at Mardi Dam which will more effectively transfer water from Mardi Dam to Mardi water treatment plant. The transfer capacity will increase from the current 100 million litres a day to 160 million litres a day.

#### Alternative Sources -

##### Centralised Wastewater Recycling Systems

The Gosford City Centre is to be linked to the proposed wastewater (blackwater) recycling centralised water supply system that will feed into the existing built environment. The third pipe system will take the treated water for reuse in toilet flushing, washing and irrigation. All new developments within the city centre are required to install the necessary building pipework within buildings to facilitate incorporation of this system in the built environment.

#### Feasibility:

A feasibility study has been completed by the Water Authority and Gosford City Council. Existing funds have been allocated to the project with a staged development rollout, additional funding is to be sought in time.

#### Built Environment Harvesting Systems - Residential

Harvesting systems include rainwater collection and storm water reuse systems. Capture of rainwater from houses has the potential to meet around 30% of household consumption depending on tank size. A centralised stormwater management system is to be investigated for the new Gosford City Centre with consideration of upstream impacts in the urban environment and the third pipe reticulated recycled system. The system is to integrate low impact and sensitive urban design initiatives.

#### Funding:

The Federal Government is delivering the \$250 million National Rainwater and Greywater Initiative to help people use water wisely in their everyday lives. Rebates of up to \$500 are available to households for either:

- The purchase and installation of a new rainwater tank which is connected for internal reuse of the water for toilet and/or laundry use; or
- The purchase and installation of a permanent greywater treatment system.

Rebates of up to \$10,000 are available to install a rainwater tank or undertake a larger water saving project.



**Built Environment Harvesting Systems - Commercial**

All new commercial and retail developments will include connection to future centralised wastewater system, and possible rainwater harvesting tanks, dependant on circumstance

**Urban Design**

The new urban form will include water sensitive urban design mechanisms such as:

- Underground storage networks that are to feed into a possible stormwater recycling system
- Use of grassed swales and vegetated landscapes through the centre public forum spaces – primary treatment and conveyance function; can provide secondary treatment benefits
- Filtration trenches – primary treatment and conveyance and detention options; can provide secondary treatment benefits
- Bio-retention systems – secondary treatment, conveyance, detention and retention functions (through infiltration); can provide tertiary treatment benefits
- Rainwater tanks – using stormwater as a resource – detention, retention, a substitute for potable water in garden irrigation, car washing, toilet flushing, etc
- Greywater reuse – collect from households, primary treatment on site, reuse for external irrigation or internal toilet flushing options
- Rain gardens, rooftop greening, urban forests – provide natural vegetated features of aesthetic value and provide treatment function by filtering stormwater.

**Waterway Protection**

Protection of the Brisbane water system is to be addressed through appropriate management and monitoring of the acid sulfate soils and implementation of stormwater management policy systems described above.

A significant body of work has been undertaken in the studies for the Brisbane Water Estuary Process Study and Brisbane Water Estuary Management Study. Studies include tidal movements, siltation build-up, water quality, storm surge impacts, overland water flows and current ecosystem health.

Assessment of these studies and all additional works will assist in the development of a future management plan around the waterfront to manage climate change impacts and provide protection strategies in the future.

## Appendix 2: Regional Benchmarks

THE NEED TO BENCHMARK IS A VITAL COMPONENT OF THE GOSFORD CHALLENGE PROCESS SO THAT IT IS POSSIBLE TO DERIVE A SET OF CLEAR GOALS TO ATTAIN THE OVER-ARCHING VISION OF PROVIDING A WORLD-CLASS WATERFRONT REGIONAL CITY.



THE REGIONAL CITIES OF NSW ARE DEFINED WITHIN THE METRO STRATEGY AND VARIOUS REGIONAL AND SUBREGIONAL STRATEGIES AS PROVIDING A “...FULL RANGE OF BUSINESS, GOVERNMENT, RETAIL, CULTURAL, ENTERTAINMENT AND RECREATIONAL ACTIVITIES. THEY ARE A FOCAL POINT WHERE LARGE, GROWING REGIONS CAN ACCESS GOOD JOBS, SHOPPING, HEALTH, EDUCATION, RECREATION AND OTHER SERVICES AND NOT HAVE TO TRAVEL MORE THAN ONE HOUR PER DAY”

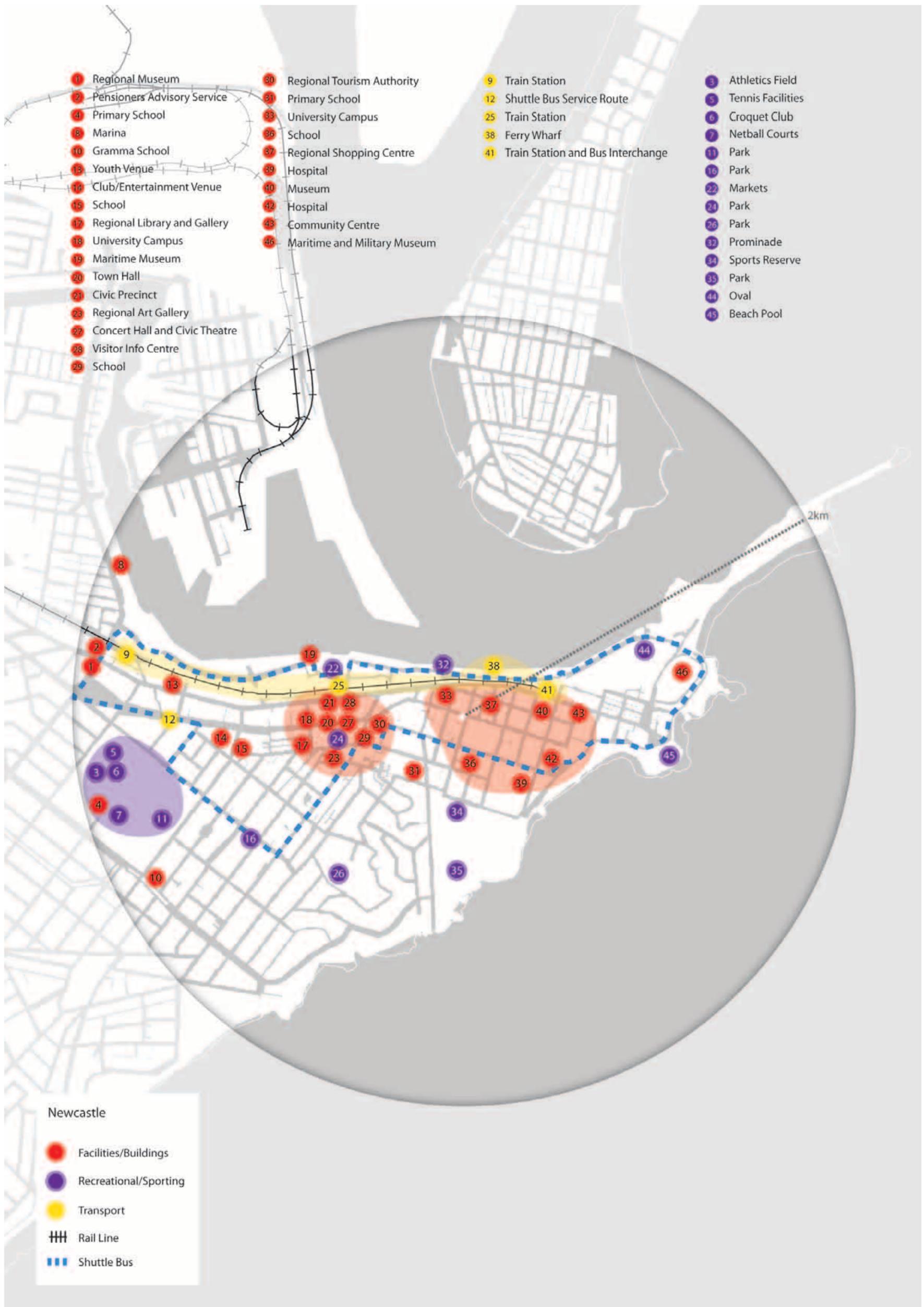
The table on page 9 section 1.5 serves as a ‘checklist’ of the elements which are often found in a Regional City and documents the facilities and activities of each of the Regional Cities of NSW to serve as a direct comparison with Gosford. It illustrates the lack of facilities and activities within Gosford when compared with the other Regional Cities of NSW.

Whilst Gosford has just 11 of the following attributes, Newcastle has 19, Parramatta 20, Penrith 17, Liverpool 15 and Wollongong 19. The table clearly demonstrates the lack of Government support for Gosford as a Regional City and the need to reinforce Gosford as a Regional City by providing the appropriate facilities for the people of the Central Coast.

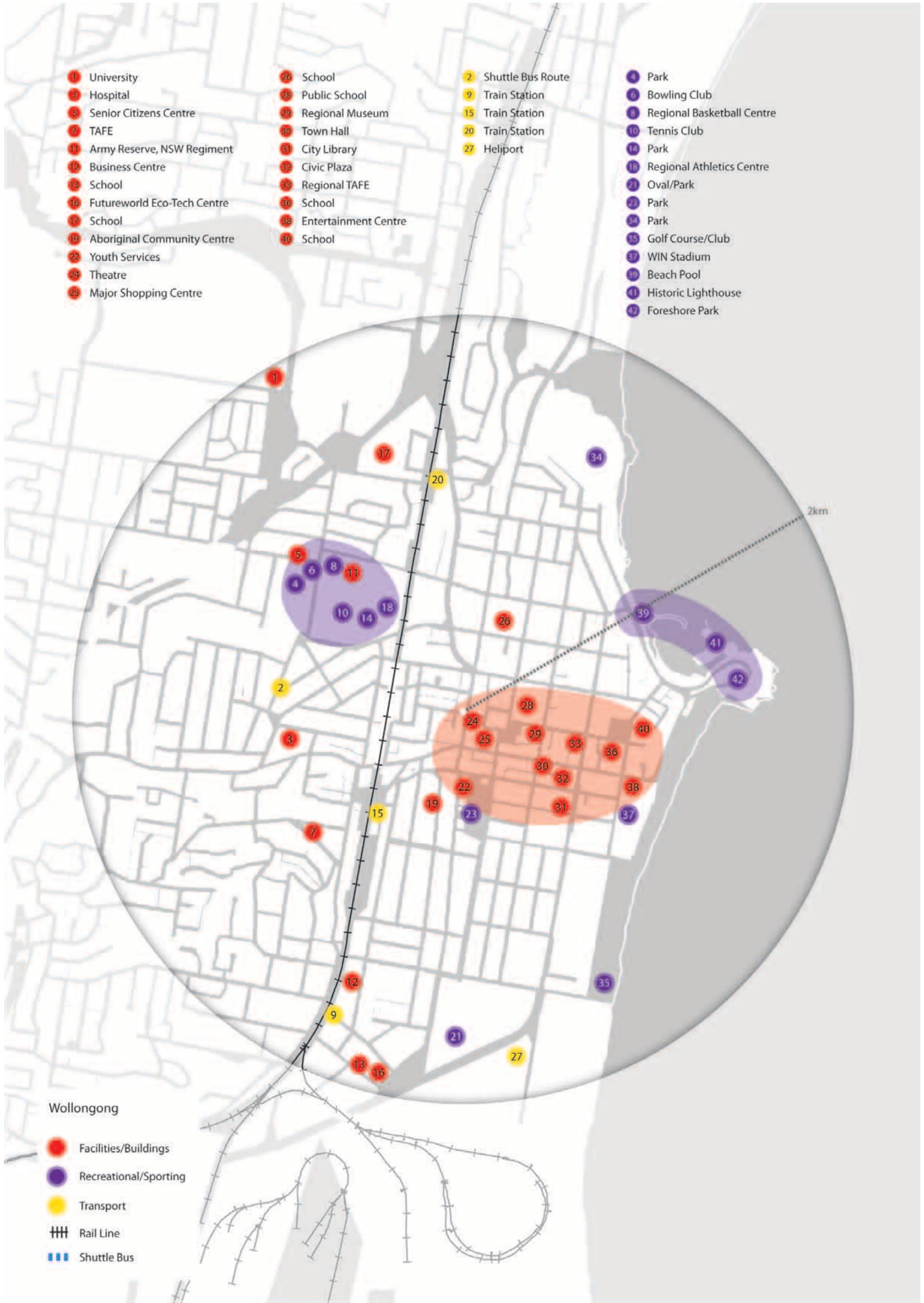
It is not just a distributed network of individual regional facilities, but the sum of these facilities working together to complement each other.

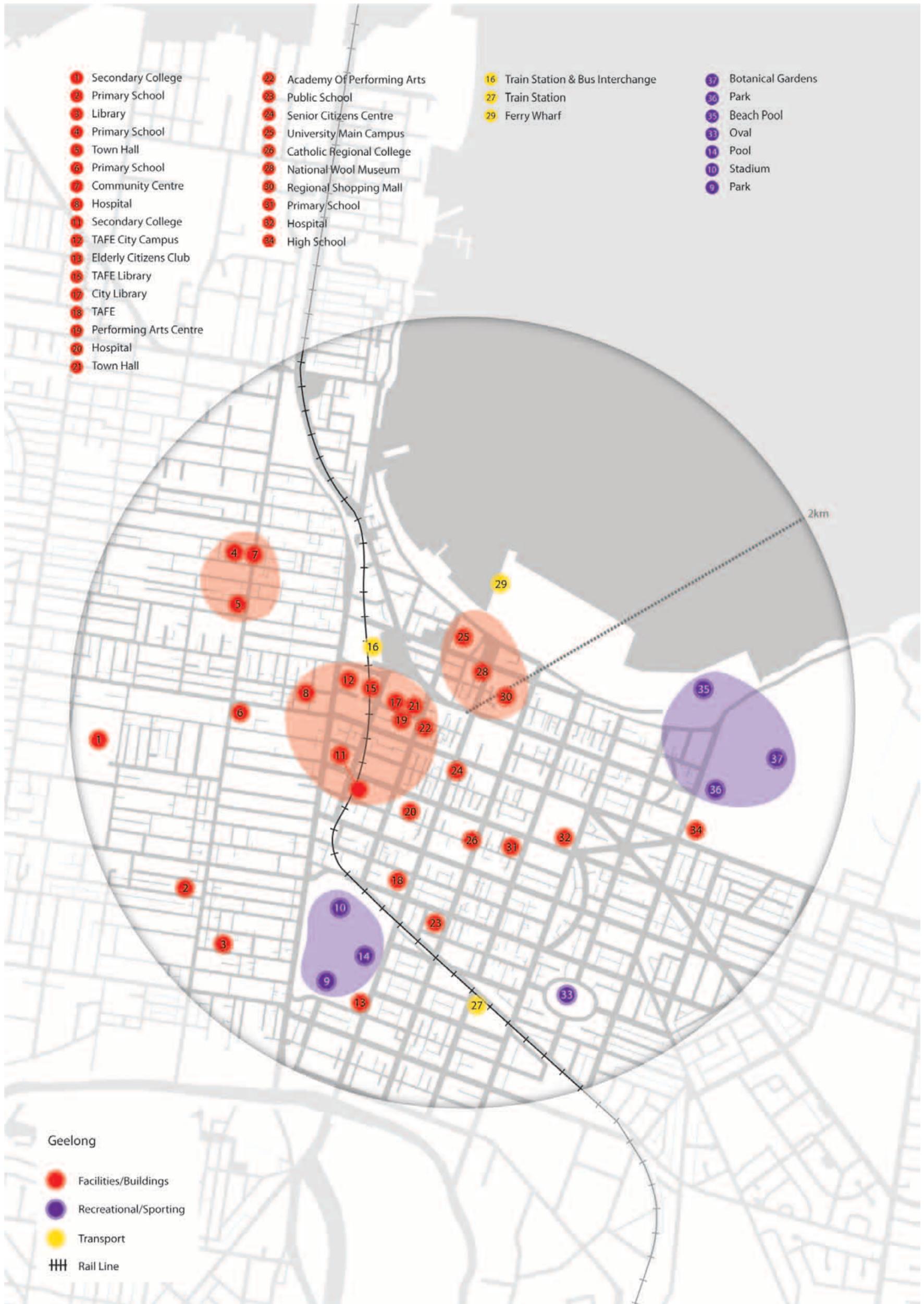
It also provides a comprehensive service to the people of the Region, which comprise a Regional City. The lack of these facilities has been strongly echoed throughout the public participation process of the Gosford Challenge, with the three elements which were raised most frequently being a regional performing arts facility/cultural centre, a University and a city playground. Examples of the type and scale of each facility have been produced in the following pages.

Spatially all the facilities of a Regional City are primarily located within a 2km radius of the CBD and on major transport routes both to the Centre itself and to the catchment which the facility serves. Figures A.2.1, A.2.2 and A.2.3 depict the Regional Cities of Newcastle, Wollongong and Geelong and their facilities within a 2km radius of the Centre.



Newcastle City Centre A.2.1





## Appendix 3: Retail & Commercial Markets

### CURRENT STATUS

Location of the city centre, given the surrounding relatively steep topography, is such that access is not customer friendly. The railway line to the east of Mann Street is also a limiting factor.

Traffic movements within and around the commercial centre are somewhat restricted and access to convenient parking can be a challenge.

The internalised retail complex, the Imperial Shopping Centre anchored with a Woolworths supermarket, draws a significant component of the retail trade. The second internalised retail complex, the Town Centre anchored with a Coles supermarket, is not as successful.

Mann Street is characterised by a number of vacancies contributing to a main street environment which is not overly active, particularly at night. The CBD streets generally do not provide a welcoming environment for customers and visitors, a situation which is not helped by the length of Mann Street at 1.3 kilometres. (A general principle in the planning of retail centres is that the maximum length of a mall/strip which can maintain successful levels of activity is around 300 metres).

The presence of the Leagues Club and Graham Park Stadium, the Gosford Hospital and the railway station are positive drivers in terms of visitation to the city centre. However, the distances between them means that convenient connections will need to be provided to support a defined retail/commercial precinct within the city centre

A major challenge is the existing retailing activity spread throughout the Central Coast and particularly the substantial concentration at Erina. Erina Fair has 87,100 sqm of retail floor area and Westfield Tuggerah with 69,500sqm. There is approximately a further 108,000sqm of retail floor space within the Gosford LGA.

Given the relatively low population (about 5000 people currently live in the Gosford city centre) and employment numbers (new non-residential development has averages less than 3000sqm a year over the last decade) a key challenge will be to develop strategies for the growth of the retail/commercial sectors within the city centre which will support sustainable businesses while recognising the competition from the larger regional centres.





## Appendix 4: Participants

### Discovery Groups

#### **Brisbane Water Group**

Michael Chapman  
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 Kristy Poole  
*Land and Property Management Authority*  
 Anne Swan  
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 Steven Black  
 NSW Maritime Services  
 Allan Barrett  
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 Andrew McDougall  
 Gosford Sailing Club

#### **Women's Perspective Group**

Sarah Hayes  
 Joanne McCarthy  
 Lynda Bunch  
 Kylie Fawkner  
 Audrey Macdonald

#### **Entertainment Group**

Brian Lizotte  
 Lizottes restaurant  
 Belinda Suann  
 Central Coast Leagues Club  
 Beth Hunter  
 Avoca Beach Picture Theatre  
 Dominic Kensall  
 Musicians Making a Difference  
 Dena Cassoni  
 Cafe Rimini  
 Claudia Evans  
 Youth Connections  
 Heidi Fitt  
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#### **Residents Group**

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Rory Douglas  
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 Roslyn English  
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