



Upgraded Bus Interchange Vision – Our City, Our Destiny, Cox Architects



Showground Road before



Showground Road after

Upgraded Showground Road Vision – Our City, Our Destiny, Cox Architects

**Gosford City Centre Transport management and accessibility plan (TMAP), 2010**  
AECOM FOR TRANSPORT NSW

**The TMAP provided detailed analysis and suggested projects for active transport, public transport and the vehicular network as suggested below:**

Improve connectivity for cycle and pedestrians across the Etna Street Bridge and Donnison Street Bridge.

Pedestrian upgrades to Racecourse Road.

Improve the Railway Pedestrian bridge, in particular the south bound platform on the Mann Street side of the bridge could be access on level with the street, rather than going up and down stairs.

Improved pedestrian connectivity to the Waterfront from the city centre.

Overcome gradient changes and improve pedestrian connections to the Gosford Hospital.

Improving bus services is suggested as a key way to reduce east/west congestion at Etna Street and Donnison Street.

Create a city centre loop bus to connect the city centre, station and hospital precincts. This should be linked to possible park and ride facilities.

Consider a “Gosford Interchange transit oriented development” at the station to consolidate and strengthen the public transport core of the city centre. This could help overcome grade level changes between Mann Street, the Station and Showground Road. It may also act as a catalyst project for Gosford.

The Draft Master plan for the Renewal of Gosford City Centre recommends a pedestrian and cycle bridge over the station at Erina Street to tie into the parking facilities.

Identify suitable bike parking and end of trip facilities for workers in Gosford. Consider in particular on the west side of Gosford Station to cater to the population arriving on this side.

**Gosford City Centre Pedestrian Access and Mobility Plan (PAMP), 2009**  
MASSON WILSON TWINEY FOR GOSFORD CITY COUNCIL + NSW RTA

**The PAMP aimed develop an improved, interconnected and safe pedestrian network in the city centre. Observations and key projects included:**

Wider footpaths with the upgrades to Donnison Road and Etna Street bridge overpasses.

Bus congestion on Mann Street through the city centre as most of the routes use Mann Street.

Improve Baker Lane and Baker Street pedestrian route from the Station to the waterfront, noting this is the most level access to the water.

Create through block pedestrian connections from Mann Street to Baker Street on the larger southern sites.

Noted conflict between on street commuter parking and safe pedestrian routes to Henry Kendall High School. Similarly conflict between hospital parking at the school along Racecourse and Showground Road.

A number of pedestrian footpath projects were suggested including widening footpaths on Mann Street, providing safe crossings particularly across Mann Street and Danes Drive, and linking the schools to the station.

**Commuter Parking Stations**

The State Rail commuter parking is contributing to traffic congestion on Showground Road, and consultation has indicated that issues of drug use and homelessness make the parking station feel unsafe.

The Baker Street car park is often full by 7am with commuters, reducing short term parking options in the city centre. Pedestrians use the laneway connection of Baker Lane rather than activating Mann Street. The experience is a poor public domain that feels unsafe and no activity at night.

DPE and the Central Coast Council are undertaking a study to explore commuter parking options to support the revitalisation of Gosford.

**Current Transport Studies Underway**  
RMS and Transport for NSW have committed to work with Council on a detailed joint movement and access plan for the Gosford City Centre and the wider Central Coast Region. At the time of this report the findings of this study were not yet know.

Recently the state government has invested significant funds towards upgrades to the Central Coast Highway West Gosford Intersection, the Northconnex Motorway, train passing loops to improve commuter services. The impact of these changes would require further analysis. It is not expected that any of these changes will materially change the urban structure and recommendations of this report. Options suggested in this report will be able to be tested as part of the traffic study.

**Central Coast Council Active Transport Strategy – 2018 (Draft)**

The *Central Coast Council 2018 Draft Active Transport Strategy* envisages a diverse and robust economy for Gosford, linked by active and sustainable transport to improve productivity and liveability. Improvements to the region focus on safe and friendly walking and cycle environments to create healthy communities, reduce traffic congestion and improve sustainability. The strategy outlines that strategic network connectivity in major town centres like Gosford is the priority. Priority projects identified in the action plan include:

Short term:

Mann Street (Dane Drive to Etna St) cycleway.

Connecting cycleway of the waterfront to Mann Street.

Cycleway between intersection of Racecourse Road / Faunce Street West, continuing north along Showground Road.

Medium Long Term:

Gosford to Point Clare waterfront cycleway.

Cycleway connection and bridge connecting to the West Gosford Industrial Estate.

# MORE ABOUT CITY SOUTH

## 6.1 About City South

### What do locals say

**The UDF process involved consultation with a range of key stakeholders and representatives from the local Gosford community. It has also benefited from the findings of the CCC Community Strategic Plan online and face to face surveys.**

**City South is highly valued by the community. It has been the focus of many design proposals and strong community opinions. It is home to many of the Central Coast and Gosford's key institutions.**

“There is no better setting to watch a game”

“Potential is the best thing about the waterfront”

“The stadium is great, but most of the time the area is dead with nothing to do. Gosford City Park is well used for sports a lunch, but is empty the rest of the time.”

“Tommy’s Cafe is great. We need more like that.”

“It would be great to be able to swim.”

“The public has been pushed to the edges. The edges of the park, the road and the stadium. Slowly over time the public water edge has been lost.”

“With strong southerlies, poor water quality and little to do, the city south doesn’t offer much.”

“It is important to get the city centre right and humming and not be distracted by proposals and planning for the waterfront.”

“Previous plans have enclosed the waterfront and blocked connections to the city. It will be important to get it right this time.”

### History

The history of this area highlights:

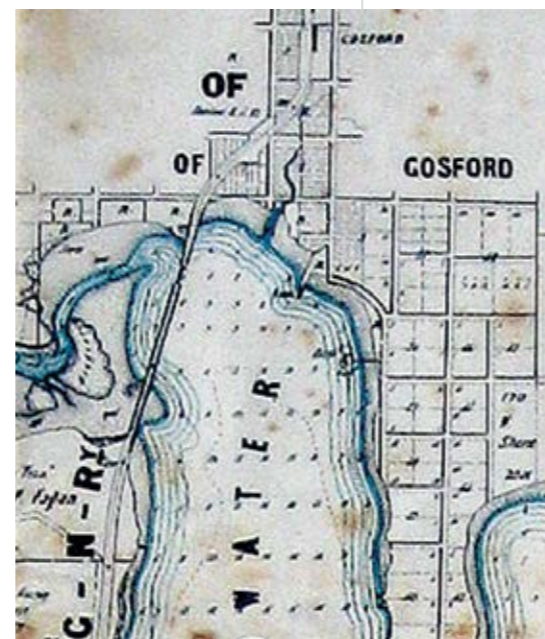
- the importance of the local indigenous history of the Darkinjung people on this land
- the seawall is often identified as a landmark, or something to walk towards, there was no place to stay once you were there
- the development of the ATO building on the former primary school site raised community concern for public land in this area
- there was general resistance to further privatisation of the water’s edge of Leagues Club Field, including The Landings scheme and locating the RPAC on the field
- the park was seen as the last publicly owned vestiges of the water’s edge.

### Values

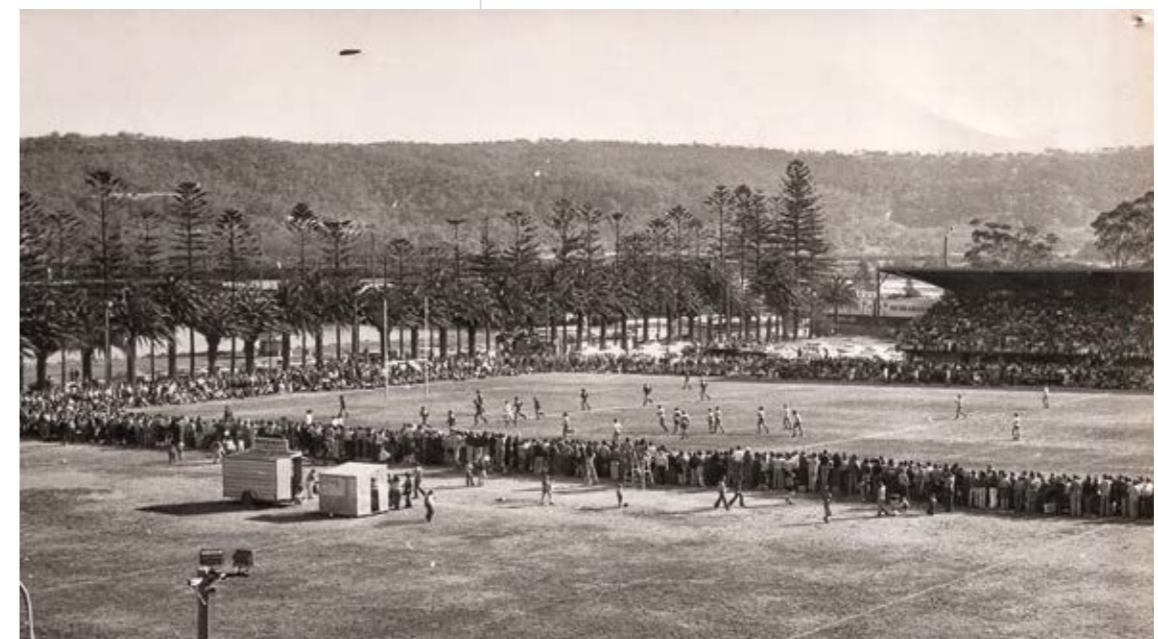
- a public water’s edge for all of the community
- to protect the views of the water
- quality public open space for play.



City South Aerial: Image courtesy of Central Coast Leagues Club



Brisbane Water Mat Image: Courtesy of Central Coast Library Service



Grahame Park: Image courtesy of Central Coast Leagues Club

## 6.2 What we heard

This table captures a summary of feedback from workshop 5 that relates to City South and the surrounding area – current issues, opportunities for the future and the role it can play in making Gosford a regional capital and great place. Whilst not the subject of this report, feedback on the waterfront has been captured here because it helps inform thinking on the wider area.

Each grey square represents the relative number of mentions each issue had during the workshop.

### GREEN LINKS

Link reserves to the city	■ ■ ■ ■ ■ ■ ■ ■
Trees	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
More parks and gardens, better quality existing parks, botanical gardens	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Promote Gosford's natural assets and ecology	■ ■ ■ ■ ■ ■ ■ ■
Greenscape and open space on the Showground in the future	■ ■ ■ ■ ■ ■ ■ ■
Bay to Bay type run that links recreation and fitness to the environment, treks	■ ■ ■ ■ ■ ■ ■ ■
Waterplay/ Lagoon	■ ■ ■ ■ ■ ■ ■ ■
Better connections to Rumbalara Reserve and Presidents Hill	■ ■ ■ ■ ■ ■ ■ ■

### PARKING

Parking at night (noting council car park at Baker Street shuts at 8pm)	■ ■ ■ ■ ■ ■ ■ ■
More short term parking (currently used by commuters)	■ ■ ■ ■ ■ ■ ■ ■
Parking (for events on the waterfront)	■ ■ ■ ■ ■ ■ ■ ■
More commuter parking, parking for workers	■ ■ ■ ■ ■ ■ ■ ■

### TRANSPORT OPTIONS AND ACCESSIBILITY

Better public transport options, other than the car, more direct bus routes	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Ferry Service to Woy Woy and Sydney	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Better pedestrian access and accessible footpaths for all (will help things feel closer)	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Water access is too distant improve the connection	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Better signage and way finding	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Marina for boats, may require dredging	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Better cycle access and paths	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Pedestrian access around station, and CC Leagues Club Site	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Infrastructure to feed in and be coordinated	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

### SAFETY

Improved safety – particular at night, and for women	■ ■ ■ ■ ■ ■ ■ ■
Passive surveillance	■ ■ ■ ■ ■ ■ ■ ■
Lighting	■ ■ ■ ■ ■ ■ ■ ■

### DESIGN

A distinct design style, not cookie cutter	■ ■ ■ ■ ■ ■ ■ ■
Improved public domain and streetscape, public art, better footpaths, bins,	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

Integration of arts and design, cultural trail	■ ■ ■ ■ ■ ■ ■ ■
Quality first, not low budget, which will entice further investment	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Wider footpaths	■ ■ ■ ■ ■ ■ ■ ■
Link people to specific quality of place	■ ■ ■ ■ ■ ■ ■ ■

### SOCIAL

Diversity of users (youth, aging population)	■ ■ ■ ■ ■ ■ ■ ■
Indigenous history of President's Hill and other locations respectfully displayed	■ ■ ■ ■ ■ ■ ■ ■

### PROGRAMME AND ATTRACTORS

Active usages at all hours, 7 days	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Night life (after 5pm), including small bars	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Upgrade the pool with relocated grandstand and connection to the water.	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
A cultural centre for the region, appropriately funded	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Youth place to occupy, youth entertainment	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Support Gosford as a cultural capital with diverse arts and music	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Space for sports and outdoor recreation	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Power to support pop-ups or events on the harbour of Kibble Park	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Family playground with BBQs, shelter, preferably near the water	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Coordinated activities and events	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

### IDENTITY

A big clear idea, not band-aid solutions	■ ■ ■ ■ ■ ■ ■ ■
Action, lots of plans that have not come to fruition	■ ■ ■ ■ ■ ■ ■ ■
Coordinated events to create a cultural destination	■ ■ ■ ■ ■ ■ ■ ■
Retain and preserve any historic character and fabric	■ ■ ■ ■ ■ ■ ■ ■

### ECONOMY

Options for food + beverage after events, e.g.: a Saturday Game at the stadium	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Improve the stadium address event mode pedestrian access, improved members and sponsor area	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
More high quality shops, culture and arts, high quality office space	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

### HOUSING

More variety and more residents living near and in the city	■ ■ ■ ■ ■ ■ ■ ■
More affordable housing, social housing and diversity in housing options	■ ■ ■ ■ ■ ■ ■ ■

## 6.3 Past reports – access and movement

When evaluating options to improve access and movement in the south of the city, these following reports and previous studies should be taken into consideration:

### Streetscape Design Guidelines OCULUS FOR GOSFORD CITY COUNCIL

This set of streetscape design guidelines provided a more detailed analysis of the missing connections and links in the active transport network, as well as suggesting improvements to the streetscapes. The following two key diagrams (right) outlined the suggestions for an improved network.

Projects include prioritising Mann Street and Baker Street for active transport.

Baker street shown as a straight line to the highway.

Point Clare cycle link

Upgrades of pedestrian access across  
Donnison Street bridge

Through site links on the Street Hilliers Site and  
Waterside Development

Stronger pedestrian access to the Baker Street car  
park.

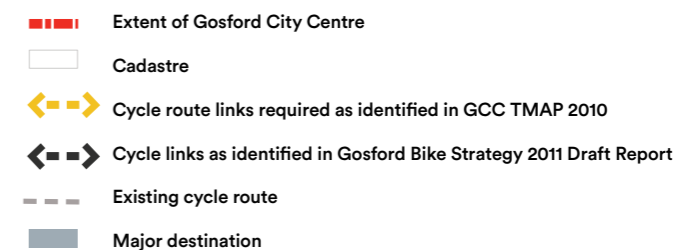
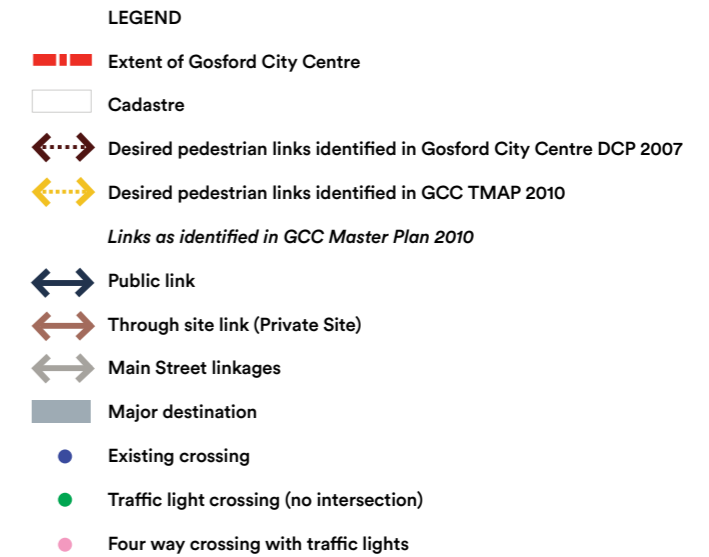


Image source for both diagrams: Streetscape Design Guidelines, Oculus for Gosford City Council

# Waterfront

Gosford Waterfront Strategy, 2007  
TAYLOR, CULLITY LETHLEAN

**While the waterfront is not a focus of this report, this strategy is included to focus on the relationship to City South.**

**This early report, prior to the Our Vision Our Destiny master plan of 2010 suggests the waterfront is considered as a staged development of nodes along a cycle and pedestrian route. Development sites like a medium sized marina are proposed, however the focus is on community driven recreation spaces and a journey that links them along the water.**

**The strategy recommends that the optimum width of the recreational land between the water and road should be 50-60 meters to allow for walking, cycling, landscape and playgrounds. For this space to be possible the strategy has considered land reclamation or realignment of Dane Drive further north.**

## Key concepts that remain relevant:

create an series of activity nodes or precincts along the waterfront linked by walking or cycle tracks with key nodes easily accessed across Dane Drive.

Experiences, activities and facilities should be authentic, relevant to the amenity of the waterfront location in terms of scale and design, and they must be relevant to the needs primarily of the local community.

“...linkage to the CBD is vital for this important asset to be integrated once more into the city fabric.”

“It is the usual arrival point for people travelling to other Central Coast destinations and, with the turn off from the Pacific Highway passing the waterfront, this highly visible precinct must present as a gateway and arrival point that complements the capital city status of Gosford.”

Suggests including boating activities, childrens playground, picnic facilities, sporting activities, events, cultural activities, restaurants, cafes and bar.

Insufficient crossing points of Dane Drive noted, making the waterfront feel isolated.

Detailed recommendations highlight functional issues like tourist coach access to the waterfront, limited off street parking in this area and access issues with southern end of Mann Street with the escarpment.

It notes that dependence on a single large scale commercial or marina development places the waterfront revitalisation at risk. Rather a number of appropriate sites and uses should be identified with complementary uses that together aid the creation of a visitor destination, but individually can be realised by themselves.

## Observations:

This report places a stronger focus on the Leagues Club Field and its surrounds as an important linking space between the city and the future waterfront.

Activation and diversity of uses on the city side of the Dane Drive is critical to draw the city and its people towards the waterfront (as shown on the diagram below, this area is the overlap between the two precincts). These recommendations have influenced the decision to delay detailed investigation of the waterfront.



Source: Gosford Waterfront Strategy, 2007

Since this 2010 plan opportunities for creating these nodes with a widened waterfront have proven to be difficult and limited. The highway remains a key challenge. The proposed cultural art and performance core has also moved closer to the Civic Heart.

Future options for marinas and boating activities with wharf access need to be balanced with the need for a public waterfront character with continuous public access to the waters edge.



FIGURE 20

Source: Gosford Waterfront Strategy, 2007

# Urban design

## Our City, Our Destiny 2010 COX FOR GOSFORD CITY COUNCIL

### The 2010 master plan identified two precincts in the City South with the following projects and principles:

#### The Waterfront Precinct:

New waterfront development with marina, wharfs, retail, entertainment, offices, apartments and hotel.

Continuous public access to the waterfront.

Public square on the waterfront to host events

Minimise view loss from the city

Developments should maintain or enhance the natural environment.

Dane Drive reconceived as a urban street with possible parking on both sides and traffic signals with grade crossings at the bottom of Brian McGowan Bridge and the end of a new Baker Street.

Point Clare cycle link

Regional playground on the waterfront adjacent to the existing pool.

#### The Arts and Entertainment Precinct:

Upgrade Baker Street as a tree lined boulevard with a strong pedestrian focus

Upgrade Leagues Club Field

Reimagined water element following the original creek

RPAC located in the St Hilliers site area with possible connection to the conservatory.

Create a strong through site link through 'Waterside' on Mann Street to Baker Street and through the Leagues club to Dane Drive to create a strong pedestrian link from Mann Street to the stadium.

Through site links through the St Hilliers site for pedestrian access.

Rejuvenation of the Leagues Club contributes to the entertainment precinct.

#### Observations:

The 2010 master plan, as visualised in this render, should be reviewed in light of current thinking.

Most of the suggested improvements for accessibility, particularly the importance of Baker Street and crossing Dane Drive, remain relevant today.

In this 2010 master plan the focus of the City South is the waterfront, which to date has proved difficult to implement.

The identity of the buildings in the City South around Leagues Club Field was focused purely on entertainment uses, some of which are now proposed for Mann Street, a better civic location. This offers the opportunity for more diversity of uses in the City South. The anchor space remains an upgraded Leagues Club Field.

Relocating the regional playground from the waterfront to Leagues Club Field has many benefits, including its ability to activate the park and surrounding buildings. It also has more parking options nearby.

In 'The Landings' scheme by Lend Lease, the regional playground was suggested in Leagues Club Field with community gardens, water play and kick about space. The pool facility was also relocated here to enable a marina expansion with parking on the waterfront. The pool's current location on the water is an interesting attractor on the waterfront. Its unique position allows for future water views, and possible connection to swimming in Brisbane Water.

The extension of Baker Street and Leagues Club Field across Dane Drive could create a strong connection and public open space, away from Dane Drive.

The 2010 master plan proposed public open space on the water side of the highway in line with Leagues Club Field. This proposal helps to move the public experience away from the highway. It also helps to reduce the scale of the highway with public open space. This quality was lost in the 2011 'The Landings' scheme.

'The Landings' scheme by Lend Lease from late 2011 received strong community feedback that the development proposals privatised the waterfront with a series of residential wharf fingers.

The scale of development was also challenged. The 2010 master plan demonstrated reduced building heights moving south from Kibble Park. The 2011 'The Landings' scheme had more built form and height.

Recent proposals have focused on a smaller food and beverage modular development on Grahame Park, in front of the Dane Drive Highway. Any development here would need to ensure public accessibility as outlined under the bridge, to the water's edge and to future active cycle paths. Access to this attractor will be crucial, and its design should feel seamless to the public domain of the waterfront.



Image: Our City, Our Destiny, 2010



Image: Our City, Our Destiny, 2010



Image: 'The Landings' 2011 by Lend Lease - Waterfront Background Summary www.ccrdc.nsw.gov.au



Image Top: Our City, Our Destiny, 2010  
Bottom: Pop Up Proposal Grahame Park 2018

# APPENDIX 7 DETAILED REPORT SUMMARIES

These following summary pages aim to consolidate federal, state and local plans for the region, with a specific lens of the Gosford City Centre.

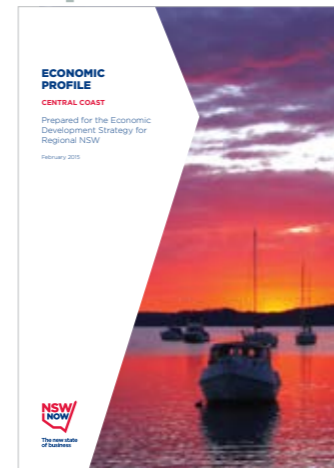
## 7.1 NSW Government policies and goals



### Central Coast Regional Plan, 2016-2036

NSW DEPARTMENT OF PLANNING AND ENVIRONMENT

This document outlines the NSW Government vision for the central coast, including its broad vision for the region and the role the Gosford City Centre will play in the future of this region. The plan outlines regional level economic, jobs, housing, infrastructure and industry targets for the region. The plan outlines 4 goals for the region, and 23 Directions. Goals 1/Direction 1 specifically relates to the growth of the Gosford City Centre as the region's capital.



### Economic Profile – Central Coast, 2015

NSW NOW

This document outlines the economic profile of the Central Coast. The Central Coast is “a unique region with an enviable coastal lifestyle, growing business hub, skilled workforce, and strategic access to Sydney and Newcastle.”

“In 2013 the Central Coast generated \$10.8 billion in Gross Regional Product (GRP), representing 8% of Regional NSW’s total GRP.”

Key state investment opportunities include upgrades to the Central Coast Highway West Gosford Intersection, the Northconnex Motorway, train passing loops to improve commuter services, and business investment schemes across the area.

The report includes some useful detailed economic and local population statistics including population, employment rates, and education levels.



### Gosford City Centre Transport management and accessibility plan (TMAP), 2010

AECOM FOR TRANSPORT NSW

This document's primary purpose is to increase the public transport share of work trips into the Gosford City Centre. There is recognition that Gosford needs to address its complex transport challenges such as access across the railway line, illegible and poor quality pedestrian facilities, severance of the waterfront, limited cycle networks and end of trip facilities, managing its parking supply and commuter drain. The comprehensive review includes initiatives to tackle these key challenges and interestingly places the potential measures into short term, medium term and long term actions.

It is unclear how many of the recommendations were adopted and implemented. Many recommendations suggested further studies like a detailed parking strategy, bus review, and public domain upgrades.



### Central Coast Destination Management Plan – DRAFT 2, 2017-2021

EARTHCHECK FOR DESTINATION NSW

This document outlines the state level vision for the Central Coast to be the choice for leisure, business and major events. By leveraging the natural assets of the area, the management plan aims to lift the overall visitor experience and use tourism to engage entrepreneurs and the youth in employment opportunities.

It aims to increase the overall market share of regional visitors by providing a clear marketing identity for the Central Coast.

The plan includes strategic priorities for the next scope of work including development and implementing a new Destination Brand and a Regional Signage Strategy for each of the villages in the Central Coast.

Interestingly it is one of the few strategies that outlines key actions for creating a clear, simple identity for the area, improving market confidence, attracting investment and lifting community pride.



### Better Placed, 2017

GANSW

This state level policy “has been developed by the Government Architect to deliver the strategic approach needed to ensure that as our cities and towns grow bigger they get even better.” It outlines a clear government endorsed design approach to ensure good design that will deliver the architecture, public spaces and environments we want to inhabit now and into the future.

The focus on quality places in Gosford, and strategies for an iterative design process has informed the work of this urban design framework. In particular the focus on holistic design thinking has ensured cross government agency collaboration through a series of workshops, and the ability to reconsider the connections and synergies that strengthen the individual precincts and places of Gosford.

The seven design objectives for better places form the basis for evaluating the quality of public spaces proposed by this implementation framework.



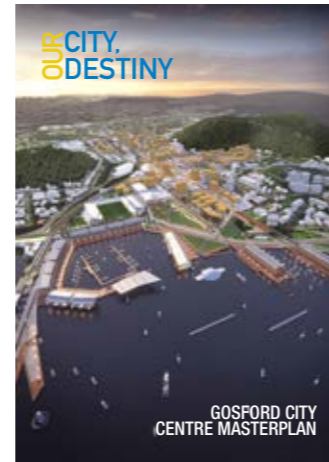
### Greener Places, 2017

GANSW

This draft policy document by the Government Architect, ‘Greener Places’ focuses on the role green infrastructure can play in shaping and improving the liveability of our urban spaces. “It aims to create a healthier, more liveable and sustainable urban environment by improving community access to recreation and exercise, supporting walking and cycling connections, and improving the resilience of urban areas.” Crucial to this policy is the concept that green infrastructure is a network of connected places that form a green grid. This infrastructure has environmental, social and economic benefits for the community.

For Gosford the key places identified by the workshops were all interestingly focused on the green open spaces of the city centre. Enhancing the natural green and water setting of Gosford to its connection to recreational spaces and the public transport network is a vital part of this plan.

## 7.2 Gosford City Council strategic policies and plans



### Our City, Our Destiny – Gosford City Centre, 2010

COX ARCHITECTS

The result of extensive community consultation, this extensive high level masterplan articulated the community vision for the Gosford City Centre with 5 key precincts. This masterplan forms the most comprehensive masterplan to date for the city centre and was the basis for further detailed urban studies on transport, movement and street upgrades. Little of the masterplan moved to implementation and most remains at a strategic high level with little detail.

The document remains largely applicable. This report aims to provide an update of this 2010 masterplan and its strategic vision.



### Gosford City Centre – Statement of Strategic Intent, 2014

ROBERTS DAY

This document was created in response to renewed interest in the development in the city centre, and the large number of DAs received by Council as a result of the bonus provisions in the Gosford LEP 2014.

It recognises the increase in FSR and height combined with uncertain economic times have created 'land banking'. It aims to 'align council's strategic direction and current market conditions', and aims to provide best practice design for appropriate built form massing and heights that would suit the city centre.

Whilst useful the document is again a high level strategic intent document. It contains recommendations for future actions that would allow for implementation and detailed design. The slender tower typology may not align to current demand projections for the city centre.



### Gosford City Centre – Floorspace Incentive Contribution Rate Study for Gosford City Council, 2016

AECOM

This document provided an economic review of the Gosford LEP Incentive Scheme, and considered the implication of continuing or changing this legislations. Key insights included the impact the incentive scheme has had on land banking in the city centre, and how very few paper DAs resulted in real construction or increased financial contributions to council. Increasing certainty for the development market is crucial. Other key insights include:

“At present price levels, large scale tower development is unlikely to eventuate”

“Council could consider a program of public domain works in the CBD. Public domain works are visible and can have a strong positive impact on investment confidence. Together with ongoing development activity, public and private investment activity can help create an environment conducive to further investment into Gosford.”



### Operational Plan – Central Coast Council, 2017/ 2018

CENTRAL COAST COUNCIL

This document outlines the Central Coast Council priorities for operational delivery in 2017 and 2018. Key items for the Gosford City Centre include funding for:

- Design and construction of a new regional library and commercial building at the Parkside building by 30.06.20
- Facilitate the establishment of a university presence by 2010
- Stadium upgrades (approx \$2M)
- City centre sewer and water upgrades
- Design of a regional performing art and conference centre.



## 7.3 Gosford City Council transport and parking strategies



### Gosford Bike Strategy, 2014

GOSFORD CITY COUNCIL

Based on community consultation, “the Gosford Bike Strategy 2014 is Gosford City’s commitment to support initiatives that encourage more people within the local government area to cycle and to promote cycling as an integral part of daily life.”

The strategy aims to increase the mode of bicycle trip in the LGA to 5% by 2016 and 8% by 2031 in line with state policies. It also aims to establish a 244km cycle network which is safe, well maintained and conveniently located.

The strategy outlines key network upgrades to the local road system, key projects like the Point Clare Cycleway, the need for end of trip facilities and bike parking.

The strategy also supports sustainable use of designated mountain bike tracks in the natural bush settings of Kincumba Mountain and Rumbalara and Katandra Reserves.

Funding partners are being pursued.



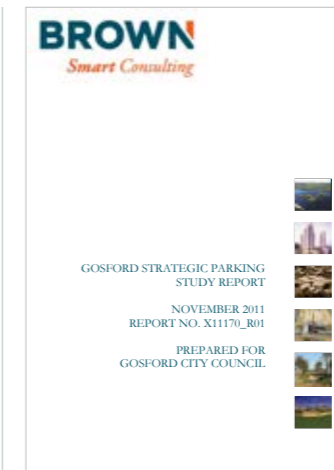
### Gosford Parking Study, 2010

GTA CONSULTING FOR GOSFORD CITY COUNCIL

This is a detailed supply and demand study for parking in the Gosford city centre. It reviews opportunities to create a walkable urban city with parking on the periphery and high levels of activity in the core. The review considers parking provision in new developments, parking in strata titles, parking discounts, the transition of long term parking to short term, contribution methods and future opportunities from large developments.

In general the issue of commuter parking is addressed by transitioning to other modes of transport, to allow long term parking to transition to short term parking to support retail and commercial development. It suggests developers can give discretionary VAP contributions to offset a 10% reduction in parking provisions. Additional car parks, on the periphery of the city centre are recommended, within suitable walking distance and supported by a shuttle bus.

Stronger restrictions and increased fees are recommended for current parking stations. Parking should be provided at the waterfront, new library and to the north.



### Gosford Strategic Parking Study, 2011

BROWN SMART CONSULTING FOR GOSFORD CITY COUNCIL

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Stronger restrictions and increased fees are recommended for current parking stations. Parking should be provided at the waterfront, new library and to the north.

A detailed schedule of actions are provided.

## 7.4 Gosford City Council public domain strategies



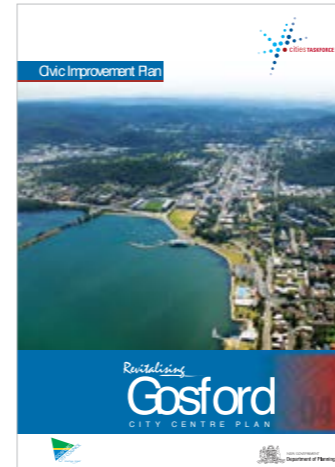
### Gosford Streetscape Guidelines, 2011

OCULUS FOR GOSFORD CITY COUNCIL

The primary objective of these design guidelines is to 'provide a clear vision and framework for future streetscape upgrades within the City's six urban and waterfront precincts. The guidelines provide a consistent and locally responsive palette of elements and materials which...facilitate the creation of great streets.' "They aim to help Council to create streets with a high level of amenity..and as a result act as a catalyst for retail and urban development in the City."

This document takes into account the 2010 masterplans and were developed in association with Council officers.

Key issues include a local of consistent theme, poor pedestrian amenity and way finding, a need to express the unique qualities of Gosford, poor visual quality and the dominance of the vehicle.



### Gosford Civic Improvement Plan, 2007

NSW DEPT PLANNING 'REGIONAL CITIES TASKFORCE' FOR GOSFORD CITY COUNCIL

This plan "provides a description of the city infrastructure needed to support the growth and development of the city centre, and outlines the framework for contributions to be made from development towards funding and provision of the infrastructure." This document was prepared prior to the "Our City, Our Destiny" masterplan and was accompanied by a Vision document, LEP and DCP. It appears to be the first mention of waterfront precinct and cultural centre.

The public domain framework plan includes 'green fingers' of street planting to link the streets with the surrounding bushland, the creation of an 'urban stream' to interpret the original creek that could link the hospital and waterfront, and the provision on amenities to support public open space. All of these plans remain relevant today. The upgrade of Kibble Plaza to its current design may have come from this plan.

These strategies are proposed to be funded by a 4% S94A levy.



### Gosford Waterfront Strategy, 2007

TAYLOR CULLITY LETHLEAN

This early report, prior to the Our Vision Our Destiny masterplan of 2010 outlines possible options for the design and development of the Waterfront. This concise strategy suggests the Waterfront is considered as a staged development of nodes along a cycle and pedestrian route. Whilst development sites are possible, like a medium sized marina, the focus is on community driven recreation spaces and a journey that links them along the water. The strategy recommends that the optimum width of the recreational land between the water and road should be 50-60 meters to allow for walking, cycling, landscape and playgrounds. For this space to be possible the strategy has considered land reclamation or realignment of Dane Drive.



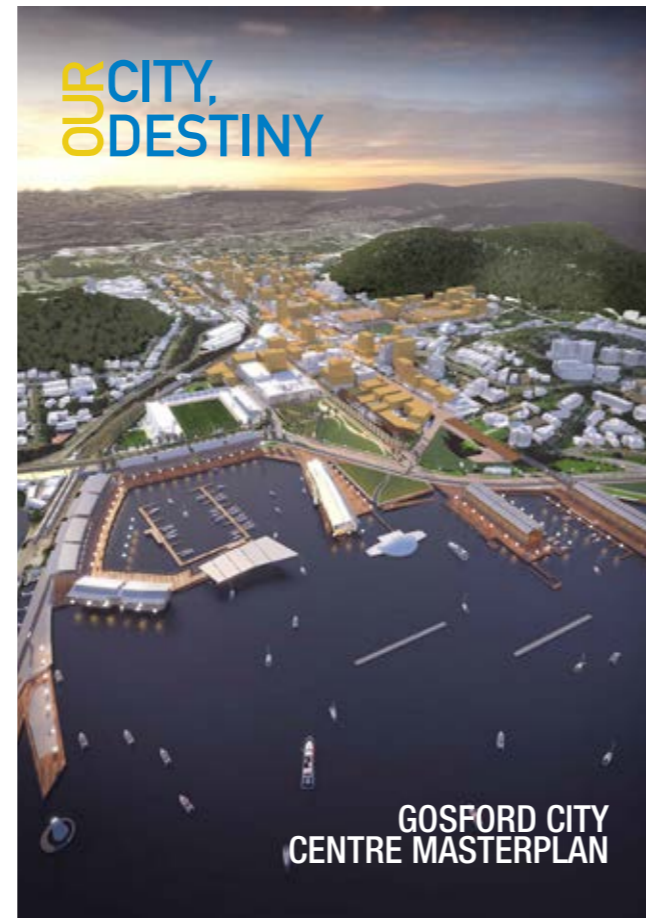
### Brisbane Water Foreshore Floodplain Risk Management Plan, 2015

CARDNO FOR GOSFORD CITY COUNCIL

Informed by a Floodplain Risk Management Study (also by Cardno), this report aim to direct and coordinate future management of flood prone land around the Brisbane Water Foreshore, and to educate community about flood risks.

The main concern is coastal tidal flooding, often a result of severe coastal storm events. For Gosford the main impact is at the foreshore, with private properties unlikely to be affected. The impact of rising sea levels is also of significant concerns. Key finding of the study were that existing flood risks can be managed through controls, emergency response measures and minor works. "The impact of wind and swell induced waves were found to have an impact up to 20m from the foreshore edge for the majority of the waterway, with some areas near the entrance to Brisbane Water potentially being impacted up to 40m from the foreshore edge due to the influence of ocean swells..." The report outlines suggested DCP controls. Existing seawalls may require maintenance or raising in some areas.

## 7.5 Our City, Our Destiny



Our City, Our Destiny – Gosford City Centre Masterplan, 2010

COX ARCHITECTS

**The result of extensive community consultation, this extensive high level masterplan articulated the community vision for the Gosford City Centre with 5 key precincts. This masterplan forms the most comprehensive masterplan to date for the city centre and was the basis for further detailed urban studies on transport, movement and street upgrades. Little of the masterplan moved to implementation and most remains at a strategic high level with little detail. A more comprehensive update of this document is outlined in this section of the UDF report.**

This Masterplan called “Our City, Our Destiny” (also referred to as The Gosford Challenge) is the key masterplan still relevant in large for the Gosford Area.

This masterplan was developed by the former Gosford City Council, the Land and Property Management Authority and an extensive design team including Cox Architects, Arup and Oculus to name a few. The work was also the result of extensive community consultation including a 6 day design charrette in 2009. The work was largely supported by the community. This masterplan, as outlined in this appendix, builds on the recommendations of many previous reports. It remains as the most detailed and comprehensive masterplan since 2010.

As such this work forms the basis of this implementation plan. The key structure and urban strategies of this masterplan remain largely relevant. In this UDF report, small updates are provided where time has altered a requirement or overall thinking. The focus of this report remains on how to implement this masterplan with meaningful actions and measurable results. It appears that for various reasons, very little of this masterplan has been enacted. There is however consensus and vision with this work that helps drive this implementation plan.

**The following summary outlines some of the key thinking of this masterplan.**

### Key Strategic Aims:

In 2010 the Central Coast was expected to add 100,000 new residents and 55,000 new jobs by 2031. Gosford City Centre was expected to add 10,000 of those new residents and 6000 new jobs.

“... 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.”

“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... and a population of over 300,000...”

“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.”

“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.”