



**WYONG SHIRE
COUNCIL**

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CENTRAL
COAST

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22 May 2009

Vivienne Scott
Chairperson
The Entrance Community Precinct Committee
PO Box 349
THE ENTRANCE NSW 2261

.Dear Vivienne,

THE DRAFT THE ENTRANCE PENINSULA PLANNING STRATEGY - SUBMISSION

Thank you for your submission to the draft The Entrance Peninsula Planning, dated 15 May 2009. In your submission you raise a number of issues in relation to the draft of The Entrance Peninsula Planning Strategy.

The issues raised in your submission will be considered during the evaluation (review and revision) phase of the draft strategy, now that the public exhibition period has concluded.

I believe, however, that the draft TEPPS does address the issues you raise in your correspondence. The following explains how.

1. Concentration of affordable housing for socio-economic disadvantaged people

Draft TEPPS proposes only minimal amendment to planning controls that would permit additional residential unit development. This primarily only within The Entrance Town Centre and Long Jetty Village Centre vicinities and principally to fit in with the Central Coast Regional Strategy's dwelling and population targets and direction to locate such in existing centres.

To mitigate the current degree of socio-economic disadvantage and associated issues, the draft strategy has key objectives and an array of strategies aimed at improving the economic viability of the Town, Village and Neighbourhood Centres and providing additional jobs.

The draft strategy intends to do this by better utilising and marketing the many attributes of The Entrance Peninsula in providing a greater variety of attractions and activities for all age groups, and by following the advice provided by appropriately qualified persons with experience in economic analyses, relating to appropriate business types, appropriate spaces and effective liaison arrangements with all relevant stakeholders. The aim is to facilitate improved economic viability and the consequent flow-on creation of additional jobs on the Peninsula. The advice received from the various appropriately qualified and experienced persons identified similar issues, arrived at similar conclusions and provided similar recommendations.

The draft strategy's recommendations to prepare masterplans for the main centres, LEP and DCP amendments and effective liaison arrangements, following adoption of the draft strategy, will provide the major mechanisms for identifying the most

appropriate methods of achieving the economic viability and job creation sought. It is intended that these mechanisms will engage all relevant stakeholders.

It is anticipated that with improved economic viability and job situation that the current socio-economic situation will improve and the dwelling vacancy rate in The Entrance will decrease, over time. However, it must be expected that The Entrance Peninsula will have a higher vacancy rate than the Wyong Shire Council area as a whole, due to the peninsula's tourism aspect and the need to provide short-term tourist accommodation.

2. *The Central Coast Highway (The Entrance Road Corridor) Improvement*

Draft TEPPS has clear recommendations concerning improvement of The Entrance Road Corridor.

It is not appropriate for the draft TEPPS to include detailed planning for the Central Coast Highway (The Entrance Road) Corridor. The road authority for the Central Coast Highway is the RTA. The draft TEPPS goes as far as it can in identifying that it requires upgrading and specifies what is required based on the outcome of studies to date.

Draft TEPPS recommends liaison arrangements to engage all relevant stakeholders in the process of upgrading The Entrance Road Corridor, including representation from the RTA, business and property owners, the community and Council. This is considered to be the most efficient mechanism to identify the most suitable solutions for this important road corridor.

It is now imperative that draft TEPPS is adopted the next stage of the planning process commences as soon as possible, so that work can start on preparing the appropriate detail that will deliver the certainty for business and other property owners along The Entrance Road Corridor.

It is also intended to include an appropriate recommendation in the next Council Report, recommending adoption of draft TEPPS, that Council write to the RTA requesting the RTA immediately commence the preparation of concept plans for The Entrance Road through Long Jetty.

3. *Infrastructure Capacity*

Research and investigations have revealed that either there is sufficient capacity in the existing infrastructure, or that there will be adequate capacity in already endorsed future upgrades, to cater for the predicted future population on The Entrance Peninsula. This is clearly stated in the draft TEPPS (refer page 19) and previous Council reports.

4. *Flood and Climate Change Issues*

The draft strategy has recognised the flood hazard areas and areas subject to future climate change impacts.

The draft strategy does not recommend increasing dwelling or population densities in flood hazard areas or areas subject to climate change.

The draft strategy recommends that Council planning controls be amended in accordance with the recommendations of the Tuggerah Lakes Floodplain Risk Management Study and Plan, that The Entrance Channel be maintained open, that investigations are carried out in relation to improved flood proofing the sewerage system, and that current evacuation procedures and flood warning systems be reviewed.

The draft strategy makes mention, throughout the document, that climate change issues will be addressed by incorporating appropriate planning solutions that address

any contemporary climate change information / policies that are not currently available, but become available in the future. This will be done primarily through the masterplanning, LEP and/or DCP preparation processes and will engage all relevant stakeholders. This is all that can be done at this stage without confirmed climate change advice being available.

5. *The Entrance Resort Vicinity and closure of The Entrance Road West to Vehicular Traffic*

The recommendations in terms of scale for The Entrance Resort vicinity are considered to be appropriate for the locality, and objectives of the draft TEPPS, provided an appropriate built form eventuates.

The draft strategy recommends that appropriate coastal design criteria be prepared and inserted into Council's planning controls. Such criteria is best prepared during the next, more detailed, level of planning, during the masterplanning, LEP and DCP preparation processes, and will engage all relevant stakeholders.

The site is located adjacent to The Entrance Channel where the majority of people will wish to congregate and the recommendations for 'pedestrianising' and landscaping the section of The Entrance Road between the existing Waterfront Mall and Picnic Point will make the area more attractive to residents and visitors. It is considered that all stakeholders will embrace the area once it is modified, as they did with the existing waterfront mall area to the east.

Provided the area is appropriately landscaped and orientated towards the channel / lake, it is considered that there is substantial potential for improved ambience and atmosphere, where people can enjoy a much more attractive lakeside environment without interruption and concern from the impacts associated with motor vehicular traffic (noise, fumes, vibration and danger of being run over by vehicular traffic). It is considered that the picnicking and fishing experience will be enhanced.

Attracting more people into this area will assist with the economic viability of The Entrance Town Centre.

Traffic issues will be addressed through improvements to The Entrance Road Corridor and other roads and junctions, after engaging all relevant stakeholders, as described above.

Again, the aim is to engage all relevant stakeholders in developing appropriate solutions.

6. *The Entrance Identity*

It is considered that The Entrance has evolved over the years into what it is today. The draft strategy recognises this and has prepared a vision for the future that builds upon the current platform. Refer pages 4 to 7 of the draft strategy.

The strategy acknowledges the many attributes that The Entrance has to offer and puts forward a number of strategies that will facilitate The Entrance to further evolve into a more vibrant, viable, liveable and workable locality by respecting and utilising The Entrance's attributes, providing a broad range of attractions and activities, to be enjoyed by residents and visitors to the area.

7. *Need to Plan for Office Space in The Entrance*

This submission is unclear as to what exactly the concern is. Nevertheless, I will attempt to clarify the main reasons for the draft TEPPS recommendations to facilitate the provision of appropriate commercial office space.

As mentioned above, Council sought advice from appropriately qualified persons with experience in economic analyses, relating to appropriate business types and

appropriate spaces. The aim is to facilitate improved economic viability and the consequent flow-on creation of additional jobs on the Peninsula. The advice received from the various appropriately qualified and experienced persons identified similar issues, arrived at similar conclusions and provided similar recommendations.

They concluded that more office development, as well as more individual and boutique style businesses was required to improve the viability of The Entrance Town Centre.

They also concluded that new office supply should be consolidated within the Town Centre to avoid disjointed commercial developments that would not contribute to a functional cluster for tenants and customers. They also highlighted the need to attract a significant tenant, or tenants, to make the development of commercial space attractive.

Previous submissions have indicated that businesses / offices have either left or not located in The Entrance due to the lack of appropriate spaces.

Consequently, TEPPS recommends the need to attract more commercial office development in The Entrance Town Centre and proposes new planning controls to ensure that appropriate spaces are provided.

8. *Concern over the viability of shops in various centres on The Entrance Peninsula, specifically the closure of businesses and more shops being built.*

The current closure of businesses on The Entrance Peninsula could be related to any number of a variety of factors, notwithstanding possibly the most significant one, the current global financial crisis. This is not unique to The Entrance, but can be observed in other centres around Australia.

Draft TEPPS has recognised that businesses in The Entrance Town Centre and other centres on The Entrance Peninsula are not as apparently viable as perhaps they could be. As mentioned, this may be associated with a variety of factors including the current global financial crisis, not enough or lack of variety of attractions or activities in the vicinity for people of all ages, inappropriate business types, inappropriate commercial spaces, poor business practices by business operators, a perceived unattractive environment, and so on.

To improve this current situation, draft TEPPS makes recommendations for planning for the future years, up to 2031. Draft TEPPS is not proposing increased business zoning in The Entrance Town Centre, but does propose some minimal extensions to the Long Jetty Village Centre (as recommended by Council's Retail Strategy) and The Entrance North Commercial areas.

Draft TEPPS also recommends a number of strategies to facilitate more and a greater variety of attractions and activities, better use and marketing of the Peninsula's attributes, appropriate types of businesses (recommended by a variety of appropriately qualified and experienced persons in economic analysis), appropriate commercial/business spaces, improved amenity in public places (eg, road corridors, streetscapes, reserves, parks), improved liaison arrangements and the like, to improve the viability and vitality of the Peninsula's town, village and neighbourhood centres. Such strategies are aimed at making The Entrance Peninsula more attractive to people and businesses, and to improve the socio-economic situation and viability of the area.

9. *Potential Closure of The Entrance Library*

The draft strategy, on page 20, identifies The Entrance Library as a popular community facility currently available on The Entrance Peninsula. It has also

acknowledged it as a drawcard which assists the viability of businesses in The Entrance Town Centre. This is as far as the draft strategy can go on this issue.

It is not the role of a draft planning strategy, such as TEPPS, to investigate and specify how or where regional / district library facilities should be allocated / provided. Such investigations are the task of a specific project which analyses the need for the modernisation, expansion and appropriate allocation of regional / district library facilities.

Consequently, the 'other submission' that the Precinct Committee sent on this matter has been forwarded to Council's Manager Library Services for action and response.

If you have any further queries or which to meet to discuss any of the above matters, please do not hesitate to contact Stephen Ashton (telephone 4350 5749 or email Stephen.Ashton@wyong.nsw.gov.au).

Yours faithfully



Stephen Ashton
Senior Strategic Land Use Planner