



# THE ENTRANCE PENINSULA

## COMMUNITY PRECINCT

ENCOMPASSING: THE ENTRANCE; THE ENTRANCE NORTH; LONG JETTY TOOWOON BAY; BLUE BAY; SHELLY BEACH & MAGENTA

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27 November, 2011

Michael Whittaker  
The General Manager,  
Wyong Shire Council,  
PO Box 20,  
Wyong 2259

**SUBJECT: TEEPCP'S SUBMISSION ON THE ENTRANCE MASTERPLAN**

Dear Michael,

TEPCP welcomes the opportunity to comment on The Entrance Town Centre Masterplan (draft) and commends Wyong Shire Council for the wide participation process adopted in the the Master Plan development. Members of the Project Stakeholder Liaison Team included representatives from The Entrance Peninsula Community Precinct; Vivienne Scott, Marlene Pennings, Jim Price and Doug Darlington. As members of the Liaison Team, we had the opportunity to provide regular feedback to and from the wider community and on the completion of the Master Plan draft, the Precinct organised a successful community presentation and workshop.

We wish to convey our appreciation and congratulations to Council's Senior Strategic Planner, Stephen Ashton and Council's Planning Department on the successful management and preparation of the Master Plan (draft). We commend Kristy Ryan, from the Design Partnership for her ability to bring together the diverse ideas from the Liaison Team, and develop these into a coherent and exciting Master Plan draft. Her enthusiasm, creativity and ability to meet short deadlines are impressive.

### **PART 1 GENERAL COMMENTS**

- 1.1 The strength of the Masterplan is that it is a public and private partnership and both group of stakeholders share the responsibility in ensuring that the proposed developments become a reality in the not too distant future.
- 1.2. TEPCP supports and endorses the five Key Urban Design Principles upon which the Masterplan was built: Create public spaces; Provide connectivity; Adopt an innovative approach; Create a strong urban framework which embraces the assets of the locality; and Respect a rich and layered history of The Entrance.
- 1.3. The weakest part of the process were the public displays which were low key and poorly designed, simply relying on extracts from the Masterplan document, and it failed to present the plan in a manner that could have been achieved with more time and greater funding. A more engaging display would have had better graphics and a brochure, summarising the key points in an easy to digest form, would have been advantageous.

- 1.4. The letter which was sent to Strata Managers from WSC inviting comments on the Masterplan (draft) neglected to mention that there was to be a Community Presentation and Workshop organised by TEPCP on behalf of WSC.

## **PART 2 SPECIFIC COMMENT ON THE MAIN POINTS OF THE MASTERPLAN**

### **2.1 OPEN SPACE**

- 2.1.1 The establishment of an 'Urban Park' at the centre of the town is considered to be a most important element of the plan as it would become the heart of The Entrance with many other elements radiating from it.
- 2.1.2 While the plan focus is on the future development of open spaces, one major omission in the plan is that there is nothing proposed to enhance Taylor Park. There is an opportunity to enhance the entrance to the park on the corner of Park Street and Denning Street and the possibility to investigate moving the building that obstructs the view of the oval from this entry.

### **2.2 KEY ICONIC DEVELOPMENT SITES**

- 2.2.1 On 1st July, 2009, TEPCP put in a submission on "**The Entrance Peninsula Planning Strategy (TEPPS) Unsustainable Population Growth**". TEPCP still believes that the TEPPS places an unsustainable burden of population growth on The Entrance Peninsula without consideration of the issues relating to coastal tourist regions and problems associated with urban consolidation.
- 2.2.2 It is hoped that the development of the seven Key Iconic Sites at The Entrance will go some way to alleviating our fears by attracting the necessary investments in infrastructure and creating employment opportunities in order to sustain the future increases in population.
- 2.2.3 While in the past The Entrance community has been generally opposed to the past approach to high rise developments, we support the current managed approach undertaken by WSC to the heights proposed by the Iconic sites, as there is a reduction of the building's footprint that provides for more open space. Consequently, TEPCP endorses the new height guidelines in principle, on the understanding that developers in turn, will make special contributions/provisions for the benefit of the community.
- 2.2.4 Our request for an estimate of the total number of additional apartments and retail shops resulting from the Iconic site developments has yet to be provided. This is highly important both in terms of population sustainability and economic viability, as there is already an oversupply of retail shops. We recommend that in the light of these additional retail developments, the smaller retail centres proposed for the North Entrance and Long Jetty in the Entrance Peninsula Strategy should be reviewed.

### **2.3 CYCLEWAYS**

TEPCP has been liaising with Council's Recreation Planner, Stephen Prince on The Entrance Coast to Lake Project and endorses the project. This project should take into consideration the Masterplan elements such as the location of the proposed fitness station at Picnic Point.

## 2.4 VEHICULAR MOVEMENT FRAMEWORK

There are a number of issues that need to be investigated in more detail and these will be addressed later in the submission under "Planning And Design Challenges."

- 2.4.1 This layer has a legend that uses the term "Primary Intersection". Elsewhere in the document the legend refers to these intersections as "Roundabouts". TEPCP believes that roundabouts are not pedestrian friendly and should not be considered in the Masterplan area. In particular, the proposed green waterfront links like Fairview Avenue.
- 2.4.2 The closure of Marine Parade to establish a Remembrance Plaza in front of the Memorial is supported as is the proposed Bus Interchange as part of the Ebbtide Mall Iconic Site development.

## 2.5. PUBLIC PARKING ZONES & VEHICULAR AND PEDESTRIAN CONVERGENCE

- 2.5.1 TEPCP recognises the need for much more parking and encourages Council to ensure it is well signposted: we are aware that some residents do not know the Coral Street car park exists least of all tourists.
- 2.5.2 TEPCP considers that the "Key Site" (KFC) should have been included in the Public Parking zones and that all public parking should be free. There is a definite need to provide public parking close to the Market Place because it is too much to expect The Entrance Markets shoppers to carry goods across town.
- 2.5.3 The Masterplan has not addressed the space needed for the "lay by" of buses and coaches. New bus interchanges like the Parramatta Transport Interchange provide a "lay by" near the interchange that include a building where the bus drivers have toilets and an air conditioned lunch room to use while waiting to commence their next run. This stopped buses sitting with their engines running to keep the driver cool or warm. If The Masterplan is serious about meeting future public transport needs this issue must be considered.
- 2.5.4 TEPCP endorses the proposed central role of "Main Street" and the convergence of the east/west streets to reinforce the town square as a civic hub to The Entrance.

## 2.6. ORDER OF DOCUMENT ITEMS

In Part 5, Texture Public Domain Concept, of the Masterplan document the most important Public Domain Precinct, the "**Town Square - The Civic Heart of The Entrance**" should be brought up to the first position.



## PART 3 PLANNING AND DESIGN CHALLENGES in the PLAN

### 3.1 VEHICULAR MOVEMENT FRAMEWORK

3.1.1 Realignment of Torrens Avenue into Copnor Avenue will require the acquisition of the two blocks of units on the corner of Fairview Avenue.



EXISTING OBLIQUE



POSSIBLE TREATMENT

3.1.2 Extension of Copnor Avenue from Ashton Avenue to Campbell Avenue requires acquisition of possibly four lots.



EXISTING OBLIQUE



POSSIBLE TREATMENT

3.1.3 The possibility of replacing the Coral Street and Torrens Avenue roundabout with traffic control signals should also be considered on the grounds of pedestrian safety.

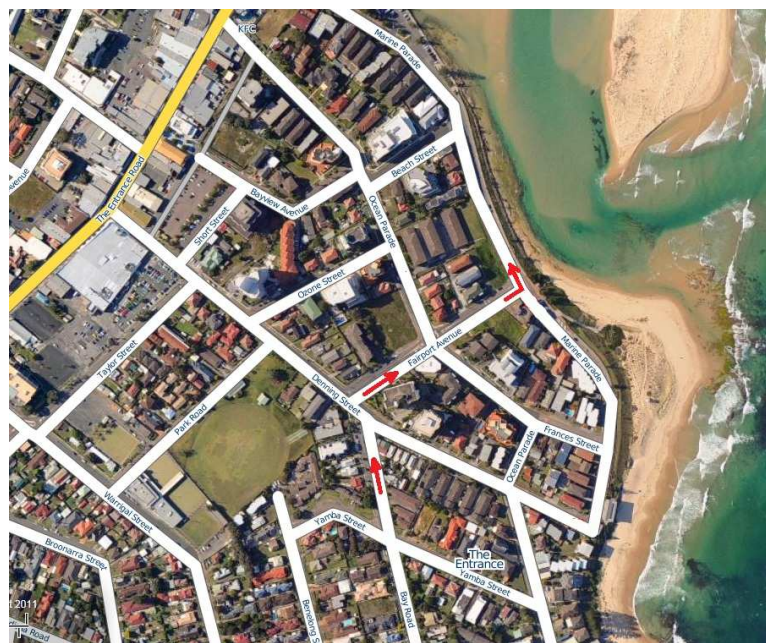
3.1.4 There may be the need to trade off open space in order to get the bus interchange into the Ebbtide Mall Iconic development.

- 3.1.5 Victoria Avenue and Ocean Parade would have to be made one way west bound, as shown below, to accommodate the traffic movement proposed.

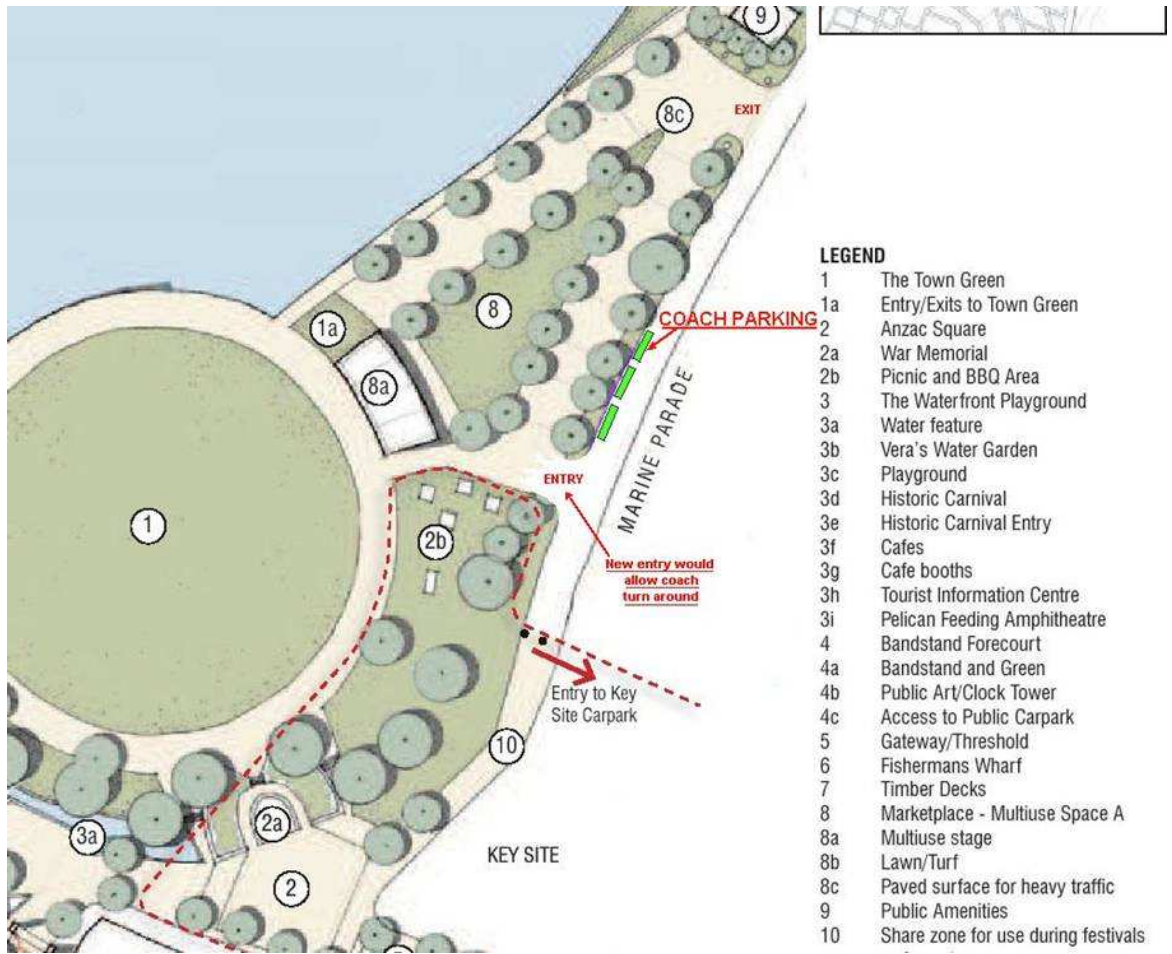


### 3.2. THE WATERFRONT PRECINCT WEST

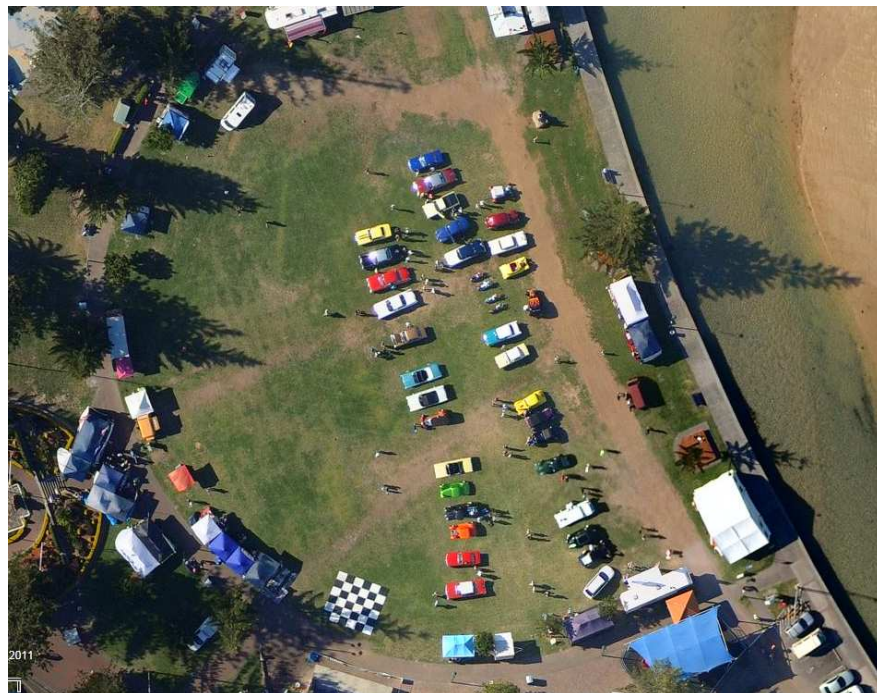
- 3.2.1 The contract for the Hydrodynamic Study at The Entrance is about to be awarded. A proposal like the Sunshine Bridge will also need detailed engineering and hydrodynamic studies.
- 3.2.2 Market Place and the Village Green need access to tourist coaches. They would have to access the site by Bay Road and Fairport Avenue and Marine Parade to give the tourists access to the Town Green ( Memorial Park ). At present they pull up in Marine Parade and use the BBQ.



It would require modification to the entry and exit to "Marketplace" as shown below to allow the coaches to turn around.



The grass on Memorial Park needs protection and the Masterplan gives this. Look at the 21 October 2011 Aerial Photo below ( One month ago ). It has never been so dreadful!



### 3.3. DUNLEITH - NORTH ENTRANCE KEY SITE

3.3.1 A balancing act between conservation and recreation is under way on a popular stretch of beach at The Entrance North. At the peak of the summer holiday season, with hundreds of tourists enjoying the area's beaches and waterways, authorities are also striving to protect the nests of an endangered seabird. A colony of little terns has settled on a sand spit at The Entrance North and chicks are already hatching. The Land and Property Management Authority, which owns the land, joined Wyong Council and the NSW National Parks and Wildlife Service, in temporarily fencing the breeding area to help protect the birds. However, Council officer Nikki Bennetts said some little terns had nested outside the fence and could easily be disturbed or their eggs damaged. Ms Bennetts said the nests were well camouflaged and people walking near the fence might unknowingly disrupt the birds. "Some chicks have already hatched and are running around in the vegetation," she said. The little tern is a small seabird that migrates from eastern Asia around October each year.

TEPCP, WATCH and The Entrance North Progress were all involved in the Land and Enviro Court Action to stop this area being used as an active recreation area due to "little terns" nesting on an annual basis.

### 3.4. PICNICPOINT RECREATION PARK

3.4.1 **The Picnic Point Management Plan** has been ignored in the preparation of the Masterplan. Of particular concern is the location of the "Off Lead" dog exercise area.

There are two competing interests:

- ❖ The massive development of The Entrance Resort where the Channel Promenade along the lake is the link to Picnic Point and provides an area of intense recreation, the Active Recreation Area at Picnic Point and the Passive Recreation Area to the east of the Cycle track:
- ❖ and the section of Tuggerah lake foreshore that is Environmentally Sensitive.

**The Channel Promenade** features, listed below, will visually draw you to Picnic Point:

- Trees
- Discoveries for Children
- Active play
- Recognising existing use - fishing
- Link with the bicycle path
- Potential for on street dining

**The Active Recreation Area** at Picnic Point will reflect existing use:

- \_ Climbing play structure
- \_ Skate board ramps
- \_ Dual boat ramp
- \_ Pontoon for accessing boats

**The Passive Recreation Area** and the Environmentally Sensitive Area are to the south of the Active Recreation Area at Picnic Point. It consists of three sleeves running north south. The Bicycle track acts as the delineator, with the Passive recreation area to the east of it and a buffer zone to the west of the bicycle track separating it from the Environmentally Sensitive Area.

**The Environmentally Sensitive Area** has had fifteen significant species of birds identified in the area. They are protected by Commonwealth Legislation and this

was the reason why the carnival could not be located at Picnic Point as the lights and the noise at night would have disturbed their habitat. Temporary fencing may be needed to protect the habitat. It is reclaimed land that has been declared significant with an Environmental Certificate of Compliance ( ECC ), to ensure ECC the area is being mapped using a Geographic Information System. ( GIS ). The seven point test is being undertaken. One point of difficulty is that to provide the required bird habitat bare sand is needed and this will require the removal of some existing vegetation.





## **PART 5 RECOMMENDATIONS.**

TEPCP recommends that Council seriously consider the issues raised by this submission and address the following items:

1. Omission in the plan to enhance Taylor Park.
2. Link the Masterplan to The Entrance Coast to Lake Project
3. Adopt the term "Primary Intersection" instead of "Roundabouts" as they are not pedestrian friendly and should not be considered in the Masterplanning Area.
4. Provide free public parking at the "Key Site" (KFC)
5. Note that Victoria Avenue and Ocean Parade would have to be made one way west bound
6. Address the space needed for the "lay by" of buses and coaches
7. In Part 5, Texture Public Domain Concept, the item, the "Town Square - The Civic Heart of The Entrance" should be brought up to the first position.
8. Tourist coaches need access to Market Place and the Village Green.
9. Modification to the entry and exit to Marketplace is required.
10. Seek State and Federal grants for the concept design of the proposed Sunshine Bridge including detailed engineering and hydrodynamic studies.
11. Provide consideration of the environmentally sensitive colony of little terns that settle on a sand spit at The Entrance North.
12. Revise the design of the Masterplans' Picnicpoint Recreation Park to address the environmentally sensitive areas identified in Council's " The Picnic Point Management Plan ".
13. Whilst we support the development of an iconic pedestrian bridge, a number of community members have recommended that an investigation be undertaken of the option of redeveloping the existing The Entrance Bridge to accommodate a separate pedestrian carriage. They consider that the ambience of the channel would become cluttered by another bridge crossing.

### **Masterplan Implementation**

1. WSC to develop a Strategy for implementation of the Masterplan which includes prioritising each of the proposed changes and where possible, including a deadline for commencement.
2. That the Liaison Group continue to meet and receive regular reports from WSC as to the progress made in the implementation of the Masterplan.
3. Ensure that The Entrance Town Centre Masterplan is compatible with the Masterplans of The Entrance North and Long Jetty.
4. That Lakeside Plaza shopping development be encouraged to proceed as soon as possible as the existing Coles supermarket does not meet the needs of the local residents.

Importantly, TEPCP recommends, that WSC promote the The Entrance Town Centre Masterplan as an urban renewal project in order to seek funds from State and Federal funding bodies. Further, we strongly recommend that for promotional purposes, a professionally produced publication be made available, in order to "sell" the benefits to private developers/investors and potential home buyers from across Australia and overseas.

In conclusion, TEPCP trusts that The Entrance Town Centre Masterplan will not be left to languish, but the momentum be sustained. We are optimistic that the proposed developments will provide a springboard to revitalise The Entrance and Wyong Shire, by attracting government funding, new investments and more employment opportunities.

Thank you for considering our submission. We welcome and look forward to the continuation of TEPCP's involvement in the planning process.

Yours Sincerely



Vivienne Scott  
Chairperson



Douglas Darlington  
Secretary

The Entrance Peninsula Community Precinct Committee

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