



PART 3 : THE VISION & KEY URBAN DESIGN PRINCIPLES

THE VISION & KEY URBAN DESIGN PRINCIPLES

THE VISION

The Entrance Town Centre is a vibrant seaside and lakeside community – a welcoming place to live, to holiday and to work.

This beautiful coastal township with its beaches, extensive waterways, bushland reserves and varied day and night time activities provides an enviable lifestyle for people of all ages.

The Entrance Town Centre is a well connected hub with thriving and sustainable retail, commercial and professional services.

5 KEY URBAN DESIGN PRINCIPLES

Following the consultation process, the project team identified 10 Key Urban Design Principles. These were narrowed down to 5 which were presented to the community Workshop No. 6. These principles were analysed and adapted to suit the views of the group. The 5 principles identified below are based upon the outcomes of that workshop.



KEY PRINCIPLE 1: Create Public Spaces

- Create PLACES that are designed for people - people operate and inhabit these spaces, design the town for them.
- Create a town for everybody, with a focus on having an easily accessible place for disabled persons or those who are less mobile.
- Provide nodal points and attractions that reinforce the principles of an accessible and lively place.
- Integrate the existing key elements – the waterfront, the beach, the town centre, the lake.
- Bring richness to The Entrance – everywhere is somewhere. Design a place that is responsive to its context, regional identity, local character, physical attributes and morphology.
- Turn the lights back on and take away our fear of the dark. Give The Entrance back its nightlife. Encourage night-time activities to create public spaces which are alive after sunset.
- Continue to invest in tourism but make it a year-round lifestyle. Promote permanent residents to provide activity not just through the summer months, but throughout the whole year.
- A homogenous town is dull and boring. Embrace variety to inform the character of the town. The character must set The Entrance apart from the rest of the Central Coast.
- Consider all senses in the public realm. Recognise that taste, smell and touch are as important as sight.



KEY PRINCIPLE 2: Provide Connectivity

Connectivity WITHIN The Entrance

- Create a town that embraces walking and connects the town in a web of pedestrian promenades and pathways. Create strongly identifiable nodal anchors within 5 -10 minutes walking distance to create a web of activities, attractions and destinations. Make the 'walk' between nodes just as interesting as the destination itself.
- Provide connectivity for all – with a focus on creating a disabled friendly location with equality of access for all.
- Break down the existing barriers to connectivity and provide new links where necessary – draw together the beach, baths, lake and town centre.
- Connect the north and south edges of the channel, to create 'The Entrance' as a whole PLACE and not an EDGE.
- Activate the northern and southern sides of the channel – the name 'The Entrance' is key to this principle. An 'entrance' must have two sides.

Connectivity TO the Entrance

- Recognise that an important aspect of the future revitalisation of The Entrance is the provision of clear and viable transport links to the other key nodes within the Region. Provide connectivity to external locations with suitable public transport interchange and appropriate facilities for cycling and car-parking.
- Establish the town as 'The Entrance' to Tuggerah Lake. Make it into a popular place to 'enter' the lake but also as the 'gateway' to the region and locality.

KEY PRINCIPLE 3: Adopt an Innovative Approach

- Design for the 21st Century and beyond. Utilise new technologies and construction efficiencies to design appropriately for the future.
- Propose sustainable development and endorse creative responses to the built environment.
- Design for flexibility – future proof The Entrance. Our context is dynamic and ever-changing. A smart town designs for changes in its composition such as social structure, lifestyle and technology.
- Design for both visitors AND permanent residents.
- Don't just reinvent the past or provide band-aid solutions, take a fresh look at the problem.
- Think big. Respect the coast, but shake of the 'coastie' mentality – put The Entrance on the Map!



KEY PRINCIPLE 4: Create a Strong Urban Framework which embraces the assets of the locality

- Create strong foundations that will support the town.
- Create landmarks with linkages that make it easy to navigate through the town. This can be achieved through man-made and natural markers that break through the skyline or are accented through different materials.
- Utilise the key Iconic sites as anchors & destinations.
- Integrate the precincts within the town and with surrounding areas.
- Encourage prosperity and the creation of jobs through providing a clear future direction for investment.
- Recognise and respect that natural assets and beauty of the locality.
- Promote renewal consistent with the urban framework and future direction for The Entrance.



KEY PRINCIPLE 5: Respect a rich and layered history

- Build a new PLACE upon old foundations. Respond to the parts of the town that work well and are an asset to the masterplan.
- Respect a rich and layered history but do not forget that today's & tomorrows layers are just as critical as those that have come before. Do not wipe the palette clean, but draw from its resources.
- Adopt the motto "if it's not broken, don't fix it".
- Draw from the surrounding landscape and it's "uniqueness" including the contrasting forms of the horizontal landscape with vertical elements.