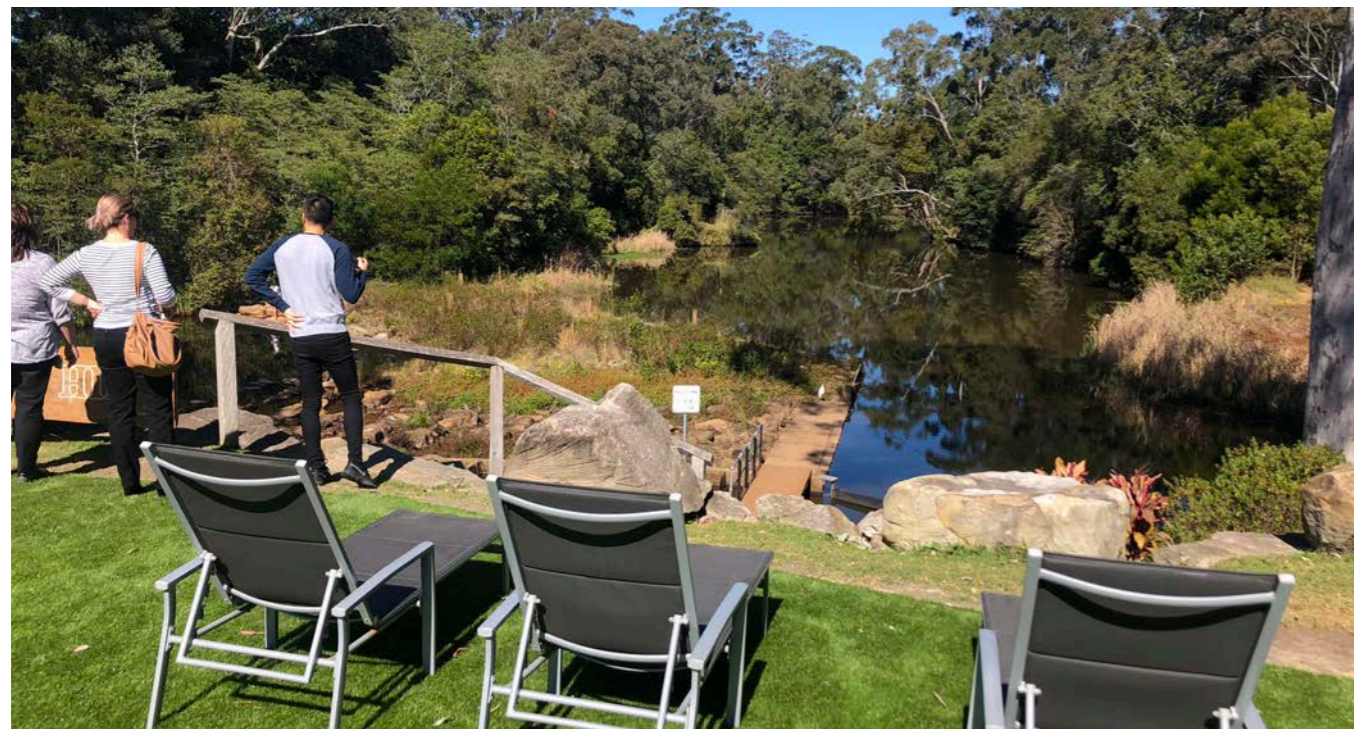


The Corridor's strengths

Wyong River – a natural centrepiece

Wyong River flows through the heart of the corridor, presenting as a natural centrepiece. Although access is constrained in some areas, the River is a significant asset, supporting an array of recreational activities including kayaking and fishing, as well as walking and cycle along the active transport links by the river foreshore. The River provides an important natural outlook for the surrounding urban areas.



Wyong River from the Wyong Milk Factory



Alison Street, Wyong



Wyong – a Town Centre with “good bones”

Wyong Town Centre has many elements of a great regional centre, including an established fine grain street network with connections to a train station, Wyong River and open spaces. Home to the landmark Art House cultural facility, Council chambers and government agencies, Wyong is the cultural and civic core of the corridor. The character of Wyong Town Centre is strengthened by a distinct heritage presence and fine grain built form that line the high streets.



Tuggerah Lake, State Conservation Area (image: itsonlymylife163.blogspot)



Natural Assets of Environmental Value

The corridor is endowed with natural bushland precincts that provide environmental amenity to residents, workers and visitors. Tuggerah Nature Reserve features predominately untouched bushlands and wetlands that have high conservation value, while the nearby Tuggerah State Conservation Area supports sustainable visitation and bushwalking.





Chapman building, Wyong



Great local food, drink, arts and craft

The Corridor features a growing number of exciting food, beverage, arts and craft offerings, building on growing interest in local and boutique products. There is a combination of restaurants, cafés, markets, function spaces and specialty stores in the area.



Tuggerah Business Park (image: Central Coast Business Investment)



A healthy employment corridor

The Corridor’s established employment precincts are well known in the region and have low vacancy rates. This is attributed to good regional connectivity, high visibility from key roads and proximity to residential areas. The Corridor is characterised by a mix of employment areas, including commercial/ office developments at Tuggerah Business Park, urban services* at Tuggerah Straight, and large-scale warehousing and light industrial uses at North Wyong.

*Urban services land refers to land identified in the NSW Department of Planning and Environment’s Employment Lands Development Monitor, and includes industrial zoned land and some business zoned land which permits a number of industrial uses.



Wyong train station



A regionally connected corridor

The corridor is highly accessible from Sydney, Newcastle and the greater Central Coast with key road and rail infrastructure connecting these areas. The nearby M1 ensures inter-regional connections by car, while the Wyong and Tuggerah train stations provide access to reliable inter-city rail services to Sydney and Newcastle.




Central Coast Regional Sporting and Recreation Complex (image: Central Coast Council)



Diverse recreational and sporting assets

The Corridor supports a healthy and active community. There are numerous recreational and sporting facilities throughout the Corridor which cater for a variety of activities. Sporting facilities located in Wyong (E.g. Baker Park, Wyong Golf Club, Wyong Hockey Complex) and Tuggerah (Central Coast Regional Sporting Complex, YMCA Mariners Aquatic Centre), in conjunction with two golf courses (Wyong and Koindah) and expansive natural assets provide a diverse array of recreational activities.


Project drivers



Define complementary roles and character for each precinct



Ensure future employment land is sufficient and serviced




Revitalise Wyong as a mixed use centre



Increase job containment in the region



Leverage major infrastructure investments



Create a diverse, connected and vibrant Tuggerah Centre





How the Corridor Strategy Works



Corridor Strategies

There are five corridor wide strategies:

1. Role & Function of Centres
2. Areas for growth
3. Transport and Movement
4. Environment and Sustainability
5. Culture, Recreation and Tourism



Precinct strategies

There are three precincts that make up the Economic Corridor.

1. North Wyong & Watanobbi
2. Wyong & East Wyong
3. Tuggerah



Directions

This Strategy sets out 13 Directions for the Corridor. The Directions are broad objectives that capture Council's position on an issue for the Corridor, or promote a vision. There are 5 Corridor-scale Directions and 8 Precinct-scale Directions.

The Directions should become referenced in Council reports, and help guide decision making around development and public works.



Actions

Actions are listed to achieve each Direction. These Actions include studies that need to be undertaken, policies and controls that need to be made/ amended, and the next steps for engagement, seeking funding, or doing further work to initiate projects in the Corridor.

The implementation chapter of this strategy is a schedule of the Actions, with allocated responsibilities and timeframes.

Vision for the corridor













The Tuggerah to Wyong Corridor will be a flourishing corridor with employment opportunities, housing choice, sporting venues, passive recreational activities that celebrate the surrounding natural bushland setting.












It's primary centres will provide retail, cafés, restaurants and culture which secure it's role within the Central Coast. Future development will celebrate the innate character and heritage of the area.

It will be a Corridor that balances the prospect of industry growth with lifestyle advantages which retain its sense of place and community.

Strategy on a page

	Corridor				
8 Strategies	 <p>Role & Function of Centres</p>	 <p>Areas for growth</p>	 <p>Transport and movement</p>	 <p>Environment and sustainability</p>	 <p>Culture, recreation and tourism</p>
13 Directions	 1 <p>Direction 1 Capitalise on the unique role and function of each centre</p>	 2 <p>Direction 2 Ensure sufficient zoned land to accommodate projected population and employment increases</p>	 3 <p>Direction 3 Maximise connectivity between activity nodes and centres to support renewal opportunities</p>	 4 <p>Direction 4 Maintain and improve the areas strong relationship with green open space and the environment</p>	 5 <p>Direction 5 Build on the Corridor's potential as a great destination for culture, recreation and tourism</p>
36 Actions	<p>Action 1.1 Reinforce Wyong as the civic and cultural centre</p> <p>Action 1.2 Plan for increased demand for retail uses in the future</p> <p>Action 1.3 Plan for the growth of Tuggerah</p>	<p>Action 2.1 Resist rezoning significant sites and releasing new urban land in the short to medium terms</p> <p>Action 2.2 Continue to monitor take-up and availability of industrial land in the corridor</p> <p>Action 2.3 Attract and retain business</p>	<p>Action 3.1 Strengthen the existing cycle network</p> <p>Action 3.2 Reinforce key pedestrian links</p> <p>Action 3.3 Investigate opportunities to strengthen the local street network</p> <p>Action 3.4 Minimise potential impacts of Pacific Highway upgrades</p> <p>Action 3.5 Understand and leverage the opportunities associated with the Sydney to Newcastle fast rail project</p> <p>Action 3.6 Advocate for the completion of Pacific Highway upgrades and a link road to Warnervale</p> <p>Action 3.7 Prepare a Transport Study</p>	<p>Action 4.1 Maintain green gateways and movement corridors</p> <p>Action 4.2 Create a strong connection with the natural environment</p> <p>Action 4.3 Further flood planning investigations</p> <p>Action 4.4 Encourage sustainable employment opportunities</p>	<p>Action 5.1 Establish the Corridor as a significant regional destination for recreation and sports tourism</p> <p>Action 5.2 Explore utilisation of Corridor's natural bushland areas as key attractors</p> <p>Action 5.3 Active Lifestyles Strategy</p>

Precincts

 North Wyong & Watanobbi Precinct		 Wyong & East Wyong Precinct			 Tuggerah Precinct		
 6 Direction 6 Maintain and encourage employment uses in North Wyong	 7 Direction 7 Rationalise access and circulation	 8 Direction 8 Celebrate Wyong's natural scenery and heritage character	 9 Direction 9 Reinforce the fine urban grain of Wyong	 10 Direction 10 Connect to East Wyong	 11 Direction 11 Maintain and encourage employment uses in Tuggerah	 12 Direction 12 Utilisation of flood prone areas in Tuggerah	 13 Direction 13 Sustainable renewal in Tuggerah Town Centre
Action 6.1 Review the permissible land uses in the B6 - Business Enterprise Zone on the Pacific Highway Action 6.2 Review Wyong Shire Development Control Plan 2013 Chapter 6.11 to ensure high quality landscaping amenity in the employment precinct	Action 7.1 Consolidate access points to the Pacific Highway Action 7.2 Improve the permeability and circulation within the employment precinct	Action 8.1 Improve access to and enjoyment of the river Action 8.2 Enhance existing heritage character of Wyong Town Centre	Action 9.1 Reinforce Alison Road as an active, successful high street Action 9.2 Investigate opportunities to increase the utilisation and activation of laneways and arcades	Action 10.1 Minimise adverse impacts of the proposed widening of Pacific Highway Action 10.2 Investigate opportunities to provide an active street frontage along Howarth Street Action 10.3 Investigate opportunities for Baker Park	Action 11.1 Preserve existing employment zones Action 11.2 Investigate food innovation hub	Action 12.1 Explore recreational uses in flood prone areas	Action 13.1 Investigate transit-oriented development at Tuggerah Station Action 13.2 Establish principles & key development outcomes for infill development on the Westfield Tuggerah Gateway site