



# DRAFT

# Tuggerah to Wyong

Economic Corridor Strategy

# Executive Summary

## The Strategy

The Tuggerah to Wyong Economic Strategy (the Strategy) provides a single vision for land located within the Tuggerah to Wyong Economic Corridor (the Corridor).

The Corridor comprises three (3) precincts connected by the Pacific Highway. The Strategy defines and highlights the important role and character for each and identifies how they will help sustain the growth of the Corridor. It identifies where economic growth should and should not be supported to promote self-containment and enable the continued growth of the Corridor for perpetuity.

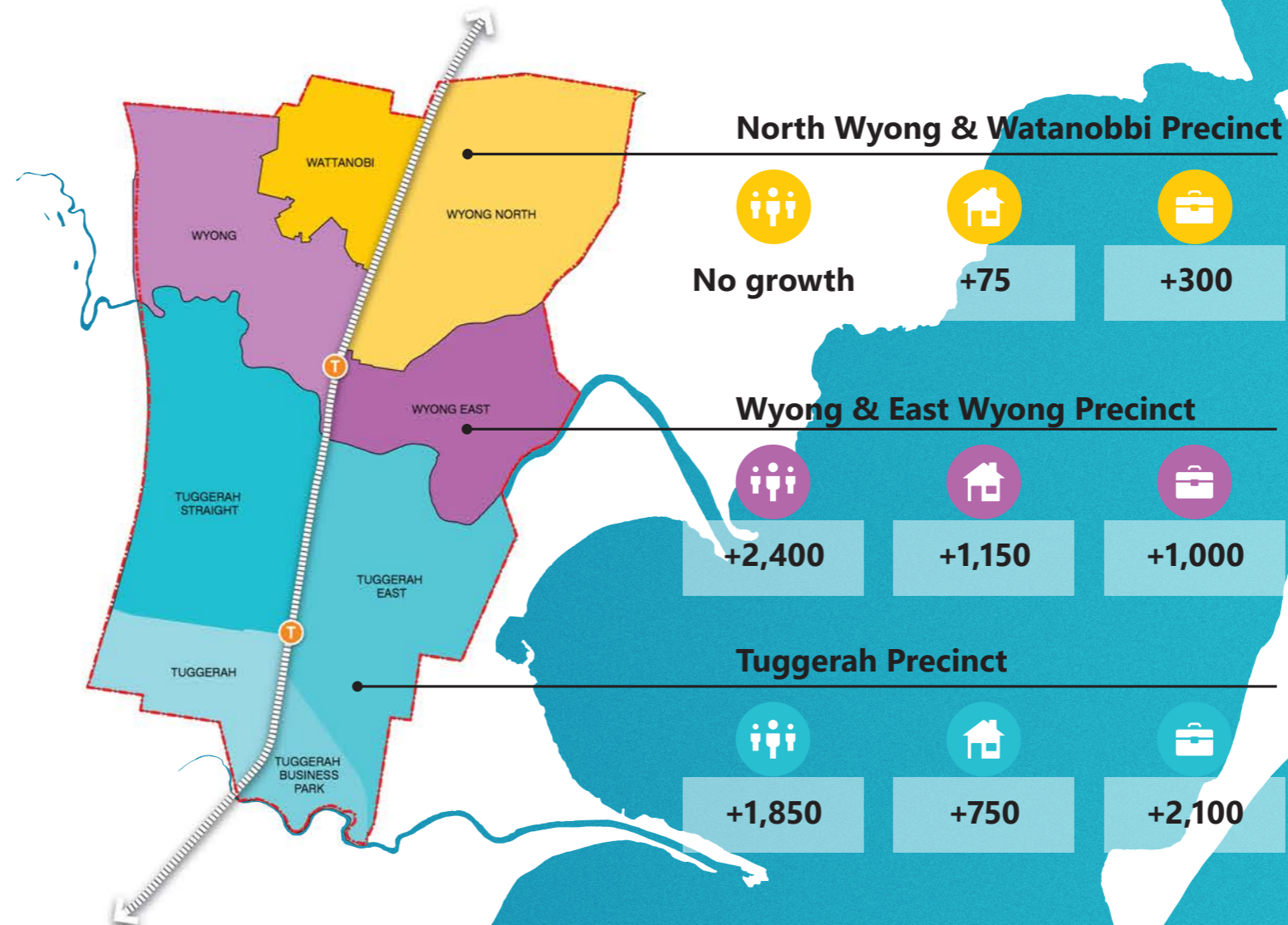
The Strategy identifies opportunities to increase the number of local jobs and thus reduce the high number of residents currently commuting out of the Central Coast for work. Importantly, the Strategy preserves and enhances employment land to foster economic development and encourage the Corridor to continue to evolve as one of the dominant centres on the Central Coast.

## Project team

This strategy was prepared by Central Coast Council with a consultant team comprising:

- Architectus (strategic planning and design)
- SGS Economics and Planning (economics)

## Precinct Targets 2036



(Source: Forecast Id)

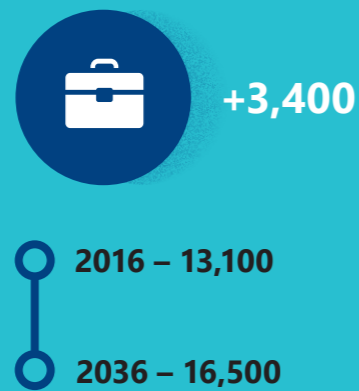
## A changing corridor

The statistics below outline changes from 2016 – 2036 for key focus areas considered pertinent to the development of the Tuggerah – Wyong Economic Corridor Strategy

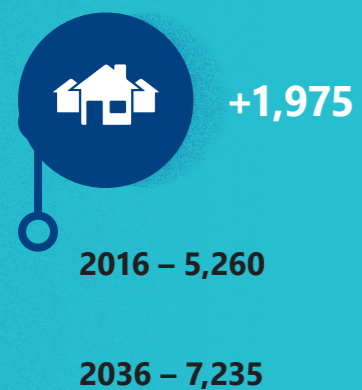
### Population growth



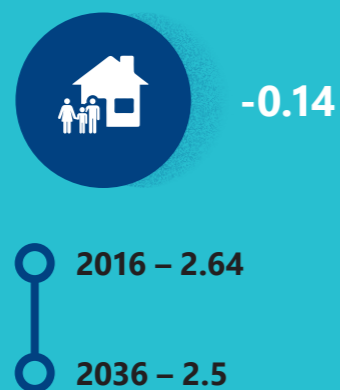
### Local jobs



### Number of dwellings



### Average household size



(Source: Forecast Id)

## Fast facts

**Currently 27% of employed residents travel outside the region for work.**

**Northern corridor residents commute to a wide range of places outside of the Central Coast, but people who commute to the Northern Corridor generally come from nearby LGAs.**

**The Corridor and Central Coast have high ageing population (65+ years) and low working-age population (aged 20-50 years).**

**The Central Coast and the Corridor have a smaller average household size than Greater Sydney.**

**Population growth in the Corridor has been slower than in Greater Sydney, but greater than the Central Coast.**

**Most people moving to the corridor come from elsewhere in the Central Coast region, with smaller proportions from overseas, nearby LGAs and LGAs in the northern part of Greater Sydney.**

**People who move to the Central Coast are younger than other residents (20-40 years the most common age).**

(Source: Forecast Id)

## Relationship to the Central Coast Regional Plan 2036

The Central Coast Regional Plan 2036 is a 20-year blueprint for the future of the Central Coast, prepared by the NSW Government. The overarching vision for the Central Coast is for “a healthy natural environment, a flourishing economy and well-connected communities”.

To achieve this vision, the NSW Government has set four goals for the region:

1. A prosperous Central Coast with more jobs close to home
2. Protect the natural environment and manage the use of agricultural and resource lands
3. Well-connected communities and attractive lifestyles
4. A variety of housing choice to suit needs and lifestyles

The purpose of this Strategy is to develop strategies, directions and actions to implement this vision.

The CCRP establishes high level targets for the Central Coast region for 2036, being:

- 75,500 more people, requiring:
- 24,674 additional jobs; and
- 41,500 new homes

This Strategy needs to explore:

- Of these CCRP targets, how many jobs and homes can be accommodated in the Northern Corridor?
- Where should this growth be focussed? Are further studies and amendments to the planning controls required to ensure this growth results in good outcomes?
- What infrastructure and investment might be required to support this growth?

# Executive Summary

## Key findings

The Tuggerah - Wyong Economic Corridor has one of the greatest opportunities to accommodate economic trends.



Planning for 3,400 additional jobs by 2036



Planning for 4,150 additional residents by 2036



Wyong as the centre for civic and cultural activities



Wyong River as a major green connection



Emerging market for residential apartments on key sites



Unparalleled infrastructure for sports events and recreation



## Project drivers



Define complementary roles and character for each precinct



Increase job containment in the region



Ensuring future employment land is sufficient and serviced



Leverage major infrastructure investments



Revitalise Wyong as a mixed use centre



Create a diverse, connected and vibrant Tuggerah Centre



## Vision for the Tuggerah to Wyong Economic Corridor

The Tuggerah to Wyong Corridor will be a flourishing corridor with employment opportunities, housing choice, sporting venues, and passive recreational activities that celebrate the surrounding natural bushland setting. It's centres will combine a vibrant mix of retail, employment and culture that secure their unique role within the Central Coast.

## Summary of Recommendations

This document presents:

- 5 Corridor Strategies
- 3 Precinct Strategies
- 13 Directions
- 36 Actions
- 2 Centre Structure plans

The key recommendations can be summarised as:

- 1 **A growth strategy that supports a population increase of 4,150 residents** in the Corridor between 2016 and 2036.
- 2 Adequate employment lands and opportunities in centres for **an increase of 3,400 jobs in the Corridor** between 2016 and 2036 – a 26% increase on current employment levels in the Corridor.
- 3 **Focus residential development in existing centres** in the short to moderate term. Wyong should be the focus for increased density reinforcing its role as the primary civic and cultural centre.
- 4 Protect employment and environmental lands and leverage existing and planned infrastructure.
- 5 Promote industrial specialisation in the Corridor as a key competitive advantage and opportunity to enhance self-containment within the Central Coast.

Adelaide  
Lower Ground Floor  
57 Wyatt Street  
Adelaide SA 5000  
Australia  
T +61 8 8427 7300  
adelaide@architectus.com.au

Melbourne  
Level 25, 385 Bourke Street  
Melbourne VIC 3000  
Australia  
T +61 3 9429 5733  
F +61 3 9429 8480  
melbourne@architectus.com.au

Sydney  
Level 18, MLC Centre  
19 Martin Place  
Sydney NSW 2000  
Australia  
T +61 2 8252 8400  
F +61 2 8252 8600  
sydney@architectus.com.au

architectus.com.au

---

Project and report	Tuggerah to Wyong Corridor Strategy
--------------------	-------------------------------------

---

Job No.	180241.00
---------	-----------

---

Client	Central Coast Council
--------	-----------------------

---

Document location	K:\180241.00\Docs\C_Client\04 Stage 2 Corridor Strategy
-------------------	--

---

Version and date issued	Issue A (Internal draft) - 06/03/2019 Issue B (Draft to Council) - 07/03/2019
-------------------------	--

---









Report contact	Jane Freeman Principal, Urban Design and Planning
----------------	--

---

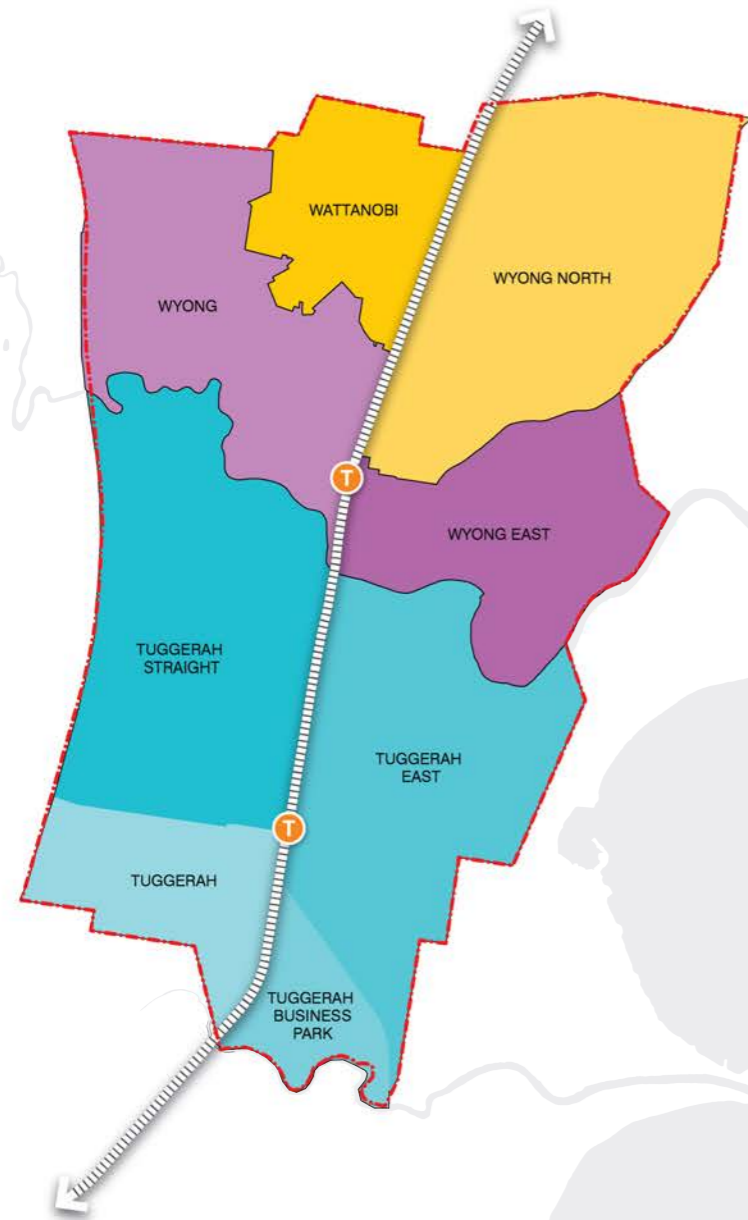
This report is considered a draft unless signed by a Director or Principal	Signature
--	-----------

---

# Contents

<b>Introduction</b>	<b>08</b>	<b>Corridor strategies</b>	<b>34</b>	<b>Precinct strategies</b>	<b>46</b>
<b>Introduction</b>	<b>08</b>	 <b>36</b>	 <b>42</b>	 <b>48</b>	
<b>Relationship with other plans</b>	<b>10</b>	<b>Role &amp; Function of Centres</b>	<b>Environment and sustainability</b>	<b>North Wyong &amp; Watanobbi Precinct</b>	
<b>Population, employment and land use trends</b>	<b>18</b>				
<b>Development Capacity under Current Controls</b>	<b>22</b>	 <b>38</b>	 <b>44</b>	 <b>54</b>	
<b>Key findings</b>	<b>25</b>	<b>Areas for growth</b>	<b>Culture, recreation and tourism</b>	<b>Wyong &amp; East Wyong Precinct</b>	
<b>The Corridor's strengths</b>	<b>26</b>				
<b>Project drivers</b>	<b>28</b>				
<b>How the corridor strategy works</b>	<b>30</b>	 <b>40</b>		 <b>62</b>	
<b>Vision for the corridor</b>	<b>21</b>	<b>Transport and movement</b>		<b>Tuggerah Precinct</b>	
<b>Strategy on a page</b>	<b>32</b>				

# Introduction



## Purpose of this report

The Tuggerah to Wyong Economic Corridor Strategy was developed in response to a key action of the Central Coast Regional Plan (CCRP). Direction 2 of the CCRP is to focus economic development in the Southern and Northern Growth Corridors. This Economic Corridor is a key component of the broader Northern Growth Corridor and will become the Central Coast's priority location for future jobs, services and business growth.

This Strategy has been prepared by Council as the next step in implementing the CCRP. It defines the role of each center and the capacity of individual precincts to sustain the growth of the Corridor for the future. The Strategy outlines Directions and Actions to ensure the Corridor meets anticipated population and employment growth for the next 20 years.

The Strategy promotes growth within the Corridor to enable it to evolve as one of the dominant commercial and economic centres on the Central Coast. The Strategy communicates these growth opportunities to the local community, to ensure community aspirations are reflected in the future planning of the area.

## Objectives

Objectives of the Corridor Strategy are as follows:

- Provide clear strategic direction to manage economic growth over the next 20 years.
- Identify strategies to attract appropriate business development for the changing needs of the community and for economic development.
- Address economic opportunities to leverage business investment and jobs from major public infrastructure investments.
- Provide an action plan for future studies and investments required by Council and State Government and the prioritisation of actions.
- Inform review of current planning controls reflective of economic and population growth needs, and provide guidance in the assessment of Development Applications and Planning Proposals.

## Tuggerah to Wyong Economic Corridor - Study Area

The Tuggerah to Wyong Corridor comprises three (3) precincts connected by the Pacific Highway. It forms a key component of the broader Northern Growth Corridor which extends further north to include the Greater Warnervale Structure Plan (GWSP) area.

Council is currently preparing the GWSP to consider growth opportunities, predominantly residential and employment, in and around the Warnervale Town Centre incorporating the surrounding precincts including the Wyong Employment Zone (WEZ), Charmhaven, Wyong Hospital and Wadalba. The Tuggerah to Wyong Economic Corridor will focus on the remaining area within the Northern Growth Corridor



## Responding to the Central Coast Regional Plan 2036



Planning for the Central Coast has progressed through the implementation of the Central Coast Regional Strategy (CCRS) in 2008, and now the Central Coast Regional Plan 2036 (CCRP). The CCRP sets the strategic planning framework for the Central Coast for the next 20 years, and sets four goals to ensure its successful and sustainable growth:

- Goal 1 - A prosperous Central Coast with more jobs close to home
- Goal 2 - Protect the natural environment and manage the use of agricultural and resource lands
- Goal 3 - Well-connected communities and attractive lifestyles
- Goal 4 - A variety of housing choice to suit needs and lifestyles

Under these Goals are a list of Directions, intended to guide planning and investment in the region. This Strategy has been developed to implement the following Directions of the CCRP:

- CCRP Direction 2 Focus economic development in the Southern and Northern Growth Corridors
- CCRP Direction 3 Support priority economic sectors
- CCRP Direction 5 Support new and expanded industrial activity
- CCRP Direction 7 Increase job containment in the region

The Northern Growth Corridor, referred to in CCRP Direction 2 describes the land located between Tuggerah to Warnervale. The Tuggerah to Wyong Economic Corridor is a key component of this Growth Corridor and will become the Central Coast's priority location for future jobs, services and business growth.

This Strategy addresses key actions of the CCRP. Relevant CCRP actions are summarised in the adjacent table, with comment made how the Strategy responds to each.

Central Coast  
Regional Plan 2036  
Actions

Tuggerah to Wyong Economic Growth Corridor Response

### **2.8 Revitalise Wyong as a mixed use centre servicing the northern part of the region with infill residential development in central locations.**

Wyong is recognised and celebrated as the Civic and Cultural heart of the Corridor. The Strategy recognises the innate character strengths of Wyong and seeks to preserve and enhance these for the future. The Strategy promotes the renewal of Wyong to accommodate forecast population and dwelling growth. Capacity testing has confirmed the suitability of Wyong to support mixed use development within the Centre. Direction 9 *Reinforce the fine urban grain of Wyong* identifies specific actions and focus areas with potential to activate and revitalise Wyong Town Centre. Opportunities associated with the Wyong River and existing transport networks show how these assets can further support opportunity for urban renewal. Improving the amenity of Wyong would make it a more attractive location for business, creating economic development opportunities.

### **2.10 Create a diverse, connected and vibrant Tuggerah centre.**

Tuggerah is recognised as the regional shopping destination in the Corridor. The Strategy identifies and reinforces Tuggerah's retail role whilst identifying opportunities for diversification and enhanced connectivity. Direction 13 *Sustainable renewal around the Tuggerah Station* promotes revitalisation, diversification and enhancement of land around Tuggerah train station to promote mixed use development. Opportunities which leverage existing transport infrastructure and strategies to improve active transport for greater connectivity and activity within Tuggerah are also outlined.

### **2.12 Leverage the planned Pacific Highway upgrade and new Link Road to improve transport connectivity and amenity along the Tuggerah to Warnervale corridor.**

The planned Pacific Highway upgrade and new Link Road are significant road projects that will improve local and district accessibility to key employment lands within the corridor. Whilst the upgrade will provide important traffic improvements for people travelling within the region the impact on Wyong Town Centre should be carefully considered. Direction 10 provides a preliminary review of the proposal and outlines actions to capitalise on the benefits associated with the planned Pacific Highway upgrades. The section also outlines actions associated with pedestrian connectivity and how to incorporate these planned upgrades to ensure a balanced and connected centre.