



# THE ART HOUSE

CAFÉ  
OPEN

IMAGE PLACEHOLDER



## Wyong & East Wyong

### 2036 Target:



**2,400 additional people**



**1,000 additional jobs**



**1,150 additional dwellings**

***Wyong will consolidate and build on its role as the civic and cultural heart of the Corridor.***

Wyong and East Wyong offer a great deal that already make it a uniquely liveable centre in the context of the surrounding region.

It will make the most of its attractive natural assets such as the beautiful river frontage along with its walkable Town Centre, cultural institutions, heritage buildings and great public transport connections to provide a great place to live and work.



# Understanding Wyong



Wyong River



The Chapman Building est.1901



## Heritage architecture

The town of Wyong dates back to 1888 and has many old buildings that contribute to its interesting and attractive character. This historic architecture, mixed in with more recent developments sets it apart from other centres in the region.



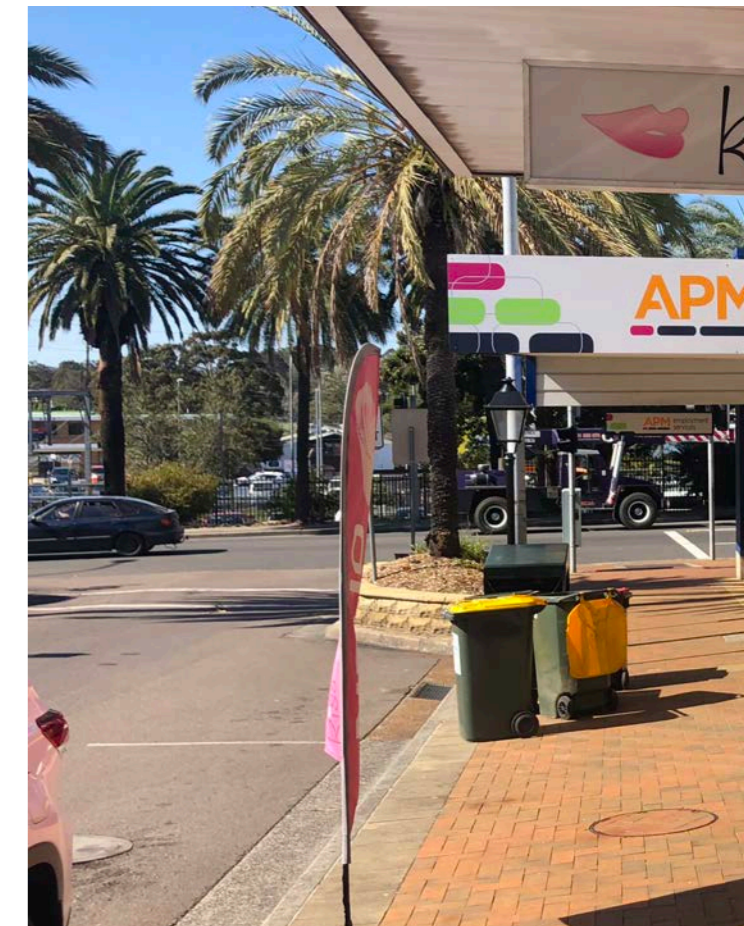
## Attractive Wyong river frontage

The river creates a natural and wonderfully scenic boundary to the southern side of the town. There is already an established and well shaded walking path along top of the northern bank.

There is a fantastic opportunity to maximise public amenity by creating better links to and along its banks.

## An established high street

Alison Street runs east-west through the centre of town with the train station located conveniently at its eastern end. This low scale high street offers an attractive fine grain shopping and eat-street experience away from the busy highway and will likely increase in popularity with time.



Alison Road shops



Wyong train station

### Public Transport

Wyong is well serviced by heavy rail with direct links to Gosford, Newcastle and Sydney. There is also a bus interchange servicing a local catchment. Future upgrades will help to improve access to this important infrastructure and support new development.



The Art House Theatre

### Cultural experiences

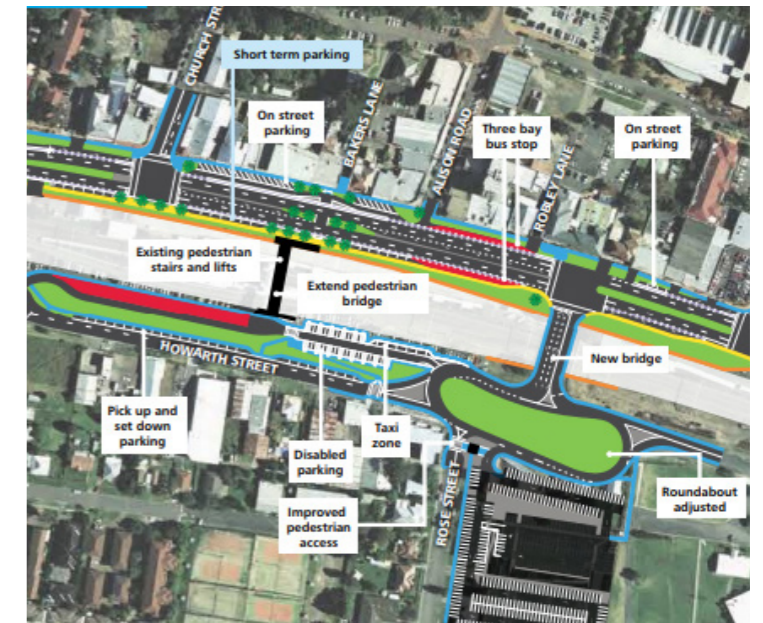
Wyong has a number of civic and cultural functions that broaden its appeal as a local and regional centre including the newly constructed 500 seat Art House Theatre.



The Wyong Milk Factory on Wyong River

### Recreation and lifestyle

There are plenty of recreational activities and places for families to get out in the open air and enjoy the scenery. The Wyong River offers a great environment as a day out for locals and visitors to the area.



Pacific Highway Concept Plans (source - RMS)

### Pacific Highway upgrade

The RMS has plans to upgrade the Pacific Highway through Wyong Town Centre. Whilst this will improve traffic flow it will be crucial to ensure public domain, shop fronts and pedestrian connections between both sides of town are maintained.



# Precinct strategy: Wyong & East Wyong

## → Direction 8

### Celebrate Wyong's natural scenery and heritage character

#### Action 8.1 Improve access to and enjoyment of the river

The Wyong River is a fantastic natural asset that provides a tranquil connection with nature along the southern edge of the town. Access to water in any town (both visual or physical) is a highly desirable feature can make a big difference to people when choosing a place to live, work or visit.

There is currently a footpath along River Road and Panonia Road that extends west along the northern bank of Wyong River from the Wyong Bowls Club to the corner of Hope Street.

There may be an opportunity in the future for the existing river bank access to be improved to provide a safer and more amenable place for people to walk, sit or picnic whilst enjoying views over the water. Any improvements would need to have due regard to the sensitive nature of the riverbank, its vegetation and flooding constraints.

Council are to consider opportunities to improve access from Wyong Town Centre to the River and amenity along its banks. Consideration should also be given to opportunities to extend access along the river where practicable to provide and additional recreational resource.

#### Action 8.2 Celebrate and enhance existing heritage character of Wyong Town Centre

Wyong town centre has many older and attractive buildings that contribute to its rich and unique character. This heritage distinguishes Wyong from many other centres in the region.

Recent conversions such as the Chapman Building have demonstrated how heritage-listed buildings can be adaptively reused and restored to create a vibrant, diverse and attractive centre.

Council will undertake a review of the planning controls for heritage-listed sites as part of the comprehensive LEP process. The aim will be to ensure that the controls allow for adaptive reuse and some additional development capacity where appropriate - all with the intent to preserve and celebrate listed buildings in an urban context.

## → Direction 9

### Reinforce the fine urban grain of Wyong

#### Action 9.1 Reinforce Alison Road as an active, successful high street

Alison Road is the primary high street and the main street connecting to the rail station hub and the eastern side of Wyong. It connects people with transport, parking, shops, cafés, services and the Wyong Town Park and extends west connecting to schools, TAFE and other key attractions. The street provides an important relief from the busy Pacific Highway with fine grain retail and eat street venues. Council will support the success of Alison Road as a High Street by:

- New DCP provisions that identify Alison Road as the primary retail street in the Wyong Town Centre. New detailed controls should be provided for renewal sites on Alison Road that are detracting from the street's character (primarily the Telstra and FACS sites). Consider a 'fine grain' control for new development with a maximum width control for new shopfronts, a requirement for retail uses at the ground level and ensuring a high level of transparency and activation.
- Working with the Council's Connected Communities team and the Chamber of Commerce to plan more events for the area, promoting local business and community participation.
- Work with RMS to investigate a pedestrian crossing at the end of Alison Road (see Action 10.1)
- Consider the need for additional street trees.
- Generally, retain on-street parking.

#### Action 9.2 Investigate opportunities to increase the utilisation and activation of laneways and arcades

With the planned upgrade to the Pacific Highway increasing the number of travel lanes and traffic flow through Wyong it will be important to provide alternate opportunities to provide fine grain shop fronts away from the this busy arterial road. Already there are a number of cafés and smaller retail outlets occupying the arcade in the Gallery Precinct (linking Alison Road to Bakers Lane) as well as the more recent redevelopment of the Chapman Centre fronting Robleys Lane. Council will introduce new active frontage controls for exciting arcades that seek to ensure they are activated, safe, protected and minimise conflict between pedestrians and cars. Any new or proposed changes to existing laneways and arcades will be subject to further investigation, design and planning.

## → Direction 10

### Connect to East Wyong

#### Action 10.1 Minimise adverse impacts of the proposed widening of Pacific Highway

The upgrade of the Pacific Highway through Wyong will provide important traffic improvements for people travelling within the region. However, the impact on the walkability, character and amenity of Wyong Town Centre should be carefully considered.

A review of current proposals suggests that there may be an overall loss in pedestrian amenity and walkability. Several heritage buildings are proposed to be demolished and some car parking might be lost.

Given the role of Wyong as the cultural and civic heart of the Corridor, and the role of great streets and public space in supporting economic outcomes for the centre, Council will work with RMS to help guide the design outcomes. In particular, Council should discuss the following with the RMS:

- A pedestrian crossing at Alison Road and Pacific Highway, connecting in to the retail high street.
- A design that accommodates significant trees and landscape outcomes.
- Although some parking may be lost, some on-street parking would help to buffer shop fronts from traffic noise
- No reduction in footpath width, compared to the current situation.

#### Action 10.2 Investigate opportunities to provide an active street frontage along Howarth Street

With the planned future relocation of the bus terminal from the east to the western side of Wyong train station there is an opportunity for development fronting Howarth Street to provide a west facing activated street frontage. Council is to investigate changing the planning controls for land fronting Howarth Street and the bus interchange to accommodate increased densities and west facing active ground floor frontages.

### Landuse

- - - Precinct boundary
- Centre boundary (refer to detailed plan page 56)
- Cadastre (property boundaries)
- East Wyong investigation area
- Medium density investigation area
- Recreational investigation area

### Public domain and recreation

- Active high street
- ➔ Proposed direct pedestrian crossing between Wyong and Wyong East
- ➔ Improved pedestrian connection to racecourse
- ➔ Improved pedestrian cycle connections into town centre
- ➔ Improved pedestrian links to river
- Improved access / amenity to Wyong River
- Potential points of interest
- ✱ Attraction: Milk Factory
- ➔ Improve connections to lookout
- Chapman's Hill

### Traffic and transport

- Train station
- Planned relocated bus interchange
- ➔ Planned highway upgrade
- ➔ Potential Highway upgrade
- ➔ Existing roads
- ➔ Proposed roads





# Precinct strategy: Wyong & East Wyong

## Direction 10

### Connect to East Wyong

#### Action 10.3 Investigate opportunities for Baker Park

Baker Park, the Wyong Olympic Pool and associated tennis courts provide an important recreational open space close to the centre of Wyong. With an area of almost 7 hectares, there is space to provide upgraded facilities, active recreation spaces, a more considered, town centre open space (no less than 2 hectares in size) as part of a mixed use development. Residential uses should only be permitted at the edges of the site where they are designed to improve activation and safety of the park. A new north south and east west connection through the precinct will improve walkability and create addresses for precincts in the park.

## Detail Area - Wyong and East Wyong Town Centre



### Landuse

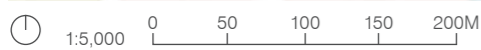
- Town Centre Boundary
- Commercial Core (B3)
- Mixed Use (B4)
- General Residential (R1)
- Low Density Residential (R2)
- Medium Density Residential (R3)
- Public Recreation (RE1)
- Private Recreation (RE2)
- East Wyong investigation area
- Recreation investigation area
- Urban renewal investigation areas

### Traffic and transport

- Train line
- Train station
- Potential bus interchange
- Bus stop
- Bus route
- Highway upgrade

### Public domain and recreation

- Proposed high street
- Active edges
- Proposed pedestrian crossing
- Improved pedestrian connection to racecourse
- Improved pedestrian links to river
- Potential new laneway connection
- Future upgraded recreation facilities
- Proposed river walk





Lonsdale Street, Dandenong VIC (TCL Landscape Architecture)



### Howarth Street Retail Frontages and Public Domain upgrades

Encouraging the redevelopment of properties fronting Howarth Street combined with the planned new bus terminal and investment in high quality public domain will help to create a new active street and destination in East Wyong.



Glee Coffee Roasters, Wyong



### Activate laneways

There are a number of laneways in Wyong town centre that whilst currently allowing service access to commercial premises also offer an opportunity for additional small business' and retail activation. Similar to what have evolved in the Chapman Building & adjoining car park.

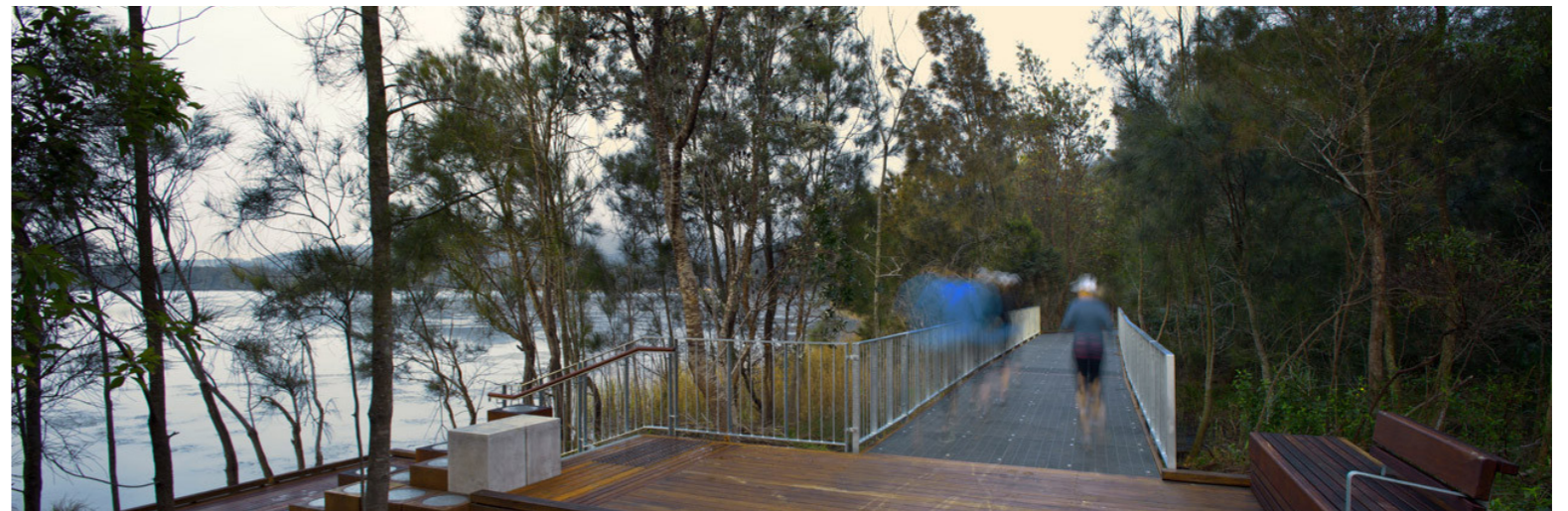


New Brighton Road, London (Gehl Architects)



### Alison Road Public Domain

Alison Road should remain as Wyong's primary high street. The public domain is to be upgraded to reinforce this and provide an attractive and vibrant street that encourages increased commercial, retail and pedestrian activity.



Narrabeen Lagoon Walk (Aspect Studios)



### Riverfront walk

An extended and upgraded river walk along the Wyong River will offer a valuable recreational attraction for locals and visitors and celebrate one of the area's unique natural assets. Similar projects throughout NSW and Australia have proven to be a huge success.