

DRAFT

ARTSCAPE®

THE ENTRANCE TOWN CENTRE

PLACE PLAN

PART A : THE PLACE PLAN FRAMEWORK

MARCH 2021

Central
Coast
Council



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For: The Entrance
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**EVERYONE HAS FOND MEMORIES
OF THE ENTRANCE - THIS PROJECT
IS ABOUT HARNESSING THOSE
MEMORIES, BUILDING ON THE
FOUNDATIONS OF THE TOWN AND
FORGING A SUSTAINABLE, VIBRANT
AND VIABLE FUTURE.**

THE ENTRANCE MASTERPLAN 2011

WHAT IS A PLACE PLAN?

Before trying to define a Place Plan, it's fundamental to be clear about what a 'place' actually is. We can't turn to textbooks or a definitive rule that applies everywhere. Places vary by country and by culture; by geography and land use and by historical evolutions. A place may be a town, a suburb, building, park or even an intersection. In other words, a place is whatever we decide it is. It will be marked by certain features - sometimes unique – sometimes not. But no matter where it is, it's someplace that we want locals and visitors to regard as special.

Human cultures evolved approximately 70,000 years ago. After the creation of culture, our history began – first with art and pictograms, then structures and later with writing. With that perspective of time we can recognize the complex, intricate and beautiful mess of our places and cultures.

It is easy to assume that places just magically spring into existence – fully and perfectly formed. In reality, they evolve over time. Therefore it is critical for us to understand that a Place Plan for The Entrance can in no way guarantee a particular outcome. This is because there is no universal rule book. There is no step by step process that tells humans what to build next, in what order and in what color or materials. Like all life, nature selects the things that work – while passing over the less successful.

The purpose of a Place Plan is to recognise when a place lacks an essential ingredient, and take steps to add the missing elements. This means we need to stop and ask questions, and be quick to recognise when a place is starting to work, while another area is lagging behind.

The ideas and proposals in this Place Plan are there to steer and encourage. It allows for this evolutionary process to proceed, by adding in ideas, projects, new developments, art and events. It encourages a complex web of life in the town and creates a framework of opportunities that will allow The Entrance to evolve in its own way.

A CALL FOR OPTIMISM

We must be ready for change and for a new way of thinking and ways to approaching the revitalisation The Entrance.

Change can be scary but we need to find a positive way forward to change the way The Entrance is perceived, in particular by its locals.

Our most important piece of advice is we must be our own best advocates. Talk it up! Talk the town up so that's what people hear – so they will want to invest, start a business and live not only on the Central Coast but in The Entrance and stem the tide of people forced to work in Sydney.

“

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ELEMENTS OF A PLACE PLAN



EVOLVING PROJECTS &
QUICK ACTIVATIONS



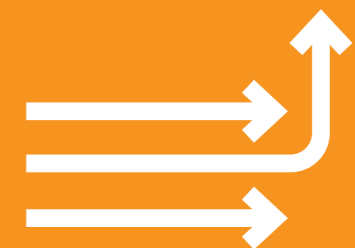
DISTINCT IDENTITY
KNOWN TO ALL



CLEAR GOALS &
ASPIRATIONS



STARTING SMALL
TO GROW BIG



BE READY FOR
CHANGE

RULES OF THE PLACE PLAN

Although designed as a flexible process, the Place Plan does have a few rules. Rules can be restrictive however, some rules are important to ensure that we get the most from the Place Plan.

Rule 1: All projects need a Goal.

Goals give us purpose. We must ask ourselves - Why are we doing this and what are we trying to achieve? Answering those questions will give us a clear goal. A project could have a number of goals or a series of projects could share a common goal. In fact, shared goals can help transform a place faster.

Rule 2: Test, Test and Test again.

When implementing a project, establishing a **Baseline** at the outset is important. Then is then critical to follow up with testing either during the project or at its conclusion (if it has one). This helps you identify whether the project has been successful or if it needs some tweaking. This means a series of **Baseline** metrics and goal focused metrics are needed.

Rule 3: Its okay to make mistakes....but you have to learn from them.

Place Planning and Placemaking is a process that acknowledges that its okay to make mistakes. In fact, mistakes are important. They allow us to see what works and what doesn't. Its how we grow as people - and our towns and cities are exactly the same. But mistakes become a problem when we don't learn from them. We need to use what we have learnt and use that knowledge to improve and grow.

Rule 4: Locals are our FOUNDATION. Look after your Locals.

Locals are the lifeblood of every town. Locals are there when the seasons change or the weather is uninviting. Places that don't look after and cater to their locals will struggle.

Rules 5: Council and the community need to work together.

The Place Plan can be delivered by both Council and the Community. There are projects that can only be delivered by Council while there are projects that can only be delivered by the Community. Opportunities for cross overs and co-delivery are encouraged and supported.

WHY DO WE NEED A PLACE PLAN?

A Place Plan is a guiding document that helps Council and the Community work together to re imagine and kick start The Entrance for the better.

The Place Plan takes the documents, strategies, plans and reports previously prepared for the town and overlays new expectations and constraints identified in 2020. Together, we use that information to create a series of projects that can be delivered by Council and the Community - independent and in collaboration.

The Place Plan gives us a shared goal and vision for the town. This helps us understand what we are trying to achieve and why. Most importantly, the plan gives Council and the community a framework to deliver projects.

PLACE PLANNING IN THE AGE OF COVID

COVID-19, also known as the 'Corona Virus' is a pandemic that resulted in lockdowns and social distancing measures during 2020. Lockdowns included strict rules on how, when and where people could gather in public spaces and in their homes. Community engagement for this project was undertaken while COVID restrictions were in place which required other methods to connect and engage.

COVID-19 has changed the way we live and interact. This means we need to use other methods to activate our towns in the short term. Some of these measures may also become permanent as we don't know the true impact of the virus.

The projects contained within this document range from immediate and short term projects through to longer term projects. Many of these projects may not be appropriate while social distancing measures are in place however, they have been provided for the future. It is important to note that this is a flexible and adaptable plan. We encourage Council and the community to transform the ideas shown in this document into COVID safe spaces, events and activities

THE PLACE PLAN PROCESS

Place Planning can result in a lot of change and change can be scary. However, change is important to keep a town relevant and fulfill its role for the Central Coast, its locals and visitors.

This process is about finding the right balance between the past, the present and the future. Towns across the world are at different stages of life and each stage warrants a different approach. Acknowledging the life cycle of a town is the first step in developing strategies.

There are four (4) stages to the life cycle of a town.

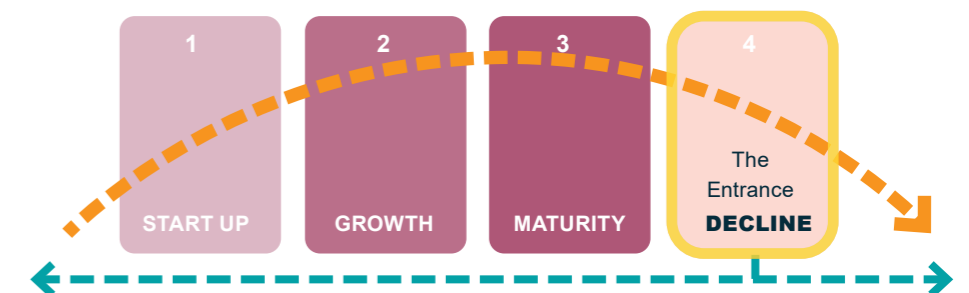


Figure 1: Lineal life cycle of a town

Often the life cycle is shown as a curved graph (Figure 1). This assumes a town dies at the end of the Decline Stage. Right now, The Entrance is in the Decline stage. Its purpose has become less clear over the years. Vacancies are increasing (pre COVID) and there is an absent local FOUNDATION. The Entrance is generally a place not utilized by locals. It has always suffered from the same issues experienced by coastal towns - absent landlords (nearly 40% of dwellings in the town centre are vacant) and seasonal fluctuations.



Figure 2: Circular life cycle of a town: Reinvention of a Town in Decline

Towns in Decline however, are an opportunity for reinvention. The neighboring suburb of Long Jetty is a prime example of reinvention and is the most commonly repeated success story during engagement.

Place Planning looks at the lifestyle of a town in a different way. It is a continuous circle that starts the process again. So right now, despite being an old town with a long history, it is starting again and one day it will go back into decline and will need to reinvent itself. One of the key aspects is helping the town determine its new story as it doesn't have to be the same as what has come before.

PLACE EVOLUTION PROCESS

The purpose of this Place Plan is to move The Entrance from **decline** into a new **Start Up stage** and then create a framework that allows for a new stage of growth.

To achieve this, the Place Plan uses the **Place Evolution Process**. The process allows for both Council and the Community to implement a range of projects - from quick, small scale and do-able projects through to significant infrastructure projects.



SEEDING PROJECTS

Tests a new idea or opportunity for The Entrance. A Seeding Project will have a Goal and its projects is the first step in the process.



ESTABLISHING PROJECTS

Develops a Seeding Project and seeks to make it permanent.



MATURE PROJECTS

The final step of an evolving project and seeks to makes the transformation permanent.

“
THIS BEAUTIFUL COASTAL TOWNSHIP WITH
ITS BEACHES, EXTENSIVE WATERWAYS,
BUSHLAND RESERVES AND VARIED DAY
AND NIGHTTIME ACTIVITIES PROVIDES
AN ENVIABLE LIFESTYLE FOR PEOPLE OF
ALL AGES.

THE ENTRANCE TOWN CENTRE MASTERPLAN 2011

THE ENTRANCE TOWN CENTRE: PLACE PLAN

THE ENTRANCE



THE ENTRANCE BEACH

NORTH ENTRANCE BEACH

NORTH ENTRANCE

KARAGI POINT

THE ENTRANCE SURF LIFE SAVING CLUB

THE ENTRANCE BOARDWALK
(COASTAL WALK 2)

PUBLIC CARPARK

THE PROMENADE

MEMORIAL PARK

WATERFRONT PLAZA

MAIN STREET

BAYVIEW MALL

THE ENTRANCE CHANNEL

THE ENTRANCE BRIDGE



INTRODUCTION 1



LETS GET STARTED

The Entrance is one of the most beautiful coastal towns in New South Wales. Its stunning scenic qualities and natural features established it as a coastal holiday destination in the 19th Century. Its role as the 'playground' for Sydney made the town a desirable destination. This makes it easy to forget that The Entrance is a place many people call home. When a town evolves primarily for a visiting market it can tend to push away the people living in its own backyard. This is evident in the growth of other centres and villages around The Entrance - leaving it the hole in the centre of the doughnut.

The latest challenge, the global pandemic (COVID-19), stripped the town of its visitor market for a period of time. This made 2020 a unique opportunity to see the town without its usual visitor market and better understand how the locals use the town centre. Locals are our foundation and are essential to the survival and indeed the success of The Entrance - to be successful through the colder winter months and the non peak periods. On top of this new strong local foundation will be a stronger and more direct approach for the visitor market - establishing activations, events and spaces that will make The Entrance number one on their destination list.

This Place Plan takes a place based approach to urban revitalisation, which shares decision making with the Community and is informed by Community input. It identifies methods for Council and the Community to activate the town centre for both locals and visitors. The goal is to develop a range of opportunities that establish a local foundation, which is then built upon for a visitor market.

The Place Plan takes a evolutionary approach to The Entrance and its next stages of life. An evolutionary approach, recognises that it takes time for a town to transform into its desired form and character. In particular, it takes time for people to accept the new norm. An evolutionary process, sets a vision and goal and identifies the steps to achieve it. This means each place and project can move at its own pace, shedding and adding key ingredients along the way.

In April 2020, ARTSCAPE, in conjunction with The Design Partnership, were engaged to prepare this Place Plan for The Entrance Town Centre. The intent of the Place Plan is to establish a clear direction for the evolution of the town based on the extensive work undertaken over the past decade. The Plan draws on the recommendations for a wide range of projects, activations and events which have undergone community engagement.

STRUCTURE OF THE PLACE PLAN

The Place Plan is composed of two parts. Part A presents the Framework for The Entrance and Part B is an Action Plan titled as the 'Idea Generator'.

Within this document, Part A, there are four (4) sections, as described below. Each section helps the reader to understand how the Place Plan was formed and how it can be implemented.

SECTION 1 INTRODUCTION

This section sets the scene and introduces the project and its many parts.

SECTION 2 PLACE ANALYSIS

The Place Analysis provides a short and simple understanding of The Entrance. This understanding has been informed by previous consultation, studies and recommendations.

SECTION 3 ENGAGEMENT

This section explains the engagement process and the key finding which informed this Plan.

SECTION 4 PLACE FRAMEWORK

This section explains the overarching approach to the Plan and creates a framework for people to create their own projects beyond those identified in Part B Idea Generator.

Figure 3: Sections of the Place Plan.

PLACE ANALYSIS 2



UNDERSTANDING THE ENTRANCE

Analysis of The Entrance has considered a range of factors - past, present and future. This process saw the project team draw together information compiled for over ten years and add new layers of information drawn from community engagement.

Historical studies and projects undertaken by the State Government and Central Coast Council have included community and business engagement. This was important to understand to ensure that questions asked during new engagement in 2020 were relevant and not tracking back over old ground.

The Place Analysis comprises the following:

A Quick History of The Entrance

A analysis of the history of The Entrance since its inception.

Guiding Documents and Studies

A review of over 15 documents, studies and plans for the region, The Entrance Peninsula and the town centre.

Understanding its people

An analysis of the people who currently live and visit the town. This also includes an analysis of what each typology is missing.

Understanding the Neighbourhood

An analysis of the town centre and its precincts. This analysis identifies the character of each precinct and the shortfalls which are currently impacting upon the towns success.

A QUICK HISTORY OF THE ENTRANCE

It is believed that in 1796, Europeans first discovered the area now known as The Entrance while tracking down escaped convict, Mary Morgan. It was believed though reports that a white woman (perhaps Mary) was living with Indigenous people north of the Hawkesbury River. A search party was formed and they became the first to encounter Tuggerah Lakes.

By 1828, The Entrance was settled by a man named Henry Holden who occupied 640 acres. He named the property 'Toowoan' which is where the neighboring suburb's name was derived. By 1854, the land was purchased by the Taylor family and was renamed 'Tuggerah Beach'. But it did not remain a single allotment for long. The land was divided amongst the Taylors 12 children and the church. This process of land division, gave rise to the new settlement known as 'The Entrance'.

Tourism began in the late 19th Century, as it became fashionable worldwide. The Entrance was greatly helped with the completion of the Sydney to Newcastle rail line which made it easier for families from Sydney to make the journey. Travelers would alight at Wyong Station and take a launch (boat) to The Entrance. They could also travel directly from Sydney by boat but this was less common.

The first guesthouse opened in 1885 and was followed by several others in the following decades. This helped establish the 'town' and in 1920, 200 lots were sold which encouraged the construction of holiday homes, guest houses and important urban infrastructure including a post office, school and churches. As road infrastructure expanded, the ferry service between Wyong River and The Entrance became less important. The construction of the Entrance Bridge linked the northern side of the channel allowing for new development opportunities, but this brought the ferry service to an end. The bridge remained in its original state until 1969 when it was replaced with the current bridge. Following the second world war (1945), the urban development of The Entrance expanded and the town merged with its surrounding suburbs. Around this time (1950s onwards) the multicultural scene began to develop, which included new cafes and restaurants owned and operated by migrants. In 1996, Wyong Shire Council undertook a redevelopment project of the foreshore area. This included Pelican Plaza which is the site of daily pelican feeding, which is now iconic to the area. Memorial Park was also formed during this time.

In 2011 a Masterplan was prepared for the town centre which incorporated the seven key iconic development sites which have the potential for economic growth. Unfortunately, these developments have not been undertaken to date.

PLACE ANALYSIS

GUIDING DOCUMENTS AND STUDIES

WHAT HAS GUIDED THIS PLAN?

Many documents have informed this Place Plan. The documents are at both a regional and local level. All informing documents have been produced with extensive community and business engagement.

The opportunities that are presented in this Plan have been directly taken from or informed by these documents. In many instances, projects from the studies have already been delivered or are in the process of being delivered. Where possible, the Place Plan projects have been integrated with these completed or developing projects.



REGIONAL SPECIFIC

CENTRAL COAST REGIONAL STRATEGY 2006 - 2031

The Central Coast Regional Strategy is a 25 year planning strategy for the Central Coast Local Government Area and sets the agenda for the region. The strategy identifies The Entrance as a Town Centre and sets out that an additional 45,000 jobs will be required across the Central Coast over the next two decades. The Entrance has the opportunity to provide some of the jobs across a range of sectors.

CENTRAL COAST DESTINATION MANAGEMENT PLAN November 2017

The CCDMP is the strategic framework for tourism for the destination. This Plan outlines the vision and goals for the destination and provides a clearly evidenced business case for investments, strategies and actions. The Plan was prepared in a joint working partnership between Central Coast Council, NSW Department of Trade & Investment and Central Coast Tourism. This Plan was developed with the local industry, government and stakeholder groups resulting in a unified vision for tourism.

CENTRAL COAST COUNCIL TOWN CENTRE REVIEW November 2018

The CCTCR is to guide Council's future management of town centres. The review proposes a focus on holistic place management and activation, effectively addressing the interdependencies between effective asset management, marketing and promotion, tourism, business development, economic development and the delivery of quality events within these key precincts.

CENTRAL COAST COUNCIL TOURISM OPPORTUNITY PLAN October 2019

The TOP provides strategic direction to guide tourism and the opportunities it creates for the Central Coast. The TOP recognises the strengths of the region and seeks greater efforts to capitalise on these for the sustainability of tourism for the Central Coast economy. The Plan states that the success of this Plan will be the improved perception of the Central Coast.

SOCIAL IMPACT OF COMMUTING February 2020

The SIC report provides an understanding of the impacts of out commuting on the Central Coast, its economy, people and quality of life. The report states that reducing the need for out commuting and increasing work opportunities on the Coast is key to supporting a thriving community.

DRAFT GRAFFITI MANAGEMENT STRATEGY 2012 - 2024

Not yet endorsed

The Draft GMS identifies is a strategy and action plan that addresses graffiti on the Central Coast. The strategy is predominately focused on graffiti on Council's assets however, does provide actions to reduce the instances on private property. The Entrance is experiencing higher rates of graffiti since COVID-19 outbreak on commercial properties.

CENTRAL COAST CULTURAL PLAN 2020 - 2025

Not yet endorsed

The CCCP 2020-25 is our region's cultural vision. Its aspirations were established from the one central coast community strategic plan 2018-28 engagement and engagement with the arts and cultural sector.

CENTRAL COAST PARKING STUDY

Not yet endorsed

The CCPS reviews existing parking capacities and identifies priority areas. The Entrance is not considered a priority area as it has capacity in the short, medium and long term. It does recognise the importance of the development of a new parking station on the western fridge of commercial area as identified in the Masterplan

THE ENTRANCE TOWN CENTRE SPECIFIC

THE ENTRANCE PENINSULA PLANNING STRATEGY March 2009

The strategy covers suburbs on The Entrance Peninsula and aims to provide a vision and direction for the development of the locality. In part, the vision for The Entrance Peninsula is: "The Entrance Peninsula will evolve into a more vibrant and viable locality, renowned for being alive with activity and attractions and a range of retail, commercial, cultural, entertainment and recreational facilities". The strategy deals with various precincts within The Entrance individually, providing discussion on the desired future character for each precinct and recommending strategies to achieve those objectives.

It is noted that there is significant focus on maintaining and enhancing public open space, provision of improved accessibility, ensuring an appropriate mix of uses and maintaining the environment of the locality.

THE ENTRANCE TOWN CENTRE MASTERPLAN December 2011

The Masterplan is a strategic document to establish the direction and vision for the future of the town. The Masterplan included seven key iconic development sites which were identified as important to the local economy and the urban framework. The Masterplan was intended to guide development, create a strong identity and foster pride of place. Engagement with businesses and the community was a six month process comprising nine workshops.

CREATIVE LIGHTING STRATEGY 2018

The Creative Lighting Strategy provides a framework for future lighting installation which can provide urban beautification and night time activation of the town. It identifies a variety of opportunities to create a unique visitors experience by using light to tell stories, revealing the town's heritage and natural landscapes.

The Creative Lighting Strategy is intended to assist Council, Town Planners, Developers and Lighting Designers in the selection of coherent lighting solutions for the town as it expands and develops in the future.

THE ENTRANCE HERITAGE SIGNAGE STRATEGY November 2018

The Entrance Heritage Signage Strategy provides a framework and recommendations for bringing the built and social history of The Entrance to life in the contexts of heritage, tourism and place-making. This Heritage Signage Strategy contains recommendations for interpretive signage, ground interpretation, interpretation for existing street furniture and audio components that will enliven The Entrance, drive visitation and encourage pride and ownership in heritage by local people.

THE ENTRANCE HOSTILE VEHICLE MANAGEMENT PLAN January 2019

The Plan provides a range of recommendations for hostile vehicle mitigation measures within key public areas of The Entrance. In particular in areas where roads and carparks interface with pedestrian mall areas. The intent to reduce the opportunity for a vehicle to enter the pedestrianised areas of The Entrance. This plan is in the process of being implemented.

PLACE ANALYSIS

UNDERSTANDING ITS PEOPLE

THE PEOPLE

People are the life blood of a town. They are woven and layered between the natural and built environment. Without people, a place has no spirit.

This could not have been more evident than during the 2020 health crisis lockdowns. With travel banned, The Entrance, a town that is so dependent on visitors was reliant on its locals - which is not one its strong suits.

This crisis brought to light how important it is for The Entrance to form a local Foundation. Visitors will also benefit from a stronger local presence as it will improve safety and create a more authentic atmosphere.



ChromeFest Festival is a successful event

6066

POPULATION
2019 ABS ERP

THE ENTRANCE POPULATION

The population includes the town of The Entrance and the localities of Magenta, The Entrance and The Entrance North.

Population density is 6.34 persons per hectare with 70% of housing comprising medium or high density. This is significantly above Greater Sydney which is only 44%. The number of unoccupied private dwellings is significantly higher than Greater Sydney (37.2% compared to 7.3%). This be due to the towns role as a holiday destination. The number of lone person households is also above average at 36.7% compared to 20.4%

The population of The Entrance is older than the Central Coast and Greater Sydney average. This includes a higher than average need for assistance with core activities.

Strong population increase is forecasted for The Entrance (+3219) in comparison to Terrigal/Nth Avoca (+977) which are similar holiday towns.

25.3%

OUT COMMUTERS
2019 ABS ERP

CENTRAL COAST OUTCOMMUTING

The Central Coast population is 343,968 (2019 ABS ERP), of which 35,300 or 25.3% of the population commutes from the Central Coast. Sydney CBD receives a large proportion of these commuters however collectively the majority work is in adjoining LGA's.

The area has a higher than average percentage of people with vocational qualifications (22.6% compared to 15.1%) and no qualifications (45% compared to 37.7%) However, people with higher qualifications are increasing.

This may change as The Entrance has the highest level of jobseeker assistance on the Central Coast (resulting from COVID-19). However, The Entrance has experienced higher levels of unemployment previous to COVID-19.

48,369

NEIGHBOURS
2019 ABS ERP

NEIGHBOURING SUBURBS

The neighbouring suburbs to the south include Long Jetty, Shelly Beach, Toowoan Bay, Blue Bay, Bateau Bay, Killarney Vale, Tumby Umbi, Chittaway and Berkeley Vale. Occupation rates are much higher in surrounding suburbs due to its permanent population.

These suburbs wraps around the lake on which The Entrance township is set and have a population of nearly 50 thousand people. The demographics of this area is very different to The Entrance and represents the 'Locals' referred to in this Plan. 'Locals' can also be expanded to consider other areas within a 20 minute driving radius including Terrigal to the south and Toukley to the north.

These surrounding suburbs have a larger proportion of families, higher levels of employment, young workers and entrepreneurs.

PEOPLE TYPOLOGIES IN THE ENTRANCE

Places are composed of many different types of people - seeking different things or attractions. All the typologies identified are relevant for both locals and visitors. Some people fall into several categories or a person can change depending on why they are in the town. Therefore, its important to note that the typologies identified are generalised .

Understanding the variety of people who are part of The Entrance guides this Place Plan. This analysis also recognises the shortfalls of the town and what is needed to better support and attract the typologies identified.

There is a history of cultural diversity in The Entrance - in both residents and visitors. The town is a popular destination for families of many cultural backgrounds. The typologies identified opposite are focused on family types and popular activities - they can span across all cultures who visit the town.



FAMILIES

The Entrance is popular for families as it has a range of low cost family oriented activities. The majority of these activities are clustered in the Waterfront Plaza, beach and lake front.

More activities which attract families are encouraged. This should also include activities that are monetised to help the economy of the town. Activities that attract local families are a high priority.



HEALTH + WELLBEING

There are a range of outdoor activities such as walking, cycling, surfing and beach activities with The Entrance however the infrastructure is ageing.

Existing infrastructure needs to be renewed and enhanced with new spaces and activities that promote health and wellbeing. Health and wellbeing tourism is growing in Australia with a large proportion comprise day trips.



THE FOODIE

The food experience has become a destination in its own right. The Entrance has limited food experiences when compared to neighboring areas with the exception of food festivals such as the Craft Distillery Festival.

There is an opportunity to increase the quality of food offered in The Entrance. This should include the diversification of food types available. An evening dining economy is absent in the town and is an essential missing ingredient. Parramatta Lanes could provide a good precedent for The Entrance.



TRAVEL COUPLES

Travel Couples are people who like to travel, are adventurous and seek destination experiences. These can be both natural and urban experiences. Evening dining is an important part of the experience which is lacking in The Entrance.

The Entrance has a range of attractions however, there needs to be a greater monetisation of attractions to improve the economic situation of the town.



WORKING

People who work in The Entrance can be engaged in a wide range of industries. The highest industry sector is health care and social assistance followed by retail trade.

More opportunities for people to work in The Entrance can increase their quality of life and improve the economic position of the region. Diversity in business types will help build the towns resilience.



RETIRED

The Central Coast is a popular place for people to retire. The Entrance has a higher than average older population in comparison to the Central Coast and Greater Sydney.

The Entrance has a large area (Waterfront Plaza and Memorial Park) that is accessible. This area could be improved to encourage a range of accessible activities and events for both locals and visitors.



THE ADVENTURER

The Adventurer is someone who chases experiences and fun activities. Despite the extensive waterways and walking trails The Entrance does not live up to its potential as a destination.

Infrastructure, activities and events that take advantage of the natural environment should be encouraged. The adventurer is sympathetic with Health + Wellbeing and Travel Couples.



THE CREATIVE

The Creative person is drawn to places with a distinct cultural and creative layer. They could be creative themselves or want to be part of the process and see it in daily life. Entrepreneurs are attracted to places with a sophisticated culture.

There is an opportunity to build a creative layer to The Entrance which builds upon the success of Long Jetty without seeking to copy or emulate it. There is an opportunity for culturally diverse layers to be added to the town and its creative practices.






PLACE ANALYSIS

UNDERSTANDING THE NEIGHBOURHOOD

FIVE PRECINCTS

Five precincts have been identified in The Entrance Town Centre. The identification of the precincts has been guided by research, previous studies and analysis.

Each precinct has different features, characteristics, destinations and attractions. Each is quite distinct and separate from its neighbor.

-  **1 TOWN CENTRE:**
The town centre, located to the south of the waterfront, is less activated and struggles in comparison to the Waterfront Plaza.
-  **2 WATERFRONT PLAZA:**
The most popular and active precinct is the Waterfront Plaza and Promenade.
-  **3 MEMORIAL PARK**
Memorial Park is host to the main events that take place in the town.
-  **4 COASTAL WALK 1: LAKE**
Coastal Walk 1 links the Waterfront Plaza with Picnic Point. Picnic Point located west of the town centre does not form part of the study area but has been considered as part of the overall framework.
-  **5 COASTAL WALK 2: BEACH**
Coastal Walk 2 links Memorial Park with The Entrance Beach and the Surf Life Saving Club.





1 TOWN CENTRE

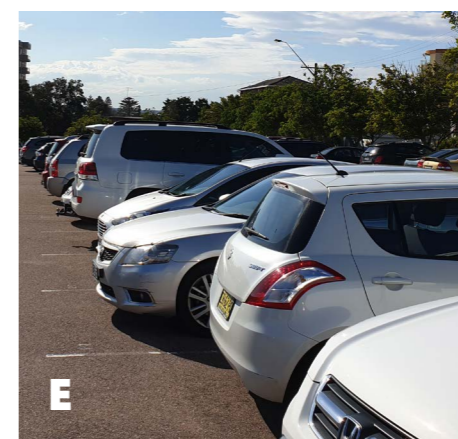
The Town Centre radiates out from its main street - The Entrance Road. The precinct begins at the intersection of The Entrance Road and Warrigal Street and extends to the next precincts - Waterfront Plaza and Memorial Park.

Main street is a one way street, and is lined with car parking. There are existing street trees in the footpath and in parking bay blisters. Street trees in the footpath encounter the awning above, conflict with CCTV and their roots are raised above the paving level. Hedges line the footpath and in many instances block sight lines. New paving has been partially implemented in this precinct to be consistent with paving upgrades in the Waterfront Plaza.

This precinct is predominately small retail, service based business, cafes and community and government services. There are low levels of diversity in business types which makes this precinct less resilient. The southern end of the precinct is described in the Place Plan as the 'top end' of town due to its elevation above the channel. It is generally quieter and experiences higher levels of graffiti. There are limited destinations to draw pedestrians up the street from the waterfront. This precinct also experiences high levels of vacancy which is increasing due to COVID-19.

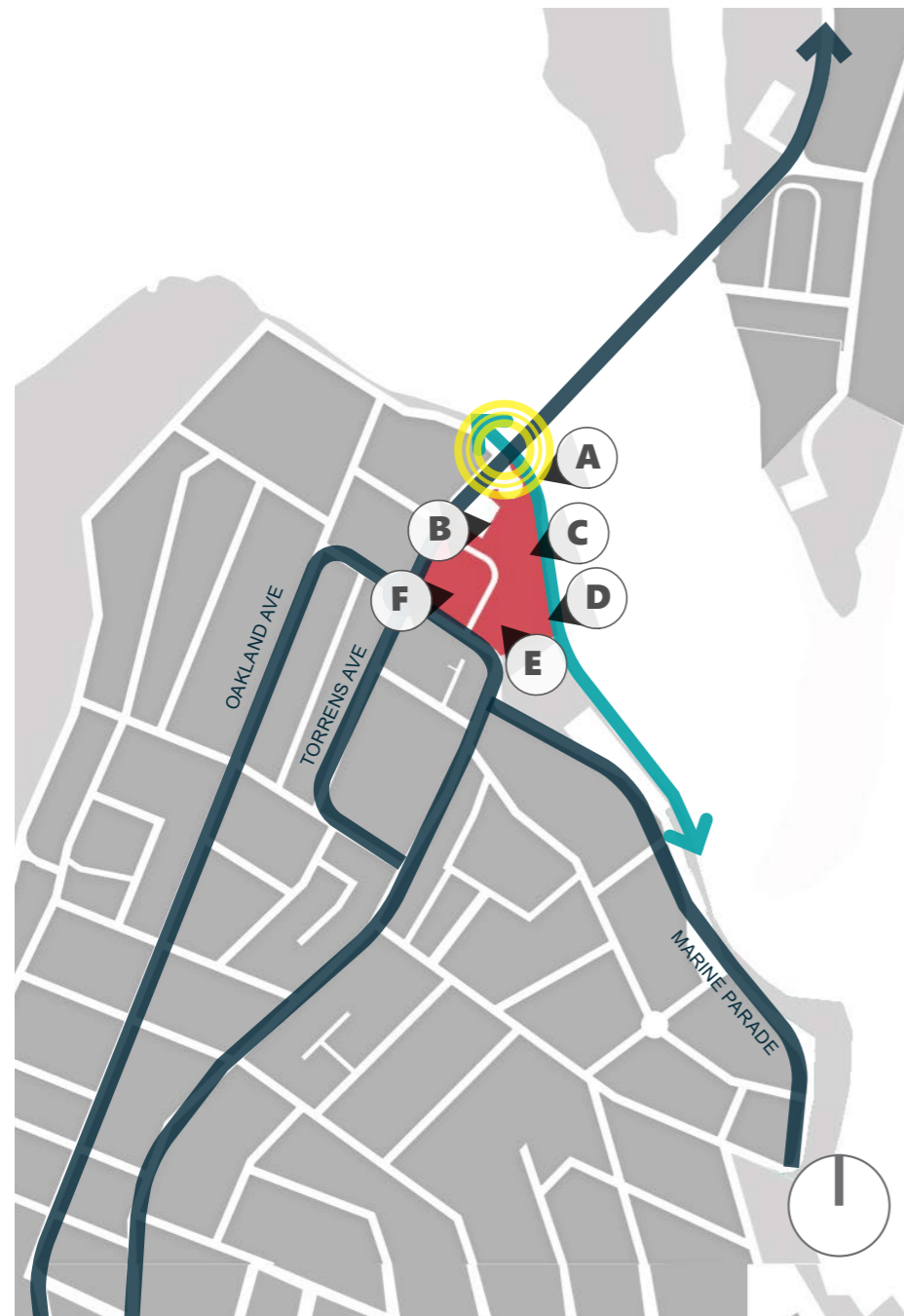
- Precinct A: Town Centre**
- Town / Precinct Gateway The Entrance Road & Warrigal Street.
- Main Street - The Entrance Road
- Primary town bypass - Oakland Avenue / Central Coast Hwy
- Secondary bypass - Fairview Avenue / Torrens Avenue

- The precinct comprises the following key elements:
- A. Lakeside Shopping Centre.
 - B. Denning Street Carpark (used for Markets) and public amenities.
 - C. Bayview Mall (connects to Denning Street Carpark and main street).
 - D. Mix of retail, cafes, service businesses and government services.
 - E. Back of house parking area between main street and Torrens Avenue.
 - F. The Lakes Hotel on corner of Fairview Avenue by-pass intersection.



PLACE ANALYSIS

UNDERSTANDING THE NEIGHBOURHOOD



2 WATERFRONT PLAZA

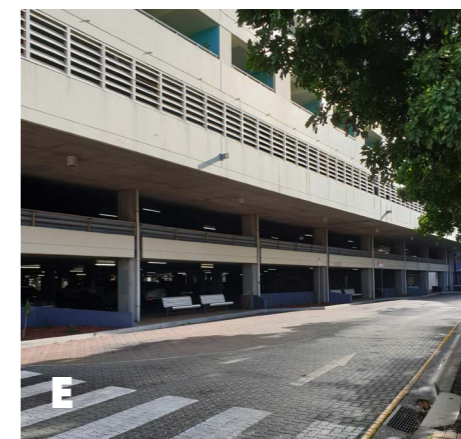
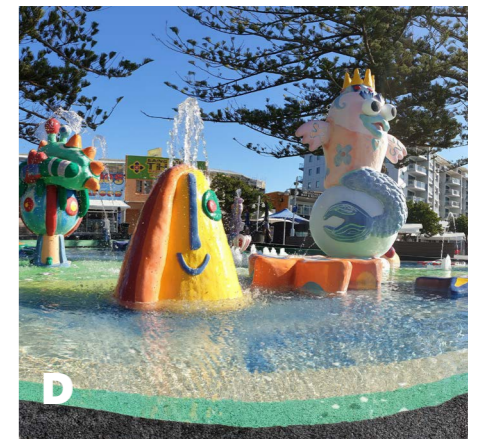
The Waterfront Plaza is located at the northern end of the main street. It was originally a vehicular road however it closed in 1996 to form the pedestrian mall. The mall is lined with small retail, cafes, The Entrance Hotel and takeaway shops.

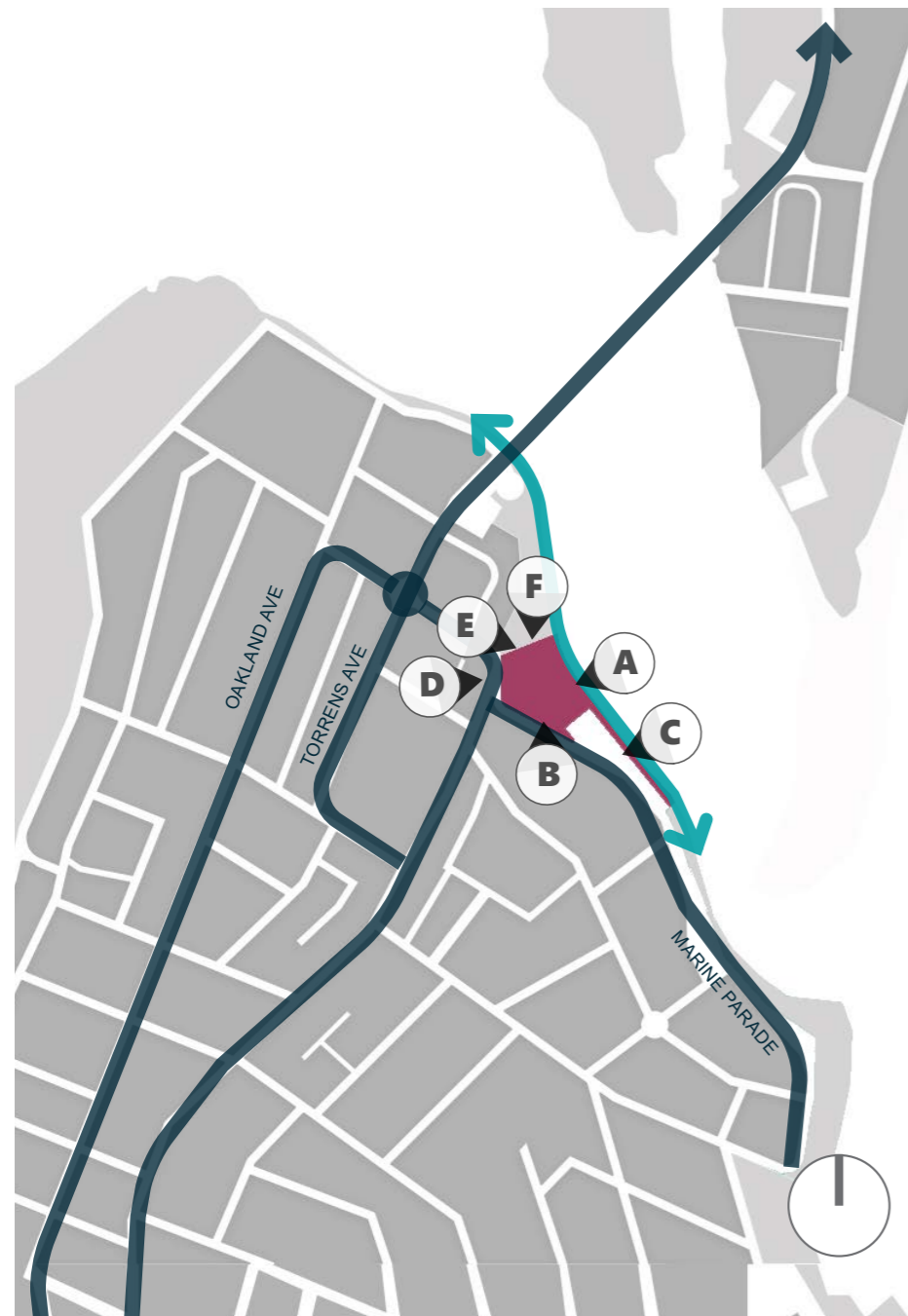
A promenade follows the edge of The Entrance channel and is a popular place to walk. It is home to Pelican Plaza, where Pelican feeding takes place at 3:30pm each day and has become iconic to the town. Between the promenade and the retail edge, there are a series of children's play spaces including Vera's Water Garden and an all ages playground. The historic carousel is located adjacent the children's playground and include a number of supporting carnival activities.

The northern end of the mall is bookended by the Azzuro Blu development. The mixed use building is vacant with the exception of a few cafes on the ground floor fronting the boardwalk. Public toilets are located on the ground floor and a public viewing deck on the top floor. The viewing deck is currently closed due to COVID however the space is in very poor condition. Azzuro Blu is a dominant structure which acts as a terminator to the town centre. People are reluctant to pass beyond to Picnic Point.

- **Precinct B: Waterfront Plaza**
Anchor - Waterfront Plaza itself if an anchor.
- ↔ Water Promenade
- ⊙ Town / Precinct Gateway - The Entrance Road Bridge

- The precinct comprises the following key elements:
- A. Azzuro Blu - cafes, restaurants, conference centre public toilets.
 - B. The Entrance Hotel and carpark
 - C. Children's Playground & Historic Carousel (oldest carousel in Australia).
 - D. Vera's Water Garden and plaza space
 - E. Coral Street public carpark and hotels above.
 - F. Waterfront promenade and 'Pelican Plaza' pelican feeding.






3 MEMORIAL PARK


Memorial Park is located south of the Waterfront Plaza. Together they form a larger entertainment based precinct. The park is anchored by a large lawn area that is used for events such as the ChromeFest event each October. A Visitor Information Centre equipped with its own stage faces the lawn area. Public amenities form part of the building and a children's playground has been recently upgraded on its eastern side. A large Ferris Wheel and supporting amusements are located on the northern edge of the lawn area.

Large Norfolk pine trees ring the park and feature new seating boxes. Lighting has been recently installed in six of the trees which separate the Waterfront Plaza and Memorial Park.

A public carpark is located east of the Visitor Information Centre and the children's playground. It is easily accessible for events and other town activities. New retractable bollards have been installed between the carpark and lawn area to allow for access for vehicles to set up for events.

The lawn area is often waterlogged due to weather events. Regular events often damage the lawn. Areas adjacent the Ferris Wheel are permanently barren of grass.

 **Precinct C: Memorial Park**
Anchor - Memorial Park itself if an anchor.

 Water Promenade

The precinct comprises the following key elements:

- A. Lawn area
- B. Visitor Information Centre
- C. Public Carpark
- D. War Memorial
- E. Earth mound which disconnects Waterfront Plaza from Memorial Park
- F. Ferris Wheel and other amusements.



PLACE ANALYSIS

UNDERSTANDING THE NEIGHBOURHOOD

4 COASTAL WALK 1 : LAKE FRONT

Coastal Walk 1 is located north west of the Waterfront Plaza and The Entrance Bridge. This precinct includes The Entrance Road and the foreshore area.

The foreshore comprises two footpaths, one adjacent the road for walking and the other adjacent the waters edge, is used predominately for fishing. The precinct is linked to the Picnic Point recreation area.

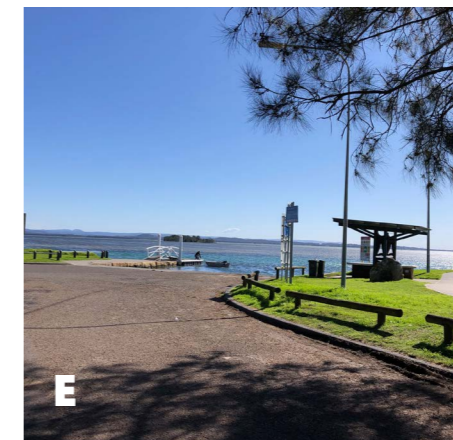
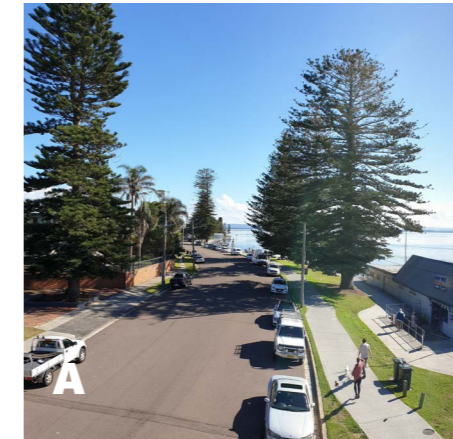
The Coastal Walk is part of the Coast to Lake Scenic Walk which is a 7.6km trail through The Entrance and its surrounding suburbs.

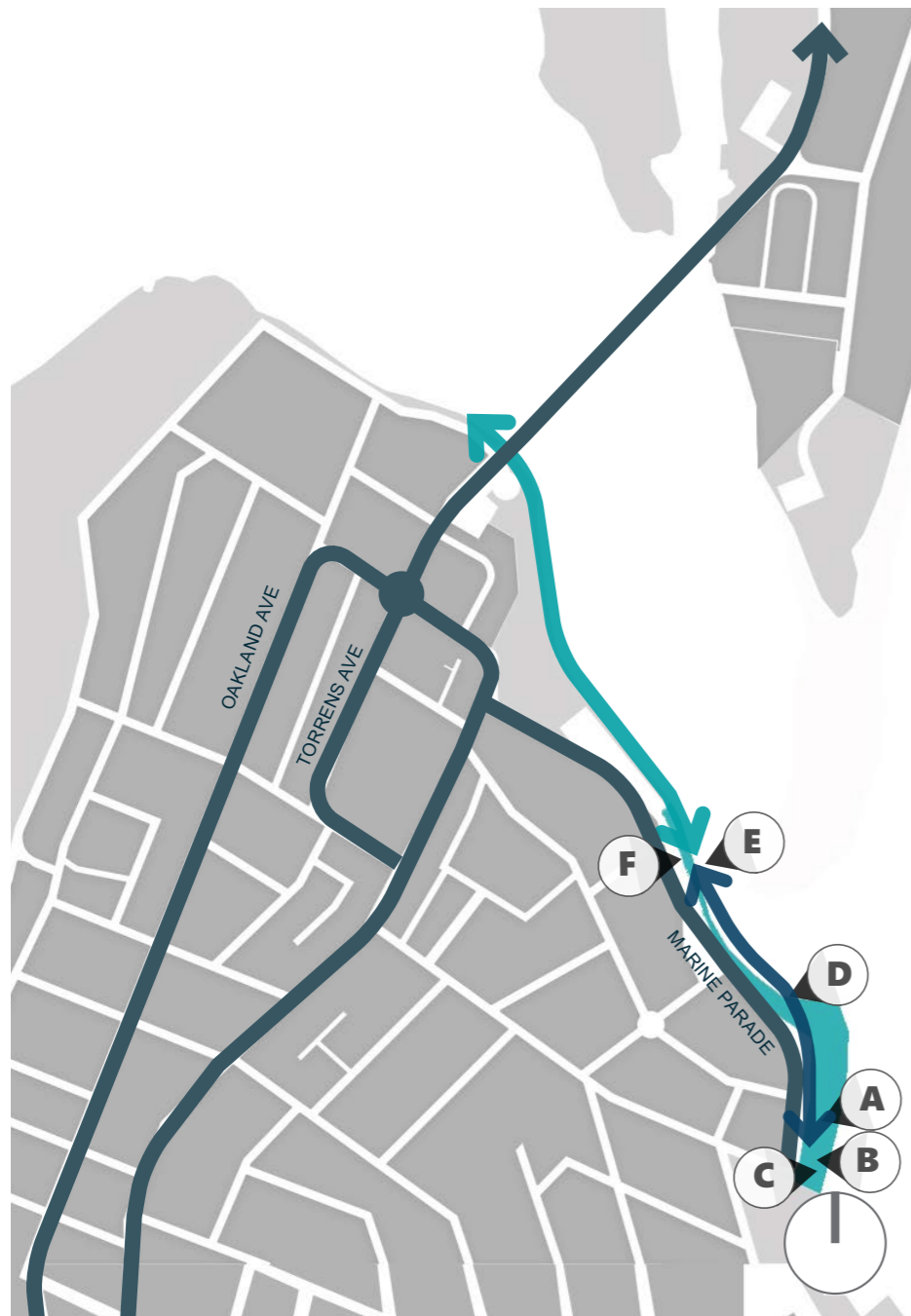
Despite the popularity of the area, the foreshore area is dilapidated and poorly maintained. This is due to the built form and the landscaping. Local bird life has also damaged the pine trees which line the paths. It was advised that birds inhabiting the trees are protected and the trees cannot be touched.



- Precinct D: Coastal Walk : Lake Front**
- Anchor - Picnic Point
- Water Promenade
- Fishermans Walk - Coastal Walk 1
- Coastal Boardwalk - Coastal Walk 2

- The precinct comprises the following key elements:
- A. Coast to Lake Scenic Walk
 - B. The Entrance Bridge : Above
 - C. The Entrance Bridge : Below
 - D. The Boat Shed
 - E. Boat Ramp
 - F. Picnic Point : Playground and Skate Park







5 COASTAL WALK 2 : BEACH FRONT

Coastal Walk 2 is located south east of the Waterfront Plaza. This precinct includes Marine Parade, the boardwalk / footpath and beach access. The precinct ends at the Surf Life Saving Club (SLSC) which includes public amenities and beach access. There is no accessible access to the beach and access is generally difficult for most people. The public amenities are also not accessible.

The Coastal Walk is part of the Coast to Lake Scenic Walk which is a 7.6km trail through The Entrance and its surrounding suburbs. At this point, the trail continues on the beach to the Ocean Baths which limits its use. Despite the popularity of the area, the boardwalk, SLSC and Ocean Baths are ready for renewal to create a destination walk for locals and visitors.

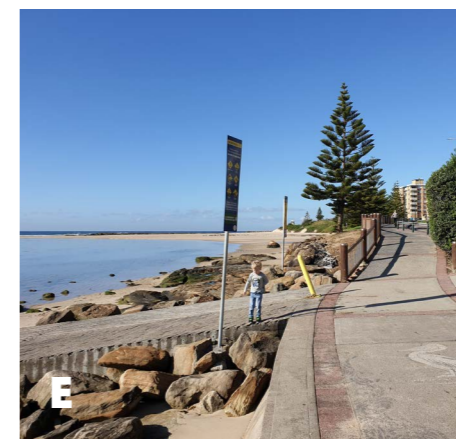
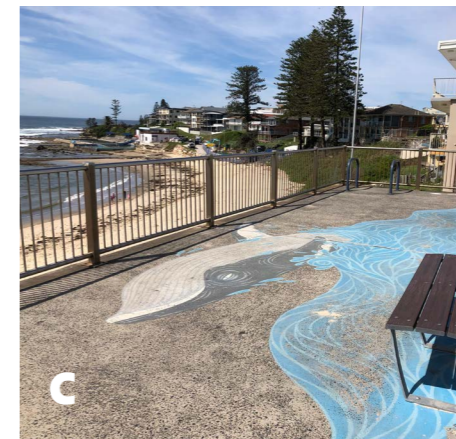
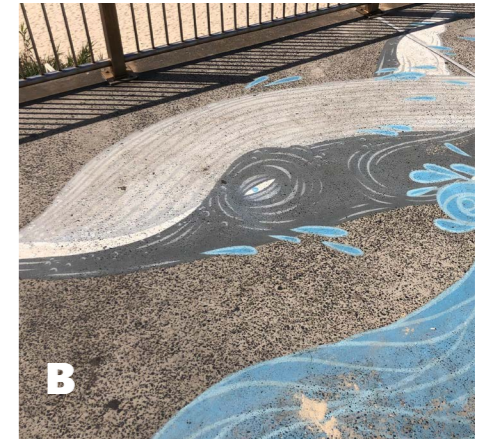
 **Precinct E: Coastal Walk : Beach Front**
Anchor - SLSC Club and amenities.

 Water Promenade

 Coastal Boardwalk

The precinct comprises the following key elements:

- A. Surf Life Saving Club, Public Amenities and Beach Access.
- B. Whale mural (part of Coast to Lake Walk)
- C. Lookout Platform
- D. Channel access and lookout platform
- E. Boat Ramp
- F. Junction between Promenade and Coastal Walk.



PLACE ANALYSIS

UNDERSTANDING THE NEIGHBOURHOOD

ANCHORS + ACTIVATION

There are five anchors within the town centre but only two - Waterfront Plaza and Memorial Park - are functioning as well as they could be. This is due to the majority of energy being focused on these two anchors for the past 30 years. This makes sense as the town has operated as a tourist town for much of its life. Energy focused into all anchors will help reactivate the town as a whole place.



LAKESIDE SHOPPING CENTRE
Town Centre Precinct



WATERFRONT PLAZA
Waterfront Plaza Precinct is an anchor in itself.



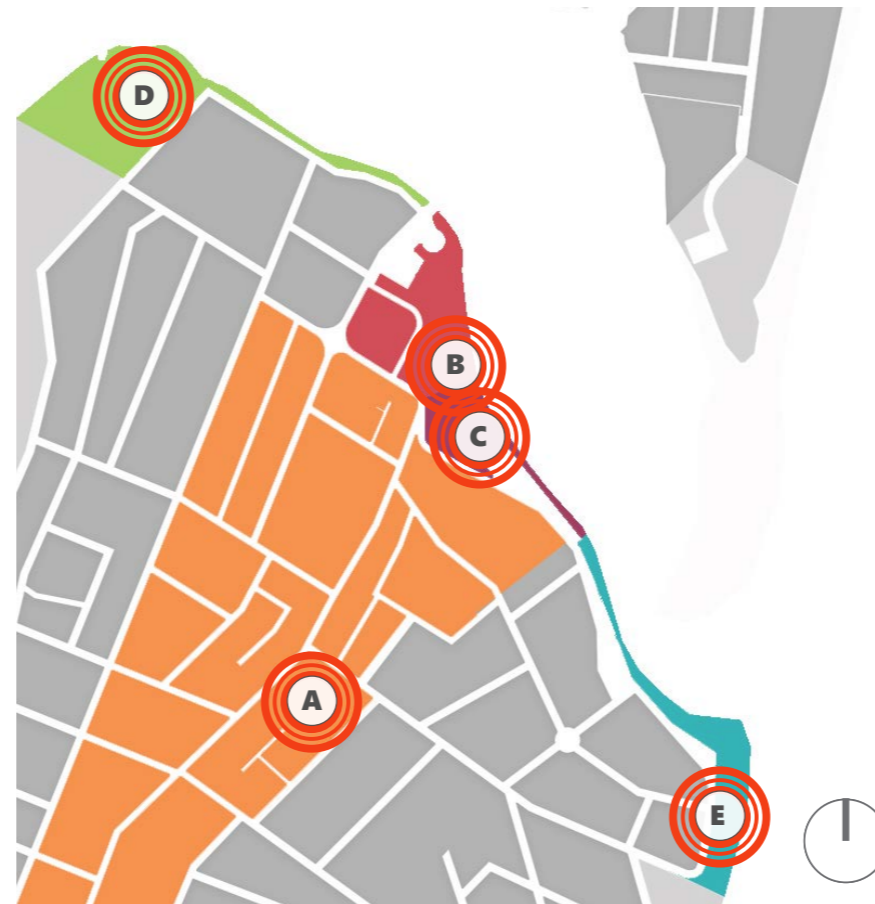
MEMORIAL PARK
Memorial Park Precinct: is an anchor in itself.



PICNIC POINT
Coastal Walk 1: Lake



SURF LIFE SAVING CLUB & BEACH ACCESS
Coastal Walk 2: Beach



EXISTING ANCHORS

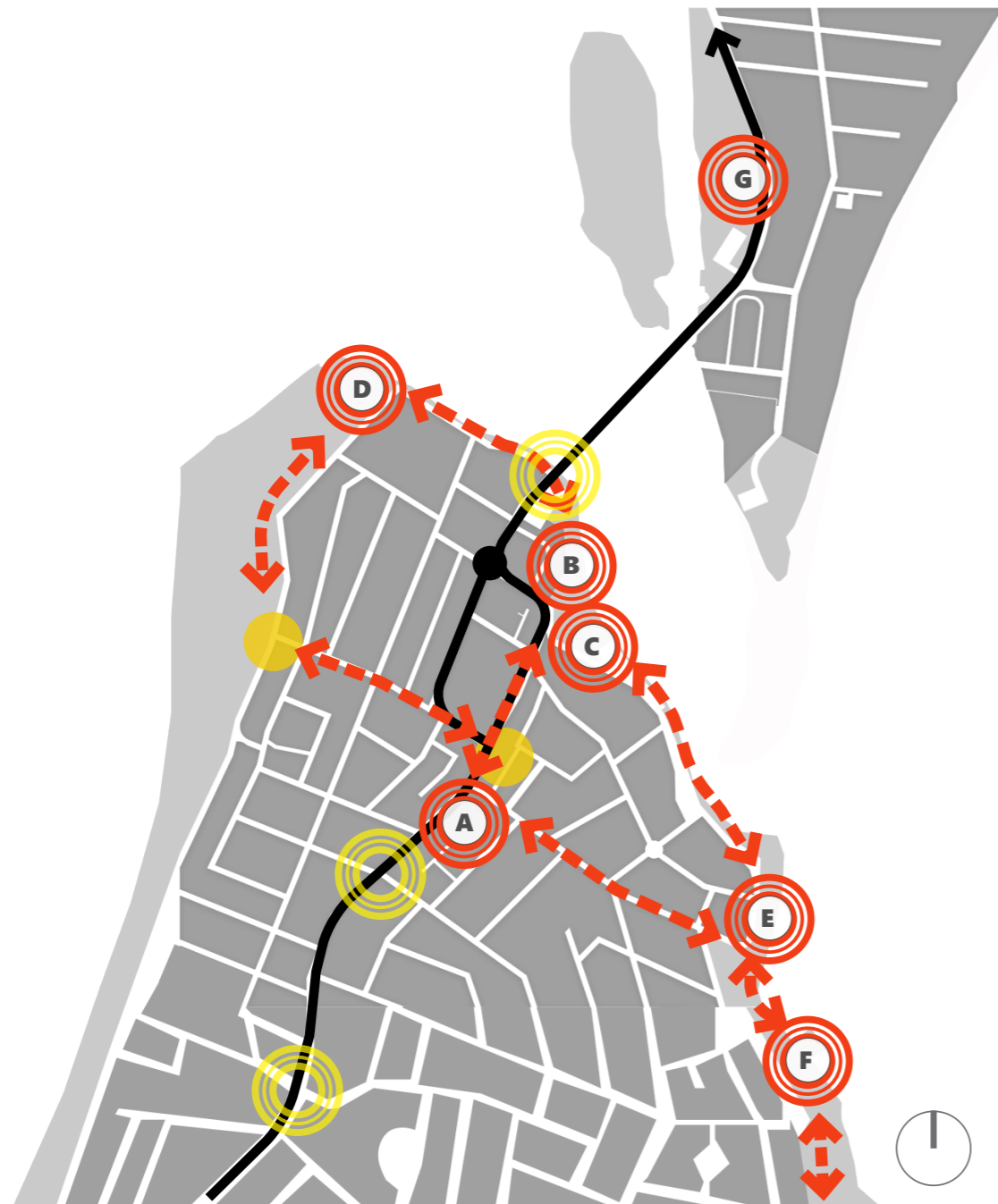
An anchor is a key space or building in the public and private domain. An anchor has two roles. The first is to attract people and provide activations in that space. The second role, is to activate the spaces between. Two anchors working together, creates a flow of movement between.

There are five anchors in The Entrance. Four are located on the waterfront while the fifth is located in the town centre (A). The anchors located on the waterfront have an advantage over the anchor located in the centre of town due to their desirable locations.



INACTIVE ANCHORS

Of the five existing anchors, only two are functioning successfully. The Waterfront Plaza and Memorial Park draws the majority of people and has a wide range of activities. In the past 30 years there has been a bias towards these spaces, with the majority of infrastructure and programmed events occurring there. The four anchors which radiate out from the Waterfront Plaza and Memorial Park are in need of activation and infrastructure projects to strengthen those nodes and to activate the spaces between. This is one of the reasons that the 'top end' of town (A) has struggled as it does not have a properly functioning anchor.



5 KEY OPPORTUNITIES SUMMARY

1. Create 5 strong anchors and focus energy into those spaces.
2. Create attractive and accessible connections between the anchors.
3. Create a unique offering for each anchor.
4. Clean up and maintain what is good within each anchor.
5. Create powerful gateways into the town centre that direct locals and visitors to each anchor.

CONSTRAINTS + OPPORTUNITIES

One of the pitfalls of a series of anchors along an edge - in this case the channel and the beach front - is the lack of activation in the centre of town. The Lakeside Shopping Centre should be delivering an activation at the centre however, in its current form, it is not enough to draw people from the waterfront. The waterfront is a significant attractor. Water will always do that. Therefore, for the town centre to become a major draw card it needs a point of difference. This requires a complete image overhaul and a unique offering that changes the character of the 'top end' of town. A stronger centre will also activate the east-west links which will further reinforce the centre.

The gateways into the centre are also lacking in definition and character. Arrival points are important as they create a sense of arrival and establish the 'image' of the area. At present, arriving in The Entrance tells a visitor that graffiti, weeds and building decay rule. This sends a poor image and establishes a 'first impression' that is difficult to shake. The bridge has a similar problem. However the strong scenic outlook distracts the viewer to take their focus off the built form.

ENGAGEMENT 3



ENGAGEMENT

Engagement for the Place Plan was undertaken using three (3) methods.:

Method 1: Historical Engagement

Drawing together the studies, reports, data, plans produced for the Central Coast and The Entrance for the past ten years. All these past processes included detailed engagement. Key themes, ideas, constraints and opportunities were drawn from those reports and used to inform the Place Plan.

Method 2: On one meetings and workshops

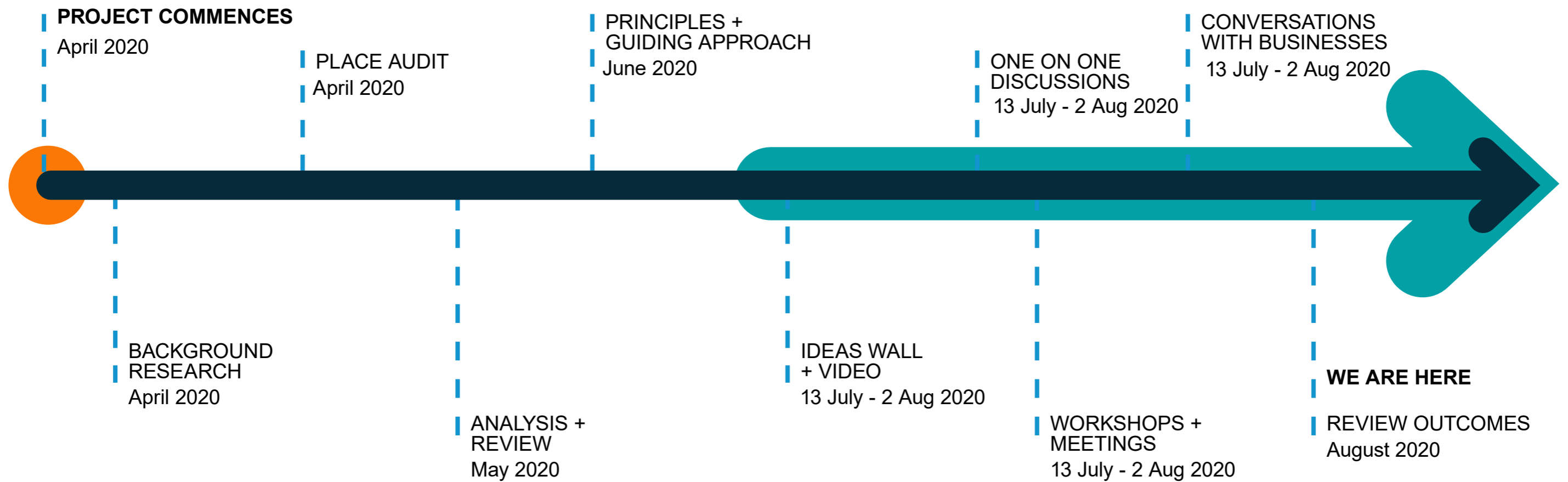
Individual or small group meetings were held during the engagement process. The meetings were with individuals who live and work in the area, know the area well or have businesses or business ties. All participants were also strongly encouraged to participate in Method 4 - Online Engagement.

Method 3: Online Engagement

Online engagement was held between 13 July and 2 August 2020 and was located on Councils www.yourvoiceourcoast.com. This included an Ideas Wall which encouraged the community to put forward their ideas and start discussions about other people's ideas. A video explaining the process and initial ideas was placed on the engagement platform and on social media. The project was further promoted on social media and in window displays.

ENGAGEMENT

ENGAGEMENT PROCESS



ENGAGEMENT TIMELINE: APRIL - AUGUST 2020

KEY MESSAGES FROM THE COMMUNITY

Key messages were called out during the engagement process. These ideas, concerns and opportunities have been integrated into this Place Plan.

KEY MESSAGE 1

Focus on Locals

KEY MESSAGE 2

**Keep The Entrance
clean and tidy and
well maintained**

KEY MESSAGE 3

**Connect with our
natural environment**

KEY MESSAGE 4

**Activate the town at
night**

KEY MESSAGE 5

**Make The Entrance
a Safer Place**

KEY MESSAGE 6

**Bring art and
culture into the
everyday**

KEY MESSAGE 7

**Lift the profile and
quality of what's on
offer in the town**

KEY MESSAGE 8

**Activate the top end
of the town**

KEY MESSAGES FROM THE COMMUNITY

From all the projects and activations suggested by the community for The Entrance, there three consistent threads. These three threads will form the basis for Actions that will form part of the Principles for the Place Plan Framework.

Built Environment

Projects that change the physical environment to change its functionality, purpose or aesthetic.

Enabling Environment

Project that change how projects are created and delivered, in particular governance frameworks.

Experiences + Activations

Projects that are temporary and are experienced on a personal level.



PLACE PLAN FRAMEWORK 4



PLACE PLAN FRAMEWORK

At the core of the Place Plan is the Place Plan Framework. The framework provides the structure and direction for the Place approach. More importantly it provides a framework for future projects not yet imagined - this allows for a consistent approach and reduces the of chances of ad-hoc results.

The Place Plan Framework comprises five layers:

01 PLACE VISION

The Vision is an idealistic view of the outcomes desired for The Entrance. It is a poetic description created to inspire ideas, creative projects and future for the town.

02 PLACE PRINCIPLES

The Place Principles identify the goals that are important for The Entrance to help revitalise the town.

03 FUTURE OF THE PRECINCTS

This section identifies the purpose, character, function and goals for each of the towns precincts. Each part has a role to play in order for the whole to function.

04 PLACE ACTIVATION TYPOLOGIES

The fourth layer is the activations that can form part of the future Entrance. There are many ways to activate The Entrance, however this is a simple list that can provide inspiration.

05 IMPLEMENTATION

The final layer identifies considerations for implementation of projects within The Entrance.

PLACE PLAN FRAMEWORK

PLACE VISION

THE ENTRANCE : AS A KEY ANCHOR FOR THE CENTRAL COAST

The Entrance will be widely known as a great place to live and as an attractive destination. It will not copy other places - but forge its own way – where its unique beauty stems from its own special mix of built and natural landforms.

As one of New South Wales' key destinations, The Entrance will present food offerings, entertainment, accommodation and public and private built form and landscapes - all to a high standard equal to any in Australia. It will develop an evening economy that is consistent, seen and known to be safe. Scenic locations and activities will be enhanced and maintained to a high standard.

The town will protect its natural beauty for both locals and visitors to appreciate for many years to come. Activities that allow people to immerse themselves in the natural environment will form part of the key elements of the town.

THE ENTRANCE : FOR THE LOCALS

Locals will embrace the broad offerings and unique qualities of their home. The scope and quality of its amenities will not fluctuate with the cycle of the seasons. The Entrance will become their hub drawing them into the town to experience what it has to offer.

All parts of the town will work together - but some parts will have their own identity and function – thus reducing unproductive overlaps.

The Entrance will support Central Coast's main centres. It will not compete, rather it will find its own purpose through trial and error.



“
OUR REGION
HAS A STRONG
NEED FOR A CLEAR
AND COMPELLING
POSITIONING

PLACE PLAN FRAMEWORK

PLACE PRINCIPLES : OVERVIEW

LOCAL WAS IDENTIFIED AS THE PRIMARY PRINCIPLE AND IS SUPPORTED BY FOUR PLACE PRINCIPLES.



PLACE PRINCIPLES : LOCALS IN FOCUS



LOCAL

Locals - the people who call The Entrance home, are its foundation. Establish the foundation of any place is essential. You build a house from the ground up. You don't neglect your foundations, otherwise it will fall and crumble.

The Entrance has neglected its locals, and has a history built on a visitor market. This overarching principle does not diminish the importance and value of its visitors. But they must form a secondary added to the town to give it a stronger economy and dynamic.

There are nearly 50 thousand people living on The Entrance Peninsula and around the southern edges of the lake. It is time to imagine The Entrance for this community.

GOALS

LOCAL GOALS

- GOAL 1: Locals talk up the town to present a positive image to the Central Coast residents and its visitors.
- GOAL 2: Attract locals into The Entrance on a regular basis.
- GOAL 3: The Entrance has a high proportion of permanent residents.
- GOAL 4: Improve actual safety and perceptions of safety by locals.

VISITOR GOALS

- GOAL 1: Visitors respect the community of The Entrance and are proud to visit.
- GOAL 2: Visitors contribute in creating a safe town.
- GOAL 3: Visitors spread a positive message about the town and are strong advocates.

ACTIONS

BUILT ENVIRONMENT

SEEDING STAGE (SHORT TERM)

- Improve the cleanliness of the Town Centre which includes a Graffiti Management Program. Graffiti must be removed immediately to reduce the reward.
- Improve existing public spaces to accommodate new activations and events on a regular basis.
- Negotiate with land owners to improve shop fronts to conceal vacant shops until they are tenanted.
- Restore and maintain existing lighting to improve the night time experience.

ESTABLISHING STAGE (MEDIUM TERM)

- Implement new lighting along the waterfront areas to improve safety for evening walkers.

MATURE STAGE (LONG TERM)

- Replace ageing infrastructure such as boardwalks which are used by locals on a daily basis.
- Redevelop key attractions that are popular for locals such as Veras Water Garden.
- Redevelop Picnic Point into an important local recreation destination for the area.

ENABLING ENVIRONMENT

SEEDING STAGE (SHORT TERM)

- Establish Business Kick Start Program that supports start ups in The Entrance by locals. Use the initial findings of the program to develop a Local Incentive Policy / Program.
- Negotiate with land owners to reduce rents to encourage new businesses to open in the vacant premises.
- Develop a Place Toolkit that helps locals undertake their own place based projects.
- Undertake grant workshops that show the community and businesses how to apply for a grant.
- Develop a Spend Local program for The Entrance.
- Develop The Entrance Marketing Program.

ESTABLISHING STAGE (MEDIUM TERM)

- Develop a Local Incentive Policy that encourages support of bricks and mortar and online businesses in The Entrance.
- Undertake training and public workshops to promote the Place Toolkit.

MATURE STAGE (LONG TERM)

- Celebrate business success in The Entrance and establish case studies for discussion with other LGAs.

EXPERIENCES + ACTIVATIONS

SEEDING STAGE (SHORT TERM)

- Commence small scale consistent events within the key anchors.
- Evening events to be consistent to ensure perceptions of The Entrance being inactive at night are changed.
- Work with local businesses to identify methods of support to open in the evening in conjunction with activations.
- Undertake 'locals' evening events in Bayview Mall to begin seeding the 'top end of town'. Hold in conjunction with the cinema.

ESTABLISHING STAGE (MEDIUM TERM)

- Undertake local focused events that are developed as part of the Local Incentive Program, Business Kick Start program and Spend Local Program.
- Encourage local groups to use new and emerging anchors and links for gatherings and events e.g ParkRun, weddings and mothers groups.

MATURE STAGE (LONG TERM)

- Develop an event that Celebrates Local. Local only produce, products and activities.

PLACE PLAN FRAMEWORK

PLACE PRINCIPLES : IN FOCUS



ACTIVE & ACCESSIBLE

The Entrance Town Centre is well located with natural features that attract locals and visitors to pursue an active lifestyle.

This principle identifies the continuing importance of this to an active lifestyle. Infrastructure, Wayfinding Signage and Lighting are essential components and need to be maintained or replaced.

In order for an active lifestyle, many people need an accessible world in which to participate. Establishing The Entrance as an accessible place to live and visit will support a higher quality of life.

GOALS

LOCAL GOALS

- GOAL 1: Become a local destination for passive recreation every day.
- GOAL 2: Have better visual, physical and personal connections with our natural environment.
- GOAL 3: Locals are out of their homes and interacting with the town.
- GOAL 4: It is easy to get around town and visit on a regular basis.

VISITOR GOALS

- GOAL 1: The Entrance has a strong accessible visitor market
- GOAL 2: It easy to visit and get around The Entrance.
- GOAL 3: Visitors recognise The Entrance as having a wide variety of experiences that are accessible.

ACTIONS

BUILT ENVIRONMENT

SEEDING STAGE (SHORT TERM)

- Relamp existing lighting until lighting replacement program can be undertaken.
- Establish 'cookie crumbs' such as temporary public art and activations along the Coastal Walks to increase use of the Anchors.
- Continue to maintain existing boardwalk / footpath infrastructure.

ESTABLISHING STAGE (MEDIUM TERM)

- Install new directional signage from Coral Street Carpark to the waterfront.
- Undertake concept design for Coastal Walk and Promenade to be redeveloped.

MATURE STAGE (LONG TERM)

- Redevelop the Coastal Walk and Promenade.
- Redevelop SLSC, beach access, amenities, ocean baths and baths boardwalk connection.
- Provide better access to the beach and lake.
- Redevelop Memorial Park with a focus on establishing it as an accessible zone.
- Redevelop Veras Watergarden into accessible play space

ENABLING ENVIRONMENT

SEEDING STAGE (SHORT TERM)

- Develop a Place Toolkit that helps the public undertake projects which improve the accessibility of the town.
- Develop an Accessible Strategy for The Entrance.

ESTABLISHING STAGE (MEDIUM TERM)

- Implement actions from the Accessible Strategy including CALD / Bilingual outcomes.
- Publicise successful projects that were developed through the Place Toolkit.
- Help businesses to understand how to improve their businesses for an accessible market.
- As part of the Central Coast's Smart City Strategy undertake planning to investigate the opportunity for electric / autonomous bus that improves the connection between Bateau Bay and The Entrance. (similar to Newcastle).
- Undertake testing of projects to ascertain if The Entrance has improved its accessibility and is becoming known as an accessible destination.

EXPERIENCES + ACTIVATIONS

SEEDING STAGE (SHORT TERM)

- Investigate opportunities to establish a Shuttle Run - A shuttle bus on weekends that run between Bateau Bay - Long Jetty - The Entrance. This would include new parking hubs at Bateau Bay and North Entrance.

ESTABLISHING STAGE (MEDIUM TERM)

- Implement a trial shuttle bus.
- The Entrance to start a collaboration with Long Jetty as part of the Shuttle Run.

MATURE STAGE (LONG TERM)

- If shuttle bus was successful, make permanent. Overtime mid week shuttle bus could be tested and implemented. Implement an electric / autonomous vehicles for the Shuttle Run.



CREATIVE

Creativity is one of the key touchstones of a high quality of life. The opportunity for art and culture to form part of daily life can be profound.

A creative layer within the public realm can attract entrepreneurs and start ups, looking to be part of a sophisticated social culture with a high quality of life.

This principle recognizes there is currently a limited creative layer to The Entrance. Nurturing the development of a creative culture - one that has its own identity and does not compete with Long Jetty - is fundamental to the success of The Entrance.

GOALS

LOCAL GOALS

- GOAL 1: Locals will earn a living being creative.
- GOAL 2: The Entrance is a visibility creative place.
- GOAL 3: Creative projects express the towns Indigenous heritage.
- GOAL 4: Creative projects to express unique qualities about The Entrance, establishing a visual identity.

VISITOR GOALS

- GOAL 1: The Entrance is perceived as a creative destination.
- GOAL 2: Visitors take home a creative piece of The Entrance as a memory of their visit.
- GOAL 3: Increased visitation to existing and future gallery spaces.

ACTIONS

BUILT ENVIRONMENT

SEEDING STAGE (SHORT TERM)

- Undertake murals on public and private walls to improve the visual character of the town.
- Improve the gateway experience of Coral Street Carpark with murals and signage.
- Remove or replace ageing artwork. Undertake attribution for public art that is to remain.

ESTABLISHING STAGE (MEDIUM TERM)

- Use Creative Lighting to encourage evening activations.
- Provide infrastructure to showcase temporary art which changes on a regular basis, such as public art plinths.
- Create gateway statements at the northern and southern entry points.
- Undertake regular maintenance of public artworks so they contribute to the public realm.
- Implement The Entrance Heritage Signage Strategy.

MATURE STAGE (LONG TERM)

- Implement landmark art projects to increase the quality of public art in The Entrance and the Central Coast.

ENABLING ENVIRONMENT

SEEDING STAGE (SHORT TERM)

- Establish an awareness campaign encouraging artists to create art in the public domain.
- Create networks of creatives in The Entrance and surrounding areas.
- Create a Public Art Strategy that considers The Entrance.
- Create a Place Toolkit that helps artists and creators implement their own public art projects.

ESTABLISHING STAGE (MEDIUM TERM)

- Implement a Public Art Policy for the Central Coast.
- Undertake workshops and case studies of successful emerging artists in The Entrance. Test outcomes and report on success.
- Support emerging creative industries in the area through The Entrance Marketing Program.

MATURE STAGE (LONG TERM)

- Collate the data collected while art projects were created and develop case studies for the role of public art as part of future town development.

EXPERIENCES + ACTIVATIONS

SEEDING STAGE (SHORT TERM)

- Start a local artist market with a particular focus on the top end of town.
- Start a kids creative market where only kids can sell their creations (supported by parents and guardians).
- Mural activations to be public events where the public can view the creation of an artwork. Can be in collaboration with other events or businesses.

ESTABLISHING STAGE (MEDIUM TERM)

- Start a temporary art program in the public domain project.
- Undertake master classes by experienced artists to increase the skills of emerging artists. Attract visiting artists to see the potential of The Entrance.

MATURE STAGE (LONG TERM)

- Undertake an international public art competition in association with a masterclass. Promote the town as part of the process.

PLACE PLAN FRAMEWORK

PLACE PRINCIPLES : IN FOCUS

NATURAL ENVIRONS

The Entrance Town Centre is blessed with immense natural beauty - from sea to lake to bush, these natural features can attract locals and visitors.

Opportunities to improve local connections to the natural environment are encouraged. This is both as users but also facilitators of a nature based economy. New businesses can emerge that provide nature based experiences in the area.

Considerations of the seasons and opportunities for winter based activities are strongly recommended. This will help bring people into town in the quiet season and support local retail.

GOALS

LOCAL GOALS

- GOAL 1: Locals visit the beach and lake on a regular basis which allows for greater connections to local businesses.
- GOAL 2: Access to the water is easier
- GOAL 3: New businesses emerge that develop a nature based economy.
- GOAL 4: The Entrance is perceived as a place to connect with nature.

VISITOR GOALS

- GOAL 1: The Entrance is a destination known for its natural beauty and is accessible.
- GOAL 2: The natural environment is part of the towns identity and is a destination to interact with nature.

ACTIONS

BUILT ENVIRONMENT

SEEDING STAGE (SHORT TERM)

- Enhance the Coast to Lake Walk with a public art layer that encourages its use and builds its profile.
- Develop a nature based art theme for public art within the town.

ESTABLISHING STAGE (MEDIUM TERM)

- Design and implement wayfinding / interpretive signage that directs locals and visitors to key natural attractions.

MATURE STAGE (LONG TERM)

- Improve the health and function of the lake.
- Redevelop the Coastal Walk and Waterfront Promenade to improve passive connections to the lake and beach.
- Provide new access to the beach and include accessible access points that encourages its use.
- Develop a 'beach' at Picnic Point for swimming and SUPing.
- Develop a plaza style skate park, agility playground and kids educational bike track at Picnic Point to reinforce its role as an anchor. Design of the space should improve visual and physical connection to the lake.

ENABLING ENVIRONMENT

SEEDING STAGE (SHORT TERM)

- Develop a Winter Nature Based Economic Strategy.
- Promote The Entrance as a nature based destination.
- Develop a communication strategy about the lake and natural environment. With the intent to encourage the community to speak positively about The Entrance.

ESTABLISHING STAGE (MEDIUM TERM)

- Council to establish a program to work with local entrepreneurs who want to start nature based businesses. Off season / winter opportunities to be given a priority.
- Development of Central Coast Coastal Walk that integrates the Coast to Lake Scenic Walk.

MATURE STAGE (LONG TERM)

- Ongoing communication between Council, businesses and the community about the status of the lake and surrounding natural environment. This information can be used to help identify new opportunities for businesses and promotion.

EXPERIENCES + ACTIVATIONS

SEEDING STAGE (SHORT TERM)

- Promote the Coast to Lake Walk. Plan for events that could utilise the walk.
- Install additional hire facilities such as SUP hire that expands the bike hire currently on offer.
- Reopen the Azzuro Blu public viewing deck following renovations.

ESTABLISHING STAGE (MEDIUM TERM)

- Development of a nature based sporting event such as stand up paddle board (SUP) or kayaking.

MATURE STAGE (LONG TERM)

- Encourage new developments to provide a public viewing deck within the Town Centre in particular around Bayview Mall and Lakeside Shopping Centre.



EVENING ECONOMY

Evening activation can create safer and more desirable places to live, work and play. Places that are 'empty' at night are unattractive for locals and visitors.

Creating an evening economy is not an easy process. It takes time and careful seeding to allow night time activities to become popular and feel safe.

This principle relies on all four principles. Lighting becomes a powerful tool in the creation of a night time economy - for both safety and activations.

GOALS

LOCAL GOALS

- GOAL 1: The Entrance has family friendly places to dine at night.
- GOAL 2: The Entrance has fine dining destinations.
- GOAL 3: It is safe to go out at night in The Entrance.
- GOAL 4: Locals know there is always something to do in the evening.

VISITOR GOALS

- GOAL 1: Visitors will have things to do in the evening when they visit.
- GOAL 2: Locals can bring their visitors to The Entrance and there will be something to do and be proud of.
- GOAL 3: Visitors return home and spread the word about the great things to do at night in The Entrance.

ACTIONS

BUILT ENVIRONMENT

SEEDING STAGE (SHORT TERM)

- Introduce temporary infrastructure to facilitate evening activations such as lighting.
- Monitor and maintain lighting in Bayview Mall, Waterfront Plaza and Memorial Park to allow for evening events.
- Improve lighting between Coral Street Carpark / bus stop and the Waterfront Plaza and Memorial Park.

ESTABLISHING STAGE (MEDIUM TERM)

- Establish an Creative Lighting facade illumination project along the main street , Bayview Mall and Waterfront Plaza.

MATURE STAGE (LONG TERM)

- Upgrade Memorial Park with a multi purpose surface to accommodate events (in particular after weather events)
- Replace lighting in Bayview Mall, Waterfront Plaza and Memorial Park for evening events.
- As part of the Coastal Walk boardwalk upgrade include creative lighting, in particular around the SLSC anchor.

ENABLING ENVIRONMENT

SEEDING STAGE (SHORT TERM)

- Create a Place Toolkit that helps artists and creators implement their own evening activations.
- Create a program of consistent activations in the evening to get people used to The Entrance having 'things to do'.
- Use short term tools such as food trucks to seed the evening dining economy - offering should complement rather than compete with business who currently stay open.
- Collect baseline data to use for future testing.
- Develop a food truck strategy that is developed with businesses that supports regular evening operation.

ESTABLISHING STAGE (MEDIUM TERM)

- Undertake testing following Seeding activations to determine if the programs are having success.

MATURE STAGE (LONG TERM)

- Collate the data collected during the evening activation process and develop case studies for future town development.

EXPERIENCES + ACTIVATIONS

SEEDING STAGE (SHORT TERM)

- Establish a regular night market with a unique theme.
- Implement an evening pop up cinema
- Implement an outdoor play / performance by local performing groups such as Gosford Musical Society and Naughty Noodle.
- Use short term tools such as food trucks to seed the evening dining economy - offering should complement rather than compete with businesses who currently stay open.

ESTABLISHING STAGE (MEDIUM TERM)

- Remove food trucks if enough cafes, restaurants and retail remain open and continue to support with supporting activations such as live music.

PLACE PLAN FRAMEWORK

FUTURE PRECINCT FRAMEWORK

FIVE PRECINCTS : ONE TOWN

The five precincts identified in the place analysis will form the framework for the future town however, their roles will be redefined, to give each precinct a clear direction and purpose. This purpose can evolve over time with the projects identified in Part B - Idea Generator.

The primary goal is not for the precincts to compete with the other. There are distinct roles and characters for each precinct. This will require works to be spread across the precincts, not only at the waterfront, despite its popularity.

Historically, there has been concerns that the waterfront activations have not 'traveled up' main street - that main street does not benefit from the activations in town. This is true but not because the waterfront activations have failed. They have been successful for the waterfront, however the 'top end' of town and main street needs its own approach, independent to the waterfront.

The five anchors are each in need of redevelopment and activations - to create a greater whole. With the redevelopment of those anchors, there is the opportunity to activate the spaces between and create new connections.



LEGEND



Place Anchors (existing)

Place Anchors are key nodes that have been identified as important places for redevelopment and activation.

- A Lakeside Shopping Centre
- B Waterfront Plaza
- C Memorial Park
- D Picnic Point
- E The Entrance Surf Life Saving Club



New Place Anchors

New Place Anchors are new spaces that could kick start the reactivation of the town or support existing anchors.

- F Bayview Mall and Denning Street Carpark
- G Intersection Fairview Ave + Tuggerah Pd (supporting node)
- H The Entrance Ocean Baths



Ancillary Anchors

Ancillary Anchors are located outside study area but are important places which can be linked to core projects within this Place Plan.

- I Terilbah Reserve
- J The Entrance Community Centre



Gateways

Gateways are important entry points to the town and set the standard, and first impressions of The Entrance.

- K The Entrance Rd + Warrigal St
- L The Entrance Rd + Oakland Ave
- M The Entrance Bridge - northern approach



Public Carparking



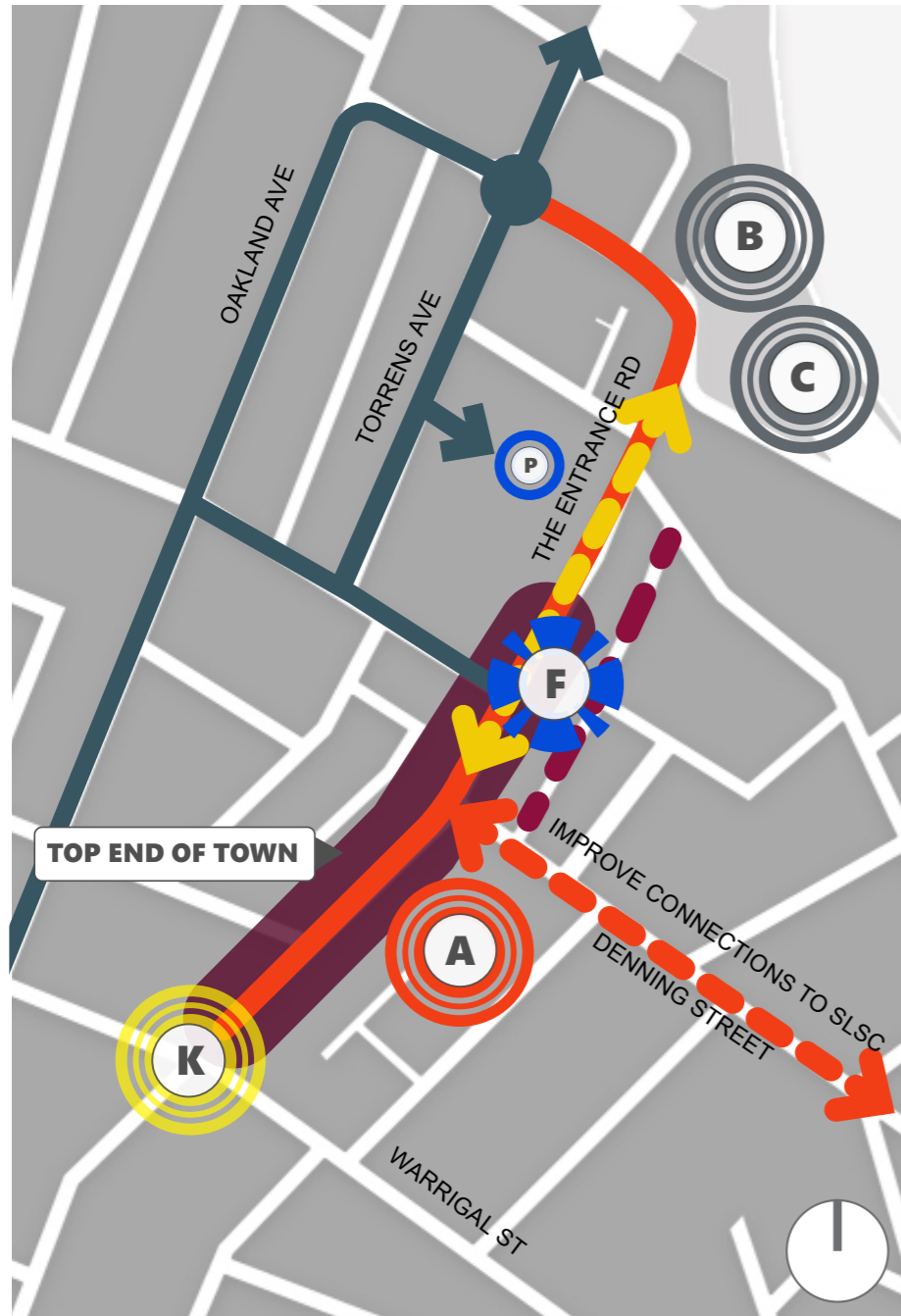
Reinforce connections between Place Anchors and New Place Anchors



Reinforce connections with the Coast to Lake Walk.



Drive movement between the Anchors A, B, C & F to activate main street.










1 TOWN CENTRE

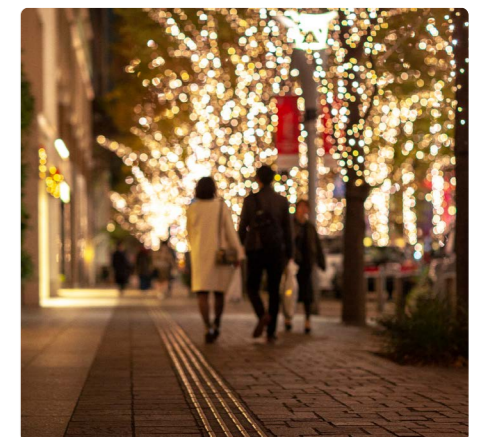
KEY ROLE CBD + dining and high end entertainment experience.

Two sub-precincts have been proposed for the Town Centre Precinct. The first is the 'top end of town' which is anchored by a new intermediate anchor Bayview Mall. The second will be the main street between the Bayview Mall anchor and Waterfront Plaza. The Bayview Mall anchor proposes to transform the top end of the street into an entertainment and dining destination. As an anchor, its goal will be the activation of main street - drawing people between Bayview Mall and the Waterfront Plaza. The goal is not for the Bayview Mall sub-precinct to compete with the Waterfront Plaza and nearby Long Jetty - instead provide a different offering with a sophisticated and elegant seaside character.

GOALS / ACTIONS

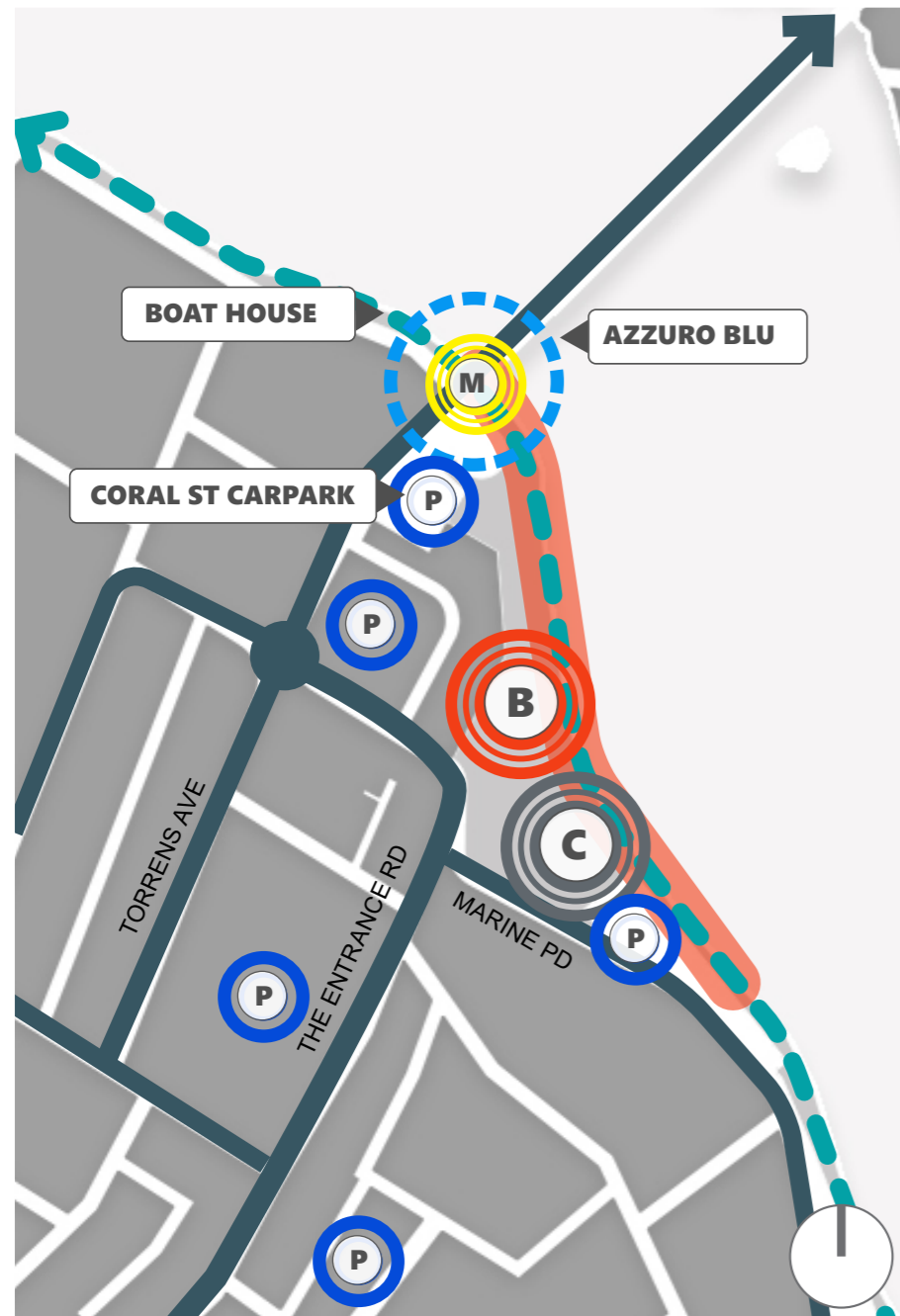
- Establish Bayview Mall as a new anchor with the goal to draw people along main street and activate it. As time goes on, Lakeside Shopping Centre will reinforce this anchor point and is encouraged to be activated.
- Provide activations that are independent to the Waterfront Plaza to draw people along main street to the top end of town.
- Focus on high quality food and beverage with goals towards evening activation in association with the theatre and local venues.
- Establish a bold gateway (K) that cleans up the area and comprises signage, lighting and art.
- Clean up the carpark off Torrens Avenue. Remove weeds, graffiti and rubbish.

-  Place Anchor - Lakeside Shopping Centre.
-  New Anchor - Bayview Mall & Short Street Carpark.
-  Town / Precinct Gateway The Entrance Road & Warrigal Street.
-  Main Street / High Street - The Entrance Road
-  Activate and enhance the laneways behind the main street.
-  'Top end of Town'.
-  Drive movement between the anchors to activate main street.



PLACE PLAN FRAMEWORK

FUTURE PRECINCT FRAMEWORK



2 WATERFRONT PLAZA

KEY ROLE Playground and informal entertainment precinct.

The Waterfront Plaza and Promenade is currently an active part of the town centre which focuses on entertainment, recreation and play. This role will continue however, it will be enhanced by new infrastructure, activities and art that will increase its popularity for both locals and visitors. Activities that interact with the view and increase connection to water are encouraged. Maintaining a relaxed and informal vibe make it a counterpoint to the Town Centre.

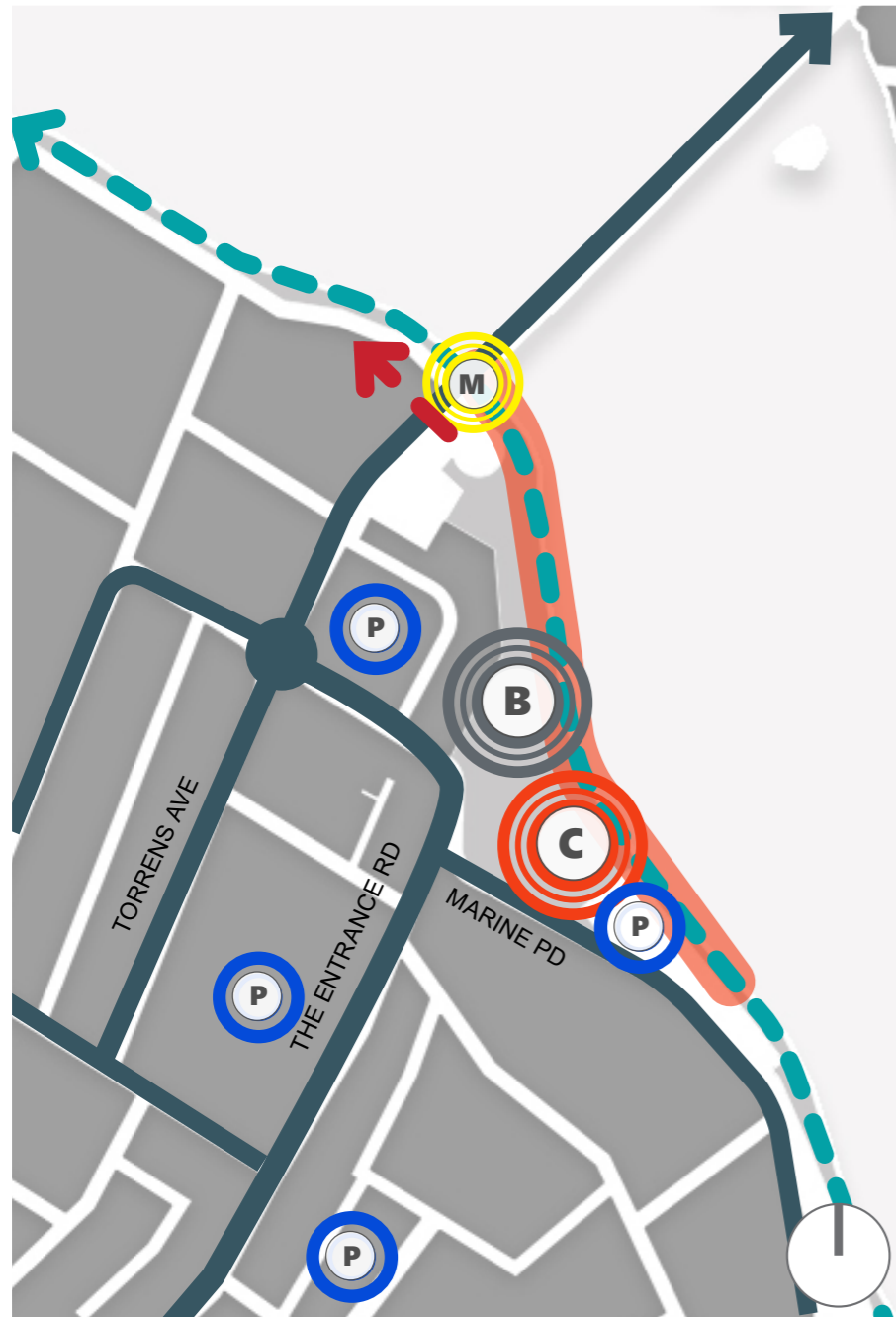
There are opportunities for a night time economy to grow and develop in the Waterfront Mall by providing increased night time activities that are family friendly and discourage anti social behavior. As an evening anchor, the mall will bookend the town centres high end dining attractions which in turn activates the main street at night.

GOALS / ACTIONS

- Reinforce this existing anchor as the key attractor in the town.
- Continue to support a direct relationship between the Plaza and the water which is this precincts greatest asset.
- Improve access opportunities to the water for recreational sports.
- Establish a night time experience that is informal and family friendly. This means the town must ensure holiday makers and locals have things to do and places to eat in the evening.
- Increase connections to Picnic Point under the bridge through art, lighting, foreshore upgrade and activation of the Boat House.

- Place Anchor - Waterfront Plaza (and adjacent Memorial Park)
- Bridge & Azzuro Blu discourage connection with Picnic Point. Projects recommended to improve wayfinding.
- Town / Precinct Gateway : The Entrance Bridge.
- Waterfront Promenade
- Coast to Lake Scenic Walk
- Public Carparking





3 MEMORIAL PARK

KEY ROLE Event Precinct

Memorial Park will continue to act as the primary event space for the town however, will be supported by activations around Bayview Mall and Picnic Point. To facilitate a greater range of events and to give the park greater purpose between events, there is the vision to transform it into a multi purpose space. Better drainage to allow its use during or after a rain event will also form part of its future design.

Memorial Park will have better connections with the Town Centre and Waterfront Plaza by opening new areas. This will also improve accessibility for the park, open up new view corridors and give the space greater versatility. The Waterfront Promenade will be enhanced in conjunction with the Waterfront Plaza by widening it and providing better visual and physical connection to the water.

GOALS / ACTIONS

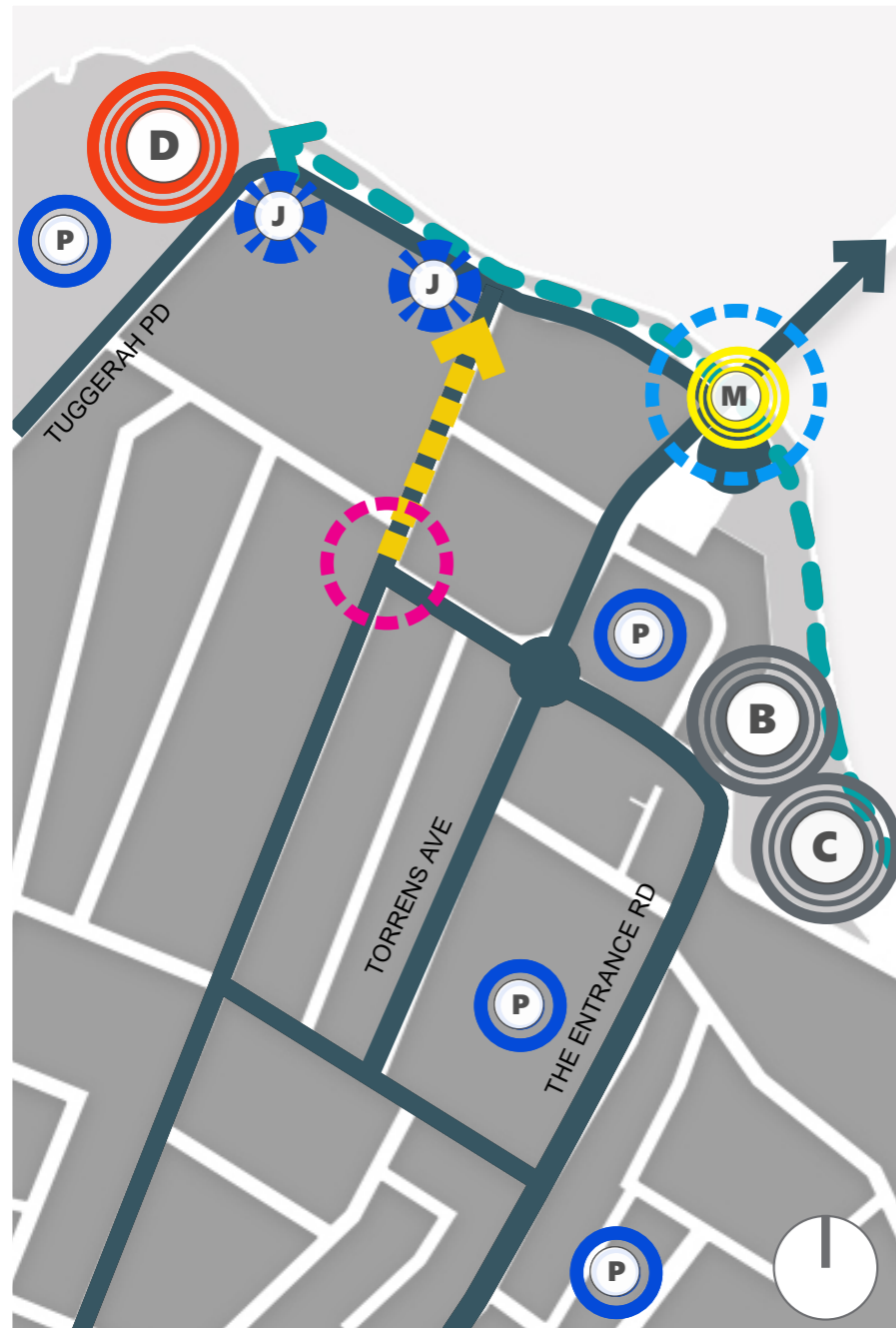
- Reinforce this existing anchor as the primary event space.
- Complement the character of the Waterfront Plaza. Both precincts should be integrated opposed to separate precincts.
- Improve access to the park from the main street and Waterfront Plaza through hard and softscaping treatments.
- Replace lawn with multi purpose surface to increase its useability.
- Use the space for major night time events. Regular evening activations should be focused on the Waterfront Plaza and Town Centre Precincts.

- Place Anchor - Waterfront Plaza (and adjacent Memorial Park)
- Town / Precinct Gateway : The Entrance Bridge
- Waterfront Promenade
- Coastal to Lake Walk
- Public carparking



PLACE PLAN FRAMEWORK

FUTURE PRECINCT FRAMEWORK



4 COASTAL WALK 1 : LAKE

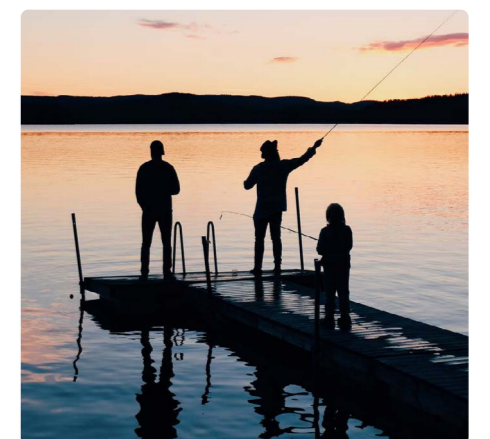
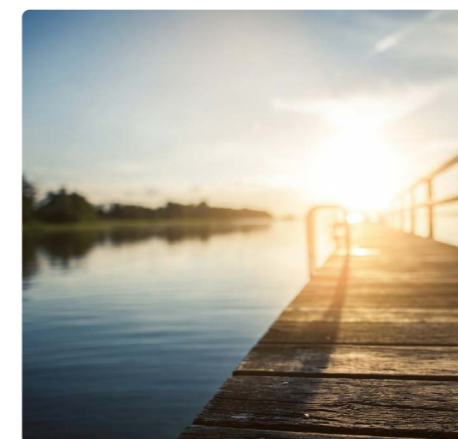
KEY ROLE Fishing hotspot + Coastal Scenic Walk.

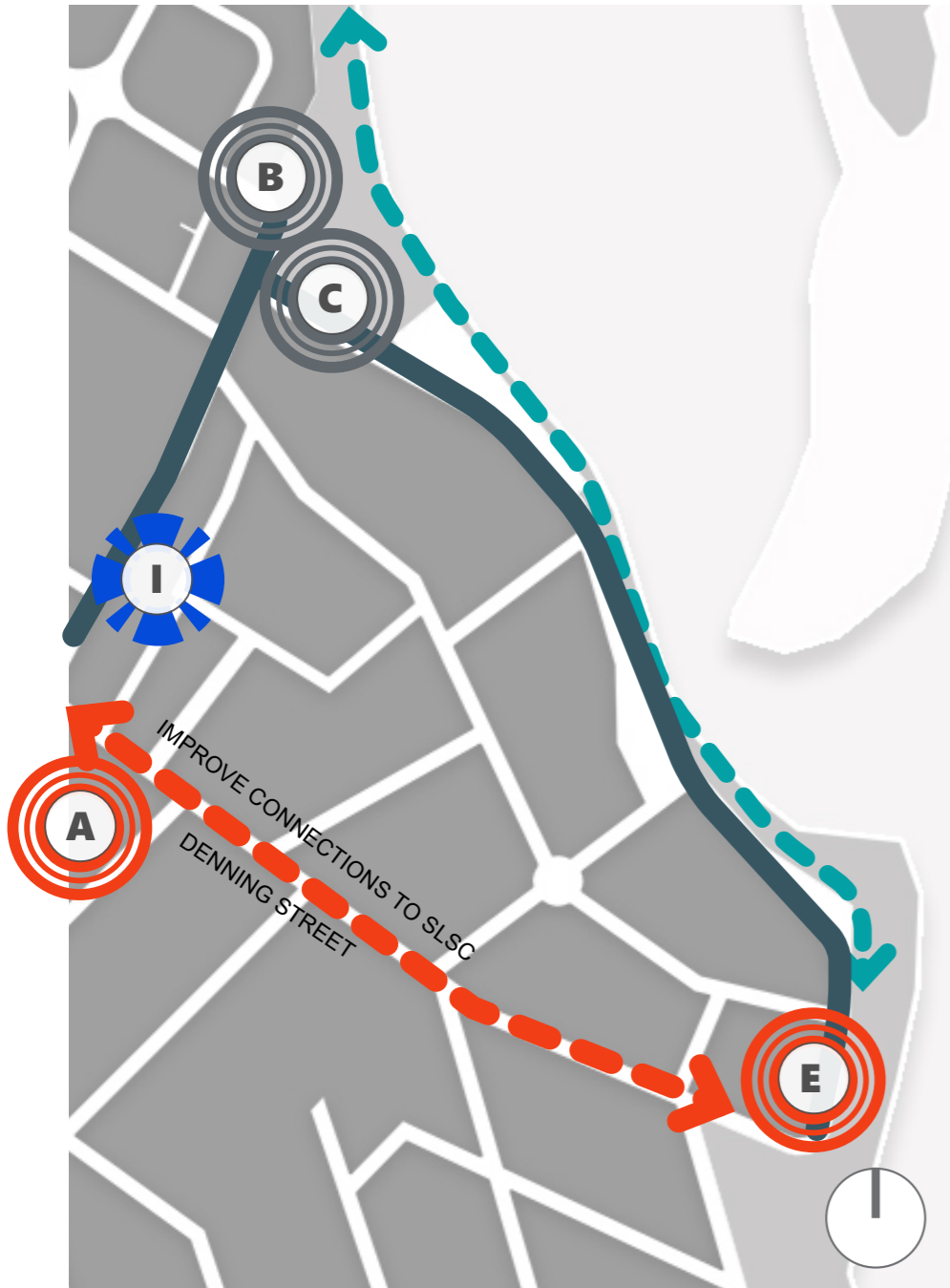
The Coastal Walk (The Entrance Road) will continue to provide a direct link to Picnic Point. Through new foreshore infrastructure and access to the water, it will expand on its current uses as a place to walk, take in the view, fish and hire a boat. But this will take time and will require seeding projects to clean up this precinct and improve its image in the short term. This precinct will continue to form part of the Coast to Lake Scenic Walk. It will be enhanced with the intent to establish it as a key destination experience.

GOALS / ACTIONS

- Improve the connection between the Waterfront Plaza and Picnic Point. To achieve this the connection under the bridge and Azzuro Blu needs creative projects to encourage movement.
- Maintain its role as a fishing spot but keep it clean to improve its appeal.
- Expand the Coast to Lake Scenic Walk experience.
- Improve infrastructure at its anchor - Picnic Point.
- Implement a new signage system that considers CALD requirements for bilingual visitors.
- Establish a wayfinding point at the intersection of Oakland Avenue and Coral Street to encourage visitation by vehicle to this Precinct.

- Place Anchor - Picnic Point
- Bridge & Azzuro Blu discourage connection with Picnic Point
- Bridge & Azzuro Blu discourage connection with Picnic Point
- Town / Precinct Gateway The Entrance Road & Warrigal Street.
- Coastal to Lake Walk
- Important viewline - connecting the bypass to the waterfront.
- Public Carparking





5 COASTAL WALK 2 : BEACHFRONT

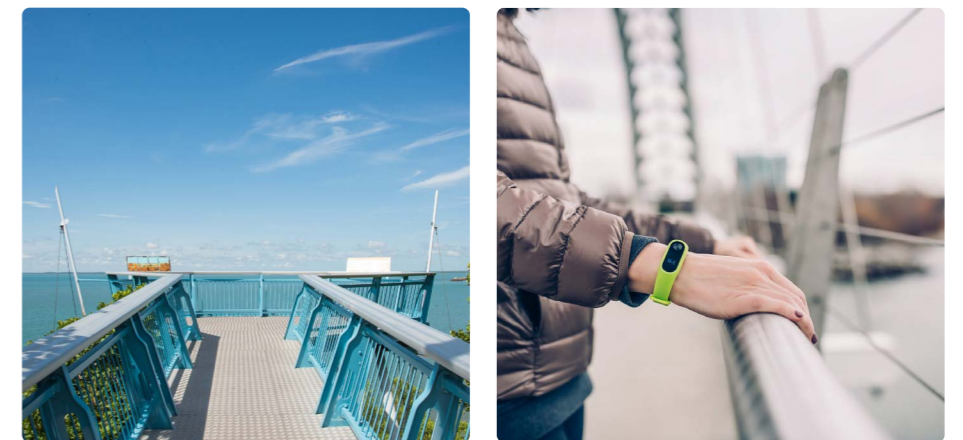
KEY ROLE Beach access + Coastal Scenic Walk.

The Coastal Walk (Marine Parade) will continue to provide a scenic place to walk and access the channel and The Entrance Beach. The ageing infrastructure is proposed to be upgraded with new accessible links to the beach. The surf club has the opportunity to be transformed into a key anchor in the town and provide an important connection to the ocean baths. New and improved amenities will also make this an important part of the Coast to Lake Scenic Walk.

GOALS / ACTIONS

- Improve the quality of the walk experience.
- Improve connections between the coastal walk, road and beach.
- Expand the Coast to Lake Scenic Walk experience.
- Create food and beverage opportunities in the SLSC and Ocean Bath locations.
- Improve infrastructure at its anchor.

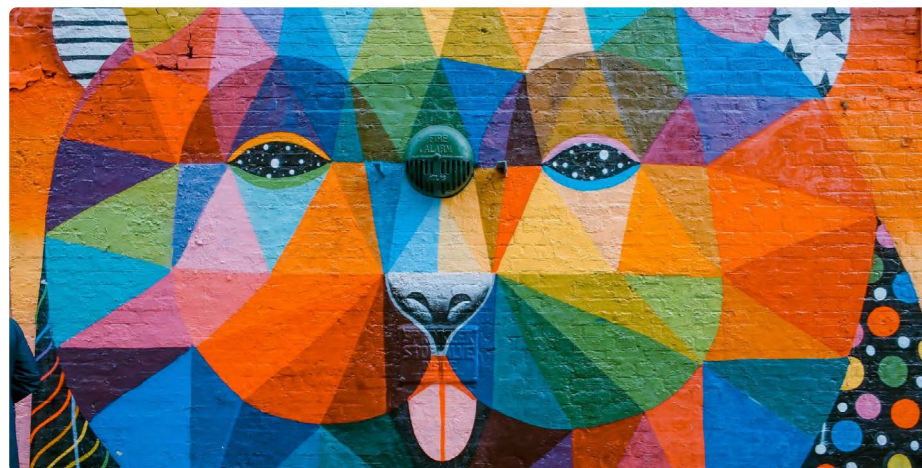
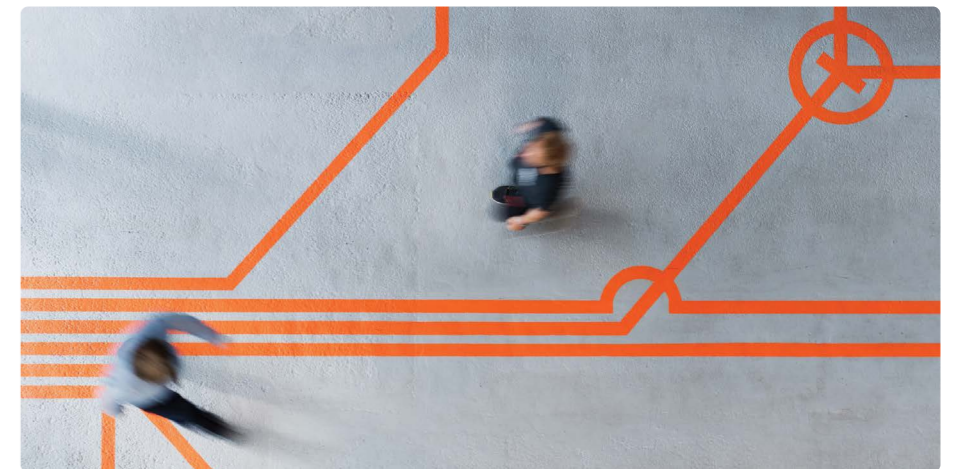
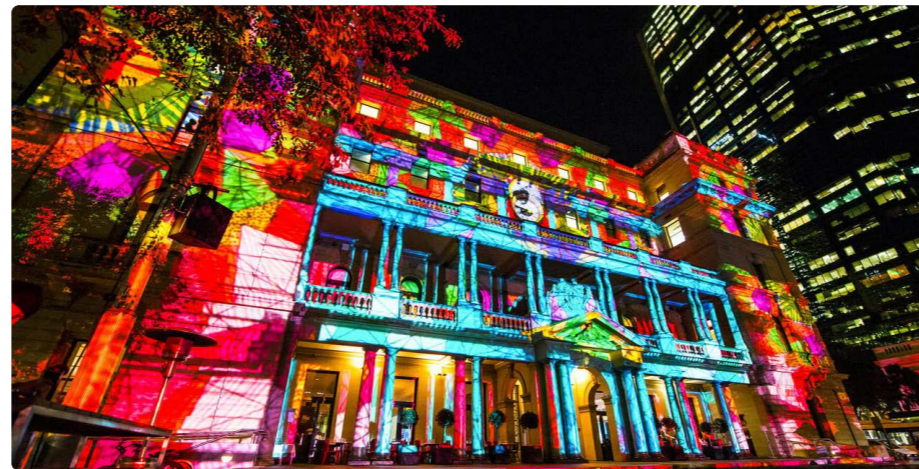
- Place Anchor - Picnic Point
- Bridge & Azzuro Blu discourge connection with Picnic Point
- Town / Precinct Gateway The Entrance Road & Warrigal Street.
- Coastal to Lake Walk
- Important viewline - connecting the bypass to the waterfront.
- Public Carparking



PLACE PLAN FRAMEWORK

PLACE ACTIVATION TYPOLOGIES

WHAT TYPE OF ACTIVATIONS COULD BE PART OF THE ENTRANCE?



PUBLIC ART

Public art is an artwork that is positioned in, or viewable from the public domain. The artwork can be temporal or permanent. Public Art can be a stand-alone work or integrated into urban design and building architecture to provide distinct character and creativity to a place.

LIGHTING

Lighting projects have the ability to activate a place after hours. Lighting is particularly important in seeding a night time economy. Lighting can be permanent or it can be for an event - a good example is the Vivid Festival in Sydney.

SIGNAGE & WAYFINDING

Signage is intended to give the community information about a place or elements within a place. It can be informative, interpretive, directional.



INFRASTRUCTURE

Some activations are infrastructure projects which change the structure and the appearance of the public domain. These types of project can include Mall upgrades, boardwalks and seating areas.

EVENTS & FESTIVALS

Events have the ability to bring people together. Events can be for many reasons to celebrate the season, music, art or even movies. Events can be themed such as the annual ChromeFest held at The Entrance every October.

MAINTENANCE

The maintenance of the public domain is just as important as public art and buildings. Everything that is built or planted must be maintained otherwise it will decay and counter the efforts to beautify the town in the first place. Maintenance is a key tool in CPTED.

PLACE PLAN FRAMEWORK

THE PLACE EVOLUTION PROCESS

WHAT IS PLACE EVOLUTION?

The Place Plan identifies a range of precincts and anchors that in need of activation and redevelopment. Projects that are designed to activate and enliven The Entrance are proposed within each of those precincts. Place Evolutions allows for these spaces to evolve over time and progress from the seeding of an initial idea through to its maturity.

This process allows for the testing of each project, the adjustment of project parameters and identifies the kick off points for each project to proceed to the next stage.

Evolutionary projects are great opportunities for the community and businesses owners to get involved. Seeding projects are generally small scale and low cost which can be tested by the local businesses with the support of Council.

Evolution Projects have a significant role in transforming The Entrance. Three stages have been identified from the outset and allow for the evolution of the space into its new role or identity.





SEEDING PROJECT

SHORT TERM

A Seeding Project seeks to test a new idea or opportunity for The Entrance. The project may have a larger objective and this Seeding Project is the first step in the process.

In The Entrance, a Seeding Project:

- has realistic expectations
- provides Post COVID-19 measures to assist the community re-engage with The Entrance
- utilises existing or newly implemented infrastructure
- are more simple in nature and designed to test new ideas or expand existing ideas.

The primary goals are to:

- encourage the local community to visit The Entrance for recreation, food and play.
- improve depth of food and drink available
- seed a night time economy
- introduce an arts and cultural scene.



ESTABLISHING PROJECT

MEDIUM TERM

An Establishing Project seeks to reinforce a Seeding Project or is a more complex project that requires infrastructure to be implemented.

In The Entrance, an Establishing Project:

- assists in establishing Seeding Projects with the intent to make them permanent
- utilises existing or newly implemented infrastructure or undertake minor infrastructure works
- has shown success in the Seeding phase.

The primary goals are to:

- improve perceptions of The Entrance for both residents and visitors
- create new reasons to visit The Entrance which expand upon The iconic pelican feeding.
- grow The Entrance's night time economy
- grows the number of tourists above NSW average growth in the value and visitation (CCC Tourism Opportunity Plan)
- grow the value of the visitor economy by \$70M per annum (Central Coast Destination Management Plan 2018-2021)



MATURE PROJECT

LONGER TERM

A Mature Project may be the final step of an evolving project or it may be a major infrastructure project that has many complex parts or requires significant funding.

In The Entrance, a Mature Project:

- relies on new and large scale development to be implemented
- significantly changes the framework of The Entrance
- has shown success in the Establishing phase.

The primary goals are to:

- establish new activities with improved monetisation that increases daily expenditure for both locals and visitors.
- reinforce a flourishing night time economy.
- improve accessibility to key areas of The Entrance such as the beach and foreshore.

PLACE PLAN FRAMEWORK IMPLEMENTATION

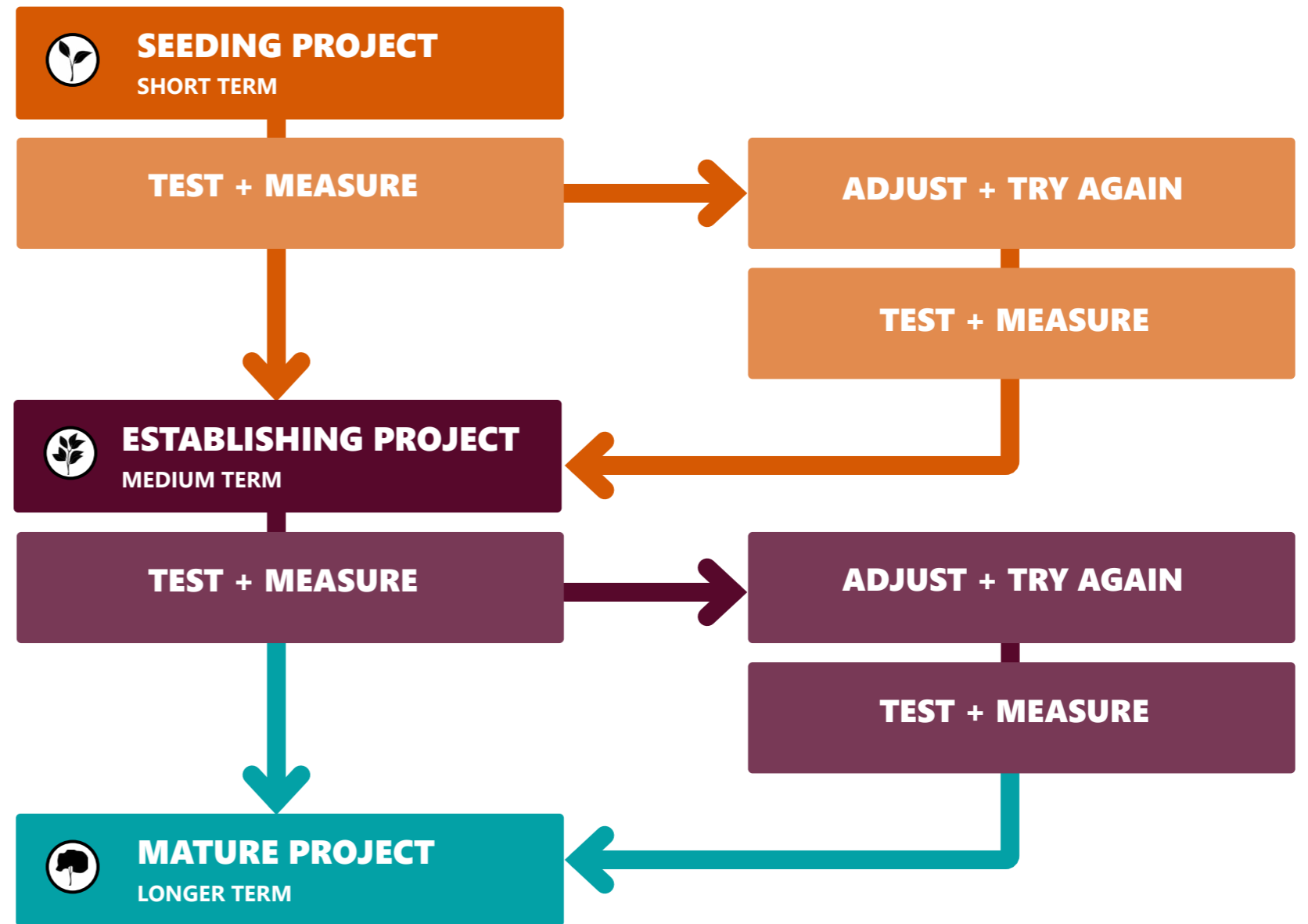
PROJECT DELIVERY METHODS

Place Evolution is a gradual process with a clear goal. Facts and information are important tools when seeking to changing a place and peoples behavior. When starting a project you need to understand your baseline - known your starting point so you can test and be sure you have made a difference.

To change a town is no small task. It may seem overwhelming at the outset. It can also be difficult to know if your project has made a difference or show people that your project has been successful. So how do you get started? There is an old saying, "how do you eat an elephant?... in small bites!" This analogy is true fro Place Evolution. Set a goal (eat an elephant) and work out how to achieve that goal through a series of deliverable steps.

Undertaking a project incrementally can be a powerful process. It allows for each step to be tested and measured. This allows for adjustments to be made along the way to address issues or opportunities as they arise. Having the ability to document this process will give Council data which can guide future projects in The Entrance and across the Central Coast.

The diagram opposite identifies how a project may evolve through its stages.



EXAMPLE PROJECT EVOLUTION

HOW DO PLACE EVOLUTION PROJECTS WORK FOR EVENING ACTIVATIONS?

The diagrams adjacent demonstrates *a possible sequence of events that over time could assist in creating an evening economy*. This approach does not seek to detract business from existing retail, cafes and restaurants. The temporary activations proposed would be designed to encourage businesses to stay open. Or provide activations until such time they can be open in the evening. Most importantly, it requires Council and businesses to work together to complement existing businesses.

This process can be used for a range of activations and place transformations identified in the Place Plan Framework and the Idea Generator.

PLACE EVOLUTION

01 CURRENT CONDITIONS

The Entrance is empty at night . Shops, cafes and restaurants are closed and the area feels unsafe. Visitors and locals lack things to do in the evening and choose other destinations over The Entrance.

02 SEEDING THE PLACE

Food trucks are deployed to inject life into The Entrance in the evening. Events are organized around the food trucks. These activations have a regular timeframe and become consistent they become part of the rhythms of daily life. This process requires patience and consistency.

03 ESTABLISHING THE PLACE

The idea of going into the Entrance after dark becomes normal. The Entrance has become known as a place for high quality food, beverage and entertainment in the evening. As these activations become consistent, so do the numbers of people. This encourages some shops to open in the evening.

04 THE MATURE PLACE

When all the shops are ready to stay open, the food trucks depart. They have done their job of seeding the space and The Entrance has become known as an evening destination.



PLACE PLAN FRAMEWORK

IMPLEMENTATION

AN ENABLING ENVIRONMENT

Many of the projects in this Place Plan require an enabling environment. An enabling environment is a place where Council and the community can work together in a straightforward way to create better towns and spaces.

An enabling environment is a flexible environment. Although designed as a flexible process, the Place Plan does have a few rules. Rules can be restrictive however, some rules are important to ensure that we get the most from the Place Plan.

The rules identified on page 6 reinforce this:

- Rule 1: All projects need a Goal
- Rule 2: Test, Test and Test again
- Rule 3: Its okay to make mistakes....but you have to learn from them
- Rule 4: Locals are our FOUNDATION. Look after your Locals
- Rule 5: Council and the community need to work together

In order to facilitate projects quickly and efficiently in The Entrance, it is likely that new policies and processes will be required. In the meantime, projects can be delivered under existing mechanisms.

The Place Plan Principles identified examples of possible enabling projects. Some of the examples are:

1 Establish a Place Toolkit

Develop a Place Toolkit that shows the community how to undertake their own projects within the public domain. The toolkit may include:

- An outline of the process for a range of project typologies.
- Contact points - who to talk to when you want to get started or don't know how to proceed.
- Opportunities for grants and funding for a range of project typologies.
- Sample processes, guidelines and agreements.
- Explanations of insurance in simple language.

2 Locally Focused Projects

- Continue collaborating with the community; a process which began with the engagement process.
- Establish a 'Nominate Your Activations' program which allows for each

precinct (identified in the place assessments) to support and develop their own unique place activation project(s).

- Utilise existing volunteer groups to help facilitate a place activation program
- Encourage and provide guidance to local businesses to be part of revitalisation of The Entrance.
- Encourage the community to deliver place activation projects in The Entrance. As Council has a limited budget and resources, community involvement will increase the frequency of place activations.
- Establish a Business Kick Start Program in The Entrance to encourage new businesses to open in vacant shops which are supported by Council for advice and marketing.
- Negotiate with land owners to reduce rents to encourage new businesses to open in the vacant premises.
- Undertake grant workshops that show the community and businesses how to apply for a grant for The Entrance.

3 The Entrance Marketing Program

Develop a digital marketing program that assists existing businesses in The Entrance to develop a digital platform. The goal of the program is to:

- Help businesses to recognise the importance of a digital footprint in the 21st century.
- Identity and attract new markets to The Entrance.
- Collaborate with existing businesses in The Entrance and in Long Jetty.
- Become more resilient and adaptive in the current COVID-19 climate. Current research is revealing that prior to COVID-19 successful businesses already had a digital footprint, were adaptive to change and had a strong identity prior to lockdowns.

4 Spend Local - Spend in The Entrance Campaign

Develop a campaign that encourages locals to spend their money locally in The Entrance. The goal of the program is to:

- Increase awareness of The Entrance and the products on offer.
- Improves the mid week and off season economy.
- Changes behavior of locals and their perceptions of with The Entrance.
- Increases the number of people in the town centre, in particular the 'top end of town' (Town Centre Precinct) which in turn increases safety.

For this program to work, it will be important for existing businesses to identify what locals want and promote and market that product or service. This may mean a new produce or service or a change in their methods of marketing their current services. This campaign should be in conjunction with The Entrance Marketing Program.

5 Business Kick Start Program

Establish a program that supports start up bricks and mortar businesses in The Entrance. The program could comprise:

- Identifying emerging businesses with an existing online presence who want to move into a physical space in The Entrance.
- Undertaking a mentoring program to help the establishment of their businesses into a physical space.
- Create incentives for existing owners of vacant shops to reduce rent of premises for participants of the program. The business typologies should be suited to the location and help with the activation of an anchor as per the Place Plan. Participation could be over a 12 - 24 month period subject to the nature of the business.
- Use the initial findings of the program to develop a Central Coast wide Local Incentive Program and Policy that could help with other struggling centres.
- Develop case studies of the program to build a data base of the Central Coast so we can learn from our Place Plans and help other LGA's.

6 Project Testing Program

The projects identified within this document and within Part B's Idea Generator recommend project testing. Testing gives us important information that allows for a project to be adjusted to improve its outcome and supports the development of new projects in other areas. Testing should comprise the following:

- Establishes a baseline to recognise to understand the current circumstances.
- Retesting after a project to identify if a project has made a difference - differences can be positive or negative.
- Recording the information so that it can inform other projects or be used as a case study.

SUSTAINABLE PLACE MAKING

Many elements of placemaking and place activation can be wasteful and not in keeping with a sustainable mindset.

Many projects are temporary in nature and there are often no plans on what do with an activation (such as an artwork) once it is over. In many case they decay in place. This means that the time, money and resources put into these projects are short lived.

This Place Plan takes a different approach to Place Planning and place based activations. It is strongly recommended that any project undertaken within The Entrance must have a plan for how their project will be produced, maintained and de-assessed prior to its creation.

As many place activation projects are temporary the following are some things to consider when commissioning a project:

- All temporary projects need to have an end date. If they are to remain in the public domain beyond that point then a maintenance plan is necessary to ensure they do counter their original purpose, such as beautifying the public domain.
- It is also strongly encouraged that temporary projects be given a second life and not 'binned' once their usefulness is complete. This could include gifting it to a school or installing in a gallery. This should be decided prior to the commissioning of the project.
- Ownership of a project should be determined from the outset as they will be responsible for maintenance.

EVALUATING A PROJECT

Place based projects can be difficult to understand. Success won't look the same every time - in particular because we are trying to change peoples behavior across seasons, days of the week, trends and world crisis.

It is common to test the success of project however, it is just as important to understand a projects failures. From mistakes we learn and grow - a factor of considerable importance in place activation.

Places have no rule book. Changing a place is about experimentation and therefore requires an evaluation methodology that embraces experimentation.

Two evaluation tools can be used - Quantitative Tools and Qualitative Tools.

Quantitative Tools identify the how many's, the how big's of a project. It is easy to measure and is tangible.

Qualitative Tools explores perceptions, awareness and reactions. These are less easy to measure and are intangible.

Both tools are important individually however, become more valuable when reviewed together.

The table below identifies the types of tools:

QUANTITATIVE / TANGIBLE	
Comparison Tests	Test a project space before and after - to understand the effect/ results of the activation project.
Data Collection	Record the numbers of attendees/ time frame
Social Signs	Record increase or decrease in negative social activities such as graffiti and vandalism
Budget analysis	Review the estimate cost against the actual cost of the project. This will assist with future planning. Determine why variations may have occurred.
Formal research	Undertake formal research with participants and attendees of initiatives

QUALITATIVE / INTANGIBLE	
Observations	Watch what people do,where they go and how they act. Are they engaging / participating or do they shy away
Case Study	Select a project and undertake an in-depth study. It could be a success or a failure.
Working Groups	Use a focus group to review a project. The focus group should be cross a wide audience and comprise 3 - 4 people.