

Gosford waterfront revitalisation: concept plan

Engagement Summary

Central Coast Council

Summary

Between 18 October and 1 December 2022 Central Coast Council sought community feedback on the concept plan for the Gosford waterfront revitalisation.

Gosford waterfront has long been identified as having significant potential as a regional attractor and key public open space. Like Gosford, the waterfront has been the subject of many plans and studies with little movement to realise the plans. The concept plan presented is an extension of the previous 2010 plans and has only been modified to reflect current thought and incorporate the vision, principals and recommendations of the NSW Government's Urban Design Framework for Gosford.

The revitalisation of the Gosford waterfront will boost liveability and economic growth for the Central Coast region.

Council asked the community to join us in this opportunity to develop a collective Gosford that will join the great waterfronts of the world.

We invited the community to find out more and have their say on the Gosford waterfront revitalisation concept plan via information sessions, interactive concept plans, feedback forms, business leaders' and operators' forums and key government stakeholder meetings.

Engagement Results

Feedback across the consultation activity revealed the following:

- Suggestions for additional parking and the availability of parking within Gosford.
- Comments about public land being used for residential development.
- Support for increased recreational opportunities along the Gosford waterfront.

How you connected



7517 visits to the Your Voice Our Coast website



The Concept Plan was downloaded **1591** times



More than **424,697** social media users reached generating **1450** likes, comments and shares



4,803 direct emails sent out to a variety of stakeholders



73,297 subscribers were kept up-to-date through e-news



1000 flyers were distributed across the Central Coast



300 posters were distributed and displayed at businesses across the Central Coast



6425 visits to the interactive concept plan



676 comments dropped on the interactive concept plan

- Options for traffic management, particularly the Central Coast Highway should be explored.
- The connectivity the revitalisation of the Gosford waterfront will offer is a significant advantage of the plan.
- The waterfront will be the catalyst in creating and supporting an activated Gosford City.
- There is support for the Gosford waterfront revitalisation concept plan and a desire to get it happening as soon as possible.

Feedback received indicates overall support for the revitalisation of the Gosford waterfront, with 59.4% of participants across the interactive map and feedback form supportive of the concept plan (22.1% neutral and 18.5% not supportive).

You said...

"There are options that don't involve cars - improved options for walking, self-powered transport or public transport should all be encouraged as a way to minimise the need for cars and parking."

"Parking can't be free anymore, it costs too much to build. I'd be happy to pay a reasonable fee for parking but would prefer better community transport..."

"Traffic and parking solutions are key for this to succeed. Is it possible to design carparking away from the area with a designed pedestrian approach to the waterfront."

"This appears to be a sell off of public land for private benefit. This clearly is loss of public land despite the claim 'public land will be created'."

"I am not averse to the concept of residential and commercial development on the waterfront - like Honeysuckle in Newcastle and Woolloomooloo finger wharves in Sydney, on one proviso. It is imperative that such partial-privatisation of what is public space, should offer significant public benefit derived from such enterprises. Community should not be expected to sell the crown jewels to pay for someone else's gain. Other proposals have come and gone, let's work together see this become reality."

"I think this is a great idea if we can get someone to build it. I like the idea of reclaiming some land and building the pedestrian overpass, it solves the problem of the road going through there to a degree without the billion dollars to tunnel that road."

"It would be great to have something like Cairns Esplanade. With the Playgrounds for different ages with water play, Muddy's Cafe, Lagoon, Brewery, beach volleyball, skate park, place for concerts and events. Also having some things undercover is key for either rain or hot days."



2084 reactions placed on the interactive concept plan (**1797** thumbs up and **287** thumbs down)



25 comments on the project received via email



18 business leaders and operators attended a forum hosted at Central Coast Stadium



20 key government stakeholder meetings hosted



Letters of support for the project from industry stakeholders representing **24,450** businesses



380 feedback forms completed



19 people attended **3** drop-in information sessions



52 people registered to participate in virtual drop-in information sessions



Digital poster signage on display at Central Coast Stadium on the Central Coast Highway



Project screensavers displays across **17** Council libraries, customer service centres and recreation facilities



Promotional video played at Mariners game to **6376** attendees

"The pedestrian overpass could also be the start and finish line of the new Brisbane Water Marathon. With the new waterfront connection between the stadium and Point Clare, I think you could make a perfect 42.2km marathon race around the body of water. Great race, great water views virtually all the way."

"Great to see a shared path directly joining Point Clare to Gosford. This will make it easier for walkers, runners and cyclists to get into and out of Gosford, including commuters, social and recreational riders. Oh also this could be quite a draw card for tourists from Sydney/Newcastle and beyond."

"I think this is just what Gosford needs and is long overdue. This would make me proud of this city I live in."

"Yes think big, having the ability to walk uninterrupted between the wharf and Gosford would encourage more foot traffic and it may also help take some noise of traffic away."

"Keep more cars out and maybe even try to divert the highway away from the waterfront and create more bike lanes / plaza spaces that can be used for cafes, entertainment, public."

"Yes this is an essential piece to connect Gosford to the waterfront. I think there should be multiple overpasses or underpasses for pedestrians."

"I like how much extra walking space this has added to the area. Wonderful."

"Making sure it links up to Gosford station/future fast rail with bike lockers will be essential."

"I think it's a fantastic plan to utilities the area that is mostly unused at the moment. The walkway from Point Clare will also open up Gosford to the people of Tascott and Point Clare for dining and socialising in the city as it will be a short walk for most. Gosford needs progress and this development is an excellent start to this."

"It looks fantastic and I am 100% in support of it. It's a great opportunity to turn Gosford into a commercial and residential hub to rival Newcastle/Wollongong that will provide a huge boost to the Central Coast for locals and commercially. Gosford has all the infrastructure and natural beauty to be a world class spot but it's progress has been impeded by many for too long. Combine this with high speed rail and you've got a winning formula."

"Thank you for moving forward on revitalisation of this underutilised asset. Gosford is the first waterfront city north of Sydney Harbour and has amazing potential to capitalise on the boom in marine recreational activities and provide much needed new waterfront amenity for a growing population."

"The plan looks fabulous. Thanks for forging ahead with the concept to revitalise Gosford city. I'm looking forward to seeing it move ahead very soon to bring Gosford alive."

"This is fantastic! I have lived on the coast for over 20 years and seen a lot of proposals for the Gosford waterfront and this one looks like it hits the mark. "You have to start somewhere... Unfortunately, people are quick to pull down any effort to make the city better. Rather than say "hey what about this" why not get behind any effort to make the city better??"

"Gosford has the potential to be a great waterfront city, so providing more waterfront housing opportunities for people needs to be forefront. This will greatly benefit the local night life and general foot traffic in the area for local businesses, and pier developments have been completed tastefully in other cities such as Newcastle. We just need to make sure they have architectural merit - so Gosford is properly facelifted!"

"Central Coast is lacking new amenity for waterfront conference facilities. As a local business we have been forced to look at the Hunter or Sydney venues for an inspiring new destination for our annual team day out, new waterfront facilities would encourage Sydney based companies to consider the Coast as an alternate getaway conference destination other than rival Hunter or Blue Mountains. The ability to arrive by water would be a major drawcard for both conference and wedding events."

"100% on board with the long overdue upgrade to Gosford waterfront. It is such a wasted opportunity currently. I am mostly interested in lots of places to eat with a view of the water and lots of things to take the kids to."

What's next?

Council is currently undertaking a detailed analysis of the feedback reviewed. Council will use the feedback received to further refine and enhance the concept plan.

The results will be made available in a detailed Consultation Report in the first quarter 2023.

We will keep the community updated as the project progresses.

Find out more and stay up to date at

yourvoiceourcoast.com

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How has parking been considered as part of the Gosford waterfront revitalisation concept plan?

Each proposed building in the concept plan provides the DCP required number of parking spaces for the specific building use and is located in the basement level. An additional 200 public car spaces are provided in the multi storey car park adjacent to Industree Group Stadium (Central Coast Stadium).

Why is public land being used for residential development?

Public and private investment is crucial for a project of this size and nature to be a success. When private investment is considered, both residential and commercial development is essential to attract financial investment from the private sector. Residential development also has the benefit of additional passive surveillance and additional foot traffic.

Where recreational opportunities a core element of the Gosford waterfront revitalisation?

The site provides an additional 1.6 hectares of reclaimed land specifically for children's play areas, public amenities, shared pathways, picnic areas, fitness zones, water play areas and an amphitheatre.

What is the plan for the Central Coast Highway?

The Central Coast Highway is a State Government asset, changes to the Central Coast highway will be at the discretion of Transport for NSW and the State Government.

The connectivity the revitalisation will offer is excellent, are there any plans to improve the connection with the City centre?

Connectivity to the city centre will be improved through pedestrian overpasses over Central Coast Highway and with improvements to the existing Brian McGowan bridge underpass.

What opportunities will the Gosford waterfront revitalisation provide the City centre?

The revitalisation of Gosford waterfront builds on the vision, principles and recommendations of the NSW Government's Urban Design Framework for Gosford and is a critical component in the revitalisation and renewal of the Gosford CBD. The revitalisation of Gosford waterfront will support and compliment the new university and TAFE campuses in Mann Street, the health precinct and a number of non-government redevelopment projects currently under assessment, which include the Central Coast Leagues Club's \$442 million master plan redevelopment and three major mixed-use developments. If approved these projects will inject close to \$1billion into the CBD.

Why has Council started with the Gosford waterfront rather than the Gosford City centre?

Council believes the Gosford Waterfront to be the catalyst for the revitalisation of the Gosford City Centre. The Gosford Waterfront is Council's largest land holding and where Council can initiate the greatest impact for the Gosford City Centre.

When will the project get underway?

The project is in the planning and design stage which will take a number of years to complete. Construction of the Gosford waterfront redevelopment could commence in ~2025 pending further authority approvals.

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