





North Wyong & Watanobbi

Wyong & East Wyong

Tuggerah

Precinct Strategies

The Corridor is made up of three precincts - each with a unique role in the function of the Corridor and the Central Coast Region. The aim of this place-based approach is to create precincts with their own identity that provides a range of experiences, diverse housing and jobs that support the success of the Corridor and enhance self-sufficiency for the Central Coast.

This section of the Strategy provides a vision statement and Structure Plan for each precinct, to guide planning and development in a balanced and sustainable way. Forecasts for each precinct will ensure that we stay on track to accommodate population and employment growth in the right places.





North Wyong & Watanobbi Precinct

2036 Target:



300 additional jobs



75 additional dwellings

North Wyong will continue to evolve and provide a highly attractive location for light industrial and enterprise uses.

The employment lands at North Wyong will develop into the future with planning controls that encourage a range of uses and new amenity for the people working there.

Smaller lots fronting the Pacific Highway with a generous landscape setback will provide an attractive gateway to the corridor from the north. Rationalised vehicle access and circulation will help to improve traffic efficiency and safety.



Understanding North Wyong and Watanobbi



Aerial view of parts of the North Wyong Employment Area - the large areas of forest and open space provide good amenity for workers (image: Nearmap)



Well located employment zone

North Wyong employment area is well located on the Pacific Highway north of Wyong town centre. There are large areas within the precinct that are currently under-developed partly due to topography, areas of significant landscape and issues regarding access and circulation. Employment in this precinct grew strongly between 2011-2016.

The land zones within the precinct are consistent the vision for growth within the North Wyong employment precinct with Business Enterprise (B6) fronting the Pacific Highway and General Industrial (IN1) centrally located within the precinct. The existing land zones ensure heavy industry remains setback from the highway and more appropriate lighter industry addresses the Pacific Highway. The two zones also allow for higher order industrial and commercial development.



Pacific Highway, North Wyong (image: Google street view)

Large setbacks to Pacific Highway
Existing buildings are set well back from the Pacific Highway. There is an opportunity to improve the landscaping along the Pacific Highway and accommodate an active transport link (ATL) within the setback to provide an off-street cycle connection between Wyong, Watanobbi and North Wyong.



Landscaped gateway to North Wyong

The location of the Wyong Golf Club and open space areas on the south side of the Pacific Highway provide a green entry to North Wyong from the south.

Landscaping of the northern side of the Highway will provide a buffer to the employment area and provide a strong brand for the precinct.



Wyong Golf Course frontage (image: Google street view)



Coffee grinders (image: realcommercial.com.au)



Successful businesses

There are many successful businesses within the North Wyong employment area. The businesses benefit from great street exposure and access to the Pacific Highway. Employment in accommodation and food services grew strongly between 2011-2016, indicating a potential emerging specialisation in this area.



North Grounds cafe (image: Facebook)



Lucca Road entry off the Pacific Highway



Vehicle entries

There are currently three major vehicle entries off the Pacific Highway and many driveways to individual properties. There is an opportunity to consolidate vehicle entry points to the employment area and to improve the flow and safety of traffic along the Pacific Highway and access to properties.



Precinct strategy: North Wyong & Watanobbi

→ Direction 6

Maintain and encourage employment uses in North Wyong

Action 6.1 Review the permissible land uses in the B6 - Business Enterprise Zone on the Pacific Highway

Generally, the land zones are consistent with the vision for the North Wyong employment precinct with Business Enterprise (B6) fronting the Pacific Highway and General Industrial (IN1) centrally located within the precinct. This arrangement ensures heavy industry remains setback from the Highway and more appropriate lighter industry addresses the Pacific Highway frontage.

Both employment zones allow for higher order industrial and commercial development and can facilitate employment growth.

The B6 zone currently permits 'shop top housing' and 'serviced apartments', and Council has received a development application for a serviced-apartment development in the North Wyong industrial precinct. These uses are incompatible with the current and intended future uses of this precinct. If residential development is allowed to occur within the employment area, it risks creating reverse amenity impacts on existing businesses and reducing the attractiveness of the precinct for future businesses. Residential development in the area also poses the risk of increasing land values in the area, where reasonable land values and rents have been key to the precinct's growth and success.

Council to review the land use controls for the B6 Zone as part of the comprehensive Central Coast LEP preparation.

Action 6.2 Review Wyong Shire Development Control Plan 2013 Chapter 6.11 to ensure high quality landscaping amenity in the employment precinct

Council are to review the existing Development Control Plan 2013, Chapter 6.11 North Wyong - Enterprise Corridor and Industrial Precinct to ensure that future development will result in a green, vibrant employment area. The following should be considered in this review:

- Identification of a central green space that may be provided as part of the renewal of a large site. This space could become a hub for workers and provide more diverse recreation and social opportunities.
- A tailored front setback strategy that complements the hierarchy of streets. This may include smaller, more urban setbacks for narrow roads and more generous setbacks for the main entry road.
- Introduce minimum side and road setback controls, to ensure significant tree planting is provided on site boundaries.
- Review of the setback controls to Pacific Highway to enable the development of, and appropriate setbacks to the new active transport link.
- Discourage parking in all front setbacks and not just large lots.

→ Direction 7

Rationalise access and circulation

Action 7.1 Consolidate access points to the Pacific Highway

Consolidating access points from the Pacific Highway to the North Wyong precinct will help to:

- improve traffic flow and safety along the highway
- reduce the number of vehicle crossovers into the precinct and minimize conflict between cyclists using a future active transport link (ATL)
- provide a large landscaped setback that maintains a green and attractive character for the area
- improve the visual amenity of the Pacific Highway

Council are to investigate the consolidation of vehicular access points (As shown within the precinct map) to individual lots fronting the Pacific Highway. Any new roads identified in this investigation will be subject to further planning and design, with delivery and funding provided by developers.

Action 7.2 Improve the permeability and circulation within the employment precinct

Rationalising the street network within the precinct and providing street connections to link the major access points will:

- improve the permeability of the site for vehicles, cyclists and pedestrians
- improve connections between employment areas within the precinct
- provide safe vehicular access to the rear of properties fronting the Pacific Highway
- increase internal street frontages to properties within the precinct
- increase opportunities for on-street parking within the precinct
- create opportunities for improved public domain within the precinct.

Council to investigate a street link between London Drive and Lucca Road. Possible links could include (but not limited to) an extension of Lucca Road east to Amsterdam Crescent and/or an extension of Donaldson Road to connect to Brussels Road.

Landuse

- - - - Precinct boundary
- Retain Enterprise Corridor Zoning (B6)
- Retain General Industrial Zoning (IN1)
- Retain Environmental Zonings (E2 & E3)
- Retain Special Uses Zoning (SP2)

Public domain and recreation

- ⊙ 'Green' gateway - create an attractive landscaped entry to North Wyong
- Retain existing stands of vegetation and extend to create a continuous green corridor.
- Provide high quality areas of open space for workers and visitor amenity
- Proposed landscape setback

Traffic and transport

- Train line
- ➔ Planned highway upgrade
- ➔ Potential highway upgrade
- ➔ Existing streets
- ➔ Proposed street connections to improve internal access and permeability
- ⊙ Major vehicle entries - consolidate vehicle access to improve traffic flow and safety along the Pacific Highway
- ⊙ Minor vehicle entries - provide new access point to improve circulation and alleviate evacuation
- ➔ Proposed active transport link (ATL)

