

DRAFT

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**THE ENTRANCE TOWN CENTRE
PLACE PLAN
PART B : IDEA GENERATOR**

MARCH 2021

Central
Coast
Council



Client: Central Coast Council
Project: The Entrance Place Plan
For: The Entrance
Project number: 20003

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| B - FINAL DRAFT For Review | 07/09/20 | KR/DC | DC |
| C - FINAL DRAFT For Review | 27/11/20 | KR/DC | DC |
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Report prepared by:

ARTSCAPE® THE DESIGN PARTNERSHIP

PO Box 3459 Tuggerah NSW 2261
T 02 4388 3409 E info@artscapeconsulting.com.au W www.artscapeconsulting.com.au

In collaboration with The Design Partnership.

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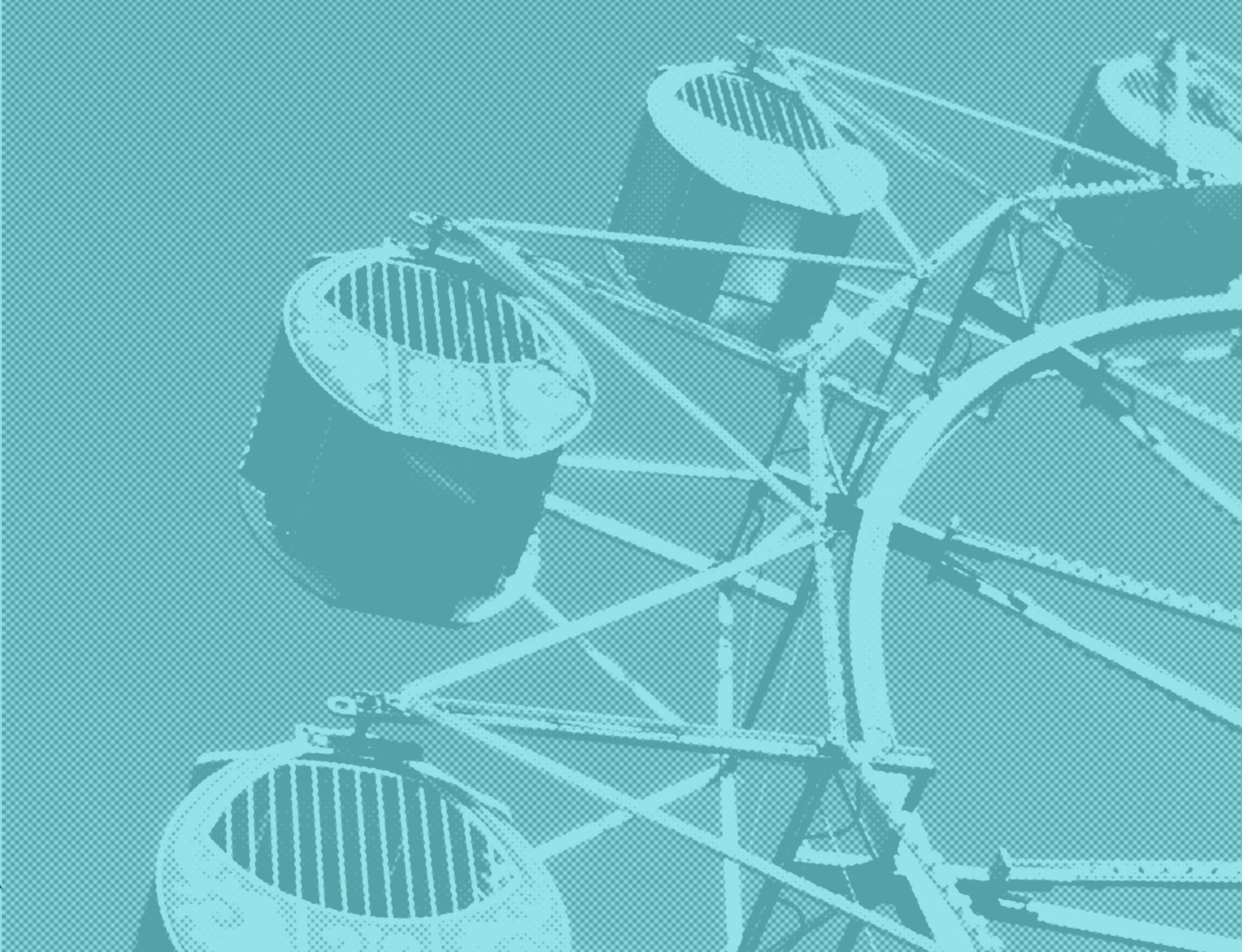
THE IDEA GENERATOR

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PLACE EVOLUTION PROJECTS

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IDEA GENERATOR 1





THE IDEA GENERATOR

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 - independently and in collaboration.

The projects identified within this document comprise ideas put forward by the community during past and recent engagement. Ideas were suggested during one of one meetings, at workshops and on YourVoiceOurCoast Ideas Wall. Some ideas were informed by recommendations from previous studies and investigations.

There are two parts to the Place Plan.

Part A is the Place Framework for The Entrance. It helps Council and the Community understand the vision, principles and directions for the town. A framework provides guidance on the development of future projects not yet imagined.

Part B, which is this document, is known as the Idea Generator. It is an Action Plan that identifies a range of projects that could be implemented to help achieve the Place Framework (Part A).

The Idea Generator uses the Place Evolution Process identified in Part A. The Place Evolution Process identifies methods to activate and redevelop key places identified in the framework. These places are located within the precincts and comprise key existing anchors, new anchors and the linkages between. The projects proposed are designed to kick start the town into a new Start Up phase (refer to Part A The Place Plan Process pg 6). There are 11 projects in total with recommendations for the activations and development works in a staged process.

It is important to recognise that the projects and imagery proposed are indicative, they identify a possibility that encourages the town to change for the better. Places will evolve as they will. Some of the best outcomes are from minimal intervention - with the exception of significant infrastructure or building projects. Regardless of the typology, the testing and measuring stages of each project is critical and will provide Council and the Community with valuable information for future projects.

PLACE EVOLUTION PROJECTS 2



PLACE EVOLUTION PROJECTS

WHAT IS A PLACE EVOLUTION PROJECT?

Place Evolution Projects are key locations for activation and redevelopment. These projects have the opportunity to kick start the renewal of the town and begin the Start Up phase.

Each project is located within one or more of the five precincts identified in the Place Framework (Part A). The projects comprise the key anchors, maybe a new anchor or are the linkages between the key anchors.

The goal is to activate key locations within the town and generate movement between. Therefore, the Idea Generator provides projects that improve both the anchors themselves and the connections between.

PLACE EVOLUTION PROCESS

Projects identified in the Idea Generator are presented in three stages. The three stages form the basis of the Place Evolution Process.



SEEDING STAGE (SHORT TERM)

In Placemaking terms these can be known as quick wins, short term or place activation projects – where the point is largely to test an idea. As a transformative process, Seeding projects may take an extended period of time as a project may not work the first time around. A Seeding project gets people used to the idea of a place having a new purpose or it can simply be a maintenance project until it is time for a renewal project to be undertaken.



ESTABLISHING STAGE (MEDIUM TERM)

This sees an idea take root and there is support and take up of the idea / project. There may also be some works undertaken to help make the project permanent - this may include infrastructure, lighting or art projects.



MATURE STAGE (LONG TERM)

Here a project undertakes a renewal process or when final touches are implemented. If a project reaches this phase it should mean that it has become part of the urban and cultural fabric of The Entrance. But don't get too comfortable, no project is ever final. It still needs careful tending by Council and the community to keep the place alive.

IDEA GENERATOR

PLACE EVOLUTION PROJECTS

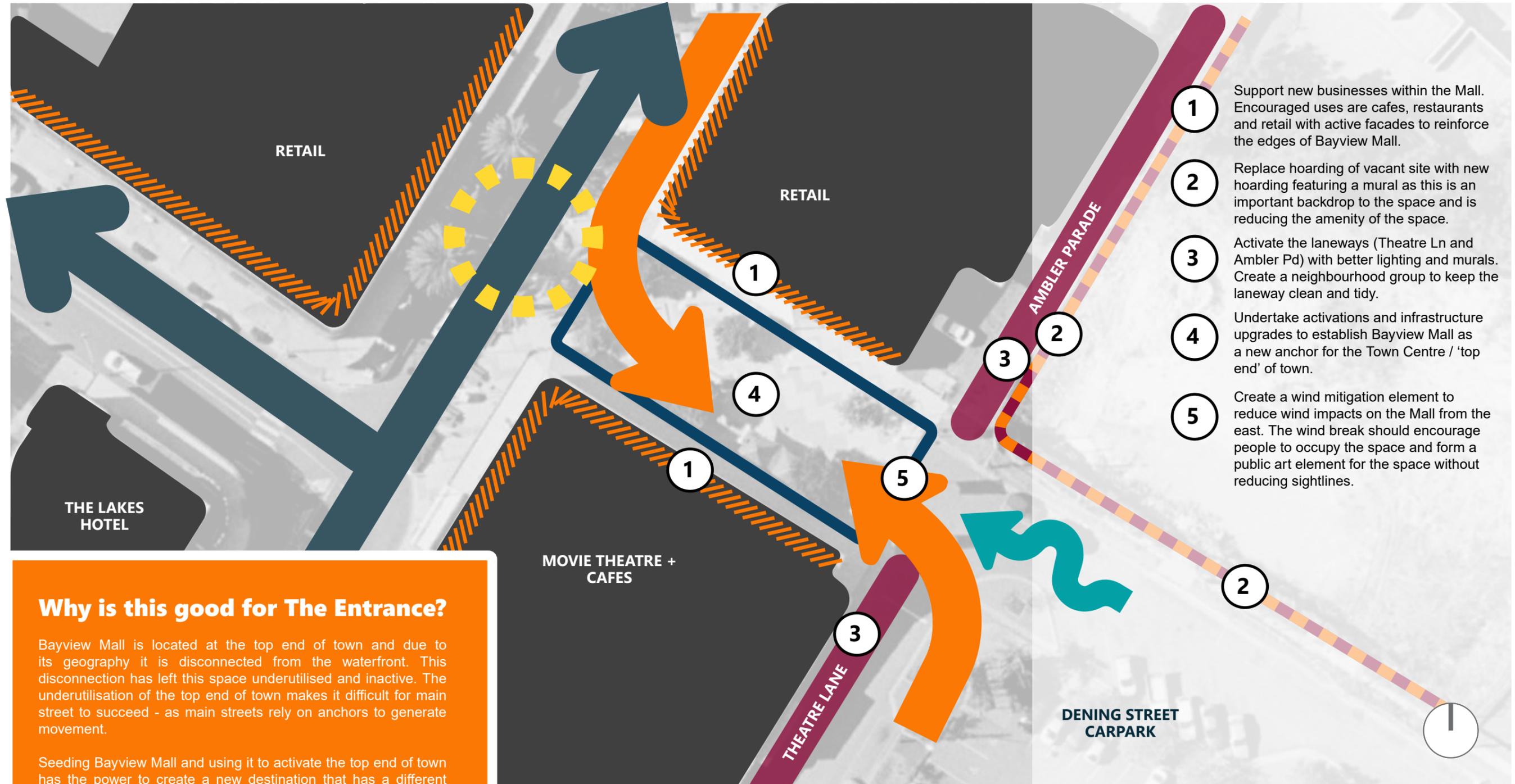


Place Evolution Projects are locations within The Entrance that were identified in the Framework (Part A) as key places for activation and redevelopment. These places have the opportunity to kick start the renewal of the town.

| | PRECINCT A TOWN CENTRE | PRECINCT B WATERFRONT PLAZA | PRECINCT C MEMORIAL PARK | PRECINCT D COASTAL WALK 1 | PRECINCT E COASTAL WALK 2 |
|-------------------------------|------------------------------|-----------------------------------|--------------------------------|------------------------------|------------------------------|
| PLACE EVOLUTION PROJECTS | LOCATION | LOCATION | LOCATION | LOCATION | LOCATION |
| E1 BAYVIEW MALL PROJECT | ✓ | | | | |
| E2 DENING ST CARPARK PROJECT | ✓ | | | | |
| E3 MAIN STREET PROJECT | ✓ | | | | |
| E4 WATERFRONT PLAZA PROJECT | | ✓ | | | ✓ |
| E5 CORAL ST CARPARK PROJECT | | ✓ | | | |
| E6 MEMORIAL PARK PROJECT | | | ✓ | | ✓ |
| E7 FISHERMANS WALK PROJECT | | | | ✓ | |
| E8 PICNIC POINT PROJECT | | | | ✓ | |
| E9 COASTAL BOARDWALK PROJECT | | | ✓ | | ✓ |
| E10 SOUTHERN ANCHOR PROJECT | | | | | ✓ |
| E11 COAST TO LAKE SCENIC WALK | | | ✓ | | ✓ |

IDEA GENERATOR

E1 BAYVIEW MALL PROJECT



- 1 Support new businesses within the Mall. Encouraged uses are cafes, restaurants and retail with active facades to reinforce the edges of Bayview Mall.
- 2 Replace hoarding of vacant site with new hoarding featuring a mural as this is an important backdrop to the space and is reducing the amenity of the space.
- 3 Activate the laneways (Theatre Ln and Ambler Pd) with better lighting and murals. Create a neighbourhood group to keep the laneway clean and tidy.
- 4 Undertake activations and infrastructure upgrades to establish Bayview Mall as a new anchor for the Town Centre / 'top end' of town.
- 5 Create a wind mitigation element to reduce wind impacts on the Mall from the east. The wind break should encourage people to occupy the space and form a public art element for the space without reducing sightlines.

Why is this good for The Entrance?

Bayview Mall is located at the top end of town and due to its geography it is disconnected from the waterfront. This disconnection has left this space underutilised and inactive. The underutilisation of the top end of town makes it difficult for main street to succeed - as main streets rely on anchors to generate movement.

Seeding Bayview Mall and using it to activate the top end of town has the power to create a new destination that has a different offering to the Waterfront Plaza, Memorial Park and Long Jetty.



SEEDING PROJECT

BASIC ACTIVATIONS + INTERVENTIONS

DESCRIPTION

The Bayview Mall Seeding Project seeks to establish the mall as a new anchor for The Entrance. As an anchor it has the ability to activate the 'top end of town' and main street.

The first activations will be simple and will comprise small scale events (with a particular focus on high quality food), temporary public art and maintenance projects.

LOCATION

Town Centre

ACTIVATION TYPOLOGY(S)

Event, Lighting, Public Art & Maintenance

GOALS

- Improved the functionality of the Mall to make it suitable for events and dining. The priority is to reduce the impact of wind on the amenity of the space.
- Bring locals and visitors to the 'top end of town' for high quality food experiences.
- Establish baseline data for the Town Centre for future testing.
- Improve the visual amenity of the 'top end of town'.
- See initial improvements in the activation of main street.

RECOMMENDATIONS

1. Undertake baseline testing for use in future stages. Undertake assessment following each event and obtain new baseline data.
2. Undertake general lighting maintenance as per the Creative Lighting Strategy to maintain safe light levels by improving ageing infrastructure.
3. The fountain is at the end of its lifespan. Undertake de-assessment process with relevant stakeholders.
4. Install a temporary catenary lighting structure to test best fit for the space.
5. Remove existing trees where impacting CCTV and facades.
6. Implement pop up food truck events to encourage the development of Bayview Mall as a food destination anchor. Use the process to set a standard for high quality food and beverage. Work with the cinema and existing cafes to create a unified approach to support a transition to the Establishing Phase.
7. Integrate activations into pop up theatre activations in Theatre Lane (E2).
8. Design and install a temporary wind break for the space. Project can be a temporary art work. The artwork can be made permanent if it is successful.



ESTABLISHING PROJECT

AUGMENTING THE SPACE

DESCRIPTION

As the mall evolves into a popular destination, it will be time to install permanent infrastructure to support emerging activity. Before launching into this phase, there should also be evidence that evening activations are taking root and main street is being activated. During this phase, the character of the 'top end of town' will become apparent, with a point of difference between Long Jetty and the waterfront. The shabby chic character of Long Jetty and the 'carnivale' character of the Waterfront is not encouraged in the mall. Bayview Mall has the opportunity to present a more sophisticated and elegant persona, unlike any area on the Central Coast.

LOCATION

Town Centre

ACTIVATION TYPOLOGY(S)

Lighting, Public Art, Infrastructure, Events

GOALS

- Change the perceptions of the Town Centre.
- Improved visual appearance of the Town Centre.
- Demonstrate an improvement in (actual and perceived) safety of the Town Centre.
- Improved baseline data for the Town Centre.
- Bayview Mall has become a new anchor and is known as a regular hotspot for activity.
- The functionality of the space is well understood to inform design briefs.

RECOMMENDATIONS

1. Identify new baseline data for the anchor before commencing new works. Project briefs for new works are based on the findings of the events and activations undertaken in the Seeding stage.
2. Remove existing lighting within the mall and replace with smart poles that allow for a catenary lighting structure to be fixed.
3. Remove remaining trees and replace with large pots with coast tolerate plant and tree species.
4. Make the wind break art project permanent if it has been successful. Undertake a second temporary art project if adjustments are needed.
5. Establish the top end of town (centred on Bayview Mall) as a sophisticated and elegant area e.g. when compared to the informal /holiday character of lower Entrance. This can be achieved through events, public art and design elements.
6. Support new cafes and restaurants to open in the town centre precinct.
7. Remove the existing fountain and replace with public art which should include lighting.



MATURE PROJECT

TRANSFORMING THE SPACE

DESCRIPTION

Although a place never ceases to evolve, the mature phase of the project is the total redevelopment of Bayview Mall. The redevelopment of the Mall could be undertaken independently or coincide with the redevelopment of the Denning Street carpark, Lakeside shopping centre and / or the movie theatre. The intent is by this stage of the process, the 'top end' anchors will have grown in scale to encompass a larger area which offers a variety of activities and experiences. The development of the hotel, associated with Lakeside Shopping Centre will further help to direct the flow of people back down the street to the Waterfront - creating a new flow of movement.

LOCATION

Town Centre

ACTIVATION TYPOLOGY(S)

Infrastructure, Lighting, Public Art, Events

GOALS

- The 'top end of town' has its own identity which does not compete with the waterfront and Long Jetty.
- The top end of town is known as a safe area both day and night.
- Opportunities for major projects are realistic and supported by a strong urban infrastructure and culture.
- There is a growing connection between the SLSC and the top end of town.
- Locals frequent the Town Centre on a regular basis.

RECOMMENDATIONS

1. Redesign the Mall to feature the most successful elements that evolved from the Seeding and Establishing Projects. New developments to limit overshadowing and new wind factors over the space.
2. The character and image of the Mall should express a sophisticated and elegant seaside character to create a point of difference between the Waterfront Plaza, Long Jetty and Terrigal.
3. Install a landmark public art work for the space.
4. Integrate facade illumination into new development as described in the Creative Lighting Strategy. Integrate lighting into new landscaping where practical.
5. Implement new themed signage into the public space. Signage should be kept to a minimum so as not to create confusion. Signage should reinforce linkages to other anchors including the SLSC and the lake.
6. Integrate a shuttle stop for the Bateau Bay - Long Jetty - The Entrance shuttle.

DISCUSSION REGARDING FOOD TRUCKS PENDING

IDEA GENERATOR

E1 BAYVIEW MALL PROJECT



BAYVIEW MALL ANCHOR PROJECT : Food Truck Seeding Project - Establish Bayview Mall as a new anchor with activations that encourage people to move up main street.



BAYVIEW MALL ANCHOR PROJECT : Mature Project - Redevelopment of the Mall to establish it as an important anchor for The Entrance in keeping with its vision.

IDEA GENERATOR

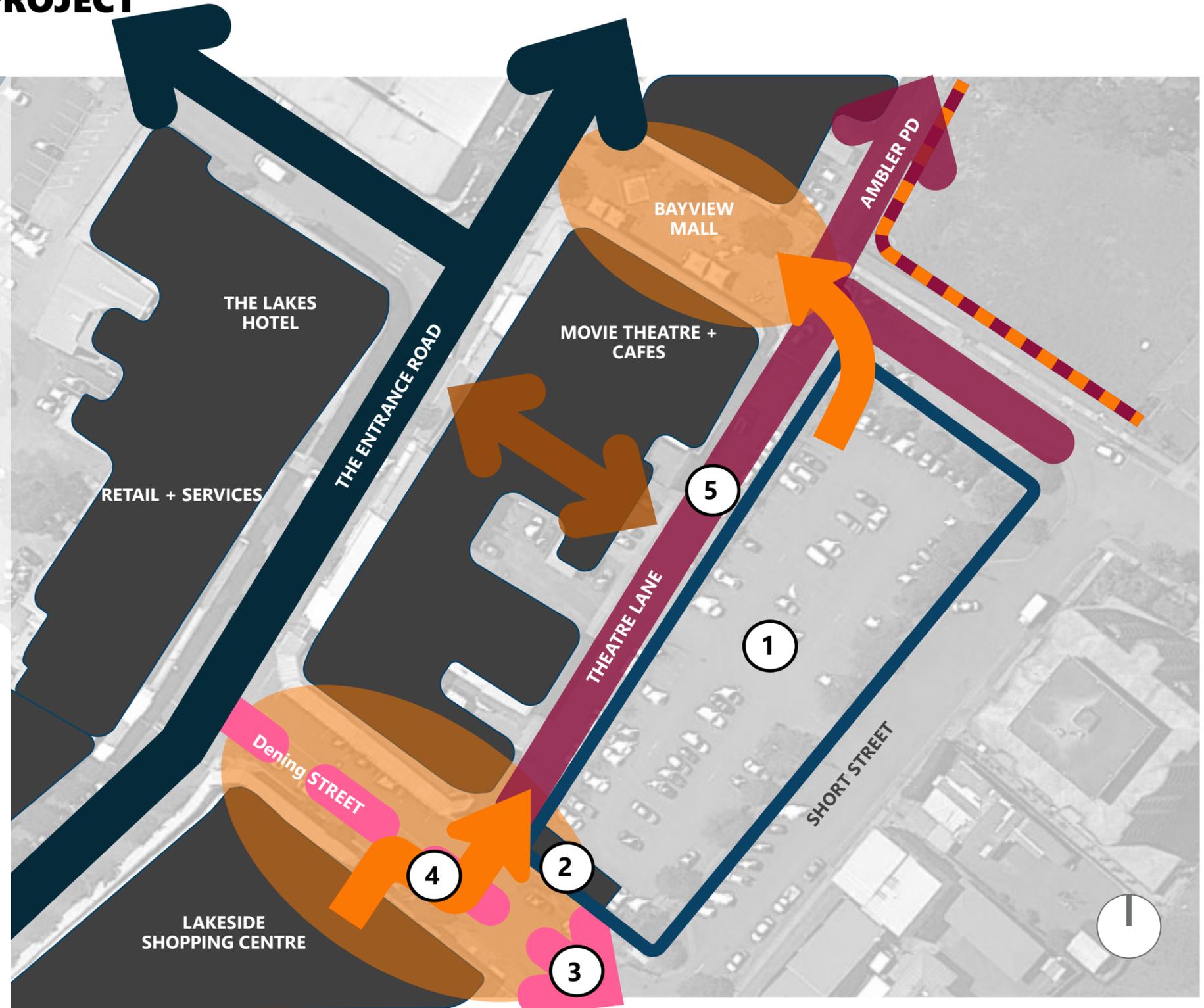
E2 DENING STREET CARPARK PROJECT

- 1 Dening Street Carpark to be used for short term activations until the site is redeveloped in the future.
- 2 Public amenities to support short term activations and are encouraged to be improved with public art. Landscape to be modified to improve sightlines.
- 3 Strengthen the connection (Dening Street) between the Town Centre and the SLSC / beach.
- 4 Create current and a future connection that ties Lakeside Shopping Centre into the Short Street and Bayview Mall Precinct. Theatre Lane embellishments should form part of an activation program.
- 5 Improve the laneways within this precinct through public art, better lighting and maintenance.

Why is this good for The Entrance?

Theatre Lane and Dening Street Carpark are located at the 'top end' of town. This area of town is lacking activation and has a poor image. This area should be functioning as a key anchor in the urban framework which activates the precinct and creates movement along main street.

A series of activations in this area would help create a point of difference to the Waterfront Plaza and begin the cycle to change the town centres image. A general lift in the image of the area through a consistent maintenance program, will go a long way to change the perceptions of this area. Graffiti management will form a key part of that process.





SEEDING PROJECT CLEANING UP

DESCRIPTION

Dening Street, Short Street and Theatre Lane are located at the 'top end' of town, adjacent Bayview Mall. This area does not experience the same level of maintenance as the rest of the town. There are areas of waste build up, lack of maintenance and graffiti. Lighting is also poor in the carpark area. The connecting lane - Ambler Parade - is also severely neglected and presents an unsafe image. Cumulatively, these factors discourage the use of the space and it is one of the reasons that this area does not function as an anchor for the town centre. This in turn impacts the activation of the main street shops. The Seeding project seeks to begin by cleaning up the space, undertaking maintenance, establishing a maintenance program, improving lighting - with the plan for activations and events in the Dening Street Carpark, in conjunction with Bayview Mall.

LOCATION

Dening Street Carpark, Short Street, Theatre Lane, Ambler Parade

ACTIVATION TYPOLOGY(S)

Maintenance, Public Art, Lighting

GOALS

- The visual amenity of the Town Centre has improved
- There is a creative layer to the 'top end of town'.
- Perceptions of safety in the laneways has improved.

RECOMMENDATIONS

1. Establish a maintenance program which includes landscaping maintenance and graffiti removal for all areas, in particular Ambler Parade.
2. Work with the owner of the vacant lot on the corner of Bayview Avenue and Ambler Parade to replace the damaged hoarding and activate with a mural. The mural will dramatically enhance perceptions of the area when viewed from the mall, carpark and shopping centre.
3. Relamp existing lighting to improve lighting outputs in the carpark.
4. Remove trees and landscaping that is in poor condition, blocks lighting and CCTV.
5. Undertake a mural project for the public toilets which face Dening Street. This should be a mural applied directly to the surface of the wall opposed to an acrylic on board artwork. Artwork is encouraged to be undertaken by a local artist.



ESTABLISHING PROJECT THE THEATRE IS IN TOWN

DESCRIPTION

Once this area has been cleaned up and a regular maintenance program implemented, opportunity for events will be encouraged in the Dening Street Carpark and Theatre Lane. One suggested event could celebrate the entertainment potential for this area. In conjunction with The Entrance movie theatre and activations in Bayview Mall, a theatre based event could be held. The original target market will be locals, with the intent to change local perceptions of the space. Locals will have seen the space begin to transform through a maintenance program and small public art program. It is also anticipated that Bayview Mall's seeding program will run concurrently. The key role of this project is to change the perceptions of the 'top end' of The Entrance for the better. Existing events such as the Sunday markets would be encouraged to continue or expanded.

LOCATION

Dening Street Carpark, Theatre Lane, Ambler Parade

ACTIVATION TYPOLOGY(S)

Events

GOALS

- The local perceptions of the Town Centre and in particular the 'top end of town' have changed for the better.
- The 'top end' of town is an event space to 'book end' Memorial Park.
- The relationship between Dening Street Carpark and Bayview Mall has improved.

RECOMMENDATIONS

1. Establish a theatre based event, in conjunction with the movie theatre and activations in Bayview Mall. Opportunities to close Theatre Lane for food trucks could be considered.
2. Work with building owners who back onto Theatre Lane and Ambler Parade to improve building appeal. This may include the use of murals, landscaping and street art.
3. Maintain existing markets in the space however, consider opportunities to expand. Markets require a unique and contemporary theme and should have a point of difference to the waterfront events to draw people up the street.
4. Install wayfinding signage that demonstrates the link between the 'top end of town' to the SLSC precinct.



MATURE PROJECT Dening STREET REBORN

DESCRIPTION

There are plans in the future to redevelop the carpark into a mixed use development comprising retail and residential apartments. A public carpark will also form part of the development, replacing the parking that is currently accommodated on site. It is anticipated that the activations proposed in the Seeding and Establishing phases will help the new development by 'warming up the site'.

People will have been used to a very different 'top end' of town. It is critical that the quality of the business that occupy the retail ground floor are of a very high level. This new development will set the benchmark for area if it is constructed prior to Lakeside Town Centre and its proposed mall.

LOCATION

Dening Street, Dening Street Carpark, Theatre Lane, Ambler Parade

ACTIVATION TYPOLOGY(S)

New buildings, infrastructure

GOALS

- Positive perceptions of the Town Centre by locals.
- A strong pedestrian connection between the Town Centre and SLSC Precinct.
- A larger precinct comprising Lakeside, Bayview Mall and the Dening Street Carpark (including adjacent laneways) has been established.

RECOMMENDATIONS

1. The new development should provide public amenities to replace the existing facilities.
2. An upgrade of Theatre lane with landscaping, catenary lighting, safety lighting and art consistent with the theme of the precinct should be undertaken concurrently. An upgrade of Ambler Lane would also be beneficial.
3. The public carpark which is proposed to be integrated into the new development must integrate CPTED principles to ensure public safety.
4. Undertake footpath and landscaping upgrades to improve the connection between the 'top end of town' and the SLSC precinct.

DISCUSSION REGARDING FOOD TRUCKS PENDING

IDEA GENERATOR

E2 DENING STREET CARPARK PROJECT



DENING STREET CARPARK : Seeding Project - Activations and events that 'book end' events in Memorial Park and change the perceptions of the 'top end of town'.



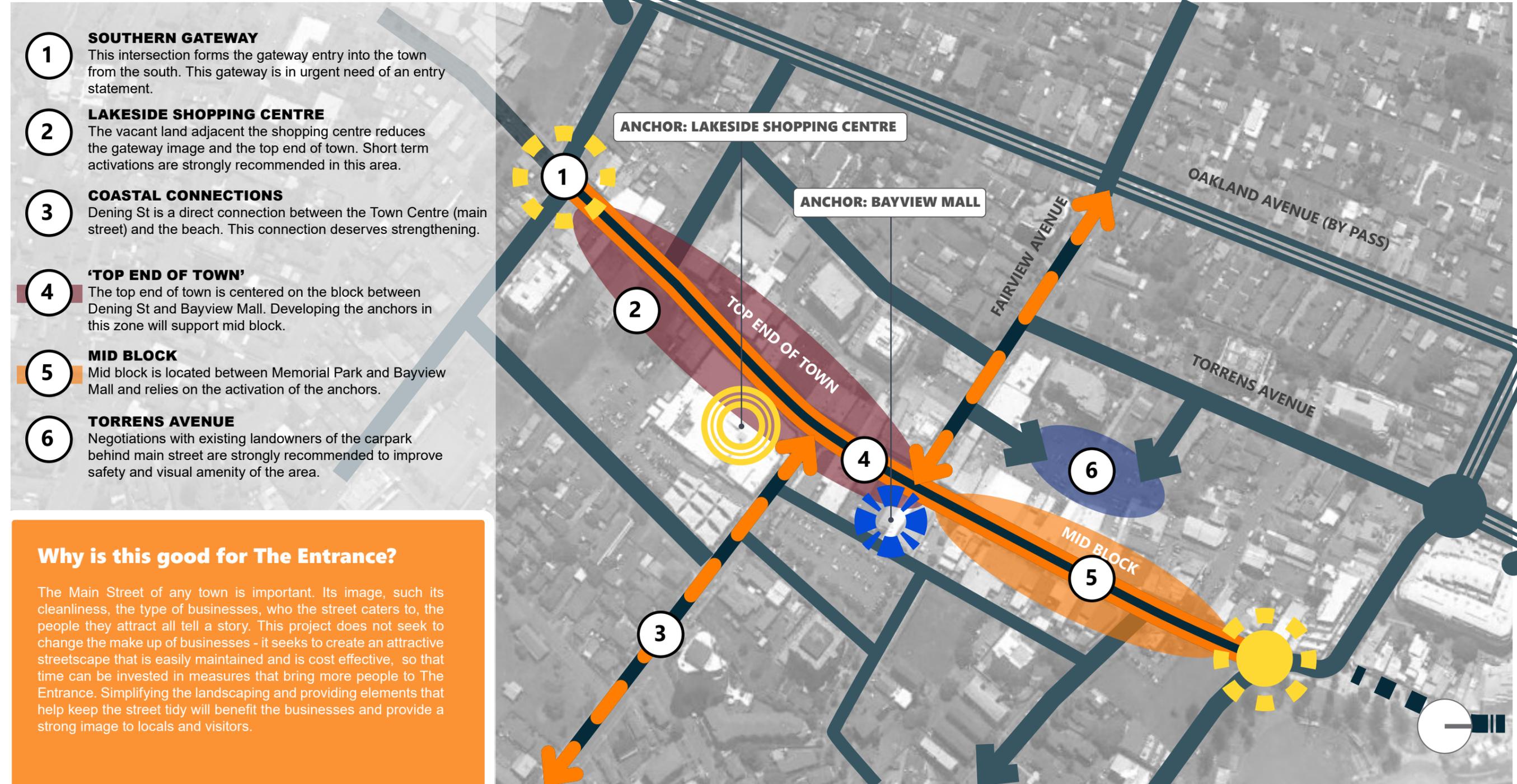
Coultter Street Creative Overlay
by ARTSCAPE



**ELEGANT
LANEWAYS - MORE
THAN BACK OF
HOUSE**

IDEA GENERATOR

E3 MAIN STREET PROJECT





SEEDING PROJECT CLEANING UP

DESCRIPTION

Main street is a long street with two separate characters. The 'top end' - the southern end of the street is predominately community services and some small retail and takeaway. Mid block, has a 'main street' character and its where the majority of town centre energy has been localised. Both areas experience high levels of graffiti and the majority of buildings (except recently renovated facades) are in a state of decay. This however, should not stop the activation of the street (especially when considering neighbouring Long Jetty).

The main street is in need of two initial steps. The first is to develop the anchors at the 'top end of town'. And the second is to encourage business typologies that are attractive to locals and visitors. There is some evidence of this already occurring.

LOCATION

The Entrance Road and intersection of Fairview Avenue

ACTIVATION TYPOLOGY(S)

Maintenance, Public Art, Lighting

GOALS

- Reduced graffiti.
- Safety in the town has improved.
- Movement along main street moving both directions.
- An increase in new businesses in main street.

RECOMMENDATIONS

1. Establish Baseline data to test future projects. This data will be important to test the success of anchor projects in activating main street.
2. Relamp existing lighting to improve lighting outputs in the street.
3. Remove trees and landscaping that is in poor condition, blocks lighting and CCTV. Retain trees in blisters away from awnings.
4. Work with the land owners of vacant shops to activate the windows and facades.
5. Undertake upgrades to existing alfresco structures. Use vacant structures as temporary 'pop up' art spaces and music spaces, if not used by cafes or restaurants.
6. Establish a new Local Business Kick Start Program in main street. This could include an incentive program for rent reductions, training and assistance with marketing.
7. Work with landowners of the carpark located behind main street (Torrens Ave) to undertake a cleaning project to improve safety and visual amenity. Opportunities for public art such as a mural project is strongly encouraged.



ESTABLISHING PROJECT A LAYER OF ART

DESCRIPTION

Once the town centre has had a good spring clean, programs to work with the local businesses, and support the development of new businesses can commence. This can also coincide with upgrade works along main street to improve its street appeal.

LOCATION

The Entrance Road and intersection of Fairview Avenue

ACTIVATION TYPOLOGY(S)

Public Art and Infrastructure Projects

GOALS

- There will be a point of difference for the Town Centre and in particular the top end of town.
- New businesses will survive longer than 12 months.
- There will be strong local patronage and focus for businesses.
- No graffiti and quick removal if it does occur.
- Businesses will offer high quality food, beverage and products.
- It feels safe to wander up and down main street.

RECOMMENDATIONS

1. Identify new baseline data for the main street and its anchors before commencing new works. Project briefs for new works are based on the findings of the events and activations undertaken in the Seeding stage.
2. Establish a locals campaign to encourage their patronage of The Entrance.
3. Install new pots along the footpaths where trees had been removed.
4. Create a supergraphic artwork that connects the waterfront to the 'top end of town'.



MATURE PROJECT THE MAIN STREET THE TOWN DESERVES

DESCRIPTION

The ultimate goal is for a main street that is bustling with life and has a strong sense of purpose. A variety of shops with different things on offer will make the town and its main street more resilient.

A strong and vibrant main street will create a stronger reason for redevelopment.

LOCATION

The Entrance Road and intersection of Fairview Avenue

ACTIVATION TYPOLOGY(S)

New buildings, infrastructure

GOALS

- Less dependence on Council programs by businesses.
- Consistent movement along main street moving both directions not fueled by activations by Council.
- Adaptable and resilient businesses.
- The town centre will have a unique character and offering.
- Strong connections with the anchors of The Entrance. Opportunities for major projects are realistic and supported by a strong urban infrastructure and culture.

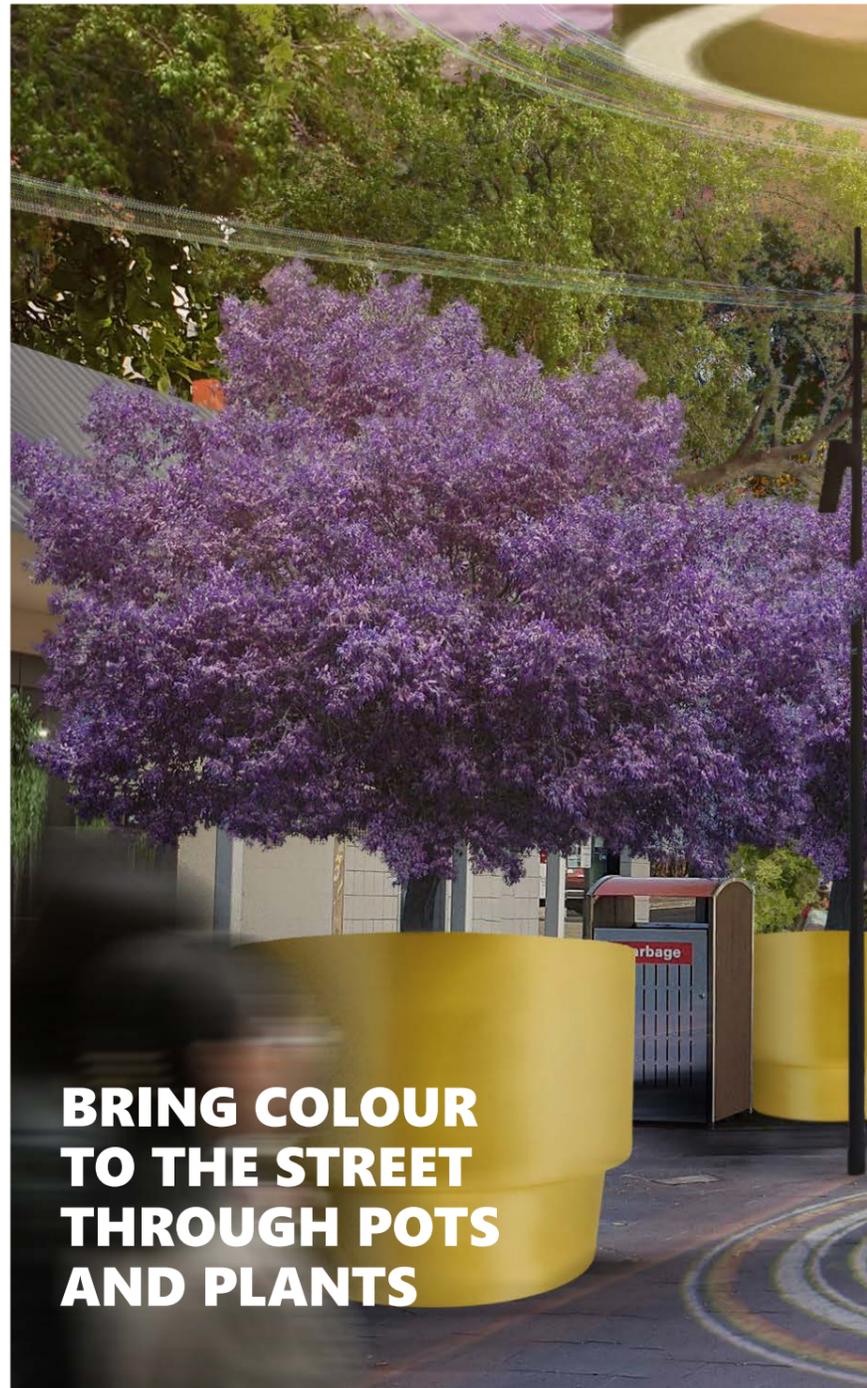
RECOMMENDATIONS

1. Future design upgrades to new developments on main street will be informed by the baseline data obtained during the Seeding and Establishing stages.
2. Replace street lighting with smart poles that integrate creative lighting solutions, free wifi, music and CCTV.

IDEA GENERATOR

E3 MAIN STREET PROJECT





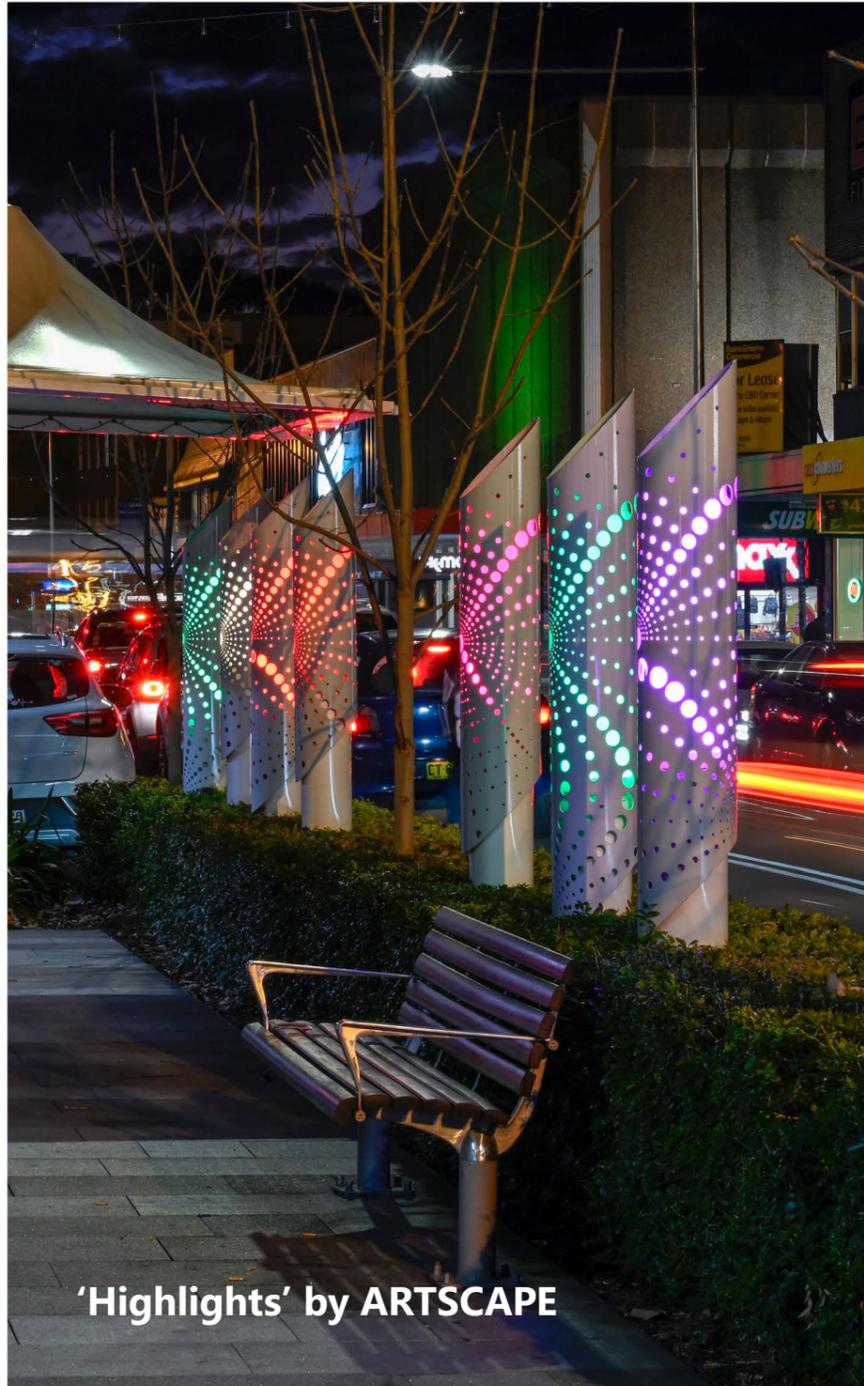
IDEA GENERATOR

E3 MAIN STREET PROJECT



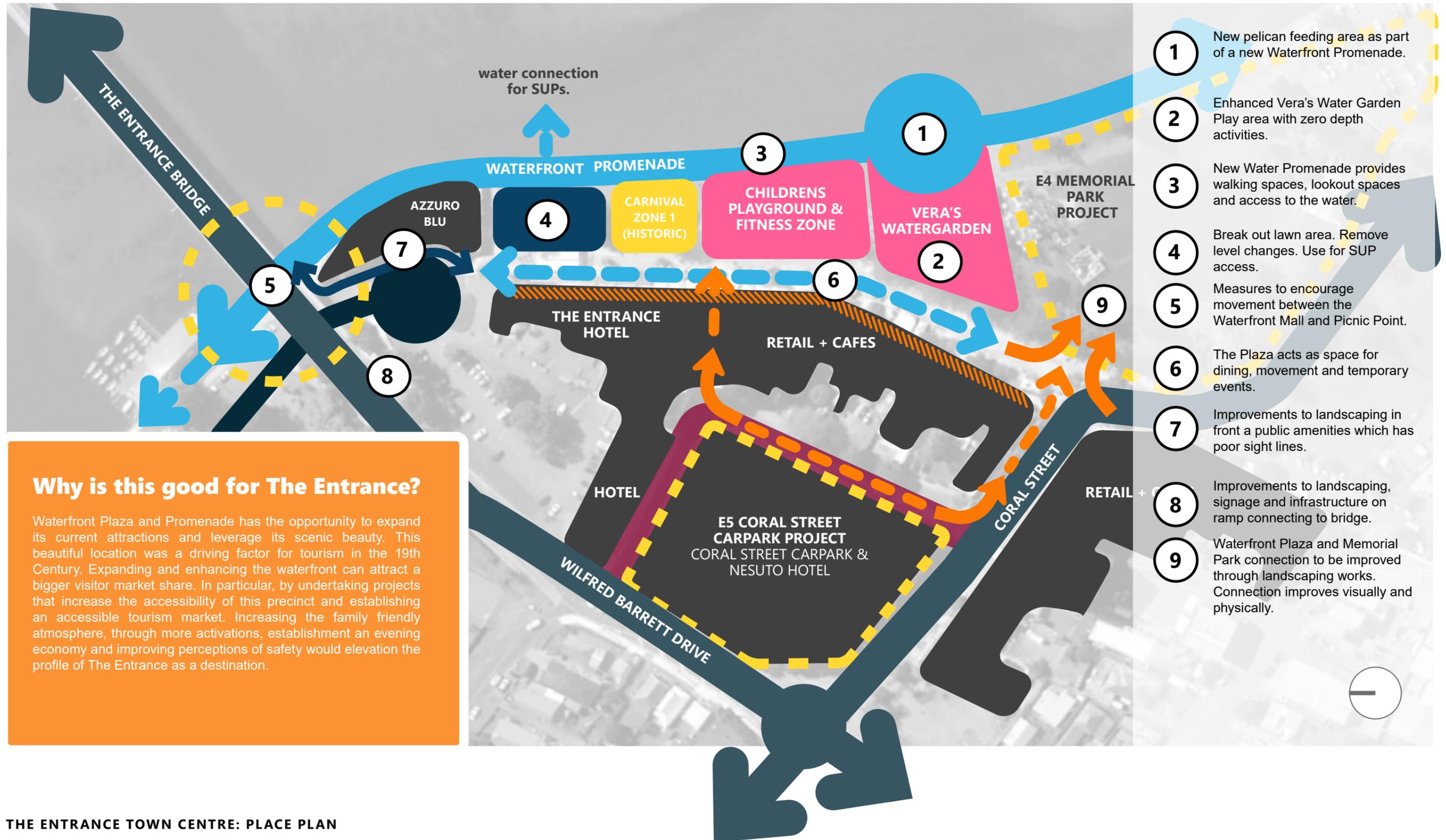
MAIN STREET : Seeding Project -

Transformation of vacant alfresco structures into temporary activation spaces for activations such as music and public art. Located mid block they can act as 'cookie crumbs' to encourage movement up to Bayview Mall.



IDEA GENERATOR

E4 WATERFRONT PLAZA PROJECT



- 1 New pelican feeding area as part of a new Waterfront Promenade.
- 2 Enhanced Vera's Water Garden Play area with zero depth activities.
- 3 New Water Promenade provides walking spaces, lookout spaces and access to the water.
- 4 Break out lawn area. Remove level changes. Use for SUP access.
- 5 Measures to encourage movement between the Waterfront Mall and Picnic Point.
- 6 The Plaza acts as space for dining, movement and temporary events.
- 7 Improvements to landscaping in front a public amenities which has poor sight lines.
- 8 Improvements to landscaping, signage and infrastructure on ramp connecting to bridge.
- 9 Waterfront Plaza and Memorial Park connection to be improved through landscaping works. Connection improves visually and physically.

Why is this good for The Entrance?

Waterfront Plaza and Promenade has the opportunity to expand its current attractions and leverage its scenic beauty. This beautiful location was a driving factor for tourism in the 19th Century. Expanding and enhancing the waterfront can attract a bigger visitor market share. In particular, by undertaking projects that increase the accessibility of this precinct and establishing an accessible tourism market. Increasing the family friendly atmosphere, through more activations, establishment an evening economy and improving perceptions of safety would elevation the profile of The Entrance as a destination.



SEEDING PROJECT

CLEANING UP THE SPACE + FIRST STEPS

DESCRIPTION

Waterfront Plaza is a key anchor and destination in The Entrance. The area was originally constructed in 1996. A range of upgrades commencing in 2015 resulted in new paving, shelters and a children's playground. This new face-lift improved the image of the area but it also highlighted further measures that are required. The Entrance and in particular the Plaza has struggled to establish an evening economy. Evening activation of the Waterfront Plaza is critical to the success of the town as a vibrant holiday destination. It is also important for locals who want a night out but are not keen to venture as far as Terrigal. The intent is to establish The Entrance Waterfront, not as a rival, but as a choice and counter point to Terrigal. The lack of an evening economy is damaging as it is assumed that nothing will be open. The key to this stage is to change those perceptions by generating regular evening events - regular enough to make people subconsciously know there is a great evening to be had.

LOCATION

Waterfront Plaza and Promenade

ACTIVATION TYPOLOGY(S)

Maintenance, Public Art, Lighting

GOALS

- There will be evening activations on a regular basis.
- Baseline data will be available for Waterfront Plaza for future testing.
- Better connections between Coral Street Carpark and the waterfront.
- There will be activation events during the day within the mall.

RECOMMENDATIONS

1. Trim or remove trees that inhibit sightlines for CCTV.
2. Reduce signage clutter.
3. Provide wayfinding signage to direct visitors from Coral Street Carpark.
4. Update the mural (Mad Hair) on the corner of Coral Street & Duffys Lane.
5. Use pop up food and bar trucks to assist activating the mall in the evening on a regular basis. Encourage local businesses to stay open (or later) in the evening. Work with the business owners to identify methods to stay open while events are on and plan for the future.
6. Use live music in association with the evening activations.
7. Track and test the events on a regular basis.
8. Undertake mural art project under the bridge and on the structure to encourage movement beyond the bridge.
9. Clean up and replace landscaping along the ramp adjacent the bridge.
10. Remove vegetation that blocks sightlines into Azzuro Blu public toilets.
11. Replace waste enclosure facade of Azzuro Blu with creative public art project.



ESTABLISHING PROJECT

ACTIVATING THE SPACE

DESCRIPTION

If the process is successful, there will come a time, when the food and bar trucks will no longer be required in the Mall. The people will still come, not to eat from trucks, but from the restaurants and cafes that are capable of staying open in the evening. The testing of the events that will form part of the Seeding phase will be critical - to know when the trucks are no longer necessary or if they are needed to boost the off season.

One of the key factors for the departure of the food trucks will be a strong local foundation - people from the suburbs that surround the lake. Locals will become part of the evening economy and choose The Entrance because it is a viable option for evening entertainment on the Central Coast.

LOCATION

Waterfront Plaza and Promenade

ACTIVATION TYPOLOGY(S)

Lighting, Events, Public Art

GOALS

- Locals frequent the Waterfront Plaza on a regular basis day and night.
- Establish baseline data for the Waterfront Mall for the next stage.

RECOMMENDATIONS

1. Once the events have established a local and visitor evening baseline of activity, the food truck events can be relocated to another area in need of activation.
2. The food trucks may still be required during the off season. This should be ascertained by the testing process.
3. Continue to add to the cultural and creative layer of the Plaza to provide locals and visitors with a evolving experience. Temporary art and outdoor exhibitions can provide that stimulus.
4. Undertake a design process to revitalise key elements within the Waterfront Plaza including the Promenade, Veras Watergarden and the interface between the Plaza and Memorial Park.
5. Encourage better connections with Picnic Point by encouraging people to move past the bridge. An evening illumination project, visible from multiple aspects may provide the solution.
6. Identify opportunities to activate Azzuro Blu. Establishing a gallery space on the vacant conference facility level could reinforce a new anchor. Refurbishing the public viewing deck is strongly encouraged and will need to be supported by wayfinding signage. This space would form part of an accessible Entrance.
7. Create an entry statement on the bridge.



MATURE PROJECT

A GREAT NIGHT OUT

DESCRIPTION

A permanent evening economy will provide the catalyst to undertake more permanent infrastructure projects that enhance the experience. The goal of this Place Plan is to establish The Entrance as an important destination for both locals and visitors. This will require high quality infrastructure, culture and art.

The types of projects that will assist the evening economy are connected to other projects identified in this Place Plan. Those projects have been identified below.

LOCATION

Waterfront Plaza and Promenade

ACTIVATION TYPOLOGY(S)

Infrastructure, Lighting, Public Art

GOALS

- The waterfront will no longer need the pop up food activations to support an evening economy.
- Connect Waterfront Plaza and Memorial Park.
- Create first class fun family oriented spaces.
- Illuminate the town at night.

RECOMMENDATIONS

1. Replace Vera's Water Garden with a new water playground. Opportunities to integrate creative lighting into the sculptural elements are encouraged. The watergarden should be designed as an accessible attraction.
2. Redevelop the Promenade. Use creative lighting to create a unique experience. Create a promenade which facilitates access to the water and provides good viewing locations without blocking pedestrian movement.
3. Open a new physical and visual link between the Waterfront Plaza and Memorial Park.

DISCUSSION REGARDING FOOD TRUCKS PENDING

IDEA GENERATOR

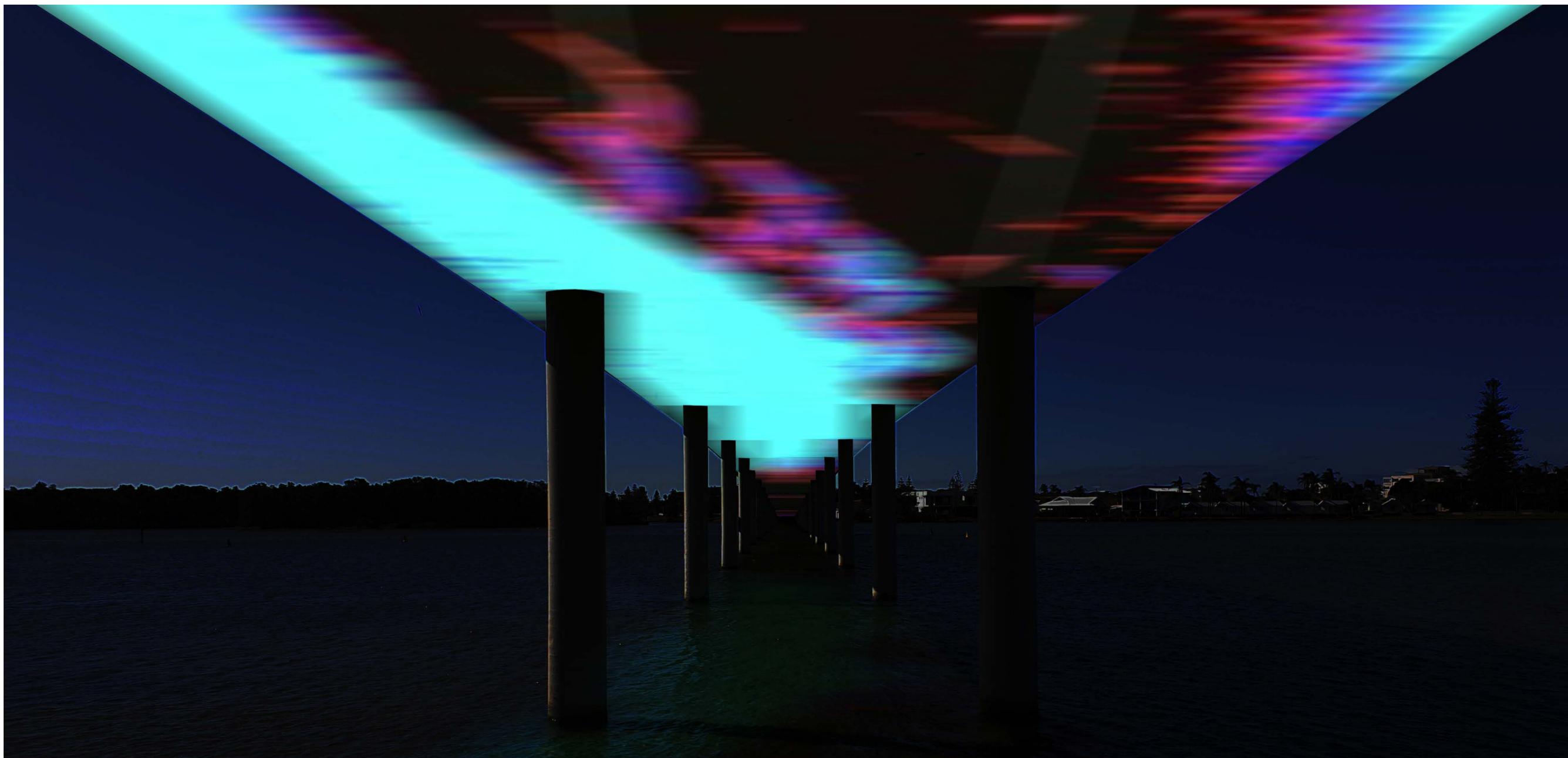
E4 WATERFRONT MALL PROJECT



WATERFRONT PLAZA : Seeding Project - Evening activation that support and encourage local businesses to remain consistently open in the evening.



WATERFRONT PLAZA : Mature Project - Redevelopment of Veras Watergarden into a zero depth play space with a unique and creative theme.



WATERFRONT PLAZA : Establishing Project - Evening illumination of The Entrance Bridge could help people move past the bridge and onto Picnic Point.

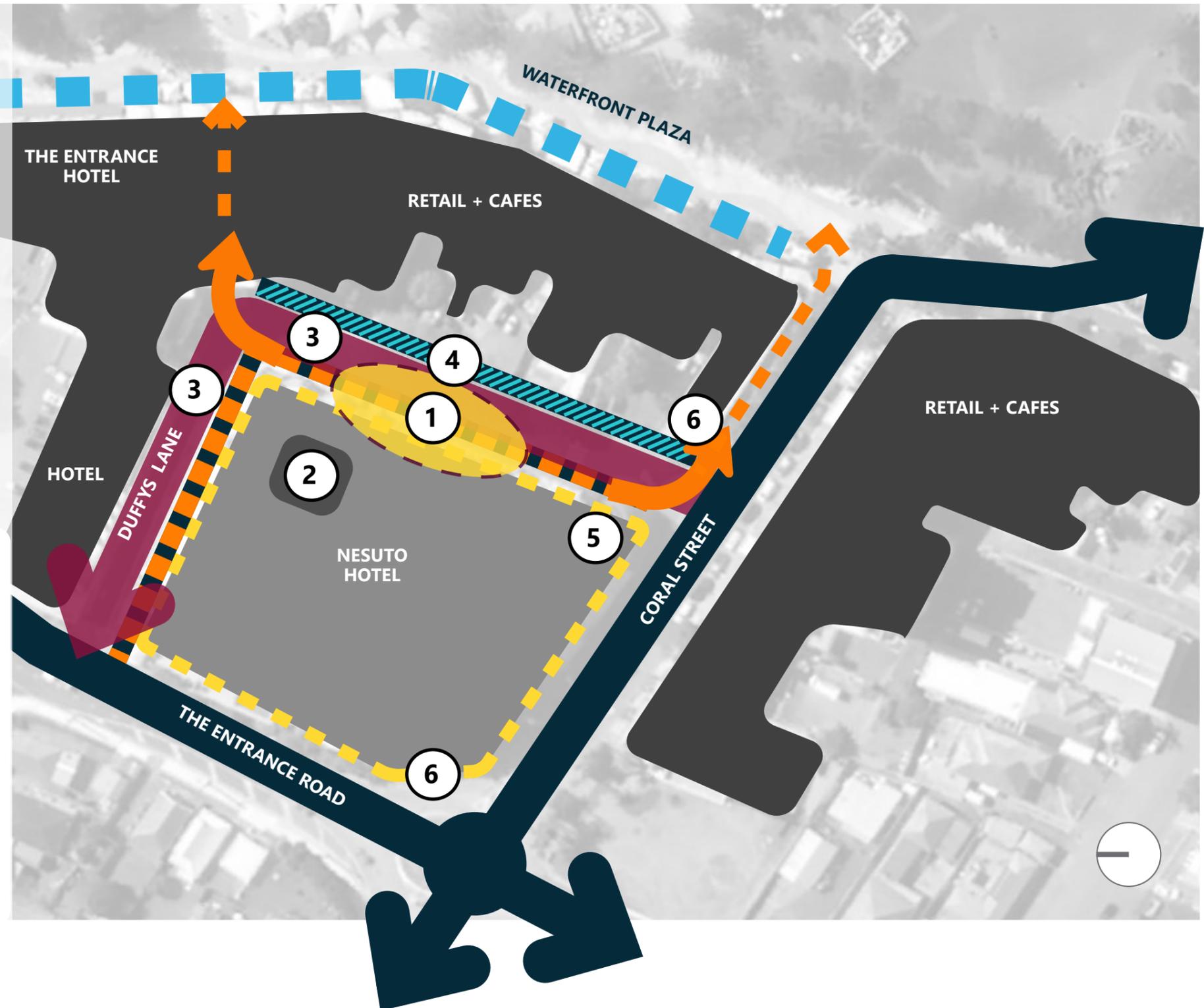


WATERFRONT PLAZA : Intermediate Project - Evening illumination of The Entrance Bridge could help people move past the bridge and onto Picnic Point.

IDEA GENERATOR

E5 CORAL STREET CARPARK PROJECT

- 1 BUS INTERCHANGE**
Upgrade the bus interchange to improve its amenity and comfort through better lighting, restored materials and art.
- 2 LIFT CORE**
Enhance the carpark lift core and entry points to improve its role as an arrival point. This will also assist with safety.
- 3 DUFFYS LANE**
Activate the laneway with public art and lighting to improve the arrival experience and connections to Waterfront Plaza.
- 4 BACK OF HOUSE**
Upgrade 'back of house' / shops fronting the Mall to improve its visual appearance and increase perceptions of safety.
- 5 CORNER RETAIL**
Install temporary retail or gallery space on the ground floor to activate corner. Use signage to encourage movement to the waterfront.
- 6 ARRIVAL POINTS**
Use public art and lighting to reinforce the key gateway points.



Why is this good for The Entrance?

Duffys Lane, its carpark, bus stop and movement links provide an important first impression. Many people enter the town centre on foot from here. But unlike the waterfront carpark, with its spectacular ocean and channel views, this space is underwhelming and feels unsafe - both day and night.

Transforming this hub into a safer and attractive space, lifts the perceptions of the entire town centre.



SEEDING PROJECT CLEANING UP THE SPACE

DESCRIPTION

As one of the key gateways to the town centre, the lane, bus stop and carpark are in need of a significant image overhaul. The Seeding phase is the first step in transforming this space and is primarily focused on maintenance and small quick interventions.

One of the first activations will be a new mural to brighten the lift core. This will provide some much needed art in The Entrance and it will also act as a wayfinder element.

LOCATION

Waterfront Mall, Duffys Lane

ACTIVATION TYPOLOGY(S)

Maintenance, Public Art

GOALS

- Improved the appearance of this key gateway space.
- The space provides a creative layer to the Town and supports local artists.
- Improves connections between Duffys Lane and the Waterfront.
- Improves actual and perceived notions of safety.

RECOMMENDATIONS

1. Paint the internal columns and ceiling of the carpark white to improve light outputs. Light levels in the carpark should enable a person to see into a parked car. Engage a qualified lighting engineer to provide advice in regard to optimum light levels.
2. Paint a mural artwork on the lift shaft walls and soffit above outdoor foyer.
3. Remove the defunct awning on the corner of Coral Street and the lane.
4. Consolidate signage on the lift shaft to make it easier to read. This can be undertaken in conjunction with the mural.
5. Plant shade tolerant ground covers in planting beds between bus bays.
6. Establish an agreement with landowners over maintenance of their properties which back onto Duffys Lane.



ESTABLISHING PROJECT ADDING A CREATIVE LAYER

DESCRIPTION

Once the quality of the carpark and lane have been lifted, begin a series of art and lighting projects that give the lane personality and improve perception of the space.

The key project in this process is the installation of a light box artwork that covers the balustrade of the first floor carpark (public carpark). The light box could be a programmable artwork that changes through the seasons. It is important the lightbox not be used for advertising, directional signage or bus information. Its purpose is to activate the lane and give it vibrancy. The space will also benefit from new signage that assists people finding their way to the Waterfront Mall and main street.

LOCATION

Waterfront Mall, Duffys Lane

ACTIVATION TYPOLOGY(S)

Lighting, Public Art, Signage

GOALS

- Duffys Lane is a key Gateway to the town.
- Improved connections between Duffys Lane and the Waterfront.
- Improves actual and perceived notions of safety.
- Vacant shops in Coral Street are occupied.

RECOMMENDATIONS

1. Replace existing defunct balustrades on the lane side of the upper level carpark.
2. Place an lightbox artwork panel over the balustrades that integrates lighting to activate the lane day and night. The lightbox panel can be programmed to reflect the flow and movement of currents and water. The light box should wrap around to corner so it is visible from Central Coast Highway.
3. Install a temporary pop up business or activation in the vacant shop on the corner of Coral Street and Duffys Lane.



MATURE PROJECT MAKING THIS SPACE A KEY GATEWAY

DESCRIPTION

Laneways can be dynamic spaces, especially where they function as important links to public spaces. In the mature phase there is an opportunity to renew this space with new laneway paving (or other suitable surface), seating and edge between public and private properties. This may include new fencing and landscaping. Additional opportunities for public art would also be appropriate.

LOCATION

Waterfront Mall, Duffys Lane

ACTIVATION TYPOLOGY(S)

Infrastructure, Lighting, Public Art

GOALS

- Duffys Lane is a key Gateway to the town.
- Coral Street Carpark is a safe place.

RECOMMENDATIONS

1. Upgrade the total space with a new lane surface, kerb and guttering and landscaping opportunities.
2. Establish a footpath on the eastern side of the lane and install new security fencing for private property that is consistent with CPTED considerations, is attractive and has the potential to integrate public art.
3. Install public artworks that incorporate lighting into the garden beds between the bus bays.
4. Install new awning to create wet weather access to the bus stop and carpark.
5. Replace existing carpark with screen with an art screen which integrates lighting. This screen should form part of a day time and evening gateway experience. The screen could also function as a wayfinder for visitors seeking to find the carpark e.g. look for the screen with the pelicans on it.

IDEA GENERATOR

E5 CORAL STREET CARPARK PROJECT



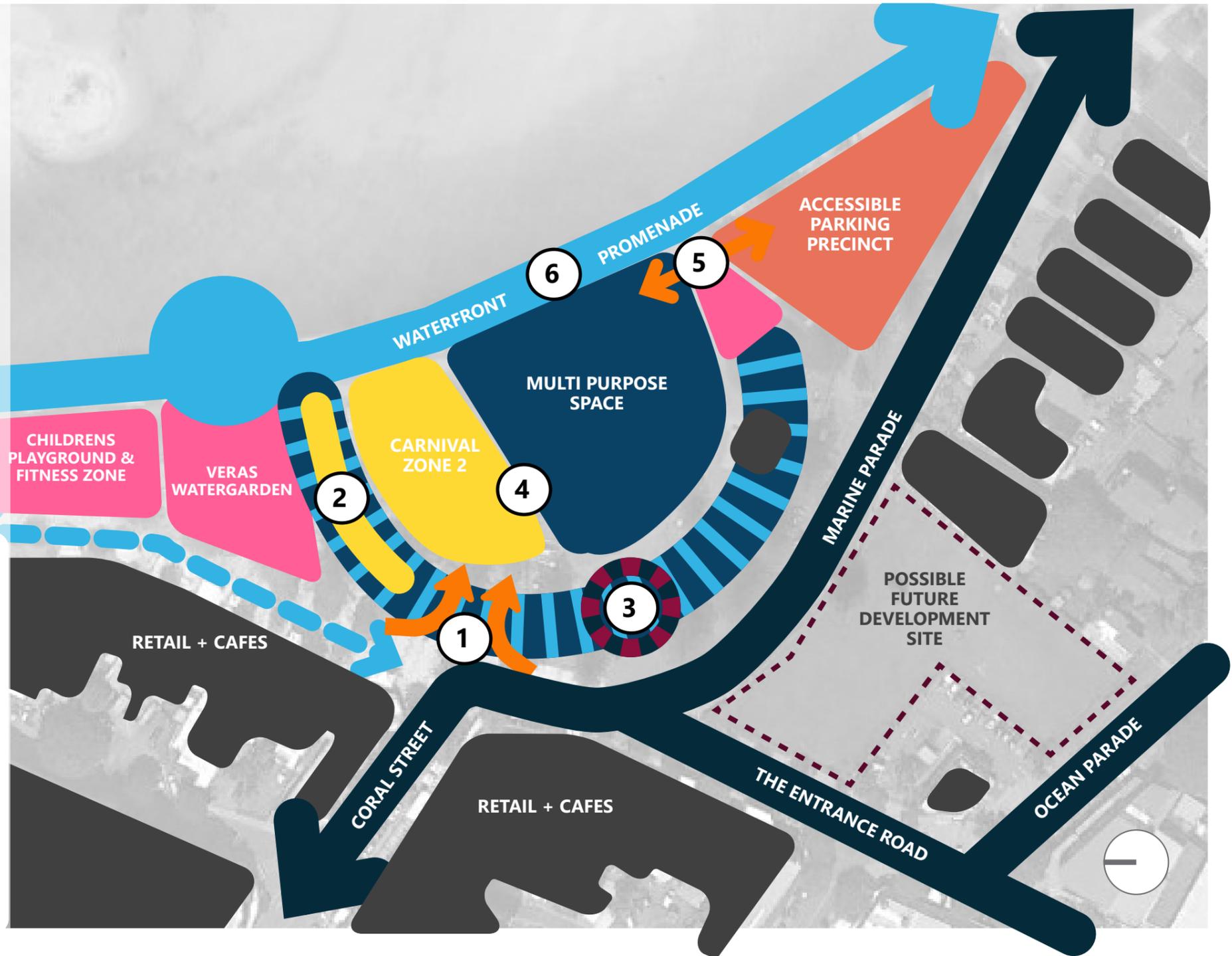
CORAL STREET CARPARK AND BUS INTERCHANGE : Transforming the amenity of this important gateway into the Town.



IDEA GENERATOR

E6 MEMORIAL PARK PROJECT

- 1 Create a new point of access / movement into the park by removing the earth mound and landscaping.
- 2 Establish permanent structures for the existing carnival which reflect the waterfront / carnival character.
- 3 Redevelop the War Memorial to give it a contemporary character, improve sightlines and better spaces for memorial events. A significant memorial sculpture is recommended for this space.
- 4 Establish a new multi purpose surface for both the park and carnival for all weather use and for accessibility. Integrate an iconic pattern into the surface design.
- 5 Maintain a service entry point from the carpark to the park for event equipment and infrastructure.
- 6 Establish a distinct promenade that is separate from the park. This is to avoid conflict of uses. Delineation can be through materials and colour.



Why is this good for The Entrance?

Memorial Park is a key event space for the town and is well located by the channel. Opportunities to improve its role as an all weather event space can increase its use.

Establishing the precinct as a multi purpose space can extend its uses beyond what it can currently accommodate. Events can be diverse and an all purpose surface could attract traveling shows that do not integrate with turf. Furthermore, this precinct seeks to become an accessible space (in conjunction with the Waterfront Plaza) and a multi use surface and increase its use by less mobile people.



SEEDING PROJECT CLEANING UP THE SPACE

DESCRIPTION

In order to facilitate future changes to the park, a series of Seeding projects are necessary to understand how the space functions - in particular during and post COVID. Testing will form a core part of this process and one of the first steps will be obtaining baseline data. It is also vitally important that any testing is undertaken in conjunction with the Town Centre. One of the biggest criticisms of Memorial Park events is that they draw focus and business from the Town Centre and main street. Getting a true picture of both Memorial Park and the Town Centre will help Council understand if and how new activations are making a difference across the town.

LOCATION

Memorial Park

ACTIVATION TYPOLOGY(S)

Events, Maintenance, Public Art

GOALS

- Temporary events are held in the Memorial Park that complement activations held in the Town Centre and Picnic Point.
- Memorial Park is well maintained.
- The park is activated concurrently with the Waterfront Plaza.

RECOMMENDATIONS

1. Obtain baseline data prior to commencing any actions.
2. Relamp existing lights around the park and along the Promenade as per the Creative Lighting Strategy.
3. Install bollard collars on the new bollards installed between the Marine Parade carpark and the park. Bollard collars to have The Entrance themed icons as per Identity Strategy.
4. Hold Artisan Markets in the park that assist with the development of a Creative Market in The Entrance.
5. Hold Kids Creative Markets where children sell products they have made. Parents must be part of the process.
6. Reinstate organic food markets. Produce sold in the markets are encouraged to be Central Coast locally sourced and produced. Products in the markets should not be the same products are those sold in the town e.g. commercially sourced products.
7. Remove Percy the Pelican sculpture and repurpose sandstone. Undertake design competition for a new sculpture for the park. The sculpture should be a contemporary landmark public artwork.



ESTABLISHING PROJECT ADDING A CREATIVE LAYER

DESCRIPTION

The Establishing phase will comprise the design process for the Park. The Seeding stage will feature a range of projects and activations to help guide and inform the design process. Testing as previously discussed in the Seeding stage will be part of ongoing evaluations.

LOCATION

Memorial Park

ACTIVATION TYPOLOGY(S)

Infrastructure (design).

GOALS

- Memorial Park will have a new design for future redevelopment.
- Memorial Park events and activations will support and assist with the activation of the Town Centre.

RECOMMENDATIONS

1. Undertake the design process for a new memorial park to make the space more adaptive and versatile. This should include all weather and accessibility considerations.
2. Undertake the design process of a new promenade that runs parallel to the main park space.



MATURE PROJECT MAKING THIS SPACE A KEY GATEWAY

DESCRIPTION

The Mature phase of the park will be its redevelopment. The park redevelopment will create a flexible multi use space that can operate during a range of weather events. A multi use space will also allow for a range of activities not suitable for a lawn area. A key part of the design will be to increase the accessibility of this precinct, allowing for accessible events. Associated with this event space will be the accessible on grade carpark and upgraded public amenities associated with the Visitor Information Centre. New creative lighting as part of an upgrade can draw people to the area and complement other creative projects proposed throughout the town.

Formalization of the amusement space (Ferris Wheel) through permanent booths, themed fencing and signage will result in an attractive and less ad hoc appearance. One of the core parts of the redevelopment will be new connections between Waterfront Plaza and the park. As identified in the diagram opposite, the removal of the earth mound and some landscaping can create a new visual and physical link to tie the two spaces together.

LOCATION

Memorial Park

ACTIVATION TYPOLOGY(S)

Infrastructure, Lighting, Public Art

GOALS

- There will be visual and new physical connections between Waterfront Plaza and Memorial Park.
- The park will have a multi purpose surface that is accessible.

RECOMMENDATIONS

1. Undertake redevelopment of Memorial Park with the following considerations:
 - Replace turf with multi purpose surface. Incorporate bespoke artwork into design surface.
 - Formalise the amusement space (Ferris Wheel) with fencing, permanent booths and signage.
 - Install creative lighting that can be used in conjunction with events and lighting in other parts of the town.
 - Upgrade the waterfront promenade in conjunction with the Waterfront Plaza. The promenade should be distinct and separate from the park to reduce conflict.
 - Create a distinct link between the Waterfront Plaza and Memorial Park adjacent Coral Street. Remove earth mound and landscaping.
 - Upgrade War Memorial to improve sightlines, access, event space and a landmark memorial.

IDEA GENERATOR

E6 MEMORIAL PARK PROJECT



MEMORIAL PARK : A multi purpose space for events and daily use.

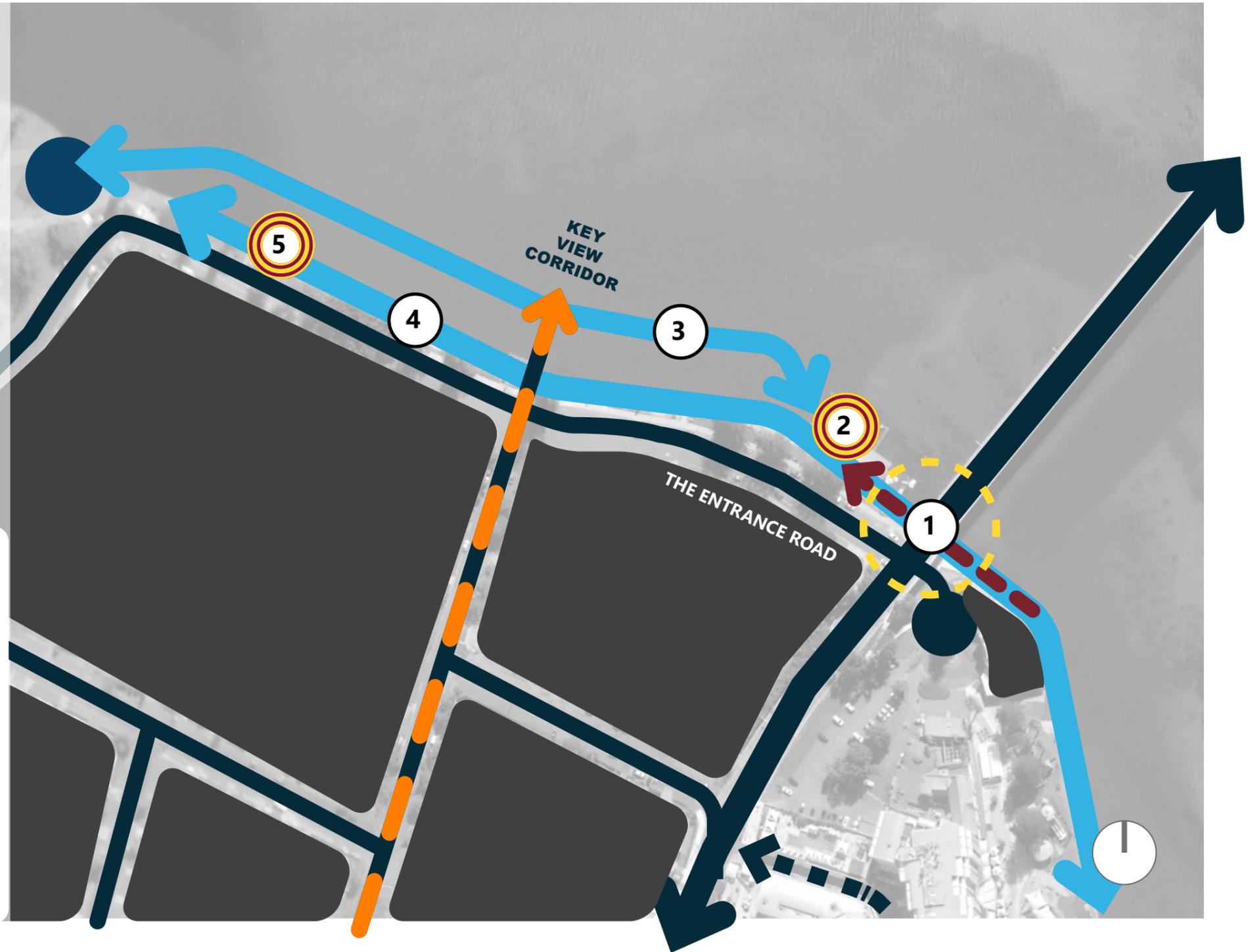


MEMORIAL PARK : Bollard collars installed onto new bollards with unique Identity Framework motif inscribed.

IDEA GENERATOR

E7 FISHERMANS WALK PROJECT : COASTAL WALK 1

- 1 THE ENTRANCE BRIDGE**
Activations to encourage people to move under the bridge to Picnic Point.
- 2 THE BOATHOUSE**
Opportunity to revitalize the Boat House as a destination.
- 3 WATER WALK**
As the birds living in the Norfolk Pines are endangered and their tree habitat cannot be touched. Develop a 'Water Walk' that creates a scenic walk and fishing spot.
- 4 THE ENTRANCE ROAD**
Consolidate the verge and waters edge (following the construction of the 'Water Walk' with a single path and new landscaping. Provide street furniture clear of the animal droppings.
- 5 SEEDING ART**
Undertake small scale public art projects that can form part of a Coastal art trail.



Why is this good for The Entrance?

Fishermans Walk is an important link which offers scenic views of the lake and distant hills. One of its biggest advantages is that the walk is level - and generally accessible. This connects to a wider area that is accessible which includes the Waterfront Mall, the Promenade and Picnic Point. There is also accessible access to these spaces from the public carpark in Duffys Lane.

This opportunity can be leveraged however, the image and perceptions of safety along Fishermans Walk can be greatly improved in the interim until the time comes for the redevelopment of the space.



SEEDING PROJECT CLEANING UP

DESCRIPTION

The lake edge between the Waterfront Plaza and Picnic Point is a popular fishing and walking area. Adjacent the road is a footpath which is used for walking. A second concrete edge/path is located along the waters edge and is elevated above the water. Between the two paths are seating and tables. There are a number of jetties that extend out into the water which are popular for fishing. The area has a poor appearance which is caused by a mismatch of materials and finishes, excrement from birds resting in the pine trees and the dilapidated built form.

This seeding project seeks to begin the restoration of this area - maintaining its functional requirements for fishing while allowing it to be a beautiful space to walk and experience the view.

LOCATION

Coastal Walk 1 - The Entrance Road

ACTIVATION TYPOLOGY(S)

Maintenance and Public Art

GOALS

- There will be better movement between the Waterfront Plaza and Picnic Point.
- The walk will be cleaner with regular maintenance.
- Groups participating in anti social behavior will reduce the space less.

RECOMMENDATIONS

1. Manage the cleanliness of the area and remove excrement regularly.
2. Establish a maintenance program for the precinct.
3. Remove ageing signage which does not contribute to the space. Reduce signage where practical to reduce signage clutter which confuses the public.
4. Making the area alcohol free and regulate this.



ESTABLISHING PROJECT A LAYER OF ART

DESCRIPTION

Once the space has been improved and a maintenance plan has been implemented there will be an opportunity to enhance the space with public art.

Public art can be located within the turf area between the footpath and the concrete edge. Murals can be painted on the concrete edge with a fishing and nature theme. All the art in this area should be temporary or capable for relocation once future redevelopment are undertaken.

LOCATION

Coastal Walk 1 - The Entrance Road

ACTIVATION TYPOLOGY(S)

Public Art

GOALS

- There will be better movement between the Waterfront Plaza and Picnic Point.
- There will be a creative layer to the Walk.
- The Coast to Lake Scenic Walk will increase in use.

RECOMMENDATIONS

1. Undertake public artworks including murals to create 'cookie crumbs' along the walk to encourage movement.
2. Install wayfinding signage that directs pedestrians between Picnic Point and the Waterfront Mall.
3. Install pop up seating and umbrellas on the grassed areas to encourage activation.
4. Work with the boat house to become an important destination on the walk.



MATURE PROJECT WORLD CLASS ACTIVE PRECINCT

DESCRIPTION

Once the time is right, this precinct will be ready for renewal and revitalisation. The new upgrade should be a whole of precinct redevelopment and include street. This will allow for a better management of level changes - which are currently a problem in the precinct. The design parameters should accommodate a wider footpath / cyclepath, a distinct separation between walkers and cyclists and fishing areas, public art, new signage and creative lighting. Access to the water could also be considered via platforms that pop out over the water.

A new boat house could be explored to provide a destination dining experience that is unique to The Entrance.

LOCATION

Coastal Walk 1 - The Entrance Road

ACTIVATION TYPOLOGY(S)

Infrastructure, Signage

GOALS

- The walk will be a popular part of the Coast to Lake Scenic Walk.
- There will be a new component to the walk which moves people away from the pine trees.
- There will be clear delineation between user groups through infrastructure improvements.

RECOMMENDATIONS

1. Upgrade the precinct with:
 - new cycleway,
 - fishing areas which are distinct to the cycleway and seating area,
 - new seating areas with shade,
 - signage,
 - creative and functional lighting.
2. Redevelop the Boathouse to be an important destination that moves people beyond the Waterfront Plaza to the Coastal Walk.

IDEA GENERATOR

E7 FISHERMANS WALK PROJECT : COASTAL WALK 1





WATERFRONT MALL + COASTAL WALK 1 : The re establishment of the roof top deck as a public viewing area could increase the movement and activation of the Coastal Walk.

IDEA GENERATOR

E8 PICNIC POINT PROJECT

- 1 PLAZA STYLE SKATE PARK**
Redevelop the existing skate park into a plaza style skate park that allows users to enjoy the scenic environment.
- 2 AGILITY PLAYGROUND**
Develop a an agility playground in association with the Skate Park. Bespoke play elements would act as wayfinders for Fisherman Walk.
- 3 COFFEE HUB + SHELTERS**
Create a space for a food truck to be centrally located. Overtime, the retail space to the east can provide coffee and food for the park.
- 4 TODDLER SPACE**
Develop a toddler space that is separate from the skate park but is visually connected for supervision.
- 5 KICK ABOUT SPACE**
An informal kick about space provides for flexibility including a space for event marshaling.
- 6 BEACH EDGE**
Establish a soft 'beach edge' that allows for access for SUP and kayak users.

Why is this good for The Entrance?

Picnic Point is an existing open space that has a variety uses including boat access, picnic areas, fishing and a skate ramps. The area is generally neat however, lacks an atmosphere to encourage its use. Visitation of the space is generally the result of incidental discovery rather than a sought after destination. Movement from Waterfront Plaza is discouraged by the The Entrance bridge and Azzuro Blu. The fact that Picnic Point is not a strong draw card makes visiting this space less inviting. This is also evident in the vacancies in the multi use development fronting the park. An activated Picnic Point may be the missing ingredient to activate and stimulate the adjacent businesses and create a thriving hub.





SEEDING PROJECT CLEANING UP

DESCRIPTION

Picnic Point is a blank canvas with a range of uses that are an appropriate fit for the space. However, as a destination the space is underwhelming and does not have a strong pull - to pull people from the Waterfront Plaza or as an independent destination. This is a missed opportunity as the space has some of the best uninterrupted views of Tuggerah Lake. The goal of the first stage is to change the way the space is perceived and encourage it to become a destination in its current form.

LOCATION

Picnic Point , Coastal Walk 1 - The Entrance Road

ACTIVATION TYPOLOGY(S)

Maintenance, Public Art, Events

GOALS

- The popularity of Picnic Point will increase as a destination.
- The park will be recognised as a place to access the water for SUPing and kayaking.
- The park will continue to provide passive and active recreation spaces.

RECOMMENDATIONS

1. Use the park as a secondary event space to 'bookend' Memorial Park and Bayview Mall. The separation of activities may help address COVID Safe requirements in the short term.
2. Add some colour to the space by embellishing the skate park with murals.
3. Implement a pop up coffee truck program to support the activation of the space on weekends.
4. Install SUP hire equipment (vendor machine style or shop style) to encourage use of the lake.
5. Implement a mural on the public amenities to bring colour into the precinct.
6. Replace to roofs of the picnic shelters with transparent material to increase light in the structures as they have sufficient shade from the trees and appear dark.



ESTABLISHING PROJECT THINGS TO DO

DESCRIPTION

While the space waits for its future redevelopment further projects could encourage its development into a destination.

One of the precincts biggest issues is the experience between the Waterfront Plaza and Picnic Point is not strong. The views to the water are beautiful however the physical infrastructure is a mix match and has a lot excrement from the protected birds in the trees. Therefore, more attractions that can be implemented in the medium term are encouraged.

LOCATION

Picnic Point , Coastal Walk 1 - The Entrance Road

ACTIVATION TYPOLOGY(S)

Public Art, Infrastructure, Events

GOALS

- There will be more active things for families to do at Picnic Point.
- There will be a interactive landmark artwork in the park.

RECOMMENDATIONS

1. Convert the existing footpaths into a children's education bike track.
2. Continue the pop up coffee truck program in association with weekends. Expand to selected mid week days if arrangements can be made with groups such as local Mothers Groups.
3. Install a landmark public art work that acts a wayfinder from the Waterfront Plaza. The artwork needs to be relocated and form part of the future park redesign/redevelopment. Opportunities to establish the artwork as a viewing platform or play elements could be considered to increase the 'things to do' in the park.
4. Undertake a design process for new park facilities as per the items listed in the Mature Stage. Engagement with the local community should also inform the project brief.
5. Continue to use the park as a secondary event space. Undertake testing prior and after each event to test effectiveness. Data from the testing should inform project briefs.



MATURE PROJECT WORLD CLASS ACTIVE PRECINCT

DESCRIPTION

The end goal is to establish Picnic Point as one of the key anchors of The Entrance. This means the space needs to become a destination. Redeveloping the park with facilities that are in keeping with its current purpose - as a recreational space with a mix of active and passive uses - but developed to a high standard - will increase the opportunity to activate the medium density development opposite the park and its retail and cafe safes. Creating a functional anchor will naturally activate the link between the Waterfront Plaza and Picnic Point.

LOCATION

Picnic Point , Coastal Walk 1 - The Entrance Road

ACTIVATION TYPOLOGY(S)

Infrastructure, Signage, Public Art

GOALS

- Picnic Point will be an important anchor and destination for The Entrance and the Central Coast.
- Scenic views will be maintained from the park and will become part of the appeal of the space.
- Neighboring ground floor retail will be active and open both day and night.

RECOMMENDATIONS

1. Upgrade the precinct with:
 - new plaza style skate park that maintains views of the lake,
 - agility playground as part of the skate park,
 - toddler playground and bike track
 - new seating areas with shade,
 - beach for swimming and SUP access,
 - signage,
 - space for foot truck for temporary activations/events,
 - kick about space,
 - creative and functional lighting.
2. Install the landmark public art work developed from the previous stage. Its new location must be considered during the design phase and ensure that it acts as a wayfinder to draw people from the Waterfront Plaza along Coastal Walk 1.

IDEA GENERATOR

E8 PICNIC POINT PROJECT



Picnic Point: Opportunity for a Plaza style skate park and agility playground which maintains views and creates wayfinding markers for the Fishermans Wharf.

**VIEW LINES AND
PLAY LINES.....**



**PLAZA STYLE SKATE
PARK BY THE
WATER**



IDEA GENERATOR

E9 COASTAL BOARDWALK PROJECT

- 1 Upgrade the boardwalk between Memorial Park carpark and SLSC. Walk to be a destination style boardwalk which has strong consideration for maintenance and durability.
- 2 Establish new lookout spaces which allow for uninterrupted space for walkers. Beach access can be integrated into these spaces. Opportunities for public art and interpretive signage are encouraged.
- 3 Vehicle access to beach to be maintained.
- 4 View lines to be maintained to the beach from the connecting roads.
- 5 Permanent connection between the SLSC and the Ocean Baths are encouraged which would include an upgrade of the baths building.
- 6 Dening Street connection to the Town Centre to be enhanced with landscaping, signage and public art.



Why is this good for The Entrance?

The Coastal Boardwalk is already a popular piece of infrastructure in The Entrance. During the Health Crisis of 2020, the boardwalk provided a place to walk and enjoy the view during the lockdown. It demonstrated how important health and wellbeing is and what The Entrance had to offer on a fundamental level. The existing boardwalk is ageing and needs to be sustained until the opportunity to upgrade it arrives. However, when that opportunity arrives, there is the opportunity to provide a destination level walk with magnificent views and strong connections to the beach and channel.



SEEDING PROJECT CLEANING UP THE WALK

DESCRIPTION

The existing boardwalk is a mix of on-grade concrete footpath and an elevated timber boardwalk. It also features a series of lookouts which pop out over the coastal edge. The walk connects the Promenade and the SLSC and forms an important part of the Coast to Lake Scenic Walk. Despite its popularity, the Walk is in need of basic maintenance to ensure it remains safe and well used. Maintenance will allow for the walk to continue until the time comes to upgrade it.

LOCATION

Coastal Walk 2 - Marine Parade

ACTIVATION TYPOLOGY(S)

Maintenance

GOALS

- The walk will be maintained until redevelopment can be undertaken.
- The walk is safe and increases in use.

RECOMMENDATIONS

1. Undertake general lighting maintenance as per the Creative Lighting Strategy to maintain safe light levels by improving aging infrastructure.
2. Restore damaged parts of the boardwalk including, replacement of structure, timber and sealing where required.
3. Remove aged signage that is out of date or difficult to read. Aged signage brings the image of the walk down.
4. Remove weeds on embankments between the walk and the beach.
5. Undertake landscape or public art project to the retaining wall between the two levels of Marine Parade.



ESTABLISHING PROJECT CREATING NODES + DESTINATIONS

DESCRIPTION

When it is time to redevelop the boardwalk it can be undertaken in two parts. The first is to establish the nodal points along the walk to provide viewing points and access to the beach. At present, there are a number of these points however, they are ready to be replaced to improve the quality of the walk and improve safety. New signage, in particular interpretive signage can be integrated into these nodal points. Identify opportunities to integrate public art into the walk. This will provide interest in itself but will also strengthen the role of the boardwalk as an integral part of the Coast to Lake Scenic Walk.

LOCATION

Coastal Walk 2 - Marine Parade

ACTIVATION TYPOLOGY(S)

Lighting, Public Art, Signage, Infrastructure

GOALS

- The walk allows for the public to enjoy the scenic qualities.
- A world class walk designed for a world class space.
- Accessible access is factored into designs prepared for the walk.
- Construction of the nodes allows for the walk to be useable during construction of the nodes.

RECOMMENDATIONS

1. Undertake a design process to determine the best locations for viewing and beach access nodal points. Improved access to the beach should be a priority. Accessible access is also priority however, may be reliant on future infrastructure projects (Southern Anchor Project / SLSC).
2. Construct new nodal points that includes opportunities for public art.
3. Provide lighting at the nodal points that improves safety however, is also a feature.

Note: For the purpose of this project, the viewing platform adjacent the SLSC is a separate project and may be integrated into a SLSC upgrade with the intent to provide accessible access to the beach.



MATURE PROJECT CONNECTING THE NODES

DESCRIPTION

With the viewing and access nodes dotted along the Boardwalk, this project will culminate with the linking of those nodes. New boardwalk sections will connect the platforms to create a consistent boardwalk.

It is noted, that the Mature phase could be combined with the Establishing phase of the project, should the budget allow. It is also recommended that the upgrade of the surf club, the connection to the beach and Ocean Baths be undertaken at the same to ensure complex issues such as accessibility are resolved, as they are key priorities

LOCATION

Coastal Walk 2 - Marine Parade

ACTIVATION TYPOLOGY(S)

Lighting, Public Art, Signage, Infrastructure

GOALS

- The walk allows for the public to enjoy the scenic qualities.
- A new walk will be safe and inviting for locals and visitors.

RECOMMENDATIONS

1. Construct the boardwalk connections between the viewing / beach access nodes.
2. Install signage and interpretive signage as required between the nodes.
3. Integrate lighting into the handrails of the walk between the nodes as per the Creative Lighting Strategy.
4. Install a safety barrier between pedestrians and vehicles which is consistent with Hostile Vehicle Guidelines but does not result in a outcome that is visually harsh. The safety barrier could include bespoke urban art elements.

IDEA GENERATOR

E9 COASTAL BOARDWALK PROJECT



New node for viewing the water and connecting to the SLSC.



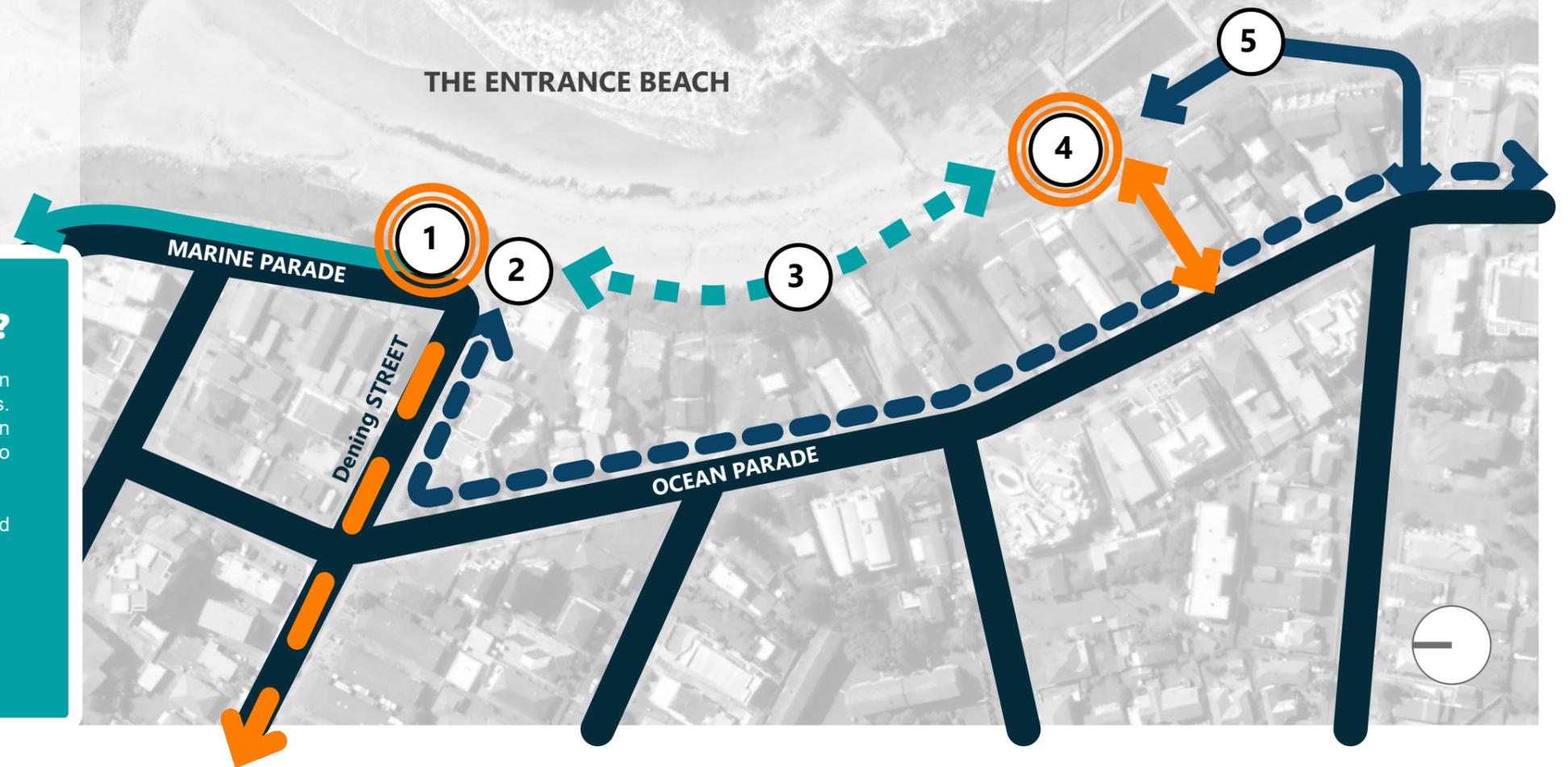
Opportunity for better ways to connect with the waters edge and sand along the Promenade.

IDEA GENERATOR

E10 SOUTHERN ANCHOR PROJECT

- 1 SURF LIFE SAVING CLUB**
The SLSC has the ability to transform into an anchor for the town and activate the beach.
- 2 LOOKOUT + AMENITIES**
These spaces should be upgraded to provide accessible access to the beach.
- 3 COAST TO SCENIC WALK**
Opportunity for a boardwalk to provide a more accessible link for the walk.
- 4 OCEAN BATHS**
Create current and future connection that tie Lakeside Shopping Centre into the Short Street and Bayview Mall Precinct.
- 5 THE EDITH RING REST**
Opportunities to upgrade The Edith Ring Rest should be explored in conjunction with better access to Ocean Parade.

THE ENTRANCE BEACH



Why is this good for The Entrance?

The existing Surf Life Saving Club is located south of the town centre. It has extraordinary views over the beach and bommies. This area is also associated with the Baths however, the connection is poor. This creates a significant opportunity for this location to evolve into the third vital anchor of the township.

Before embarking on a major upgrade, seeding projects could assist with the process.



SEEDING PROJECT LETS EAT

DESCRIPTION

The southern end of the boardwalk (Marine Parade) has the opportunity to become a significant anchor point in the town centre. Anchor Points encourage the flow of people and are essential parts of a functioning urban framework. The Entrance Surf Life Saving Club is the terminus for the existing boardwalk. At this point, walkers either continue west along Dening St or walk down to the sand via a set of ramps and stairs. Further south along the beach are The Entrance Baths. The surf club is open to the public on Sunday afternoons as a bar. However, it is not open at other times of the day. The Entrance Beach, located below the surf club, is growing in popularity and could benefit from a food and beverage offering. A seeding project in this location or at the nearby Ocean Baths could enhance the experience of the walk and encourage future upgrades in this location.

LOCATION

Coastal Walk 2 - Marine Parade and Dening Street

ACTIVATION TYPOLOGY(S)

Event

GOALS

- There will be food and beverage available for beach patrons.
- There will be a new cultural layer to the Town.
- Improve awareness of the Town Centre from this southern location.

RECOMMENDATIONS

1. Locate a food truck or stall near the surf life saving club or Ocean Baths. Better yet, work with the SLSC to open the kiosk.
2. Promote the food and drink offering to increase the popularity of the walk. Focus in the first instance on weekends then expand over time.
3. Establish a mini pop up gallery space in the SLSC to activate the node.
4. Repair damaged Coast to Lake Scenic Walk signage.
5. Update the mural on the existing lookout.



ESTABLISHING PROJECT NEW CONNECTIONS

DESCRIPTION

The connection between the SLSC and the Ocean Baths is currently on sand. This link is part of the Coast to Lake Scenic Walk and is not accessible. There is an opportunity to provide a formal boardwalk that connects the two buildings. Although the beach is currently not accessible from Marine Parade, the opportunity to formalise the boardwalk between the two nodes will improve this link (enable fitness walkers who don't want to walk on the sand and take their footwear off). When the SLSC and the Ocean Bath buildings are upgraded, this boardwalk will provide the connection between.

As part of the process, there is also the opportunity to create grass seating areas at the ocean baths while improving access for maintenance vehicles. This could also create space for food trucks and future activations.

LOCATION

Coastal Walk 2 - Marine Parade and Dening Street

ACTIVATION TYPOLOGY(S)

Infrastructure

GOALS

- Improve connections to the Ocean Baths.
- Improve wayfinding to and between precincts.

RECOMMENDATIONS

1. Construct a boardwalk between the SLSC and the Ocean Baths.
2. Install new signage that shows the boardwalk as an extension of the walk.
3. Undertake a minor upgrade to the public amenities until future redevelopment.
4. Build footpaths on Ocean Parade to improve Ocean Bath connections for those not wanting to walk on the sand.
5. Hire beach equipment such as umbrellas and chairs for use on the beach - as access is difficult to carry equipment.



MATURE PROJECT WORLD CLASS DESTINATION

DESCRIPTION

The Surf Life Saving Building (SLSC) and the Ocean Baths are located in an enviable position with world class views. However, these important public buildings / spaces are disconnected and both buildings are ready to be replaced. While recognising the heritage aspects of both buildings, there is an opportunity to replace them with iconic architectural buildings. The redevelopment of both buildings, in particular the SLSC, has the opportunity to resolve access issues between the beach, the surf club and Marine Parade. As part of the project, the poorly located amenities block, which is not accessible, could be integrated into the new development. This is indeed a significant project however, it has the opportunity to greatly contribute to the Central Coast economy and built form of The Entrance.

LOCATION

Coastal Walk 2 - Marine Parade and Dening Street

ACTIVATION TYPOLOGY(S)

Infrastructure, Signage, Public Art

GOALS

- Improved perceptions of the beach and the southern anchor.
- The SLSC is a high quality attraction.
- Active use of the connections to the Ocean Baths.

RECOMMENDATIONS

1. Replace the existing SLSC (while maintaining heritage parts of the building as required) with a new iconic architectural building which provides accessible access to the beach from Marine Parade, incorporates public amenities accessible from the beach and Marine Parade and serves high quality food and beverage.
2. Replace the existing Ocean Baths building with a new iconic architectural building which acts as a counter point to the new SLSC.

IDEA GENERATOR

E10 SOUTHERN ANCHOR PROJECT



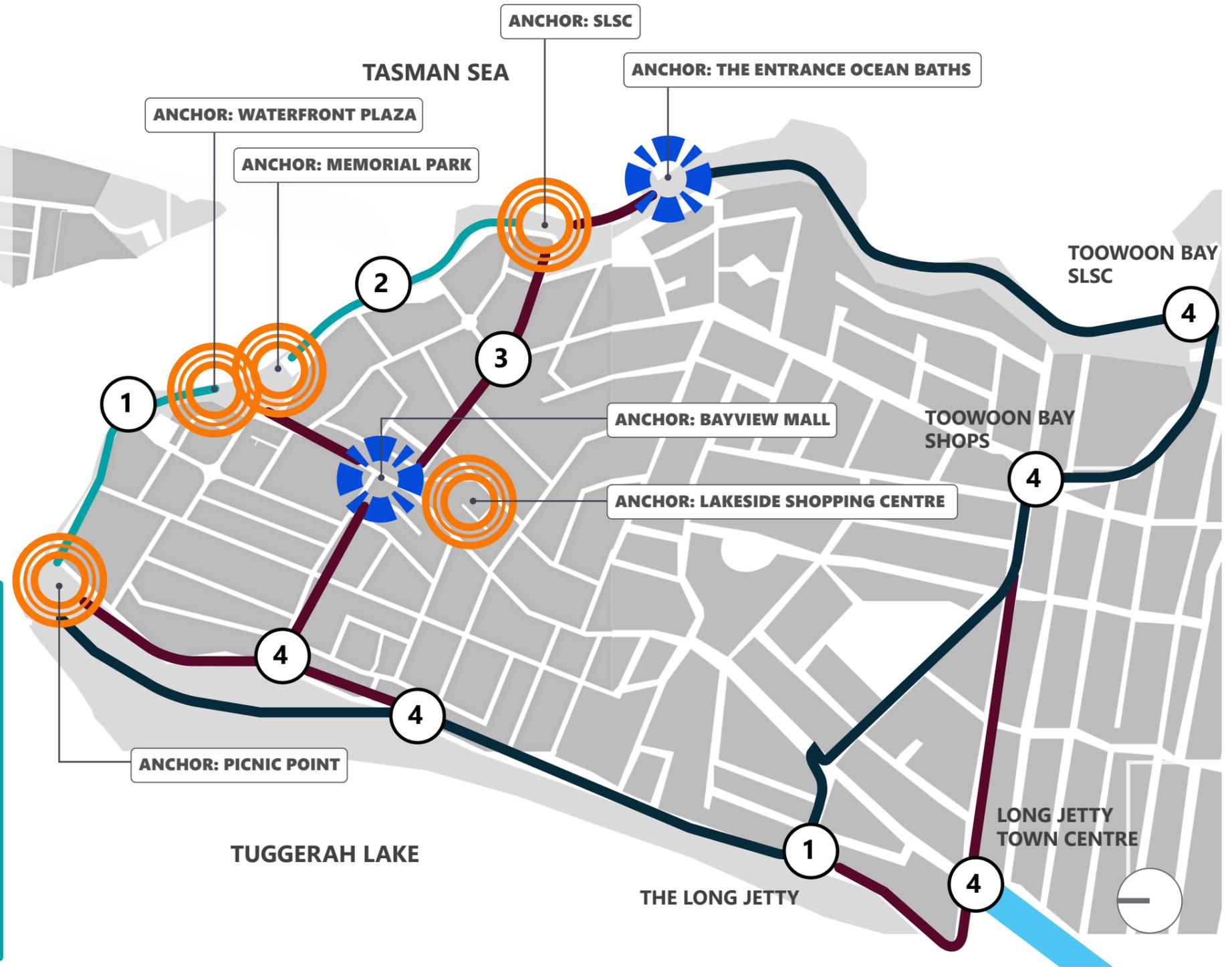


Expand the SLSC to provide food and dining opportunities.

IDEA GENERATOR

E11 COAST TO LAKE SCENIC WALK PROJECT

- 1 THE ENTRANCE BRIDGE**
Lighting, public art and signage to encourage movement past the bridge to Anchors C and D.
- 2 COASTAL BOARDWALK**
Redevelop the boardwalk to improve the experience, access to the beach and lookout points.
- 3 DENING STREET CONNECTION**
Establish a stronger connection between the Town Centre anchors and the SLSC and beach.
- 4 NODAL POINTS**
Establish nodal points that encourage movement along the walk including public art and wayfinding elements.



Why is this good for The Entrance?

The Coast to Lake Scenic Walk is an existing walk that is well used in parts. During the health crisis, the walking trail was one of the few remaining activities that activated The Entrance. However, there is an opportunity to grow the walk into a destination walk for visitors. Like all great past initiatives, the walk is ageing and needs to firstly be restored. Then, as time goes on, expanded with new activities, activations and infrastructure.

There is an opportunity to expand the walk by adding a creative layer - establishing a second point of interest to the walks scenic qualities.



SEEDING PROJECT CLEANING UP THE WALK

DESCRIPTION

This first stage seeks to enhance the existing walk by restoring key elements including wayfinding signage and public art (murals). This will improve its current image and help identify opportunities for the next stages of its growth. Priority should be given to The Entrance component of the Walk however, it is recommended that all wayfinders be updated.

LOCATION

Waterfront Promenade + Plaza
Memorial Park
Coastal Walk 1 + 2

ACTIVATION TYPOLOGY(S)

Public Art, Signage

GOALS

- The existing walk will be improved and enhanced.
- The existing creative layer will be restored.

RECOMMENDATIONS

1. Restore existing murals in their current locations this includes the Pelicans on the Promenade, the Whales at the SLSC lookout and the small wayfinder murals along the path.
2. Add new murals at key locations to assist with wayfinding.
3. Replace damaged Walk signage.
4. Keep the website up to date with new artwork located on the Walk and events that are located near or on the Walk.



ESTABLISHING PROJECT ADDING A NEW ROUTE + CREATIVE LAYERS

DESCRIPTION

The Seeding phase will have restored elements of the existing Walk to improve its wayfinding and its image. The Establishing phase seeks to add new elements to the Walk to make it an important destination experience not only for the Central Coast but for NSW. This process will include the addition of new sections to the walk to assist in anchor activation and reducing the overall length of the walk. A creative layer is also proposed to bring a second element to the scenic walk. This will include the creation a Creative Hubs in existing areas such as The Entrance SLSC, Azzuro Blu, Toowoan Bay shop precinct and Long Jetty.

LOCATION

Waterfront Promenade + Plaza
Memorial Park
Coastal Walk 1 + 2

ACTIVATION TYPOLOGY(S)

Public Art, Lighting, Infrastructure

GOALS

- New creative layers will be added to the Walk.
- New links will be created and the Walk will connection with other Central Coast walks.

RECOMMENDATIONS

1. Establish new public artworks at key locations along the Walk.
2. Integrate existing events into the Walk
3. Develop a short loop walk that takes in Denning Street and Fairview Avenue - centred on Bayview Mall. Establish new signage for those sections and build new sections of footpath where required. Develop a new section that connects to Long Jetty Town Centre.
4. Identify a link with the 5 Lands Walk and other key Walks on the Central Coast in future strategic projects.
5. Undertake upgrades to public amenities along the Walk and provide directional signage.



MATURE PROJECT A DESTINATION WALK

DESCRIPTION

The Walk will mature into a destination walk for the Central Coast. It is anticipated that the Walk will integrate with other key infrastructure projects including an upgrade of the SLSC, Ocean Baths and the connections between.

Any new infrastructure or development project should, identify how those projects can expand or contribute to the Walk.

LOCATION

Waterfront Promenade + Plaza
Memorial Park
Coastal Walk 1 + 2

ACTIVATION TYPOLOGY(S)

Public Art, Lighting, Infrastructure

GOALS

- The Walk will be a key destination walk for the Central Coast.
- There will be events associated with the Walk.

RECOMMENDATIONS

1. Establish an app for the Walk that connects people to key features.
2. Create an event or festival for the Walk eg. similar to The 5 Lands Walk.
3. Create a new identity for the Walk including new wayfinding signage.
4. Develop a cultural and art layer to the walk so it becomes a multi dimensional walk that appeals to a broad range of locals and visitors.
5. Integrate new infrastructure into the Walk.