URBAN DESIGN AND IMPLEMENTATION FRAMEWORK
SETTING THE SCENE AND EARLY RECOMMENDATIONS

GOVERNMENT ARCHITECT
NEW SOUTH WALES

CHROFI
TYRRELLSTUDIO
Design objectives for NSW

Seven objectives define the key considerations in the design of the built environment.

1. Better fit contextual, local and of its place
2. Better performance sustainable, adaptable and durable
3. Better for community inclusive, connected and diverse
4. Better for people safe, comfortable and liveable
5. Better working functional, efficient and fit for purpose
6. Better value creating and adding value
7. Better look and feel engaging, inviting and attractive
Gosford urban design and implementation framework

1. Executive summary
   1.1 Introduction 8
   1.2 A future focus 8
   1.3 The study area 11
   1.4 Building on previous work 12
   1.5 Purpose of the document 13
   1.6 The process to date and what we heard 14
   1.7 Summary of early recommendations 15
   1.8 Next steps and process going forward 15

2. A future focus
   2.1 The narrative 17
   2.2 Gosford as regional capital 18
   2.3 Landscape and the city 19
   2.4 Great places for people 20
   2.5 The connections of water, bush and city 21
   2.6 Gosford’s civic heart 22
   2.7 Gosford’s waterfront 23
   2.8 Innovation and learning 24
   2.9 Resilience, diversity and adaptability 25
   2.10 Effective leadership, coordination and integration 26

3. The urban logic
   3.1 What makes a regional capital? 29
   3.2 Central Coast Region 34
   3.3 Drawing on the work of previous documents & master plans ‘Our City, our Destiny’ 38
   3.4 Gosford city analysis 40
   3.5 Why a Place-based approach 56

4. The Recommendations and Implementation Framework 60
   4.1 State and regional level strategies and actions 62
   4.2 Leadership, coordination and integration 64
   4.3 Infrastructure requirements and developer contributions 66

5. The process 68
   5.1 Background to the process 69
   5.2 The approach to Open Enquiry Workshops 70
   5.3 What Council has heard from the community 81
   5.4 Go Gosford community engagement 82
   5.5 Using Better Placed for the design process of the UDIF 83

6. Appendix 84
   6.1 Detailed Report summaries 86
   6.2 Our City, our Destiny Master Plan summary 98
   6.3 Transport futures summary of Central Coast 112

Collaborative roles
Coordinator General foreword
Government Architect foreword

Government Architect NSW acknowledges the traditional custodians of the land and pays respect to Elders past, present and future. We honour Australian Aboriginal and Torres Strait Islander peoples’ unique cultural and spiritual relationships to place and their rich contribution to our society. To that end, all our work seeks to uphold the idea that if we care for country, it will care for us.
Collaborative roles

This Urban Design and Implementation Framework (UDIF) is a multidisciplinary collaboration with many inputs and involvement from other stakeholders.

Government Architect NSW (GANSW) has partnered with CHROFI, TYRRELLSTUDIO with support from HillPDA to deliver the Urban Design and Implementation Framework for Gosford.

GANSW provides independent and professional strategic advice and design leadership supporting the NSW Government in delivering good design, managing risk and fostering innovation to improve social, environmental and economic impact in the built environment.

CHROFI is an Australian award-winning strategic urban design practice with experience in sophisticated place making, strategic urban thinking, urban design studies and sustainability. Their work on numerous projects such as the Manly 2015 master plan, Turramurra Community Hub, and The Goods Line demonstrate their ability to work across high level master planning and strategic coordination to create high quality and unique place outcomes.

TYRRELLSTUDIO is an innovative and multi award winning Australian design firm. They have expertise in urban strategy, public domain design and green infrastructure. Working with GANSW, the Greater Sydney Green Grid, creates an overarching green structure for Greater Sydney, that the future city can be developed around a complete urban green infrastructure network that combines hydrological, ecological and recreational elements.

HillPDA is a multidisciplinary consulting firm with a highly skilled and experienced team of land economists, valuers and urban planners. The strengths of their practice are derived from the depth and breadth of their experience, their multidisciplinary expertise and their determination to ensure the highest level of professionalism and integrity.

Better Placed
GANSW’s Better Placed advocates for a shared responsibility in realising good design processes and outcomes. The policy sits at the intersection of State-wide priorities, the mechanisms of planning and the expertise of industry and provides a framework for our collective aspirations, needs and expectations.

Better Placed recognises that specialist knowledge can be integrated within the process to create efficiencies and shared knowledge where skills intermesh, joint solutions emerge and perspectives change by working together.

Collaboration towards a shared vision considers a broad understanding of goals and values dependent on high levels of interdisciplinary expertise. By bringing together expertise, better built outcomes for Gosford will be achieved.

GANSW supports the Coordinator General and DPE team in establishing strong partnerships between state government agencies, industry and institutions to build an understanding of what it takes to create great places, and to disseminate new techniques and approaches to ensure Gosford’s successful renewal is delivered.

The success of Gosford’s revitalisation requires support and continual interaction across design, planning, and development at every scale. A continuing conversation and shared responsibility between the public and private sector in developing public space is paramount.

To ensure an effective process, GANSW assisted communities and experts to understand divergent aspirations and needs, to establish good design practices and how they will deliver benefit to Gosford. Participation is key to effective process and good design outcomes.

Stakeholder and community engagement, at the earliest stages of projects, creates shared ambition and embeds good process as the UDIF develops. This enables more considered and inclusive proposals, better suited to place and people.

The UDIF provides a consistent, forward-looking and long-term vision. This vision needs to be based on a clear understanding of the present situation and the factors that will influence future generations.
Gosford urban design and implementation framework

Gosford has been shaped by a rich history and is defined by its natural setting and diverse communities with a strong local identity. The city has existing regional functions and attractions, including a train station, hospital, TAFE and local and state and government agencies. The investment in the hospital expansion, Australian Tax Office and Finance Building provide Gosford with opportunities for attracting knowledge jobs, and health, education and professional services. Gosford's population growth, together with an ageing local population and diverging family ‘type’, creates demand for a greater product mix of residential development, all of which impacts the built environment.

The revitalisation of Gosford City Centre takes a place-based approach that seeks to create a network of great, well-connected places – its civic heart, desirable waterfront and great amenity – to make Gosford a more attractive regional capital. The Urban Design and Implementation Framework (UDIF) is a high-level framework that clearly sets out the need for a future focus and early recommendations for the renewal of the city centre and priority places.

For Gosford to become a regional destination for commerce, culture and recreation it is important to create well-designed places with vibrant streets, attractive lifestyles, safe neighbourhoods, greener places, and better-connected transport systems and communities.

Lee Shearer APM
Coordinator General for the Central Coast

Lee Shearer APM
Coordinator General for the Central Coast

Peter Poulet
Government Architect

As Coordinator General for the Central Coast my key focus is to make our shared vision of the Central Coast Regional Plan 2036 a reality. A key priority to realising the vision is the revitalisation of Gosford.

It’s time for Gosford to fulfil its role as the region’s capital. Gosford brings together all the best characteristics of the Central Coast: water, natural beauty and an urban centre.

As a regional capital, Gosford will be the civic and cultural heart of the region, offering core business functions, professional and civic services and a consolidation of government investment. It needs to be a network of well-connected places to create a strong public domain as Gosford evolves.

Gosford has all the ingredients to be a successful regional capital and there is already change in the air. The reimagining of the city as an active urban centre must value its natural setting to become a vibrant destination and attractive regional capital.

The revitalisation of Gosford will entice investment to energise the city, attract new residents, businesses, tourism and culture. Gosford’s renewal can help the Central Coast optimise its potential and improve people’s quality of life, ensuring that the region is a desirable place to live, work and play.

I have requested the NSW Government Architect input to support the ongoing revitalisation of Gosford and to consult with the Central Coast community while doing this work.

The need for an Urban Design and Implementation Framework has arisen from the growing consensus that a vision needs a framework for implementation. The implementation of strategies and recommendations will enable the urban design outcomes to be delivered.

I am proud to launch the early recommendations from Government Architect for the revitalisation of Gosford City Centre.

I thank all stakeholders for their input into the process so far. This journey is going to take time and commitment so I urge all members of the community to maintain the energy and continue to actively contribute to the future of Gosford as we move through the revitalisation process.

Together we can renew Gosford as a regional capital with well-connected places a civic heart, desirable waterfront and great civic amenity. It will take time and require strong and clear stewardship so Gosford can realise its potential as a renewed urban centre, reinvigorating citizens with a shared sense of place.
Executive Summary

Government Architect NSW (GANSW), supporting the Central Coast Coordinator General and in close collaboration with a consultancy team led by CHROFI, has initiated work to support the ongoing revitalisation of the regional city of Gosford.

The Urban Design and Implementation Framework (UDIF) will help to shape the continued development and renewal of the Gosford City Centre and support implementation of the Central Coast Regional Plan 2036 vision for Gosford. Capitalising on government and private sector investment in Gosford and taking a place based approach will strengthen its role as the regional capital and benefit current and future residents of the entire Central Coast.

The UDIF will build on previous work, plans and strategies undertaken for Gosford City Centre by the NSW Government and the former Gosford City Council (now Central Coast Council), including the 2008 Our City, Our Destiny Masterplan and the 2007 Revitalising Gosford City Centre Plan.
1. Executive Summary

The UDIF proposes an urban logic to assist with decision-making and outlining recommendations. It provides an implementation plan to guide rejuvenation, growth and foster good design and a high quality public realm. In some cases, the UDIF presents options or scenarios to be tested further. This early release of the work to date is for exhibition and is designed to trigger discussion and inform ongoing work. It is designed to build confidence, and reveal potential partners and business and community champions for change and revitalisation.

The final UDIF will provide a series of recommendations regarding the design of places and spaces to support delivery of the vision for Gosford City Centre. It will also provide recommendations relating to governance, infrastructure and other matters that will be critical to the ongoing urban renewal and quality outcomes for Gosford.

Focus on public domain for great places

Throughout the engagement for this framework a consistent theme has been the need for a focus on the public domain. GANSW believes Gosford’s future is contingent upon the creation of a network of great, well-connected places that attract further investment, particularly from the private sector.

Detailed urban design studies of the key places in the city centre will provide a framework and specific guidelines to help shape and guide the design of new projects. This approach will protect what is special and important while adding value and improving amenity across the city centre to inform and develop clear planning controls e.g. sunlight access to public domain at key times and views to the city’s landscape setting, to enable greater certainty to both developers and the community.
Beyond place-based recommendations

Delivery of the overall vision for the city centre and the UDIF will require commitment to several actions, beyond the delivery of place-based recommendations. Cooperation and coordination across all levels of government will be required to achieve the desired outcomes. Future growth is dependent on strong leadership and governance, focused on coordinated and integrated delivery.

New governance and delivery arrangements are required to maintain momentum of revitalisation and to ensure it remains a priority for all levels of government. A coordinated governance role can help maximise opportunities and enable potential investment in cultural infrastructure, promote night-time activities, and soft infrastructure to draw visitors and tourists.

The UDIF also recognises a need for updated planning controls for the city centre to remove complexity and create the best possible framework for investment and development. Any amendments to planning controls need to be progressed quickly to avoid uncertainty. Absolutely key to success is supporting and securing commencement on approved development projects that contribute to delivering the vision for Gosford by bringing people and keeping them in the town centre.

Merit based assessment and design review processes early in the life of projects will assist in delivering better design processes and outcomes as well as streamlining the process.

To be successful, the design of key public places needs to immediately translate into state and local contributions plans that can be applied and negotiated with developers, as development occurs. The delivery of these actions needs to be coordinated and include short, medium and long-term priorities.

By providing an integrated design approach, we can collaboratively create the framework for the delivery of great places, spaces and buildings that attract and retain residents, jobs, tourists, and further investment.
1.2 A future focus overview

The success of the region is dependent on the attractiveness of its capital.

Gosford is changing. A reimagining of the city as an active urban centre helps emphasise its distinctive natural setting and helps it to become a destination and attractive regional capital.

The city’s revitalisation entices investment, optimises potential and improves quality of life. Gosford will be a desirable place to live, work and play.

Imagine if Gosford was characterised by its active waterfront, well-connected places, civic heart, and considered development with social, environmental and economic impact.

Gosford would realise its potential with lively streets, attractive lifestyles, safe neighbourhoods, greener places, and better-connected transport systems and communities.

Supporting the Regional Plan vision

The Regional Plan vision is for Gosford City Centre to become the capital of the Central Coast.

A place based narrative has been developed in response to the analysis, engagement and consultation that reflects the very strong landscape qualities of the city and region. This complements the strategic planning vision for the regional capital while providing tangible qualities for people to connect with and support.

The series of statements contained in A Future Focus (Section Two) provide a guide to the immediate focus while ensuring any work contributes to deliver the long-term vision.

The UDIF is not a design solution, but informs possible design, planning and development outcomes. It establishes a vision including a set of recommendations and implementation plan for the renewal of Gosford.

Narrative:

It’s time for Gosford to fulfill its role as the capital of the Central Coast. Gosford brings together all the best characteristics of the region: water, natural beauty and an urban centre.

Connect the people to its city and the city to its landscape.

Unlock the potential to create great places for people. An approach that puts the public domain and its people first.

Revitalising Gosford is not just one place or building, it is a network of well-connected places that create an attractive capital city with lively streets. An attractive city is a platform for investment with short-term returns and long-term growth.

Kibble Park is the civic heart of Gosford. It is a place for celebration, learning and exchange. It is a central meeting place that brings the character of the bushland hillsides into the heart of the city.

A place to arrive and to spend time, where the landscape, water and city centre come together.

The expansion of the hospital is a major investment in the future of Gosford. By connecting the hospital to the main street, it provides greater opportunities for innovation and learning.

A network of engaging places and connections create a strong public framework which ensures Gosford is resilient, diverse and adaptive as it develops.

Effective leadership, coordination and integration enables a common outlook and a clear understanding of the roles and responsibilities of key disciplines, agencies and consultants.

Supporting the Regional Plan vision

The Regional Plan vision is for Gosford City Centre to become the capital of the Central Coast.

A place based narrative has been developed in response to the analysis, engagement and consultation that reflects the very strong landscape qualities of the city and region. This complements the strategic planning vision for the regional capital while providing tangible qualities for people to connect with and support.

The series of statements contained in A Future Focus (Section Two) provide a guide to the immediate focus while ensuring any work contributes to deliver the long-term vision.

The UDIF is not a design solution, but informs possible design, planning and development outcomes. It establishes a vision including a set of recommendations and implementation plan for the renewal of Gosford.

Narrative:

It’s time for Gosford to fulfill its role as the capital of the Central Coast. Gosford brings together all the best characteristics of the region: water, natural beauty and an urban centre.

Connect the people to its city and the city to its landscape.

Unlock the potential to create great places for people. An approach that puts the public domain and its people first.

Revitalising Gosford is not just one place or building, it is a network of well-connected places that create an attractive capital city with lively streets. An attractive city is a platform for investment with short-term returns and long-term growth.

Kibble Park is the civic heart of Gosford. It is a place for celebration, learning and exchange. It is a central meeting place that brings the character of the bushland hillsides into the heart of the city.

A place to arrive and to spend time, where the landscape, water and city centre come together.

The expansion of the hospital is a major investment in the future of Gosford. By connecting the hospital to the main street, it provides greater opportunities for innovation and learning.

A network of engaging places and connections create a strong public framework which ensures Gosford is resilient, diverse and adaptive as it develops.

Effective leadership, coordination and integration enables a common outlook and a clear understanding of the roles and responsibilities of key disciplines, agencies and consultants.
1.3 The study area

The UDIF helps connect the local community to its urban centre, and the centre to its breathtaking natural setting. It conceives of an attractive city to arrive and spend time. The UDIF makes visible and values the outcomes that matter most to people and place. There is a focus on the city centre and leveraging current investment.

The UDIF advocates for a considered approach that fosters investment with short-term returns and long-term growth without lessening the social, environmental and economic impact that will facilitate the area as a destination. It emphasises the role and value of design across the Framework’s life cycle.

This is a commitment to creating long-term, systemic connections. This will build and share collective knowledge and generate unique insights that continually add value. The UDIF aims to establish alternative pathways. It will build strong, enduring and productive relationships across sectors for the public good, including the community, industry and government.

There are three key focus areas.

The Civic Heart
Geographically in the centre of the city, this study area focuses around the open space of Kibble Park. This open space is adjacent to the existing Gosford Library and its proposed re-location, multiple government and administrative functions, and significant private developments like the Imperial Centre and Bonython Tower.

Kibble Park is a central meeting place that can bring the character of the bushland reserves into the heart of the city. The focus on this area is to create a centrally located, attractive and connected open space and town square.

North City
The North City area includes the expanded Gosford hospital site, the schools west of the station, the station park and the station precinct. This latter comprises the crossing of the railway line and includes the eastern side of the station.

The hospital is a major investment in the future of Gosford. By connecting the hospital to a re-imagined rail corridor and main street, its potential is expanded to start a new generation of innovation in the northern end of Gosford.

The focus on this area is to provide a gateway precinct with pedestrian connections, improved walkability and an attractive public domain.

South City
The waterfront parklands bring the locals, the landscape and the water together. This area looks at the waterfront and its relation to Gosford City Park, the Leagues Club Park, Gosford stadium, the Australian Tax Office building, the Finance building and a potential Baker Street extension.

This is focused on providing a sense of place and a strong identity for Gosford. It will guide the opportunities to maximise the contribution of the next stage of development while ensuring public access and amenity. A place to arrive but also to spend time.
1.4 Building on previous work

Our City, Our Destiny

The result of extensive community consultation, ‘Our City, Our Destiny’ was a high-level master plan which articulated the community vision for the Gosford City Centre with five key precincts.

Our City Our Destiny forms the most comprehensive master plan to date for the city centre and was the basis for further detailed urban studies on transport, movement and street upgrades. Strategies and precincts identified in the master plan have built a strong base for the UDIF.

What has happened since Our City, Our Destiny?

1. The early recommendations to start in the centre did not take place, and the waterfront development went out to market (The Landing). Waterfront development proposals failed to get off the ground as it was poorly received by the community, leading to the market process being cancelled. Community critique ranged from the scale of development proposed, blocking views to water from the city and privatisation of waterfront. Given the scale and design proposed, there was risk that the development may have soaked up the limited demand and activation away from the city.

Lessons Learnt
There is a need to test and define detailed public outcome with commercial feasibility and delivery scenarios. Socialise this with community before going to market to help manage community expectations as well as reduce development risk for proponents.

2. Market incentives (Bonus FSR) and general encouragement to submit Development Applications to improve market occurred. This included collecting Section 94 contributions to pay for public projects outlined in Our City Our Destiny.

A number of Development Applications submitted, but they have not resulted in many projects going to construction, resulting in limited on-ground change and Section 94 contributions. There have been signs of stagnation as people may have stopped investing in the short term with the hope of a big windfall when the market turns. In addition, research for this UDIF by HiiPDA has evidenced that residential development does not directly strengthen Gosford’s regional offer.

In general, it is not the approval process or development envelope capacity that is limiting growth within Gosford, but demand is limiting development. The solution isn’t about improving market confidence for developers to participate, but about increasing sales price to make the development feasible. Simply put, banks aren’t sentimental, they need evidence of significant percentage of pre-sale at a price point high enough to finance the development.

Lessons Learnt
Establish city growth scenarios in line with demand forecast. In the short term, strengthening Gosford as a regional capital is unlikely to be driven by the market and Section 94 contributions. Hence forward public investment is needed to drive change.

Messaging needs to be managed regarding city growth. Both the UDIF and Our City Our Destiny reports highlight that the fundamental components that can help shape and make a significant regional city are there for the taking in Gosford but demand is likely to build slowly.

Government led renewal should focus on strengthening Gosford’s offer as a regional centre in addition to providing housing and employment to meet the goal to make Gosford a regional capital.

What is different about the UDIF?

The broad objectives, principles and city framework in the UDIF are essentially the same as Our City Our Destiny. What is different is a recognition of the physical scale of the city, market demand, Gosford’s specific role as a regional capital and how this impacts on recommendations for implementation.

1. Physical Scale of the City

Gosford City is physically large. It has similar footprint to Sydney central business district with the length of Mann Street from Etna Street to the waterfront is equivalent to the distance between Sydney Town Hall to Circular Quay.

2. Market Demand

The projections for dwelling and employment is limited relative to scale of city and current planning envelope. The dwelling projections are 120 - 200 units per year. The commercial floor space projections are 40,000 sqm over 20 years. This is in line with Gosford City’s share of Regional Plan targets.

3. Regional Capital

Regional capitals need to offer functions and attractions of type, scale and quality not available in a local centre, to draw users from the broader regional catchment.

Examples are:
- Public services: regional hospitals, court
- Educational: TAFE and University
- Cultural: museums, galleries, library
- Public space: regional parks, playgrounds, public squares, pools
- Professional services: regional scale and specialisation of services not available locally
- Retail, F&B & accommodation: regional scale and quality of retail, dining and night offering
- Events: regional scale sports, community and visitor events
- Transport: regional rail, bus, airport

‘The ‘life’ of the city is not just from the people who live and work there but broad range of visitors who come from the region and beyond that come to satisfy different needs and desires.’
1.5 Purpose of the document

The final UDIF will articulate a future focus for Gosford and provide recommendations and implementation strategies. The UDIF can be used to guide infrastructure investment and design decisions to rejuvenate the city centre, preserve the natural setting, invigorate places, and reposition Gosford as the regional focal point for commerce and high living standards.

The Framework will consist of:
— A future focus: explaining Gosford’s potential and envisioned future, and supporting the regional plan vision
— The Urban Logic: using the historical setting and citywide analysis of Gosford, together with an understanding of previous work, to identify the place-based approach and way forward
— The process to date: outlining what we heard (state/local government, industry, and community participants)
— The need to capture the extensive feedback we have received since the workshops and including this to better inform the decision process
— Early recommendations and an implementation framework with urban outcome evaluation criteria.

This document provides the extensive analysis and work to date including early recommendations for public comment.

The UDIF will achieve its ambition by:
— Putting people and place first and identifying how these can be considered in the overall design and renewal process.
— Acknowledging city-shaping is not just about one place or building, but rather a network of well-connected places with an active street life, walkability and connectivity.
— Outlining an integrated approach to ensure private and public needs, desires, and aspirations are effectively brought together into a shared ambition.
— Highlighting the potential impact and opportunities associated with government and private sector investment in Gosford, including public-sector investment projects such as the expansion of Gosford Hospital, the arrival of the Australian Tax Office, and the DFSI.
— Providing a spatial and urban logic to inform decision-making to better coordinate and integrate public and private sector projects to best leverage their potential.
— Identifying opportunities to foster better coordination, outcomes and integration.
— Identifying clusters of projects particularly those that both individually and collectively will have a catalytic effect and attract further investment. These projects can be progressed in stages in the short, medium and long term and encourage decision makers and project teams to think holistically when prioritising and funding infrastructure and other investment.

The UDIF builds on previous work....
1.6 The process to date and what we heard

Our process is focused on people and place, to maximise opportunity and provide Gosford with a competitive advantage. It aims to make Gosford a more desirable regional capital that attracts people to live, work, visit and invest in the centre.

In bringing together many voices with different points of view, we fostered a shared understanding and created a common ambition better suited to people and place.

Concurrently, it was important to review the previous plans produced to understand their vision (section 6.2) and undertake urban analysis (section 3.4).

To build momentum and collective understanding, a series of workshops and surveys sought to identify commonly held aspirations and the strategic steps the community, industry and agencies will need to take to achieve them.

Design-led workshops are the fairest and fastest way of understanding the needs and objectives of different groups of people belonging to a community. These workshops, their methods and key findings informed the UDIF and will help to achieve a better, future Gosford.

Some of the key issues and opportunities raised include:

- With significant public investment underway (hospital expansion, Australian Tax Office and Finance building, regional library, arts centre) there is potential for rejuvenated market confidence.
- There is great potential for Gosford to offer a high quality lifestyle with good links to Sydney, good transport and a strong sense of community.
- An inconsistent approach to planning and development over time.
- Public domain upgrades are needed to provide more trees, and improve parks and gardens, streetscapes, and public art to attract people and further investment.
- There is opportunity to rethink Gosford Station Interchange, upgrade Kibble Park and William St Plaza, connect the station to the Hospital, and to link the station to the water.
- An improved precinct transport network is needed to reduce car dependency in Gosford for better pedestrian access/footpaths, reduce impact from traffic, provide bike paths/hire, and better linkages over the station and rail line.
- There is the need to encourage a greater diversity of activity and people into the centre.
- We should encourage active usages, night-time economy, diverse users (youth, aging population) and uses, space for sports and outdoor recreation/family areas with shelter throughout the centre and along the water.
- Support Gosford as a cultural capital with diverse arts and music, with an active, public waterfront.
- Revitalisation of Gosford should support the development of a distinctive commercial centre which can compete with other centres, offering a greater variety of retail shops, food and beverage, events, but there has not been significant investment in the public domain.
- Many DAs have been lodged however only a small proportion are progressing.
1.7 Summary of early recommendations

State and regional level strategies and actions

Foster a place based approach and focus on public domain
- Develop Place based strategies to focus activity and investment in and around the priority places
- Establish Place managers for Gosford’s key places with a focus on the use and activation of places.

Improve regional access and movement
- Prioritise and focus transport investment to improve connections for people across the Central Coast into Gosford to support its role as a regional capital
- Prioritise place-based integrated transport plan with car parking strategy
- Fast track joint DPE/Central Coast Council car parking review and strategy (to be developed jointly with transport plan above)
- Support and plan for reduce journey times by rail to Sydney from the Central Coast and particularly Gosford

1.8 Next steps and process going forward

Leadership, coordination and integration

Leadership and coordination
- Build on the existing role of the Coordinator General to maintain momentum and ensure a holistic approach to Gosford
- Manage development by establishing a case management approach for major applications
- Coordinate and support delivery, including the coordination of activity around Government land and projects

Streamlining and de-risking the planning process
- Provide statutory weight to the urban design principles promoted in the UDIF
- Establish a case management approach to manage major applications
- Establish a Government Architect led or endorsed Design Review Panel for Gosford central business district
- Work with relevant agencies to fast track referral processes
- Implement simplified, flexible and streamlined planning controls with for Gosford central business district

Infrastructure requirements and developer contributions
- Prepare an updated schedule of infrastructure projects and public domain works to increase certainty about the provision of infrastructure
- Prepare a revised s94A plan (now s7.2 plan) based on the updated schedule of infrastructure
- Finalise the Central Coast Council review of the performance of the existing S94A plan and other approaches to developer contributions and provide transparency on where contributions are being spent
- Develop a plan to spend current funding on projects identified in the UDIF that will have a high impact and build confidence.

To ensure the community has a say in the preparation of the UDIF, it will be prepared in stages. The community will have the opportunity to comment on each of these stages and this feedback will inform a complete, final UDIF.

The NSW Government, Central Coast Council and a range of stakeholders will have a role in responding to the UDIF recommendations and delivering the ongoing revitalisation.

The stages in preparation of the UDIF are outlined in the adjacent table.

---

GOSFORD REVITALISATION
FROM APRIL 2018

1 Revitalising Gosford Discussion Paper
Gosford’s Civic Heart: Place-based report #1 Discussion Paper & Place-based Report #1
For consultation

2 Gosford’s Northern Precinct – Hospital to Railway: Place-based Report #2
For consultation

3 Gosford’s Waterfront Precinct: Place-based report #3
For consultation

4 Consultation closes on all discussion papers and final report

5 Government Architect NSW final report on Gosford Revitalisation released for comment

6 Government response to final report from Government Architect NSW
Gosford is changing. The city is being reimagined as an active urban centre that values its natural setting and becomes a vibrant destination and attractive regional capital.

The Urban Design and Implementation Framework (UDIF) is not a single design solution, but informs possible design, planning and development outcomes. The UDIF goes beyond determining development potential to help revitalise the city, strengthen and enhance its natural environment and ensure the longevity of place.

The UDIF establishes an ambition including a set of recommendations and implementation strategies for the renewal of Gosford. It advocates for the management of the city centre and its places. It informs the broader context and leverages current investment to establish future transport and soft infrastructure requirements, public domain and waterfront improvements, and development with consideration of social, environmental, and economic impact.
2.1 The narrative

The Central Coast Regional Plan 2036 shapes the development of the region. The UDIF provides a way forward to help deliver Gosford as the regional capital and a smart hub.

The revitalisation of the city centre will entice investment to energise the city, attract new residents, businesses, tourism, and culture. Gosford’s renewal can help the Central Coast optimise its potential and improve people’s quality of life, ensuring that the region is a desirable place to live, work and play.

Gosford will be characterised by its well-connected revitalised places, its civic heart, desirable waterfront and great amenity. Under strong and clear stewardship, Gosford can realise its potential as a renewed urban centre, reinvigorating citizens with a shared sense of place.

The natural setting and distinctive character of communities provides a strong local identity that is catalytic to well-designed places with vibrant streets, attractive lifestyles, safe neighbourhoods, greener places, and better-connected transport systems and communities.

Gosford will be a destination for commerce, culture and recreation, with great places for everyone.

The statements on the following pages indicate the potential of the revitalisation. The photographs and visualisations identify the strengths and weaknesses, and represent the opportunities for Gosford.
1. It’s time for Gosford to fulfill its role as the capital of the Central Coast.

Gosford brings together all the best characteristics of the region: water, natural beauty and an urban centre.

Gosford will be a safe and vibrant hub of employment and services that attracts people to spend time and money, during the day, in the evening, and on weekends.

The city’s people can help preserve the environment, to produce and sustain it for now and in the future.

It makes sense to invest in Gosford as an urban centre. It is the historic heart of the Central Coast, replete with natural beauty. The city is well-equipped to locate new homes and investment served by effective public transport.

Gosford can balance quality of life and commercial activity.
2.
This framework connects the people to its city and the city to its landscape.

Gosford is suitably placed as a strategic location that can capture the beauty of its natural setting to entice inward investment, urban migration and announce Gosford as the social and cultural focal point of the region. This needs a place-based approach.

The natural environment is one of the city’s greatest assets. It is optimised by considered, well-designed upgrades and expansion to the public domain, and the connection of open spaces and National Park to create a network of great places and green spaces across the city and extending into the region.
3. This framework unlocks the potential to create great places for people.

An approach that puts the public domain and its people first.

It demands the optimal use of potential, under-utilised spaces and connections. Gosford will evolve as a cultural, civic and commercial hub where established uses and places can be complemented by new programs, buildings and spaces to attract and engage locals and visitors.

Great places are considered, cohesive, well-designed and planned – they put people very much at the centre.

Residents, visitors or workers will want to come and spend time with family and friends. The city must be a dynamic destination for culture, to learn and play, open day and night.
Revitalising Gosford is not just one place or building, it is a network of well-connected places that create an attractive capital city with lively streets.

An attractive city involves the connection of great places, good design and a vibrant street life. An attractive city is a platform for investment with short term returns and long-term growth. With a focus on people and places, it’s an opportunity to benefit from growth if managed well.

By optimising connectivity in all directions, Gosford has the potential to greatly improve the amenity for everyone. Daytime and night-time activities encourage economic prosperity and longevity. Gosford must provide well-managed, diverse, and safe environments for a wide cross-section of the community.

Gosford can become a great connector – between the waterfront, bushland hillsides and the emerging urban centre.
5. Kibble Park is the civic heart of Gosford.

It is a place for celebration, learning and exchange. It is a central meeting place that brings the character of the bushland hillsides into the heart of the city.

Vibrant streets and active lifestyles help shape places and reinforce interfaces between city, bush and water.

Appealing, safe open spaces and greener places are activated by people. Successful, well-designed places are supported by walkability. If residents can walk or ride a bike to jobs, education opportunities and services, urban spaces are better activated.
6. A place to arrive and to spend time, where the landscape, water and city centre come together.

Imagine how thousands of extra people spending time and money in their local communities each day would impact positively on local businesses and lead to further job growth and revitalisation.

Liveable places are safe, attractive, socially cohesive and inclusive, and environmentally and economically sustainable.

Liveable places can greatly improve people's health, aspirations, and opportunities as well as supporting a range of lifestyles.
7. The expansion of the hospital is a major investment in the future of Gosford.

By connecting the hospital to the main street, it provides greater opportunities for innovation and learning.

By better connecting the hospital to the main street and envisaging the waterfront as a destination with great civic amenity, after focusing in the Civic Heart the city’s uses and range of lifestyles will be clustered around efficient transport. This gives people the choice to live close jobs, top class services and healthcare, schools, shops, and recreation.
A network of engaging places and connections create a strong public framework which ensures Gosford is resilient, diverse and adaptive as it develops.

Gosford must be future-oriented, catering to the diverse and changing needs and values of local communities and local businesses.

To foster positive social, environmental and economic impact, Gosford must provide further job growth, a burgeoning waterfront experiences, revitalised public domain and a responsive urban centre that is flexible to change.
9. Effective leadership, coordination and integration enables a common outlook and a clear understanding of the roles and responsibilities of key disciplines, agencies and consultants.

For the revitalisation of Gosford to be successful, leadership needs to be established from the outset and visible through all stages of design, change and procurement.

Coordinating the needs of communities and individuals alongside planning and development requirements will ensure well-designed places are delivered as intended.

Understanding and integrating the roles, knowledge and points of view of all involved establishes the framework for long-lasting design solutions. It facilitates a forward-looking, consistent and long-term vision. This approach needs to be based on a clear understanding of the present situation and the factors that will influence future generations.
Good urban design and planning processes start with research and analysis. This work is then an important part of both developing and informing a shared understanding in any workshop process.

In explaining what makes a regional capital and developing recommendations for Gosford, it is important to analyse the city, its places, setting and history to best inform its future.

Analysis of regional priorities, as well as studying Gosford’s scale, size and population, directly informs the development of meaningful urban principles.

The analysis of the city, comprising the city form, its natural and built assets, heritage places and landmarks, parking, and key projects informs the urban design recommendations and the place-based framework to revitalise Gosford.
3.1 What makes a regional capital?

A regional city offers a range of functions and attractions including civic, cultural, shopping, professional services, health, education, transport and events beyond that of a local centre. The clustering of these offers results in a synergy of increased visitation and investment in the city, amplified by the diversity and scale of the investments.

What makes Gosford a regional capital?

Gosford has been shaped by a rich history of Aboriginal culture and urban settlement. Originally home to the Darkinjung and the Guringai indigenous people, Gosford was colonised late in 1823 and expanded rapidly with the development of transport connections to greater NSW combined with the allure of the Central Coast lifestyle.

Defined by its established functions and attractions, including a train station, hospital, tafe and local, State and Government agencies, it has the foundations of a regional capital, with great improvement potential. Gosford has become home to a population of 20,552*, within the Central Coast catchment of 339,600** people and is part of the fastest growing area in NSW.

Increased investment in the city centre is presenting Gosford with the critical opportunity to invest in its built environment, with a peak in recent development applications for new buildings.

Health, Education and Professional services are the three major industries that will generate employment within the city centre. Increased residential offerings are required due to recent developments of the ATO, Jobs Finance Building and the Gosford Hospital development. Population growth, the ageing of the local population and a diverging family ‘type’ creating demand for a greater product mix of residential development will all impact the built environment.

* SOURCE: 2016 Australian Bureau of Statistics

Gosford Waterfront Image: Bravo Drones
Key Statistics

PEOPLE WHO LIVE IN THE CITY
4,975 PEOPLE *
9,745 by 2036 *

POTENTIAL VISITOR CATCHMENT FROM NEIGHBOURING COMMUNITIES
172,000 PEOPLE *

POTENTIAL VISITOR CATCHMENT FROM THE BROADER CENTRAL COAST REGION
339,600 PEOPLE *

POPULATION GROWTH IN THE CENTRAL COAST
As per the DPE projections for Central Coast LGA, growth in the former Gosford City LGA population represents 22% of the Central Coast population increase to 2036. The remaining 78% is projected to occur in the former Wyong LGA with recent land releases contributing to the significant growth.

The increase in demand for residences in and around Gosford will also drive demand in the city centre for employment.

* Study area + neighbouring area – Gosford-West Gosford East, Source: Forecast ID/Census data 2016 Australian Bureau of Statistics

* Catchment: former Gosford LGA
Forecast ID/Census data 2016 Australian Bureau of Statistics

* Catchment: former Gosford LGA
Forecast ID/Census data 2016 Australian Bureau of Statistics

* Source: DPE 2016 population projections
and Census data 2016 Australian Bureau of Statistics
AGEING POPULATION
The proportion of ageing population is expected to grow over the next 20 years. This is evident with 60% of the projected population growth in residents being 60 years and over.
As a result, housing for the downsizer market will be required. Demand for co-located housing and services will also be required.

LIVING IN THE CITY
Recent incentive schemes have seen a steep increase in DAs, many of which have lapsed.
There are more apartments projected in Gosford in the next four years than demand for housing.

PRODUCT MIX
Apartments are expected to represent 44% of the product mix in the Central Coast, with 40% being semi-detached dwellings. This combined with an ageing population will drive the demand for a mix of smaller products.
There will be a significant growth in one parent, lone person and couples without children over the next 20 years (90% of projected growth in households).
Demand for unit development could double as the effects of the hospital expansion and government investment stimulate demand. Longer term, there is further growth with catchments of affordable housing demand from the Sydney Metropolitan market.

WORKING IN THE CITY
Government has offered significant investment to bring high quality jobs to the area, starting with the ATO.
The three major industries that will generate employment in the CBD are Health, Education and Professional services.
Proposed development should be concentrated in this area. Employment projections will stimulate demand for a further 15,000 to 20,000sqm of office space in Gosford CBD over the next 20 years. This would appear to be a very conservative forecast if Government stimulus is added to this demand.
3. The Urban Logic

Settlement history

PRE-SETTLEMENT
The Darkinjung and the Guringai indigenous people lived here.

1885 GOSFORD BECAME A TOWN
Constrained access to the site delayed convict settlement in the region until 1823. Gosford became the first centre of settlement of the Central Coast, with an economic centre comprising a court house, hotel, post office and general store located near the steamer wharf in Mann St South. Gosford became a town in 1885.

1930 GOSFORD CONNECTED
Rail links (1887) and highway (1930) to Sydney accelerated Gosford’s growth and the town centre began to gravitate toward the railway station. Land reclamation redefined the foreshore, including industrial land in West Gosford and the present-day Gosford Stadium.

GOSFORD 2018: IN A RAPIDLY EXPANDING AREA
Growth in Gosford has accelerated since the 1990s with the addition of numerous medium and high density dwellings. 1.1 million people now live in the corridor of which it is part. Gosford links and is central to numerous satellite centres, that include Erina, Woy Woy, Wyong, Tuggerah, Warnervale.
What has changed?

Mann Street South

Early view of Mann Street South. Image: Central Coast Council Library Service

Mann Street

Mann Street Scenes 1940s. Image: Central Coast Council Library Service

William Street Mall

William Street Mall in construction c. 1970s. Image: Central Coast Council Library Service

Gosford Library

Kibble Estate carpark + Gosford Library. Image: Central Coast Council Library Service

Mann Street South 2018. Image: Bravo Drones

Mann Street 2018. Image: James Worrell

Gosford Library 2018. Image: James Worrell

William Street Mall 2018. Image: James Worrell
### Central Coast Region

GANSW ongoing work on the Urban Design Guide for Regions identifies the key issues for the Central Coast built environment based on the Central Coast Regional Plan 2036 Goals and Directions and in consultation with the Central Coast Council.

The issues identified form 11 Design Priorities to be addressed across regional NSW. The Urban Design Guide for Regions outlines specific urban design actions and urban design tools to address the 11 Priorities; with the common objective of achieving well-designed built environments that are healthy, responsive, resilient, integrated and equitable.

The following is a summary from the Guide.

#### Settlement History

- Constrained access delayed convict settlement until 1823
- Gosford, the first centre of settlement became a town in 1885, followed by rail (1887) and highway links (1930)
- Central coast development accelerated along the coast, with satellite centres.

#### Key Statistics

- **Population 2016**: 339,550
- **Population 2036**: 415,050 (22%)
- **Urban Concentration**: 96%
- **Regional Cities**: Gosford
- **Strategic Centres**: Erina, Woy Woy, Warnervale Town Centre, Wyong, Tuggerah
- **Local Centres**: Toukley, The Entrance, Long Jetty, Terrigal, Umina, Ourimbah, Ettalong, Point Clare, Kincumber, Killarney Vale
- **Gross Regional Product (GRP)**: $15.1 billion
- **Main Industries (by GRP)**: Health Care and Social Assistance, Manufacturing, Construction
- **Main Industries (by Employment)**: Health Care and Social Assistance, Retail Trade, Manufacturing
- **Economic Growth Opportunities**: Construction, manufacturing, tourism

#### Transport Infrastructure

- **Airport**: access to Sydney (West Wyalong Airport)
- **Road**: Pacific, Central Coast Highway, Pacific Motorway
- **Rail**: Main Northern Line
- **Port**: access to Botany Bay

#### Natural Environment

- Coastal lakes and water ways including the Hawkesbury River, Broken Bay, Tuggerah Lake, Brisbane Water, Bouddi, Dharug, Popran and Wyrrabalong National Parks.
- Wet sclerophyll forest, rainforest, dry sclerophyll forest, freshwater and saline wetlands. Ecological sub-tropical to temperate transition zone

#### Climate Zones

- **Warm Temperate**

#### Regional Attractions

- Recreational water activities along the beaches, rivers and lake systems

#### Councils

- Central Coast

---

**Key Issues**

- Protecting valuable environmental and cultural lands whilst supporting the productive lands west of the M1.
- Planning for a resilient built environment considering the natural hazards of bushfire, flooding and coastal hazards associated with climate change.
- Developing region-specific guidelines for major centres, middle-ring and neighbourhood-wide scales, aligning land use and infrastructure planning and accounting for the growth of Gosford City Centre.
- Confronting long-travel distances, car-dependence and obesity with well-planned settlement patterns and active infrastructure.
- Planning support for central business district revitalisation.
- Reducing youth unemployment, limited job opportunities and poor regional job containment at all scales of the built environment while strengthening cross-regional economic connections.
- Creating places that are inclusive and well-designed, defining and protecting the ‘Central Coast lifestyle’.
**Gosford key considerations**

**The Central Coast Regional Plan 2036** aims to “grow Gosford as the region’s capital.”

The priorities, outlined in the Regional Plan specific to Gosford, which have informed the UDIF are:

— Growing Gosford City Centre as the region’s capital and focus of professional, civic and health services for the region’s population.

— Undertaking and integrating precinct planning for the Waterfront, Arts and Entertainment, City Core, Railway and Hospital precincts – to grow jobs and coordinate the delivery of improved transport infrastructure.

— Attracting and facilitating greater commercial development in Gosford City Centre by improving the public domain and providing opportunities for development through local planning controls.

— Promoting Gosford City Centre as an attractive place to live, work and play through local planning controls that support vibrant and safe cultural, entertainment and visitor activities.

— Enhancing the growth potential of the health precinct around the Gosford Hospital and allied health facilities in Gosford City Centre to drive the growth of services and specialisation in the region.

— Integrating the railway station with other activities and seeking opportunities to improve east–west connectivity across the railway line.

— Identifying opportunities for the consolidation and relocation of government services and agencies to Gosford City Centre.

— Ensuring that development in Gosford City Centre responds to its natural setting and complements the public domain.

— Improving access to Gosford City Centre from the west and north.

A region is defined by its capital.

The revitalisation of Gosford lies at the heart of regeneration of the Central Coast.

Gosford’s built environment is a good base to work from. Focusing growth in Gosford’s City Centre will reinforce the opportunity to bring social and economic benefits to the city.

The Central Coast Regional Plan identified Gosford as a priority.

Within Gosford the areas to be prioritised are:

1. The Waterfront
2. The Arts and Entertainment Precinct
3. The City Core
4. The Railway Precinct
5. The Hospital Precinct
How great places will support a regional capital

Quality places suit a variety of people and activities. As a regional capital Gosford needs to offer places that attract not only the locals, but also business, specialised services, regional visitors, commuters and tourists.

Diverse and rich places offer variety, quality and choice in a concentrated area. This will make Gosford a desirable place to visit and the best option to access key businesses, jobs and services.
A regional capital needs a variety of users, programmes, activities and businesses to make a successful regional capital. They also provide a comprehensive service to the people of the Region.

“The regional cities of NSW are defined as providing a ‘...full range of business, government, retail, cultural, entertainment and recreational activities. They are a focal point where large, growing regions can access good jobs, shopping, health, education, recreation and other services and not have to travel more than one hour per day” *

**Gosford in comparison**
This table compares Gosford with other Regional Cities of NSW by particular building and infrastructure type and illustrates its relative deficiency of facilities.

It highlights the need to reinforce Gosford, in turn serving the people of the Central Coast. It is the sum of the facilities working together to complement each other that will incite development and inspire visitors.

The lack of specific building and infrastructure facilities has been strongly echoed throughout the public participation process. Through community consultation, the three elements most frequently identified as needed in Gosford were a regional performing arts facility/cultural centre, a University and a city playground.

Regional NSW cities in 2010: A checklist of elements
Note: Changes have occurred in other centres since this data was prepared.

<table>
<thead>
<tr>
<th>REGION</th>
<th>GOSFORD</th>
<th>NEWCASTLE</th>
<th>PARRAMATTA</th>
<th>PENRITH</th>
<th>LIVERPOOL</th>
<th>WOLLONGONG</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CENTRAL COAST</td>
<td>HUNTER</td>
<td>GREATER WEST. SYD</td>
<td>NORTH WEST</td>
<td>SOUTH WEST</td>
<td>ILLAWARRA</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DEMOGRAPHIC PROFILE</th>
</tr>
</thead>
<tbody>
<tr>
<td>POPULATION REGION</td>
</tr>
<tr>
<td>GOSFORD</td>
</tr>
<tr>
<td>Newcastle</td>
</tr>
<tr>
<td>Parramatta</td>
</tr>
<tr>
<td>Penrith</td>
</tr>
<tr>
<td>Liverpool</td>
</tr>
<tr>
<td>Wollongong</td>
</tr>
</tbody>
</table>

| EMPLOYMENT OF REGION | 2006–08 | 2031 |
| GOSFORD | 125 254 | 170 500 |
| Newcastle | 228 334 | 294 334 |
| Parramatta | 308 500 | 369 500 |
| Penrith | 240 000 | 367 000 |
| Liverpool | 119 500 | 208 500 |
| Wollongong | 100 765 | 130 765 |

<table>
<thead>
<tr>
<th>FACILITIES (IN CENTRE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOSPITAL</td>
</tr>
<tr>
<td>UNIVERSITY CAMPUS</td>
</tr>
<tr>
<td>TAFE REGIONAL</td>
</tr>
<tr>
<td>TAFE</td>
</tr>
<tr>
<td>CONVENTION &amp; EXHIBITION CENTRES</td>
</tr>
<tr>
<td>MUSEUMS</td>
</tr>
<tr>
<td>CONCERT HALL/ENTERTAINMENT CENTRE/ THEATRES/PLAYHOUSE</td>
</tr>
<tr>
<td>STADIUMS</td>
</tr>
<tr>
<td>TOWN HALL</td>
</tr>
<tr>
<td>LIBRARY</td>
</tr>
<tr>
<td>ART GALLERIES CULTURE CENTRE</td>
</tr>
<tr>
<td>CIVIL SQUARE/PRECINCT</td>
</tr>
<tr>
<td>SCHOOLS</td>
</tr>
<tr>
<td>REGIONAL SHOPPING CENTRE</td>
</tr>
<tr>
<td>CONSERVATORIUM</td>
</tr>
<tr>
<td>SPORTING FACILITIES INDOOR/OUTDOOR</td>
</tr>
<tr>
<td>COMMUNITY MEETING CENTRE</td>
</tr>
<tr>
<td>REGIONAL PARK/RECREATIONAL FACILITIES</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TRANSPORT (IN CENTRE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATIONS</td>
</tr>
<tr>
<td>INTERCHANGE</td>
</tr>
<tr>
<td>SHUTTLE BUS</td>
</tr>
<tr>
<td>CBD BY-PASS/RING ROAD</td>
</tr>
</tbody>
</table>

* SOURCE: Centre Types in the Metropolitan Strategy, NSW DP&E 2007
The table adjacent comprises a shortlist of desirable facilities for future Gosford and outlines where future investment in Gosford could be concentrated. Importantly, the combination of new development and existing facilities intelligently used will boost visitor numbers and activate the city centre.

New developments in Gosford will need to acknowledge existing facilities and address the future vision of Gosford; including questions such as:

— What will attract the biggest crowd of regional visitors?
— What will create a visible change?
— What will help to attract people and stimulate investment?
— How will the project be sequenced and developed in relation to neighbouring development?

How will future developments impact the city of Gosford?
Considered investment in new facilities can become catalysts for change and have a long-term, positive impact on the city centre. To project the impact of new developments on the city, benchmarks of a similar scale should be sought.

### ALREADY IN GOSFORD

- **FACILITIES**
  - Hospital: in development
  - University: bringing a research hub
  - Tafe regional
  - Tafe: Gosford Tafe Campus
  - Convention and exhibition centre
  - Museums: Gosford Classic Car Museum (in city surrounds)
  - Concert hall and entertainment
  - Theatre / playhouse: Laycock Theatre (North Gosford)
  - Stadium: Central Coast Stadium
  - Town hall: Council administration building
  - Library: Relocating
  - Art gallery and cultural centre: Gosford Regional Gallery
  - Civic square: Kibble park
  - Schools: Numerous
  - Regional shopping centre: Imperial Centre
  - Conservatorium of music
  - Sporting facilities – indoor and outdoor
  - Community meeting centre: Reuse existing library
  - Regional park
  - Station: Upgrade
  - Interchange: To be considered – future
  - Shuttle bus

### PLACES/ FUNCTIONS THAT ATTRACT PEOPLE

- Eat street
- Night time activities
- Play ground / water play
- Promenade: Improve on waterfront
- Markets
- Gardens
- Water activities
- Sustainability focus: Greengrid, power, water
- Shade / thermal comfort: Street planting
- Parking and easy access: Needs consideration
- Animals and native environments: Greengrid
- Good quality hotel accommodation: Gov subsidy like Newcastle?
- Shopping high street

### ALREADY IN GOSFORD

- **THINGS WE CAN ADD TO GOSFORD**

### 3.3 Drawing on the work of previous documents & master plans ‘Our City our Destiny’

The result of extensive community consultation, ‘Our City, Our Destiny’ was a high level master plan which articulated the community vision for the Gosford City Centre with five key precincts.

‘Our City Our Destiny’ forms the most comprehensive master plan to date for the city centre and was the basis for further detailed urban studies on transport, movement and street upgrades. Strategies and precincts identified in the master plan have built a strong base for the UDIF.

Most of the ‘Our City Our Destiny’ principles and city framework remain applicable today. The UDIF distills and updates the OCOD recommendations to key principles to aid in the assessment of any future proposal or project. This allows the 2010 master plan ideals to remain relevant, adaptable and resilient. Further, it recognises the physical scale of the city, market demand, Gosford’s specific role as a regional capital and how this impacts on recommendations for implementation.

See Appendix 6.2 for a detailed analysis.
3.4 Gosford city analysis

The City Form

Gosford city centre is surrounded by a picturesque natural environment. Sitting in a valley between the bush covered hills to the east and west and the harbour to the south, Gosford’s built environment has been formed by an orthogonal grid that runs north to south.

The south of the city grid is split by the Central Coast Highway before meeting at the water’s edge. The city’s main street, Mann Street, runs from Gosford Showground in the north, to Baker Street in the south, where it meets the water at the same level.

The city is formed by the elements of the natural and built environment. Waterview Park (Presidents Hill) rises west of the station whilst Rumbalara Reserve rises to the east, forming a natural valley for the city. Gosford is formed by an orthogonal grid that runs north to south. In the south the city grid meets the water’s edge, split by the Central Coast Highway. Mann Street terminates at Leagues Club Field, whilst Baker Street meets the water at the same level.

The City Centre of Gosford comprises Gosford Hospital, Gosford train Station and the Gosford CBD, consisting of a mix of retail and commercial uses. It is surrounded by residential properties to the north east, west and Brisbane Water foreshore to the south.
The scale of Gosford

By comparing Gosford to Sydney and Newcastle, its two closest neighbouring cities, Gosford’s large regional city footprint is evident. The high street of Mann St between the hospital and the waterfront is 1.4km long which is similar to the length of Sydney’s George St between Townhall and Circular Quay. It is not a walk done every day.

This scale comparison is contrasted by a relatively small population of people living in the centre. A city of this scale needs a greater density of visitors, residents and businesses to feel active as a regional capital.
Natural Assets
Nature and green spaces in an urban environment can improve the social wellbeing and health of the people living, working in, and using the city centre. Green spaces including natural parks and waterways are a critical part of Gosford’s civic and cultural identity—it is a city nestled between two hills. Waterview park rises west from the train station and the eastern hill; and Rumbalara Reserve forms part of a longer natural system. Fronted by a significant harbour and areas of natural bush, Gosford offers an attractive lifestyle with a close relationship between the urban centre and the natural environment.

The issues of climate change and sea level rise necessitate a vision for the sustainable future of Gosford. In addition to existing sustainability projects including the Management of the Coastal Open Space System and the Gosford City water mining dual reticulation scheme; the redevelopment of Gosford creates an opportunity to reinvent the city as smart and green. The unique relationship between Gosford’s natural features and its built environment forms the basis of a future vision: the integration of urban fabric and sustainable initiatives.

An example Climate Change Strategy would include and address the following:
— Reducing water consumption
— Reducing energy consumption
— Reducing automobile travel
— Cutting greenhouse gas emissions
— Making land use decisions that create a more efficient and walkable city
— Improving building energy performance
— Increasing biodiversity
— Mitigating the impact of sea level rise.

Water
The south of the city is formed by Brisbane Water, an estuary ecosystem with mangroves and calm waters. The beaches, bays and inlets of this waterway provide pristine water views for many communities including Gosford.

Bushland Reserves
The bushland reserves sit on either side of the city on President’s Hill and Rumbalara Reserve. The hilltops frame the city and align Gosford centrally in the broader Narara Valley.

Parks
Within the city, Kibble Park and Leagues Club Field are well-loved as welcomed open green spaces within the built environment.
**Built Form Assets**

Gosford’s existing built environment forms a strong base for the city to grow. Gosford is layered with unique urban assets including heritage buildings, rail infrastructure and a high street with a strong north-south axis through the centre of the city. Key building assets include the first Gosford Courthouse (1833) and the first Post Office (1835) to the south of Mann Street and St Mary’s Church (1858) to the east of Gosford.

The train station and railway service which commenced operation in 1887, enabled development to grow around it. Retail and commercial sites followed, along with provisions for parking. Despite being visually obscured by the natural landscape, Gosford train station forms an important economic, social and physical connection to greater NSW and is a part of the city’s historical and cultural identity.

The future potential of Gosford needs to grow from its existing built form assets and urban structure. It needs to utilise Mann Street as the heritage heart and connector, to enable a new life as a vibrant main street, with a new diversity of built form, fine urban grain and multi-programmed space. Similarly, the rail line should connect areas through the city, utilising new crossing points through the city.

**Historical Buildings**

Throughout the city heritage buildings offer some diversity to the built form, and form a vital connection to the city’s past. Unlike recently formed communities or centres, Gosford has a rich cultural and built history.

**Rail Infrastructure**

The railway is embedded in the evolution of Gosford. The tracks, power lines, and remnants from the steam trains are a part of the identity of the city, and an important link between the past and future of the city.

**Mann Street – a High Street**

From past to present day Mann St functions as the civic main street for the city. The important structural element of the city can be strengthened as a place for the people.
Places and landmarks
As part of the engagement process, workshop attendees comprising members of the community identified places of significance and landmarks of the selected area in Gosford.

A key finding of the process was that community-chosen ‘places’ tended to be privately owned; implying a deficiency or need for quality public space in the urban environment. Some of the built environment facilities were considered interchangeable in ‘places’ and ‘landmarks’ categories; Gosford Station, Central Coast Stadium and the Waterfront precinct. This gives and indication of their importance, for both local use and tourism potential.

Places and destinations
— Gosford High School
— Henry Kendall High School
— Gosford Public School
— Gosford Hospital precinct
— Gosford Private Hospital
— Tafe
— Kibble Park
— Leagues Club Field
— Gosford Olympic Swimming Pool
— Gosford Golf Club
— Imperial Shopping Centre
— Leagues Club
— Tommy’s Cafe

Landmarks
— Gosford Station
— Central Coast Stadium
— The Waterfront precinct
— President Hill Lookout
— Rumbalara Reserve
— Sea wall and marina
— Train Station (hidden landmark)
Regional Assets
Sporting, health and transport infrastructure assets contribute to the identity and definition of Gosford as a regional capital. The Central Coast Stadium, the Hospital Precinct and Gosford train station were identified in community consultations as three of Gosford’s major landmarks. These major facilities are activity epicentres: forming and defining Gosford’s point of difference in contrast to the low-density built environment distribution of the majority of the Central Coast.

Gosford is a local connector for the Central Coast community and region to access Newcastle and Sydney. It is in a prime location for future development, facilities and infrastructure to service the Central Coast region.

New large-scale investment in health, education and commerce will bring people from the region to the city centre, reinforcing the gravitas of the city and creating a demand for future facilities including retail, business, community, recreation and transport.

Stadium
The iconic Central Coast Stadium is an important landmark for the city. The Stadium is highly visible at the entry to the city, and has an important link to the water views beyond.

Hospital
The hospital is an important investment in the future of Gosford. The site will provide a major source of employment in the city and will perform a critical regional function for the Central Coast.

Rail Network
The rail network and Gosford Station are a critical regional asset for the area, drawing in commuters daily and linking Gosford to Sydney and Newcastle. The challenge will be to make this hidden asset and key connector a vital place for the community.
Movement and Access

This series of diagrams explain the existing structure of Gosford, identifying key elements of access, public infrastructure and environment which can support positive change.

Active movement refers to the possibility to walk and cycle in an urban environment. Prioritising active movement serves to connect the city, integrate the community and promote individuals’ health and well-being.

ACTIVE MOVEMENT: Key Issues

Gosford City is disconnected from its neighbouring communities.

ACTIVE MOVEMENT: Proposed

Develop an active movement network that is integrated with green infrastructure connecting the city with its landscape. Connect Gosford City with its neighbouring areas for recreation and everyday access.
Mann Street can become congested with vehicular traffic including buses that need to access the bus interchange, as well as cars, which use Mann Street as a regional through-link. This predominantly vehicular area limits the opportunity for pedestrian amenity and cycling. The concentration of schools and the hospital, together with regional vehicular movement to North Gosford and Wyong is also causing congestion near Etna Bridge.

Regional through movement should be re-routed out of Mann Street, protecting the city core for public amenity via a ring road arrangement. East-west connections should also be improved and increased, and Mann Street prioritised for short term access. Public transport options should be promoted, including exploring point to point rideshare systems that suit the dispersed settlement pattern of the region.
Packing

The provision of adequate car parking in Gosford has historically been a contentious issue with an inherent conflict between the requirements for long-term parking for commuters and workers and short-term parking for retail and commercial activities. Particular parking issues include:
- the loss of Kibble short-term parking
- medium-term – State and Local Government parking stations
- long-term adaptive-reuse of buildings for parking
- state car park versus local government
- potential new car parking scheme.

The Gosford City Council recently commissioned a Parking Study which will be used to identify the needs and solutions to parking.

The long term goal under the NSW State Plan is to reduce the demand for parking and better manage existing parking infrastructure. The principle method for reduction of parking demand will be via an improved public transport system and alternate methods of access to the city.

Additional public parking sites have been identified to provide assistance in the development of a car parking strategy.

The waterfront currently has limited land for parking and should be retained as a natural feature. Below depicts a parking solution with sites one block back from the water as possible, however undesirable, parking sites. Also key sites within a 800m walk from the waters edge offer alternative opportunities.
Commuter parking offers the least contribution to an active CBD. Commuter parking should be moved out of the central city core, to sites within a 800-1000m or 10 minute walk to the station.

This frees the inner core of the city for short term parking for people who need to access the services of the city. However it is still important to protect Mann St as the high street for the people. As such no parking entries should be off Mann St or the key places such as Kibble Park.
**Key Projects underway: Overview**

Council’s statutory controls for height and FSR allowed for a variety of building typologies to be constructed. The development industry as well as the former Gosford Council recognised that the controls did little to promote development. As a result, the Council formed a strategy of ‘bonus scheme’: development-stimulating incentives.

The principal scheme (2012-2016) encouraged development in the short-term; with 30% bonus for height and floorspace and reduced developer contributions from 4% to 1%, under Section 94A.

The scheme was extended for a further year with 30% bonus for height and floorspace and reduced developer contributions from 4% to 2%. The bonus expired on 2 April 2016.

Since the introduction of the 30% Bonus in 2012 there have been:

- 83 Development Approvals in Gosford City Centre
- 17 Developments Completed
- 13 Currently Under Construction (out of ground)
- 7 DAs with Construction Certificate Issued
- 46 DAs with No Construction Certificate Issued – Developers not Acting on Development Consents

**DEVELOPMENTS SUMMARY**

- Completed
- DAs No CC’s Issued
- Currently Under Construction
- DAs with CC’s Issued
- CBD Boundary

*Data Source: Central Coast Council March 2018*
Comparing the completed developments and developments under construction, there is no direct relationship to contribution rates and development completion/construction. Of 31 developments either completed or currently under construction; there were 14 with contributions of 1%, 3 with 2% and 14 with 4%. Council must make up the shortfall of any discounted contributions.

The symptoms of reduced contribution incentives become apparent in the lack of investment in the built environment. This affects the quality of public open space, community facilities, the public road network, drainage, water quality, environmental protection and public car parking.

Council has delivered the framework for change. Since the 30% bonus scheme was introduced, 4709 residential units have been approved in Gosford City Centre.

In summary:
- 4709 residential units have been approved
- 516 units are under construction
- 600 units have construction certificates issued
- 3055 units have not had construction certificates issued
- 269 units are complete.

The Central Coast Regional Plan identified that targets for Gosford were 10000 more people and 6000 more jobs. The new approved developments provide for 8429 people to be accommodated, according to the average household size for Gosford.
Key Projects underway: Private Development

In the last two years, the number of development applications have increased, concentrated parallel to Mann Street east and west and running south to Brisbane Water.

These private developments, as well as public investment signify massive change for Gosford. The city horizon is punctuated by cranes.

Adjacent are examples of the tallest buildings currently approved in Gosford.

Existing LEP controls in the UDIF include:
— 9m to 72m maximum building height in proposed commercial core
— B3 commercial core and mixed use land zoning
— 2.5:1 to 6:1 floor space ratio range
— General and archaeological heritage items

### Bonython Towers

- 14-storey residential/retail/commercial development
- One tower to a height of 43m
- 155-161 Mann Street
- CKDS Architecture
- 56 apartment units
- 62 parking spaces
- Granted development consent in December 2016
- Due for completion in 2018
- Under construction

### Mariners Plaza

- 29-storey hotel/residential/retail development
- Twin towers to a height of 98m
- 108-118 Mann Street, at the corner of Donnison Street
- Dickson Rothschild Architects
- 342 apartments, 167 hotel rooms
- 507 parking spaces
- Granted development consent in December 2016, due for completion in 2018

### Gosford Alive

- 23-storey residential development stage 1 and
- 20-storey commercial development stage 2
- Kibbleplex car park and imperial shopping centre
- Conybeare Morrison Architects
- 730 apartments
- 300+ car parks
- New shopping, food and entertainment
- Proposed renewal of the Kibble Park
- Application withdrawn early 2018
Gosford urban design and implementation framework

Waterside

25-storey hotel/residential/commercial development
Three towers to a maximum height of 87m
50-70 Mann Street, access to Georgiana and Baker Sts
CKDS Architecture
130 apartments
no. carparks unknown
Granted development consent in December 2015, due for stage 1 completion in 2020

Oracle

15-storey residential/commercial development
Two towers and podium
120-124 Erina St, intersection of Henry Parry Drive
CKDS Architecture
180 units
no. carparks unknown
Granted development consent in December 2016

Pinnacle

15-storey residential/commercial development
Single tower and podium, height unknown
21-23 Mann St
CKDS Architecture
140 apartments
193 car parks
Development status unknown

280 Mann St

24-storey residential development
Single tower up to 78m in height
280-300 Mann St
Nettletontribe Architects
no. apartments unknown
340 car parks
Granted development consent September 2017
Gosford hospital
Located in the north west of the city centre, the hospital is set to be built by late 2019, with an overall investment of $348M. The hospital will include 800 car spaces, expanded intensive care and emergency department, operating theatres and 680 beds, amongst other services. As part of an ‘innovation precinct’ the fully operational hospital estimates to bring another 200 equivalent full-time jobs. It aims to join with Newcastle University to deliver a true innovation precinct built on health and education.

Regional library
Currently open to community feedback, this local government $15M project aims to create a truly regional library located on Donnison St opposite Kibble Park. The concept design currently under review and costing includes high quality commercial and retail space, parking and best practice community library facilities. While the design of contemporary libraries are changing with technology, their role is pivotal in community life, offering services for all ages beyond the traditional role of it as a depository of books.

Finance building
Developed by the State Government, the Finance Building will be located on southern Mann St near the ATO. It is scheduled to be built by July 2018 and is currently under construction. The building will include spaces for the Department of Finance, Services and Innovation and further A-grade commercial spaces, retail and dining. It will bring over 300 high-quality government jobs to Gosford.

Regional Performing Arts Centre (RPAC)
This local government project has time limited financial backing to create a 1000 seat theatre and regional performing arts centre. The centre may include conference facilities, cafe, and supporting performance spaces. The community is eager to see this project fulfilled, however a location for the centre is yet to be determined.
ATO offices
This building, completed in late 2016 will centralise government jobs in Gosford. The building is located near Mann St on Georgiana Terrace, on part of the former Gosford Public School site. It will be home to 300 ATO staff members. The building has limited parking on-site.

Olympic pool
Currently reaching its end of building life, the Gosford Olympic Pool is lacking in the vital amenities and services to suit local visitors. The pool currently generates 200,000 visitors per year, but has the potential to double this number. The location on the water's edge has great potential, but currently makes no connection to its views and location. Council is considering redevelopment or possible relocation of this pool.

Reuse of existing library
With the formation of a new library, the existing library has the potential to be readapted for other public uses. The Council has been considering community uses, or the function of a Town Hall. The building is centrally located in the heart of Kibble Park on Donnison St. The building was finished 1973 and designed by Alan Williams and Associates. It is considered to be architecture of significance by the Australian Institute of Architects.

Gosford Stadium
Gosford Stadium is situated on land reclaimed from Brisbane Water and marsh area near Gosford foreshore, formerly Grahame Park. Constructed in 1999, it has become a local landmark and a celebrated part of the identity of Gosford. The stadium is home to the Central Coast Mariners association football club and captures a spectacular view of the sports arena against a background of palm trees and Brisbane Water beyond.
3.5 Why a Place Based Approach

Based on what we’ve learnt from past reports and masterplans, as well as insights gained through the UDIF work, a targeted place based approach is recommended:

— Places are in strategic locations where there is a confluence of existing amenity, public space, public investment plans and private development opportunity. They build upon what’s already happening.
— They are in locations that can drive footfall between them.
— It concentrates and ‘gathers’ investment around it. In turn, there is an opportunity for one investment to feed off another.
— It also concentrates activity on-ground.
— Low risk of implementation. Centres around a public space that can be delivered quickly by government to lead the renewal. The first move doesn’t need private sector partnership, multi-agency agreements, etc. Relative to buildings, public space can create a greater visible transformation per dollar invested. In addition, approval path and construction times are likely to be quicker.
— The public space is to be a high quality regional attractor to strengthen Gosford’s role in the region. This will also boost private investment viability around it by improving visual amenity and bringing people to the focus area.
— This provides government to lead conversation with developers who benefit from this public investment on VPAs — whether this is cash contribution, accommodation of key public functions such as TAFE or University, or encouraging land-use that strengthen Gosford as a regional centre.

By clustering investment around a public place, there’s an opportunity to create focus, synergy and momentum – increasing visitation, strengthening viability for investment and provide government greater power to lead the market.

The large scale of the study area encompassing Gosford city centre necessitates a targeted approach to development and investment.

The diagrams adjacent depict the scale of Gosford city centre relative to Sydney, where a comparatively tight urban structure, short distances between transport modes and vibrant activated streetscapes are already established. Dealing with this scale of city centre requires key opportunities to be identified for a focused approach to activity and investment. Whilst activation of the waterfront is desirable, it will not necessarily help to activate the heart of the city. Gosford has the potential to have a series of activated and interesting places along a connected network.

Gosford has many important ingredients including the northern anchor of a hospital and education region, a central station, Kibble Park in the heart of the city, and a beautiful waterfront with public open space.

Connected, with a network of pedestrian and cycle friendly routes, the city can focus on making these ingredients work to their full potential. As a network they are stronger than any single project or place.
Creating three places

When we examine the scale of Gosford, we understand that the city is large and spread out relative to regional cities of similar population catchment. By creating key places within walking distance to each other, they become stepping stones to navigate across the city.

By starting at the centre of the city with Kibble Park, we can ensure all three places identified can be a connected network which encourage footfall between each other.

Creating a network of connected places allows us to cluster public domain improvements and investment in key areas of the city.

The hospital and waterfront are too far apart & disconnected to enable consolidation of the centre, foster movement and drive footfall. Visitors to each aren’t likely to go to the other.

We need to create more attractors in the city to draw people in. Public investment where it can stimulate rich mix of private investment and city usage.

By focusing on places and not singular projects, we can create clusters of intensity that feed off one another and align to what is already happening.
The three places

The Civic Heart
Geographically in the centre of the city, this study area focuses around the open space of Kibble Park. This open space is adjacent to the existing Gosford Library and its proposed re-location, multiple government and administrative functions, and significant private developments like the Imperial Centre and Bonython Tower.

Kibble Park is a central meeting place that can bring the character of the bushland reserves into the heart of the city. The focus on this area is to create a centrally located, attractive and connected open space and town square.

North City
The North City area includes the expanded Gosford hospital site, the schools west of the station, the station park and the station precinct. This latter comprises the crossing of the railway line and includes the eastern side of the station.

The hospital is a major investment in the future of Gosford. By connecting the hospital to a re-imagined rail corridor and main street, its potential is expanded to start a new generation of innovation in the northern end of Gosford.

The focus on this area is to provide a gateway precinct with pedestrian connections, improved walkability and an attractive public domain.

South City
The waterfront parklands bring the locals, the landscape and the water together. This area looks at the waterfront and its relation to Gosford City Park, the Leagues Club Park, Gosford stadium, the Australian Tax Office building, the Finance building and a potential Baker Street extension.

This is focused on providing a sense of place and a strong identity for Gosford. It will guide the opportunities to maximise the contribution of the next stage of development while ensuring public access and amenity. A place to arrive but also to spend time.

Sydney
The walk from Town Hall to Circular Quay in Sydney, the nearest capital city, is 1.4km. Along the spine of George St there are anchoring districts such as the UTS education precinct and key public open spaces like Martin Place and Circular Quay.

Gosford
Gosford interestingly has many of the same potential ingredients along the 1.4km spine of Mann St. In the North there is a cluster of education and the hospital. Along the spine there is Kibble park, and the walk from the rail bridge to the end of the public waterfront at the Scout hall is a similar distance to the walk between the Opera House and Harbour Bridge.
NORTH CITY

THE CIVIC HEART

SOUTH CITY
4.1 State and regional level strategies and actions

4.1.1 Foster a place based approach and focus on public domain

4.1.1.1 Place based strategy
Develop place-based strategies to focus activity and investment in around the priority places identified in the UDIF and along the routes that connect them.

Phase 1 – The Civic Heart
Phase 2 – North City
Phase 3 – South City

Noting detailed recommendations will be provided for discussion in the place base reports being prepared by GANSW for each of these places.

4.1.1.2 Place managers
Establish place managers for Gosford’s key places to make the connection between people and places with a focus on use and activation and to support ongoing evolution over time.

Place managers would champion the implementation of the UDIF principles place-based reports and recommendations for their place in all decision making and have oversight of activity that has an impact on the place.

The Project for Public Spaces websites provides more detail of the importance and opportunities of a placemaking approach. https://www.pps.org/category/placemaking
4.1.2 Improve regional access and movement

4.1.2.1 Prioritise and focus transport investment to improve connections for people across the Central Coast into Gosford to support its role as a regional capital.

4.1.2.2 Prioritise a joint place based integrated transport plan and car parking strategy.

Plan should coordinate existing workstreams including car parking strategy (Central Coast Council), Traffic Study (RMS/Central Coast Council), review of current development controls and s94A plan (Central Coast Council) and provide advice and recommendations including:

- Options to fast track investigation of Central Coast rapid bus program including the Southern Growth Corridor to extend the 30-minute catchment for the regional capital (30-minute catchment referred to in Transport Futures/ Central Coast Council investigating options)
- Extension of Shuttle bus services linked to new car parking options outside the city centre core
- Reviewing and prioritising options for connecting people and places across the railway line
- Addressing pinch points on the transport network – including congestion and safety issues at key locations for pedestrians, cars and buses
- City Centre bypass options for through traffic including investigating linking north Gosford to Mann Road, providing an additional crossing of the rail line
- Active transport priorities (building on work by Central Coast Council)
- Movement and Place (TfNSW)
- Prioritisation of projects and timing (all)

4.1.2.3 Fast-track joint DPE/Central Coast Council car parking review and strategy (to be developed jointly with transport plan above).

- Identify short term opportunities for new all-day car parking outside the city centre core
- Consider impact of increase the efficient use of existing car parking in the city centre to support the revitalisation of Gosford including differentiating the needs of commuters, residents, visitors and businesses and testing options for charging and options for increasing short stay parking
- Review car parking standards for new development to feed into revising planning controls
- Provide short, medium and long-term options for commuter and short stay parking
- Prepare short (0-3yrs), medium (3-5 yrs) and long-term (5+years) options for different users of the city (for example commuters, workers and visitors)

4.1.2.4 Continue to support and plan for reduce journey times by rail to Sydney from the Central Coast and particularly Gosford (as outlined in Transport Futures).
4.2 Leadership, coordination and integration

4.2.1 Leadership and coordination

4.2.1.1 Build on the existing role of the Coordinator General to maintain momentum across all levels of government and ensure a whole of government focus on Gosford as the regional capital of the Central Coast.

4.2.1.2 Manage development
Establish a case management system appointing development managers with case, planning and design experience to manage major applications through the pre-application and development application process including agency referrals, discussion on VPAs and opportunities identified in the UDIF and subsequent works streams. The focus of the development managers would be on delivering development opportunities that support the principles of the UDIF and key places.

4.2.1.3 Coordinate and support delivery, including the activity around Government land and projects (e.g. CCRDC) and provide the appropriate resources and powers to enable it to champion, manage and deliver this ambitious program.
4.2 Streamlining and de-risking the planning process

4.2.2.1 Provide statutory weight to the urban design principles promoted in the UDIF in planning controls for Gosford to focus and guide public and private sector investment, help shape development projects and reduce uncertainty, provide a framework to inform more detailed guidelines and developer contribution/ VPA process, raise aspirations.

4.2.2.2 Establish a Government Architect led or endorsed Design Review Panel (e.g. sub State Design Review Panel) that will work to the principles of the UDIF and provide advice early (pre-application) to developers and consent authorities on development outcomes in the city centre.

4.2.2.3 Work with relevant agencies such as RMS, utility providers, Sydney Trains and others to develop fast-track referral processes for development in the city centre.

4.2.2.4 Implement simplified flexible and streamlined planning controls for Gosford central business district. Detailed and spatial recommendation are provided in the Place Based Urban Design Reports.

Implement a new, simplified streamlined set of planning controls for Gosford central business district to permit mixed use precincts whilst also protecting key areas of the commercial core to ensure the core functions of a regional capital have sufficient space to grow.

Provide flexibility in controls to enable negotiated development outcomes and promote more people working and living in the City Centre and enable flexible development outcomes that meet the principles of the UDIF/design principles.

Develop a range of strategies and incentives to attract additional commercial development/ activity. This could include development provisions to ensure a minimum percentage of core commercial/retail uses in appropriate areas and on key sites which can support large floor plates.

Create and incentivise through the planning system innovative models for employment including smart work hubs, public Wi-Fi access, alternative workspace models.

Facilitate the development of landmark buildings as a catalyst for growth in certain locations which will be identified through the detailed Urban Design study process.

Require public benefits/ amenity improvements as part of all development applications.

Support the provision of a mix of housing including low cost rental to support the function and role of the City Centre, particularly at the northern end of Mann Street near the station, schools and hospital.

Provide incentives for the provision of cultural facilities and uses of public benefit in development proposals by excluding in FSR calculations (merit based assessment based on urban design principles identified in the UDIF and future guidelines would still apply).

Protect solar access to public places – 50% of total area to receive sunlight for 4 hours between 9am and 3pm on 21st June.

Require the activation of street frontages and encourage the use of footpath for outdoor seating and display of goods (where the footpath depth allows it).

Require design excellence competitions for major developments in accordance with state policy.

Introduce on-site maximum standards for car parking and plan for the provision of car share spaces, increased bicycle and motorbike parking.

Remove the requirement for a minimum 24m frontage for permissible development to allow smaller and fine grain development to occur.

Identify the bulk and scale that reflect the intentions of the urban study areas and which can translate into relevant planning controls.

Develop place and precinct specific principles and controls.

Expand B4 zone to allow flexibility but still provide for commercial development.
4.2.3 Infrastructure requirements and developer contributions

4.2.3.1 Prepare an updated schedule of infrastructure projects and public domain works to increase certainty about the provision of infrastructure and the cost to developers included updated public realm works, green infrastructure requirements, new infrastructure identified through the detailed place based urban to meet ambition for delivery of public domain improvements and the like.

4.2.3.2 Consider a prepare a mix of state and local infrastructure contributions based on the updated schedule of infrastructure above.

4.2.3.3 Finalise the Central Coast Council review of the performance of the existing S94A plan and other approaches to developer contribution.

Identify:
— what funding has been collected
— what funding is available, and
— what it can be allocated towards.

Forecast what funds will be potentially collected with current approvals pipeline and provide transparency on where contributions are being spent.

4.2.3.4 Develop a plan to spend current funding on projects identified in the UDIF that will have a high impact and build confidence.
Gosford urban design and implementation framework

Image: James Worrall
Good design processes are dependent on establishing: a clear understanding of the need or problem to be addressed; good analysis and research; and testing through a process of open ended enquiry in order to identify opportunities.

Good design processes bring together a diverse group of people with different points of view. Through identifying and articulating differences of opinion, good processes foster a common understanding to establish a shared future vision.

Stakeholder and community engagement, at the earliest stages of projects embeds good process in the UDIF. This enables more considered and inclusive proposals, better suited to place and people.
5.1 Background to the process

“Design thinking is a creative skill where designers make new connections and test and retest ideas in order to find a better outcome for the problem at hand and anticipate future problems.”
— GANSW

The revitalisation of Gosford City Centre has been initiated in the past through plans and strategies undertaken by the NSW Government and former Gosford City Council. This included the 2010 Our City, Our Destiny Masterplan and the 2007 Revitalising Gosford City Centre Plan. These previous plans also included significant engagement, focused on a well-considered vision for Gosford City Centre.

However, the plans have not led to a step change in the quality of the public domain or a sense of place. There remains a run-down appearance in the buildings and vacant shops, poor public domain and wayfinding, poor pedestrian amenity and connectivity with surrounding areas. A critical feature missing from previous plans was delivery ‘buy-in’ for projects identified through the process.

The need for a new approach to the revitalisation of Gosford City Centre has arisen from the growing consensus that a vision without a framework for implementation will not lead to success and that great places and cities do not happen by chance. They are designed and continued to be designed to manage their transformation over time. Engaging with stakeholders and communities, undertaking urban design analysis and developing strategies and recommendations for collaborative implementation fosters confidence, development and assist in aligning investment.

The scale and complexity of both the barriers and opportunities in Gosford has required a focus on divergent, open-ended enquiry. Workshops were held throughout this project with the following objectives:
— To hear and learn from a diverse set of stakeholders including state and local government and the wider community in a ‘safe’ space.
— To collect detailed information and evidence from all stakeholders.
— To engage all stakeholders in active, participatory design enquiry exercises to challenge their thinking and broaden their exposure and acceptance of many different points of view.
— To break down silos of thinking and organisational structures, to find common goals and synergistic projects and approaches that can have a broader impact.
— To inform the community of this work, the role of the Coordinator General and GANSW.
— To share best practice, raise aspirations and empower stakeholders with new ideas.
— To test out and challenge preliminary findings and recommendations of this work with stakeholders.
— To focus attention on the key places in Gosford.
— To empower stakeholders with the idea that everyone has the ability to cause change and have a positive impact in their community.
— To reframe and change Gosford by looking at it from a different standpoint. This involved working outside the ‘rules’ or the ‘impossible’ and putting aside some of the extensive past work in Gosford.
— Establish champions for the project and Gosford.

Design thinking:

Design thinking offers a holistic way of finding opportunities and resolving project problems. It is the method in which designers seek to integrate possibilities and generate new ideas. It is a creative process that seeks answers through collaboration and synthesis of multiple input. Design thinking is a creative skill that designers use to reframe and change situations, test and retest ideas, and anticipate future challenges in order to find a better outcome for the problem at hand.
Open Enquiry Workshops

5.2 The approach to Open Enquiry Workshops

Workshop format

All workshops followed a similar format yet were reactive to the people and outcomes of each day.

Design activities aimed to gain ideas and thinking from a broad group of participants. Each day was mediated by the Deputy Government Architect and facilitated by a team of design consultants from GANSW, CHROFI, and Tyrrell Studio. Workshops sought to identify commonly held aspirations for Gosford and the strategic steps the community will need to take to achieve them.

Each workshop included a subset of the following agenda items and topics for discussion, depending on the participants and the stage of the process:

1. General introduction by Central Coast Coordinator General and or the Director of Operations, Central Coast.
2. General introduction to the process by the Deputy Government Architect.
3. Presentation by CHROFI on what we already know and early thinking.
4. Participatory Design Exercises and Mapping:
   - Places and Landmarks in Gosford
   - How can we improve the places in Gosford?
   - How do people access and use Gosford?
   - How can we make Gosford an attractive regional Capital?
   - Barriers and opportunities for development and business in Gosford.
5. Presentations and Precedents:
   - Walkable cities and green infrastructure – Tyrrell Studio and GANSW
   - Changing regional Centres (Turr Murra and Maitland) CHROFI
   - Market overview – Hill PDA

The workshop process has benefited from, and been informed by extensive previous work, including numerous studies and extensive consultation. Work was undertaken with stakeholders to identify what has changed. New ideas and programs of work have confirmed existing opportunities and constraints. As projects developed, ideas were tested simultaneously.

The workshops have been a key part of understanding how to proceed. The process facilitated the sharing of ideas, expertise and knowledge where key businesses, government agencies, representatives from Central Coast Council (both councillors and staff) and community groups were represented.

Wider community engagement through the Gosford surveys were able to gauge support for and relevance of initiatives towards the revitalisation of Gosford.

Key issues raised consistently across both the workshops and surveys included inconsistent planning and development, car parking, travel to the city centre, quality of public domain as well as activities available once at the centre.

Over 230 targeted key stakeholders participated across 7 workshops (between November 8, 2017 and April 3, 2018) including:

- Workshop 1: State Government
- Workshop 2: Local Government
- Workshop 3: Local and State Government
- Workshop 4: The Development Industry
- Workshop 5: Community Representatives
- Workshop 6: Council, Transport for New South Wales, Roads and Maritime services
- Workshop 7: Central Coast Councillors

Who is involved in creating place:

- **Government**
  - Provide the opportunity for renewal to occur
- **Property owners, investors, developers**
  - Inhabitants directly using the buildings and spaces
- **Users/Occupants**
  - Residents and businesses know and understand the places where they live and work
- **Experts**
  - Provide specialist expertise across all aspects of the built environment – design, economics, transport and social infrastructure
- **Future generations**
  - Custodians of thriving, sustainable communities

“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

— Jane Jacobs
Participating agencies
The first workshop brought together representatives from the following government agencies:
- NSW Police
- Property NSW
- Office of Environment and Heritage
- Transport NSW
- Roads and Maritime Services
- Crown Lands
- Department of Premier and Cabinet: Centre for Economic and Regional Development
- TAFE NSW
- NSW Health – Local Health District
- NSW Health District Redevelopment (Gosford Hospital)
- Department of Planning and Environment
- School Infrastructure NSW

Findings from Places and Landmarks Mapping
This workshop mapped places and landmarks that were considered important by the participants. Those identified were:

**Places and destinations:**
- Kibble Park (unique green space with potential)
- Stadium
- Imperial Shopping Centre
- Burns Park (not a desirable place at the moment)
- Leagues Club Park
- Gosford Public School, Henry Kendall High School and Gosford High School
- Hospital – future potential place
- Tommy’s cafe – an example of small scale specialty and high quality retail starting to emerge
- Gosford Olympic Pool

**Landmarks:**
- Stadium
- Sea wall and marina (not a place as little to do there)
- The water
- Imperial shopping centre as a meeting place and landmark
- Rumbalara Reserve and Presidents Hill Lookout
- Train station, hidden landmark

**KEY FINDINGS:**

Uncertainty regarding development approval time frames and the delivery of projects is a detrimental investment decisions.

The general sentiment of the participants was wariness of the numerous plans completed for Gosford. The consensus is that it is time for action.

There is an overall positive and optimistic outlook for the future of Gosford, particularly given the number of cranes now in the cityscape.

Significant public investment is underway with strong employment opportunities with the development of the hospital and surrounding medical precinct, Australian Tax Office site and Finance Building at 32 Mann St.

There is potential for further government agencies to relocate to Gosford.

There is a lack of high quality housing options and lifestyle offering (hospitality and entertainment), limiting the attraction of high quality staff to hospital and supporting medical services.

Medical-related businesses are looking for quality premises in the vicinity of the Hospital.

There is a lack of high quality commercial space, limiting options for government agencies and other private businesses to be located in Gosford.

A perceived lack of leadership and cross-departmental collaboration might be limiting some unique opportunities.

There is great potential for Gosford to offer a high quality lifestyle with good links to Sydney, good transport, and a strong sense of community.

Potential for TAFE to tailor their offering to suit the medical and educational focus of new jobs in the area.

Public transport and road connectivity is a key concern, requiring further investigation.

Strong opportunities exist to engage with the selective high school, an important community and key asset in the area.
Workshop 2
What we heard from Central Coast Council

Participating agencies
The following attendees from Local Government, as well as local residents, brought perspective to this discussion.

Representatives from the Executive Team from:
— Central Coast Council
— Planning and Environment
— Assets Infrastructure and Business
— Connected Communities

Relevant teams including:
— Strategic Planning
— Leisure and Lifestyle
— Community Engagement and Partnership
— Libraries
— Water and Sewer
— Roads, Transport and Drainage
— Business and Economic Development
— Environmental Strategies
— Land Use and Policy
— Urban Growth Strategies

KEY FINDINGS:
There is significant optimism for the future of Gosford.
Cranes in the sky are a symbol of change.
The Central Coast region is 3/4 the size of Sydney, and the 6th largest council region in Australia.
There are key significant projects coming soon with council support. Many are at preliminary concept stage, and some have funding and delivery mechanisms underway. Not everyone was aware of all the projects on the drawing board. The opportunity to coordinate and build on existing work was recognised with council but also with NSW Government.
The regional library is a significant project underway yet is not widely known about. Other key projects raised included the Olympic Pool and cycle way to Point Clare.
There was a sense that council has been waiting for the DAs submitted to be built to collect on the $94 contributions to start the public domain upgrades. There was recognition that an upgraded public domain was of high priority to attract people and investment.
Homelessness and domestic violence are significant issues for the area.
Strong community support for growth in tourism but limited support for new development.
Council events in Kibble Park and the waterfront are limited by a lack of infrastructure including, power, lighting, water and amenities.

OPPORTUNITIES:
To provide an experience unlike anywhere else on the Central Coast – an urban hub.
To spark market confidence.
Increase population.
Create more dwellings/short stay accommodation.
Activate streets (like Mann St) and shopfronts.
Art or historic walk utilising empty shopfronts.
Include community to inspire public investment.
Design excellence required.
Link to Point Clare – bike and pedestrian pathway.
Connect to the reserves, and make destinations for tourists.
To rethink Gosford Station Interchange.
To upgrade Kibble Park and William St Plaza.
To connect the station to the Hospital.
To link the stadium to the water.

SUCCESSES:
DAs being approved.
Signs of new businesses, cafes and start-ups, etc,
Fast broadband in the area.
The smartwork hubs are working well.
The new Aqua Park is drawing in visitors. Some events are working well, like Carols by Candlelight, the Food truck festival, and plant based Food festival.

CHALLENGES:
Lack of community pride.
Lack of connection (CBD to waterfront/cultural precinct).
Lack of visitor amenities and accommodation.
Safety / night time activation.
Land / shopfront tenancy owners with empty properties not releasing their holdings for rent.
Poor building stock.
Feasibility of getting things built.
Lack of S94 funding.
Workshop 3
Bringing State and Local Government agencies together.

The key State and Local Government attendees from workshop 1 and 2 were invited to return and participate in this combined workshop. Overall, 40 people attended an event hosted in the Gosford Smart Work Hub. This workshop aimed to breakdown silos of activity to find common goals and projects that could benefit from collaboration.

This workshop introduced and tested 4 key places:
- The hospital and station
- Kibble Park and Mann St
- Gosford City Park and surrounding developments
- The waterfront

One of the key tasks of the workshop was to identify priority projects including those that could be delivered quickly.

The workshop also focused on:
1. Integrated access and movement
2. Green grid opportunities for Gosford
3. Stewardship, identifying who maintains projects and supporting action

KEY FINDINGS:
Past failures of the prior master plan implementation can be attributed to there being no shared vision, a lack of leadership and the voice of all the key stakeholders not being represented adequately.

Identity and brand, a clear image of what the city could be, all year round, linked to a sense of history, including indigenous history.

Gosford is the place of choice for business as the regional centre of the Central Coast.

There needs to be a network of attractions and things to do.

A conference centre with accommodation is needed.

Activities in the natural environment must be accessible.

Test concepts and ideas with short term pop-ups and small scale developments to help the activation ‘snowball’.

Consider opportunities for young people.

Gather quality food offering in a primary ‘Eat Street’.

Incentives to help fill vacant shops for vibrant high streets.

A short, medium, and long-term parking strategy for commuters and short visits.

The need for collaboration, respect, and transparency.

Audit of existing assets necessary.

An access and movement study necessary.

24 / 7 activation.

Connections and networks of places, businesses and events needed.

Quality, premier destinations to be clustered to create desirable destination precincts such as: a conference centre and hotel; regional playground, water play or creek project; stadium; markets; pop-up; health; all levels of education; and innovation or start-ups.
What will make Gosford a liveable city?
- Strong image and branding
- Range of opportunities for young people
- New development – good quality building stock for residential, commercial and retail.
- Reasons to visit: programming and events
- 24hr – safe city
- Range of education opportunities
- Arts and culture
- Celebrating history and tradition
- Harnessing natural beauty and surrounds – including water, Presidents Lookout and Rumbalara.
- Better services and amenity – retail, hotels and food and beverage.
- Intergenerational community
- Creating a “playground” – a network of activities and things to do.
- “Pop-ups” – testing ground for new ideas while limiting risk.
- Consider big ideas like swimming in Brisbane Waters

What do we need to do?
- Establish a shared vision
- Agree on key messages
- Promote identity and what Gosford has to offer

Major public and private projects that need to be capitalised on and promoted:
- ATO / Finance Building
- Residential projects
- RPACC / regional library
- Hospital

Small scale public and private investment opportunities to be promoted:
- Pop ups / testing ideas
- Local business success stories
- Public works upgrades
- Private residential and mixed use developments have started

What do we need to do?
- Local business
- Small scale investment – public & private
- Hospital
- RPACC / Library
- ATO / Finance
- Major public & private projects

Missing links / key blockages
- Connection between Hospital and city centre
- Presidents Hill is hard to locate, needs to connect to the city
- Congestion at the stadium on event days – poor connection to city centre
- Unsafe road network
- City is not walkable
- Bike and footpath

Creating a connected city centre – future opportunities:
- Developing walking and cycling plans
- Improved public domain
- Mountain bike track
- Land bridge over rail corridor
- Attract local and greater Sydney tourists – for example a ‘Bay to Bay’ run
- Etna St and Donnison St Bridge upgrades
- Amenities, food, beverage at the Leagues Club Field – opportunities for local businesses.
- Connecting the hospital to Point Claire along the rail corridor
- Connect shoreline from Elizabeth Ross Park to Gosford waterfront
- Regional walk from Rumbalara Reserve to Katandra
Workshop 4
What we heard from the property and development industry.

Participating businesses:
The fourth workshop brought together representatives from the following design, development and property businesses with attendees organised by the local study group of the Australian Property Industry.
- MUDO
- Robertson and Robertson
- R+H Commercial Central Coast
- Chapman and Frazer
- CBRE
- Matrix
- Commercial HQ
- CKDS Architecture
- Baker Ryan Stewart
- ADW Johnson
- Central Real
- Central Element
- Bonnython Property and Investments
- EC Property
- Pinnacle Construction Groups
- St Hilliers
- Lederer Group
- Stevens Group
- NAB
- WW And Associates
- Foundation President UDIA

KEY FINDINGS:
The market would respond positively to improvements to the city centre’s public domain to make Gosford a place where people want to live, work and invest. Attractions, events, cafes, parks and the waterfront are all needed to make Gosford desirable.

Development margins are tight and the bonus floor space and s94 reduction incentive scheme is needed to make projects economically viable. Approvals are not all land banking, and developers are keen to build. It was also noted that a number of DA approved properties were being sold shortly after approval was granted.

The development industry needs pre-commitment from business to provide new A grade office space. Generally they need an area of 5000-10000m2 with a minimum 10 year commitment. Prospective tenants and buyers often want to see the space already built to consider Gosford as an alternative to Sydney, and don’t have the lead times to wait for the new space to be built.

Many opportunity sites in Gosford and many good developers ready to work in the city. New land release areas across the Central Coast are adding competition to the residential market in Gosford. Some DAs have been lodged and approved with a focus on maximising yield but lack quality and require redesign before development commences. The developers need time and a mechanism to improve the design before the approvals lapse to allow for redesign and to maintain the incentive bonus floor space.

Developers are happy to contribute to public realm upgrades through S94 contributions – but want transparency about how and when the contributions are spent.

There is a shortage of experienced builders on the Central Coast due to the demands of Sydney. Developers highlighted the fact that many developments need to provide their own power substation. This increases costs for the developer and has a poor public domain outcome at the street level.

City living in Gosford can be popular as it offers convenience for services, good public transport connections, a coastal lifestyle, water views and the opportunity to downsize out of busy Sydney.

The development industry is keen to better understand the property demands that may come with a health and education innovation precinct.

Currently, the market demands two parking spaces per apartment due to the heavy reliance on cars in Gosford. This adds cost and further congestion in the city. An improved public transport network is needed. An alternative to underground car parking could include central car parking and car share spaces. A one hour journey to Sydney would greatly improve demand for public transport – noting that Gosford and Penrith have the same journey times currently.

An inconsistent approach to planning and development over time.
Workshop 5
What we heard from community representatives.

Over 50 key community stakeholders attended this workshop, representing diverse interest groups including business, media, community groups, students, not for profits organisations, education, traditional owners and the Mayor (Central Coast Council).

Workshop 5 heard from a cross section of leaders in the community. Attendees represented key businesses, community groups, land owners and cultural groups and was one of the largest workshops held.

These community representatives shared valuable insights and detailed information on their understanding of the city and provided feedback on the suggested place based approach.

Representatives were asked to consider what would make a successful regional capital, and what Gosford needed to be a more activated and lively city. The key places of Kibble Park, the Leagues Club Field, the waterfront, and the hospital/school area were analysed in detail for opportunities and constraints and to capture projects or initiatives that were underway that might help make great places.

KEY FINDINGS:

- Overall the city needs to focus on its connectivity and inclusiveness. Accessibility across the city was a key theme with many missing links and connections mapped by participants.
- Upgrading the public domain is critical to make a place people want to visit, stay and live.
- Concern was raised, that many of Gosford’s former uses had moved out to Erina, Tuggerah, Terrigal and other centres. It was important to bring the services and specialised businesses back to the capital.
- Links to the existing bushland reserves were missing. There was an opportunity for a clear identity and events programme focused on the natural assets and the connection to the city centre.
- The school students and hospital workers needed a safe walking route to the station.
- Overall wayfinding strategies were needed across the city.
- The future potential of the racecourse and showground needed consideration.
- Generally participants recognised traffic as an issue. Despite living close to the city centre many participants drove to work in the CBD. Public transport and active transport links were needed to provide an alternative.
- The community understood the importance of Kibble Park, and again identified it as the heart of the community.
- Waterfront suggestions focused on improved connectivity, amenities, and places to stay by the water, with either a playground, cycle and walking path, or areas for food and beverage.
Priorities – the summary
This list summarises the top 25 ideas from the workshop attendees in answer to the questions:

What would make Gosford a more attractive regional capital and why? What might make people stay longer or even live in the city centre?

These comprise the items mentioned four times or more, with the top five ideas marked red.

**GREEN LINKS**
- Trees
- More parks and gardens, better quality existing parks, botanical gardens

**PARKING**
- More short term parking (currently used by commuters)

**TRANSPORT OPTIONS AND ACCESSIBILITY**
- Better public transport options, other than the car, more direct bus routes
- Ferry Service to Way Way and Sydney
- Better pedestrian access and accessible footpaths for all (will help things feel closer)
- Reduce through traffic on Mann St, including buses. Make Mann St for people
- Better linkages over the station, and over the rail line
- Better bike access and bike paths, bike hire, Point Clare cycle link

**SAFETY**
- Improved safety – particular at night, and for women

**DESIGN**
- Improved public domain and streetscape, public art, better footpaths, bins
- Quality first, not low budget, which will entice further investment
- A welcoming entrance, better arrival for kids

**SOCIAL**
- Diversity of users (youth, aging population)

**PROGRAMME AND ATTRACTORS**
- Active usages at all hours, 7 days
- Night life (after 5pm), including small bars
- Support Gosford as a cultural capital with diverse arts and music
- Space for sports and outdoor recreation
- Family playground with BBQs, shelter, preferably on the water

**IDENTITY**
- A big clear idea, not band-aid solutions

**ECONOMY**
- Provide quality commercial centre strengthen to compete with other centres
- More variety of retail and jobs
- More high quality shops, culture and arts
- Options for food and beverage after events, e.g.: a Saturday Game at the stadium, on the waterfront
GOSFORD URBAN DESIGN AND IMPLEMENTATION FRAMEWORK

Priorities – the Long list
This list records the key priorities identified by all workshop attendees on:— What would make Gosford a more attractive regional capital and why?— What might make people stay longer or even live in the city centre?

Each grey square represents the relative number of mentions each issue had during the workshop. The top 25 Ideas are shown in red and is summarised on the previous page.

GREEN LINKS
- Link reserves to the city
- Trees
- More parks and gardens, better quality existing parks, botanical gardens
- Better connections to Rambula Reserve and Presidents Hill
- Improved look out at Rambula Reserve
- Bay to Bay type run that is links recreation and fitness to the environment, backs
- Consider rising sea levels
- Greenscape on the showground

PARKING
- Parking at night (noting council car parks at Baker St shut at 8pm)
- More short term parking (currently used by commuters)
- Consider charging for parking (debated)
- More commuter parking, parking for workers

TRANSPORT OPTIONS & ACCESSIBILITY
- Better public transport options, other than the car, more direct bus routes
- Better connections to the north and Laycock Street Theatre
- Ferry Service to Woy Woy and Sydney
- Marina for boats, may require dredging
- Water access is too distant, improve the connection
- Bus interchange at Baker St car park
- Connecting Hospital to the city and city to the water
- Improved train services
- Better signage and wayfinding

SAFETY
- Improved safety – particular at night, and for women
- Protective surveillance
- Lighting

DESIGN
- A distinct design style, not cookie cutter
- Improved public domain and streetscape, public art, better footpaths, bins
- Make use of the Gosford Sandstone
- Integration of arts and design, sculptural frail
- Quality first, not low budget, which will entice further investment
- A welcoming entrance, better arrival for kids
- Wider footpaths
- Link people to specific quality of place
- Improve empty development sites
- Protect visual access to the water

SOCIAL
- Diversity of users (youth, aging population)
- A place that cares for the least empowered in our region and supports all levels of society, including homeless
- Improved social agenda, mental health, bring everyone along
- Social services can cause issues, consider solutions with the community
- Leadership at the local level
- More people will attract more people
- Indigenous history of President's Hill and other locations respectfully displayed
- Free Wi-Fi across the city for leisure and study – to improve public spaces

PROGRAMME & ATTRACTORS
- Active usages at all hours, 7 days
- Night life (after 8pm), including small bars
- Recreation hub / upgrade the pool
- Drawcard for tourists
- Support Gosford as a cultural capital with diverse arts and music
- Cultural Centre for the region, appropriately funded
- A cultural hub linked to the library
- Tertiary Institutions – Smart Economy / Smart City Strategy
- Library
- Startup / Entrepreneurial Hubs
- Bigger school
- A town hall / community centre
- Conference facilities
- A network of art spaces to connect the art community, link to education
- Accommodation for visitors
- Youth place to occupy, youth entertainment
- Space for sports and outdoor recreation
- Water play / lagoon
- Improve Kibble Park – only half functional, new fencing, water play / lagoon
- An iconic performance space on the water, and smaller 250 seat venue for local artists
- Boat museum
- Power to help support pop-up events or events on the harbour or Kibble Park
- Coordinated activities and events
- Family playground with BBQs, shelter preferably on the water
- Consider a new future for the race course and show ground – residential?

IDENTITY
- Change the mindset that Gosford is the capital
- A big clear idea, not band-aid solutions
- Action, lists of plans that have not come to fruition
- Coordinated events to create a cultural destination
- Improved Reputation and status
- Sense of a civic or cultural heart
- Return and preserve historic buildings
- A sense that things are changing
- Express the region’s history – e.g. as a citrus producer
- Be modern
- Atmosphere
- Consider what Erina can't provide: Waterfront, high street, history and identity, 24 hr

ECONOMY
- Jobs growth and availability, high income jobs
- Address unemployment
- Provide quality commercial centre that generates income to support other centres
- More variety of retail and jobs
- Make Gosford the head quarters for business and culture
- Attract more professional businesses back from places like Erina, e.g. legal and banking
- More high quality shops, culture and arts
- Options for food and beverage after events, e.g.: a Saturday Game at the stadium, on the waterfront
- High quality office space
- Make it easier to do business – council fees, charges and levies make it expensive
- Improve the stadium – address event mode, pedestrian access, improved facilities, sponsors areas

HOUSING
- Located in the city centre, more residents living in the city centre
- More affordable housing, address rental stress, social housing
- Diversity in housing options including smaller houses
Workshop 6
What we heard from Council, Transport for NSW and Roads and Maritime Services.

An integrated access and movement workshop was held; attended by staff with responsibility for Gosford and the Central Coast from TfNSW, RMS, Sydney Trains, Central Coast Council, Department of Planning and the GANSW to discuss particular transport and movement issues to Gosford, current and future.

The conversation covered the following priorities:
— Integrated Movement and Access Strategy
— Car parking
— Short, medium and long-term parking strategy
— Green infrastructure and active transport as part of public domain
— Connecting Gosford to Sydney and Newcastle – 1 hour service desirable
— Connecting Gosford to the region
— Opportunities for connecting the people and places across the railway line
  – Etna Street Bridge
  – Pedestrian connections between the hospital, schools and station
  – The station – opportunity with changes to platforms/services
— Walkability and public domain
— Improving access between the CBD and the waterfront
— Through traffic versus local traffic – reducing the impact of traffic on key places
— Conflict between traffic and pedestrians Northern Precinct
— Improvement of interface with the water
— Funding and governance

KEY FINDINGS:

An integrated place based access and movement plan should be fast-tracked and incorporate existing work program underway for traffic and car parking.

The car will continue to be important in the short term and needs to be accommodated, but we need to plan for a scenario where car parking can be designed to be repurposed.

Need to ensure the efficient use of existing car parking and identify sites both in centre and outside for future car parking.

Crossing of the railway line – not all crossing need to cater for every mode – opportunities to prioritise modes at different locations

Junctions on either side of Etna Bridge are important – not just the bridge

New Inter-City Fleet will improve services – longer trains, tables, Wi-Fi

New trains require extensions to platforms – explore opportunity to better connect to City Centre

Station upgrades also planned

Opportunity to extend shuttle bus route to serve new parking locations and key attractors

95% of workers who live within 5km of Gosford currently drive-in – there could be an opportunity to target this group for other transport modes

Investigate opportunities for on-demand services operating elsewhere on the Central Coast

Reinforce that the city operates in different ‘modes’ – peak rail commutes, local journeys to work and event mode.
Workshop 7
What we heard from Central Coast Councillors.

The workshop was attended by a number of Central Coast Councillors including the Mayor and members of the Executive and Urban Growth Strategies Team.

The workshop focussed on what is required to make Gosford an attractive regional capital and the three key places.

The following is a summary of the key issues and opportunities raised.

WHAT WOULD MAKE GOSFORD MORE ATTRACTIVE AS A REGIONAL CAPITAL?

- Critical mass and diversity of people and offer
- Diversity of housing from luxury to student and keyworker housing
- More visitor accommodation including 5 star and boutique, to cater to a range of markets
- Better strip shopping /retail offer – different to out-of-town centres
- Night time and weekend activities/ Live music venues/ RPACC
- More cultural activities
- Conference centre
- Greater diversity of education opportunities – grow TAFE/ University in centre
- Locating additional government services and offices in Gosford
- Pop up shops and cafes
- Eat street and festivals linked to events
- Medical suites
- NBN
- Look-outs, vantage points and vistas
- Safer lighting/ festive lighting
- Street trees and better open space
- Pet friendly spaces
- Public art
- More green spaces
- Green infrastructure including recycled water not just street tree planting
- Safe cycling routes into the city centre/ more cycle parking
- Car parking – competing pressure from commuters and visitors
- Council working on car parking plan to identify short, medium and long-term options
- Transport – further opportunities for ride share, Uber, car pooling
- Coordination of transport for events – particularly public transport and road closures
- Better timetabling of buses – direct routes/ shorter journey times, better interchange
- Increase and extend shuttle bus services
- Improve event parking options
- Establish southern exit from station
- Explore ferry/ water transport option – local and regional
- Encourage flexible working
- Support social services – acknowledgement that there are people in community that need support – impact on place

KIBBLE PARK

- Important public green space in the centre of the city
- Not currently attractive enough to draw people to Gosford
- Busy at lunchtime – people working and studying nearby use it
- Perceived safety problems particularly at night
- It is hidden from the street
- Poor accessibility and connections across the park
- Lack of greenery
- Cars cut off space from the Imperial Centre
- Conflict with loading and servicing
- Issue with maintenance
- Taxis impact on amenity

Opportunities

- Reuse library for public use – gallery, temporary exhibitions, meeting space
- Maintain sunlight to public spaces
- Natural amphitheatre
- Footpath dining
- Hedge or something to block view and impact of Henry Parry Drive
- Temporary road closure on surrounding streets for special events
- Food trucks
- More outdoor dining
- Outdoor movie theatre
- Markets
- Music
- University/TAFE
- Safe play

NORTHERN CITY CENTRE

- Congestion problems and pedestrian conflicts at either side of Etna bridge
- Station – problems with wayfinding and connection to city centre
- Entry to short term parking area problem
- Drop off and pick up arrangements causing congestion

Opportunities

- Need plan to avoid series of unplanned outcomes
- More shops and retail
- More motorcycle and bike parking in commuter car parks
- Better bike parking and lockers
- Better connecting station into the City centre
- Improve direct access to platforms

WATERFRONT

- Swimming pool great asset
- Needs better landscaping, play areas
- Poor connectivity to waterfront from city centre, stadium and parks.

Opportunities

- Better balance between active and passive recreation
- Improve connectivity to waterfront for pedestrians
- Consider rerouting Central Coast Highway further north to increase open space on the waterfront
- Recognition that Council owns a large area of water and could reclaim land without having to interfere with parkland to the north for road
- Swimming pool – relocate grandstand to open up connection to the waterfront or relocate pool to Leagues Club Field and tennis courts on Racecourse Road
- Waterpark/ Things to do on the water
5.3 What Council has heard from the community

The UDIF has benefited from the insights of what matters to the people of the Central Coast. These insights were gathered through the Central Coast Council Community Strategic plan.

Engagement to support the development of the Community Strategic Plan began in April 2017 with the second phase of engagement completed in December 2017. The final plan is due for adoption by Council in June 2018.

The Council has made available the early analysis of the findings to assist with this project. These are the key Gosford CSP outcomes:
- Revitalise Gosford City Centre, Gosford Waterfront and town centres as key destinations and attractors for businesses, as well as local residents, visitors and tourists
- Activate spaces and places to complement activity in town centres
- Target economic development in major centres
- Concentrate development along transport corridors and town centres
- Ensure all new developments are well planned with good access to public transport, green spaces and community facilities

Extract What would make the Central Coast better?:
Central Coast Council Community Strategic plan.
5.4 Go Gosford Community engagement

The Go Gosford Community Engagement was launched on 27 February 2018 by Department of Planning, Gosford Office. The aim of this engagement was to gauge the level of support and relevance of the revitalisation of Gosford to people living or working in the City Centre and more broadly across the local government area.

Community Surveys:
Community members were surveyed about their impressions of Gosford City Centre and what is needed to make it a thriving regional capital. They were asked questions about how they get to the City Centre and the types of activities they would like to see in the City Centre. The survey also asked respondents whether revitalisation of Gosford City Centre is important to the region.

The survey was conducted using an online engagement website and face to face surveys at shopping centres across the region, Gosford Hospital and Gosford Railway Station.

The online engagement site included the surveys but also included:
— A Mapping Tool where respondents could record places and landmarks of relevance to them in Gosford City Centre
— A story-telling tool where respondents could share memories of Gosford City Centre
— A photo competition where respondents could share pictures of places that are valued in Gosford.

Survey topics:
Over 600 responses were received during the engagement period.

Survey topics included:
— The perceived level of need for revitalisation
— Ease of parking in the city centre
— Mode of travel to the city centre
— Activities that should be available in a regional capital
— Opportunities for flexible working arrangements in Gosford

KEY FINDINGS:

The revitalisation of Gosford City Centre was of very/most importance to over 80% of respondents, with the revitalisation of Gosford as the region’s capital of very/most importance to over 90% of respondents.

Majority of workers and visitors travel to Gosford currently by car.

A highly-ranked answer to the question “Imagine the Central Coast in 10 years…what would you like it to be”? in Gosford was improved public transport.

The lack of efficient public transport options on the Coast has led to a dependence on travel by private car to the city centre by commuters, workers and shoppers.

Parking is a significant problem in the city centre.

Survey responses reflected that car parking was a significant problem for a majority of respondents.

Feedback received from the mapping tool and story tool was quite positive with respondents showing how they identify with Gosford and its history. Gosford Pool and Gosford High School and Primary School were specifically mentioned.

Respondents identified public spaces, open space, parks and art needed to be improved.

Main activities respondents wanted for the City Centre included dining/food and entertainment.
5.5 Using Better Placed for the design process of the UDIF

Better Placed, NSW’s Integrated Design Policy for the Built Environment, promotes an iterative design process that draws together multiple inputs, resolving and integrating influencing factors through the design process. A key part of this document is emphasising the value of good process. The following table illustrates how the Better Placed design process has been applied to the Gosford city UDIF.

<table>
<thead>
<tr>
<th>DISCOVER</th>
<th>CREATE</th>
<th>DELIVER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>THE DESIGN PROCESS FOR THIS UDIF</strong></td>
<td><strong>Define</strong></td>
<td><strong>Involve</strong></td>
</tr>
<tr>
<td>Questions were chosen to establish a clear brief</td>
<td>Extensive research has been undertaken in order to identify the context and scope of issues to be addressed by this framework</td>
<td>Multiple strands of data and insights have been collected at design workshops, key stakeholder meetings, through community consultation and surveys</td>
</tr>
<tr>
<td>A broad range of stakeholders and community groups have been identified and engaged</td>
<td>By collecting a diverse range of perspectives, the breadth and complexity of issues can be understood and consensus for the recommended actions achieved</td>
<td>In developing this framework, Divergent thinking and concurrent approaches to solving problems have been embraced. Testing a range of ideas in workshops often validated past recommendations.</td>
</tr>
<tr>
<td>The long and short term requirements of the plan were considered, anticipating the future needs of Gosford city centre</td>
<td>An expert team of consultants, designers, urban designers, economists and planners have contributed to this framework</td>
<td>Different scenarios have been framed in order to capture the multitude of possible design outcomes from the framework creation process.</td>
</tr>
<tr>
<td>The roles of the Regional Coordinator and GANSW in delivering this report were defined to organise effective work-flows</td>
<td>Extensive research has been undertaken in order to identify the context and scope of issues to be addressed by this framework. Existing insights, research and knowledge on Gosford have been identified and incorporated.</td>
<td>Precedents and best practice case studies relevant to Gosford city centre have been drawn upon in developing this framework.</td>
</tr>
<tr>
<td>This framework is a narrative, told by the people of Gosford for their future prosperity.</td>
<td>The roles of the Regional Coordinator and GANSW in delivering this report were defined to organise effective work-flows</td>
<td>Extensive research has been undertaken in order to identify the context and scope of issues to be addressed by this framework. Existing insights, research and knowledge on Gosford have been identified and incorporated.</td>
</tr>
</tbody>
</table>

Gosford urban design and implementation framework