

Public demonstrates continuing support for The Landing



Thank you to all those who provided their comments during the six weeks whilst the Gosford Waterfront Masterplan was on exhibition.

Seventy four percent of those that responded to our survey indicated we were on track to achieving the aim of revitalising Gosford as a regional city.

Given the overwhelming public support for the general concept, we now enter the next phase of the project, that of applying to the Department of Planning and Infrastructure for the site to be rezoned to accommodate the proposed development.

We will of course take time to examine the responses in more detail, to address the issues raised,

as we further develop the detailed design. There were a number of good points raised and these will be addressed to improve the plans.

Notably the first stage planned to commence once the Gosford Public School site is vacant in 2014, received very little commentary.

The public will be able to further comment during the rezoning process as the Dept of Planning and Infrastructure will formally exhibit the plans. It should also be stressed that each building will be subject to the normal DA process as the plans are further developed.

There were a number of issues raised indicating that there are elements of the plan that don't suit every group. Whenever large-scale change is proposed, a significant number of the main issues and protests emerge as a result of uninformed or misinterpreted opinions.

People often fail to look beyond the surface and into the actual logistics of a project and instead, rely on popular myths and risky generalisations to mount an argument.

While the Central Coast Regional Development Corporation welcomes feedback, input and

discussion from all community members, we also recognise that it is our role and responsibility to adequately inform residents, businesses and key leaders.

Over the past months, the CCRDC has received a wealth of useful feedback from individuals and groups in relation to The Landing at Gosford and while a substantial amount of this has been positive, the plan has also garnered some disapproval.

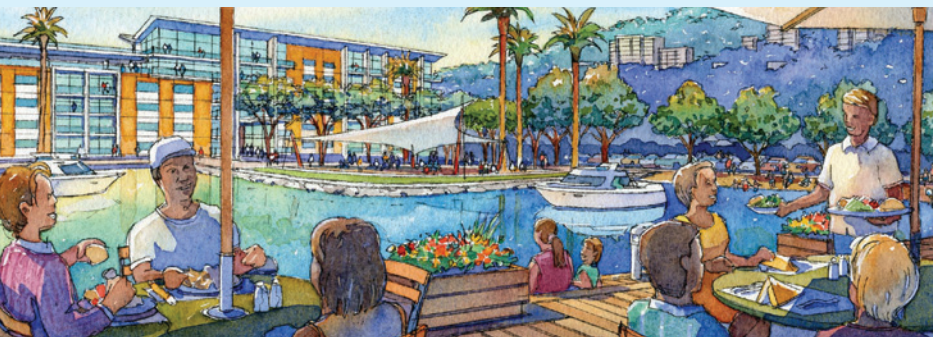
I am well aware that any project of this nature will always elicit negative responses and I value the passion and pride that the Central Coast community in particular displays in its public space.

Given the overwhelming public reaction and interest in The Landing, the CCRDC would like to take this opportunity to address and clarify some of the issues that have emerged in response to the proposed plans.

When dealing with a development of this nature, it is prudent to ensure that passion does not obstruct the truth and that all opinions are adequately informed.

John Taylor - Chair
Central Coast Regional
Development Corporation

1: A Place to Congregate



Put simply, the people who live on the Central Coast deserve a cosmopolitan place in which to socialise, congregate, eat, drink and be merry. A regional city must provide its citizens with public spaces of which they can be proud - multifunctional spaces that act as a beacon for both residents and visitors alike.

The Landing development is designed to activate the waterfront and the city that leans into it. Public areas that provide

waterfront dining, open space, cafes, a picturesque boardwalk and a busy retail precinct will act as a drawcard, offering a focus for entertainment and cultural pursuits.

A core objective in developing this parcel of land and cementing its success, must be the provision of a space of sufficient magnetism to prevent the need for people to make their way down the F3 for entertainment, culture and food. Ultimately, this is not possible without diminishing views of the immediate foreshore near the stadium.

The location and orientation of the new buildings have been designed to maintain views of Brisbane Water. Key existing view corridors to the water such as Mann St, Baker St and Dane Dr, have all been kept open. Pedestrian access is paramount.

This particular precinct of The Landing is the linchpin, as it provides the greatest benefit to the largest number of people - the general public who will choose to use it and share it with their friends and family.

2: Waterfront Access

The Gosford Landing development will significantly improve the current open space provision on the waterfront by creating new, and improving existing, public domain.

Currently, the existing public open space on the waterfront is not

easily accessible from the city centre, typically lacks amenity & facilities and does not cater particularly well for the needs of the people of Gosford, the Central Coast or visitors.

The Landing development will improve existing open spaces such as Lions Park whilst creating a new, continuous public promenade along

the full length of the waterfront, as well as new public spaces such as West Point Park. It will also convert the current empty field in front of the Leagues Club into a new, highly programmed City Park for Gosford.

3: Space for Public Events

The design of the Landing includes the creation of a wide variety of public open spaces capable of accommodating a wide range of different types and sizes of events. Larger events are intended to be accommodated in the new City Park, ideally located

at the main point of access from the city centre to the waterfront.

The proposal does not significantly alter or add to the existing road network along the waterfront - much of the existing open space is already bisected by roadways, for example

between York St and Mann St. It has not been possible due to cost to fundamentally change the route of the Central Coast Highway which forms the main barrier between the city centre and the waterfront.

4: Revitalising Gosford CBD

We agree that the central business district of Gosford is in need of greater investment and revitalisation.

The majority of the CBD is owned by the private sector and as we

operate in a democratic country, we are not able to simply instruct them to spend money to enhance their properties.

Gosford City Council has however, started a programme to refurbish the streets and public areas within

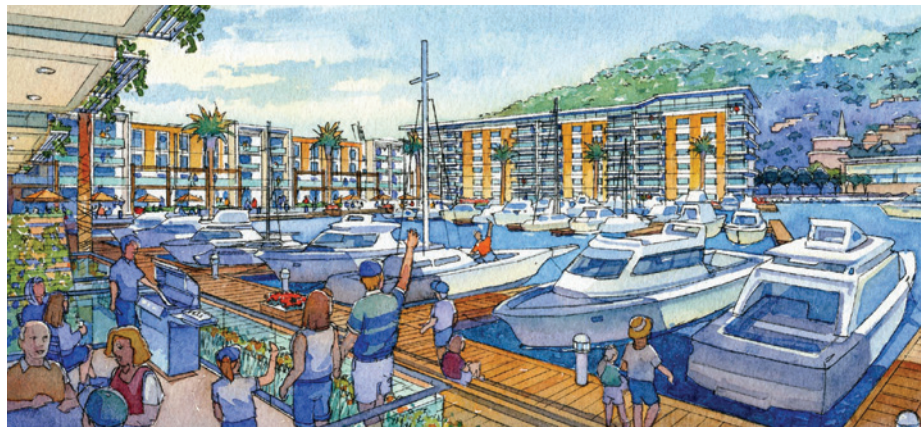
the CBD. The intention behind the development on the nearest public land is to stimulate the market and prove to the private sector owners that with appropriate assistance, the city can once again flourish and provide a return on their investments.

5: Boat Ramps

The intention is to provide a facility to match the existing boat ramp for the people who live in the immediate vicinity.

Gosford City Council is looking into proposals for another boat ramp to be located further south on Brisbane Water, catering to the majority of users who travel from

areas east of Gosford. The paved area will be redefined as the final design proceeds.



6: New Swimming Pool

Ultimately, it is up to Gosford City Council as to exactly where the relocated swimming pool will be located and what form it will take.

The proposed new pool facility in the new City Park would provide an improved resource with far better access, parking, facilities and

year-round usability, as well as being much more efficient for Council to run.

Its location adjacent to the proposed water play and regional play facilities, will make City Park a regional destination, highly programmed and able to cater for a wide variety of user groups.

There is sufficient space for a 50 metre pool and the detailed design will reflect Council's choice.

At present a business plan has not been prepared for the new facility. There will be ample opportunity for further public input when that plan is put together.



7: Dane Drive

The section of the Central Coast Highway between Dane Drive and York Street creates probably the most significant barrier between Gosford city centre and its waterfront.

With the estimated cost for sinking the road in excess of \$200 million, it has not been possible to fundamentally change the route of the Central Coast Highway.

It is intended however, to make this section of the road less of a barrier and more pedestrian-friendly by

reducing traffic speeds and creating a much improved pedestrian crossing point located directly adjacent to the southern end of City Park and Baker Street. This will provide much safer and easier access to the waterfront.

Discussions have been held with the appropriate road authorities, in particular the RTA and Gosford City Council, who have each acknowledged that Dane Drive is a significant constraint to the redevelopment of the Gosford waterfront.

Positive feedback has been received from these authorities regarding their willingness to consider options for making Dane Drive less of a barrier and a more pedestrian friendly environment by appropriate means, such as reducing traffic speeds.

We are also considering a suggestion by many that an overpass should be constructed to ensure safe and easy pedestrian access.

8: Developers pay to improve Infrastructure

The Developer of each building will contribute normal Section 94 payments and be required to pay for each parcel of land.

Presently we are forecasting the cost of the project infrastructure

improvements to be in excess of \$80 million and this will be funded by land payments.

We will still need the public to fund the Regional Performing Arts and Conference Centre and Gosford City Council to fund

infrastructure such as the new swimming pool. We have worked hard for 12 months to strike a balance between public amenity and the need for development to fund infrastructure such as the new breakwater and Boardwalk.