



Acknowledgement

NSW Department of Planning and Environment acknowledges the Traditional Custodians of the land and pays respect to all Elders past, present and future.

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Cover Image: Gosford Revitalisation

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Introduction

The NSW Government is committed to supporting the ongoing revitalisation and redevelopment of Gosford City Centre, as the Central Coast Region's capital. The Coordinator General for the Central Coast engaged the Government Architect NSW (GANSW) to guide the revitalisation program.

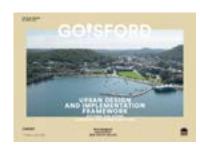
Over the last twelve months GANSW and the Department of Planning and Environment (DP&E) have undertaken a wide-ranging community consultation program on a package of measures to support the revitalisation.

This report details the process and outcome of the consultation program which included consultation on the GANSW Urban Design Framework, the draft Gosford City Centre Revitalisation - Proposed delivery mechanisms consultation paper, and the Gosford City Centre Development Control Plan.

Central Coast Council and the wider community were consulted throughout the Gosford City Centre revitalisation process. Consultation took place through the following stages:

- From November 2017 to March 2018 GANSW conducted several engagement workshops for State Agencies, Central Coast Council, industry and community representatives and groups to guide the UDF;
- The GoGosford consultation (website, photo competition, print, media and online advertising) took place from 27 February to 30 March 2018 to create awareness of the revitalisation process and identify community views about Gosford being redeveloped as the capital of the region;
- GANSW exhibited and consulted on the draft UDIF Background Paper and Place Report 1 – The Civic Heart (including the area around Kibble Park) during April and May 2018;
- GANSW and DP&E exhibited and consulted on Place Report 2 – City North (including Gosford Hospital), Place Report 3 – City South (linking the city to the waterfront) and the Gosford City Centre revitalisation - Proposed delivery mechanisms consultation paper between 28 May and 29 June 2018 (closing date extended from original end date of 18 June); and
- The draft Gosford City Centre Development Control Plan 2018 was exhibited between 16 August and 20 September (closing date extended from original end date of 13 September).

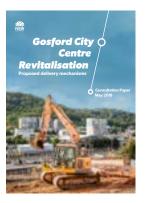
This report also outlines the themes that emerged through this process and how these were addressed in the final revitalisation package.

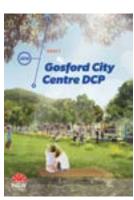














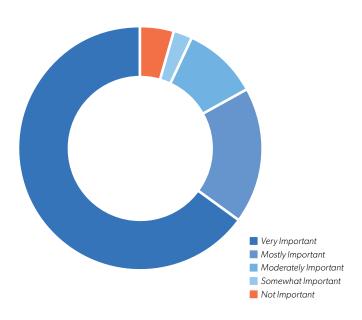
Community Engagement

Central Coast community members were engaged and surveyed to inform and gauge the level of support for and sentiment to the revitalisation of Gosford city Centre.

Gosford Revitalisation Importance

83%

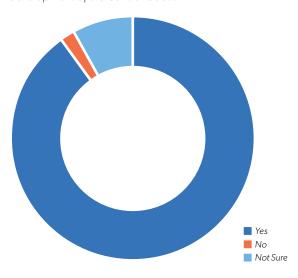
of people surveyed as part of the GoGosford campaign thought the revitalisation of Gosford was mostly important or very important



Gosford Revitalisation good for Central Coast

90%

of people surveyed as part of the GoGosford campaign thought the revitalisation of Gosford was good for the broader development of the Central Coast



Residents Surveyed

600+

Central Coast residents surveyed on their views on Gosford's revitalisation



Written Submissions

194

written submissions received on the Consultation Paper, draft DCP and UDF





Engagement Program

Methodology

The DP&E undertook a wide-reaching engagement program from the beginning of 2018, to raise community awareness of the Gosford City Centre revitalisation process and seek feedback on the proposed measures to support the revitalisation. Stakeholders engaged through the consultation process included:

- Residents, young people, community and special interest groups
- Staff and councillors from Central Coast Council
- State government agencies
- Land owners, business and industry organisations

Tools and Results

The engagement program involved several approaches and tools to reach all stakeholders and gather their feedback.

Media

Media releases were distributed and Ministerial media conferences were held throughout the exhibition periods to alert the community to the exhibition and consultation process and subsequent exhibition extensions, how to access the information, and the process for making submissions. Exhibitions were promoted through the local newspapers, social media platforms and local radio (e.g. ABC Radio Central Coast).

Website page

The GoGosford website (http://gogosford.engagementhq.com/) provided the platform for the consultation process and was regularly updated with information.

The Department's website (planning.nsw.gov.au/Plans-for-your-area/Regional-Plans/Central-Coast) provided general information about each of the exhibitions and provided a link to the GoGosford site. Following completion of the public exhibitions, the SEPP, SIC, DCP and information relating to the development application process all sit on the DP&E web site.

Advertising and awareness raising

Several consultation and awareness raising activities occurred during the month-long GoGosford community engagement campaign including a photo competition to capture the best photo of Gosford City Centre and advertising via print, online, and radio. Pop up activations (with draft documents available for review) also took place in shopping centres around the region and at Gosford railway station, with more than 600 residents surveyed for their views on Gosford's revitalisation.

Stakeholders were also contacted by email to advise of exhibition dates and subsequent time extensions.

Exhibition venues

The Central Coast Regional Plan Information Centre was opened in February 2018 to support the delivery of the *Central Coast Regional Plan 2036*. The information centre includes an interactive display on planning-related matters for the region and updates on the Gosford City Centre revitalisation. Council supported the exhibitions by approving the use of its administration building and Gosford library as exhibition venues.

Stakeholder emails, briefings and meetings

Stakeholders were advised of exhibitions via email, individual and group briefings, and meetings. Meetings were held throughout the process with business, industry peak bodies, community and interest groups. A list of the main face-to-face consultation opportunities and exhibition stages is provided in Appendix 1.

Individual meetings and briefings were provided for Central Coast Councillors and Central Coast Council staff. This format provided for effective two-way discussions on the revitalisation process and package. Individuals and land owners have also sought meetings with the GANSW and DP&E, as the process has evolved.



Submissions

Summary of Submissions

In response to the community engagement program, the Department and GANSW received 122 submissions on the UDF documents and the Gosford City Centre Revitalisation – Proposed delivery mechanisms consultation paper. A further 72 submissions were received on the draft Gosford City Centre Development Control Plan. Comments were received from suburbs across the Central Coast and in the nearby Lake Macquarie and Greater Sydney areas.

Each submission was reviewed, and relevant comments were identified and grouped by theme. These issues were reviewed by both the Department and GANSW, in preparation of the final State Environmental Planning Policy (Gosford City Centre) 2018, Special Infrastructure Contribution, Development Control Plan and Urban Design Framework.

Submissions received on each part of the engagement program generally aligned with the following themes:

- The role of Gosford City Centre as the capital of the region and government's role in the revitalisation
- Infrastructure planning and delivery
- Transport and parking
- Public domain, amenity, the environment, heritage and pedestrian links
- Planning controls and provisions

Type of submitters

Submissions on the consultation program came from a broad cross section of the community, including:

- Private individuals
- Businesses, business groups and land owners
- Industry groups including the Urban Taskforce, Property Council and Urban Development Institute of Australia
- Central Coast Council and State Agencies
- Community groups, including the Community Environment Network and Gosford Waterfront Alliance.

A summary of the specific comments received on the GANSW reports is provided at Appendix 2.



Submissions: Analysis and Response

The role of Gosford City Centre and government's role in the revitalisation

Themes that emerged were:

- Support for the revitalisation of Gosford as the Region's capital and recognition of the benefits for the Central Coast economy.
- Concern the process has been rushed and community concerns have not been adequately considered.
- Support for the role of the Government Architect NSW and the use of previous work to revitalise Gosford, and for Government to accelerate delivery of the revitalisation.
- Both support for and objection to the role of the Coordinator General continuing, changes to Central Coast Council's current strategic planning and development assessment roles and an expanded role for the Hunter and Central Coast Development Corporation (HCCDC).
- Support for more retail and commercial development, tourist accommodation, affordable housing and providing night time facilities for all ages, including youth.

- Charged the HCCDC with taking the lead on the revitalisation and working with stakeholders to facilitate investment and employment within Gosford City Centre.
- Established a delivery framework for the revitalisation, through the Central Coast Delivery Coordination and Monitoring Committee supported by new development application, assessment and delivery processes with delivery agencies including the Department, HCCDC etc.
- Ensured the GANSW will have an ongoing role in ensuring design excellence through the City of Gosford Design Advisory Panel.
- Ensured all submissions made during the consultation and meetings were reviewed and considered when the final UDF and planning and infrastructure packages were prepared. The exhibition periods for both the GANSW reports and the proposed planning controls were also extended, at the request of Central Coast Council and to allow community members additional time to comment on the proposals.
- Finalised the UDF and planning and infrastructure packages quickly, to support the existing momentum in the revitalisation and minimise any period of uncertainty regarding the applicable development controls to be applied to new development.
- Worked with Central Coast Council to ensure its views are addressed in the new planning and infrastructure framework and that it has an ongoing technical role in the assessment of development applications within Gosford City Centre. The new planning controls are also expected to be transferred to Council's comprehensive Local Environmental Plan once it is completed.



Gosford Library

Infrastructure planning and delivery

Themes that emerged were:

- Support for a more coordinated approach to the funding and delivery of state and local infrastructure and services, including road network upgrades.
- A need to identify and prioritise infrastructure upgrades to support an expanding population and workforce e.g. water, sewer, emergency services, education facilities and power. Support was also expressed for Council's performing arts centre and library proposal.
- Both support for and objection to the proposed reduction in the overall developer contributions within Gosford City Centre from 4% of the value of development to 3%, establishment of the Gosford City Centre Special Infrastructure Contribution (SIC) and reduction in local contributions.
- Support for an affordable housing component being included in the SIC and for more affordable housing in Gosford.
- Suggestions that proponents should be able to propose works in kind for State and local infrastructure as an alternative to a monetary contribution, and that there should be flexibility in the negotiations on these arrangements.
- Facilities such as hotels should be exempt from paying SIC contributions, to encourage tourism growth in the region.

- Ensured the SIC provides a contribution towards road network upgrades to improve traffic flow and pedestrian connections through the city centre, an upgrade to Kibble Park, and health, education and emergency services facilities.
- Facilitated grant funding of up to \$42 million for water and sewer upgrades within Gosford and work is underway on the proposed upgrade to Leagues Club Field by the HCCDC.
- Discussed Central Coast Council's proposed performing arts centre and regional library with Council staff and how it could proceed under the new planning framework.
- Worked with Council and other agencies to identify projects that will support the revitalisation of Gosford City Centre and which will be funded, or part funded, under the State and local contributions frameworks.
- Included controls in the DCP to support delivery of a diversity of housing in Gosford, including affordable housing and ensured affordable, public and seniors housing do not have to pay the SIC.
- Provided flexibility for developers to undertake works in kind in place of monetary contributions for the SIC and a pathway for these arrangements to be considered.
- Investigated the potential for hotels or the hotel component of a mixed-use development to be exempt from paying the SIC, to encourage tourism development in the Gosford City Centre.



Dane Drive, looking north towards Central Coast Stadium

Transport and Parking

Themes that emerged were:

- Need to address current and future traffic and parking issues within Gosford and ensure new development provides sufficient car parking.
- Need for an integrated transport planning approach to support the revitalisation which includes car parking, improved bus services and consideration of other modes such as water-based transport and light rail.
- Suggestions regarding redevelopment of Gosford railway station, improving connectivity between the city centre and the station platforms and providing the opportunity to support Transit Oriented Development.
- Support for improvements to pedestrian networks, bicycle links and end-of-trip facilities and improve provisions relating to disability access.
- Support for parking being allowed above-ground and being designed so it could be adapted into an alternate future use.

- Included objectives and development controls within the SEPP and DCP that relate to pedestrian access, vehicle access and onsite parking, most of which align with Council's previous controls.
- Inserted provisions that require individual developments to demonstrate how they meet these parking and traffic requirements and provide detailed justification, via a Transport Management Plan, where they intend to vary these provisions.
- Established a Traffic and Parking Subcommittee which supports the Central Coast Delivery Coordination and Monitoring Committee. Membership on the committee includes the Department, Central Coast Council, Roads and Maritime Services, Transport for NSW and NSW Health. The group's role is to identify strategies to improve parking and transport-related issues in Gosford. The sub-committee is developing short, medium and long-term solutions to parking and transport related issues and supporting Central Coast Council's investigation regarding the management of city centre car-parking as Gosford redevelops.
- Strengthened the draft provision allowing above-ground carparking where it can be sleeved or hidden from street view.



View of Brisbane Water from Lions Park playground, Gosford, courtesy of Jason Collins 2018

Public domain, amenity, the environment, heritage and pedestrian links

Themes that emerged were:

- Support for improvements to landscaping/green infrastructure and building appearance.
- Support for the protection and improvement of the public domain, including for greater protection of sunlight access to public spaces such as Kibble Park and Leagues Club Field and support for upgrades to both areas and provision of new public open space in the City North.
- Support for improvements to pedestrian links throughout the city centre, including links to the waterfront and across the railway line to the hospital. There was also acknowledgement that both developers and Government will have a role in providing these links.
- Suggestions for improvement to the public domain, including having shops and cafés overlooking key spaces and the creation of pedestrian malls (e.g. along Baker Street, through Leagues Club Field).
- Support for linking the city to the waterfront, concern about potential overdevelopment of the waterfront and suggestions for ways to improve it e.g. a suggestion that part of the waterfront to be filled to create more useable open space.
- Concern the view corridors identified will not adequately protect views of Rumbalara Reserve and Presidents Hill and other important views e.g. from Memorial Park to Brisbane Water and of the rising sun to the east of the cenotaph.
- Detailed comments about setbacks from streets, including a request for greater setbacks to Henry Parry Drive.
- Requests for greater protection of heritage items on and close to key sites, including the Memorial Park and Gosford Packing House.
- Requests for consideration of flooding, climate change and sea level rise and increasing sustainability requirements for new buildings.

- Ensured the final SEPP and DCP will implement the Government Architect NSW recommendations to protect Kibble Park, Leagues Club Field, other existing public open space and new public open space by replacing the current subjective provisions with a measurable, cumulative performance standard.
- In response to community requests and additional modelling, the requirement for the protection of sunlight access to Kibble Park was increased from 50% of the park requiring direct sunlight access for 4 hours between 9am and 3pm on 21 June to being 60%, with a preferred rate of 70%.
- Maintained recommendations in the final UDF and DCP regarding increased pedestrian connectivity over the railway line, to the waterfront and for new public open space in the City North area.
- Recognised the importance of ensuring the Leagues Club Field is enhanced to support linkages to the Gosford Waterfront.
- Not changed Council's existing development controls which apply to the Gosford waterfront to avoid any unintended consequences from updating the controls. The UDF makes a number of recommendations about place making and connections to the waterfront which should be considered by Council when it prepares future design options for the area.
- Strengthened provisions relating to the protection of heritage values and views to and from significant areas such as the Memorial Park and the cenotaph.
- Maintained specific provisions for wind tunnelling mitigation and study requirements for applicants to address in development applications. These controls will ensure the impacts of wind tunnelling within and around Gosford will be minimised.
- Clarified where street frontage controls apply and increased setbacks along several areas, such as along Baker Street.
- Increased sustainability requirements for large development in the city centre and adopted by reference Central Coast Council's environmental controls.



The Eat Street Cafe near the Gosford waterfront, courtesy of Jason Collins 2018

Other planning controls

Themes that emerged were:

- Both support for and objection to the potential for heights and floor space controls to be varied for medium (height) and large (height and floor space controls) sites, subject to review by the City of Gosford Design Advisory Panel. There were also requests for upper limits to be applied to the variations, particularly from some community members concerned that large sites throughout the City Centre could have unlimited heights and floor space ratios.
- Requests for the City of Gosford Design Advisory Panel
 to include local representation, including councillors,
 and concern that it would add another layer of
 complexity, cost and uncertainty for the community and
 developers.
- Requests for more information on the City of Gosford Design Advisory Panel, design competition process and masterplan requirements.
- Support for the proposal to ensure design excellence for all development.
- Suggestions for minor changes to the development controls applied through the SEPP and DCP, including:
 - Request that variations to height, floor space ratio (FSR) and development assessment pathways to be applied to the B6 zone.
 - Both support for and objection to the requirement for non-residential development to be located on lower floors in business zones.
 - o Objection to the proposed street wall height reduction along Mann Street.
 - Requests for additional height and floor space and for heights approved under previous development applications to be reflected in the new provisions.
 - o Request for a fast-approvals process for dining and entertainment development.

- Request to reference other issue-specific policies and guidelines e.g. Council's landscape masterplan, heritage impact guidelines, walking and cycling guidelines.
- o Request for amendments to the existing waste service provisions to reflect more recent Council approaches and requirements.
- o Concern that some of the controls (e.g. slender towers) may not work in a regional context and affect development investment and viability.

- Strengthened the provisions requiring all development within Gosford City Centre to exhibit design excellence to ensure high quality urban design, architectural and environmental outcomes for Gosford City Centre.
- Strengthened the tailored masterplan requirements for key sites identified in the DCP to ensure each has its own set of controls which respond to the specific characteristics and challenges.
- Clarified that the design competition will apply to the site masterplan or urban design process, as opposed to a full design-based architectural competition which would be more appropriate in a metropolitan location.
- Clarified that the larger site provisions will apply to the B (business) zones and not in residential, recreation and working waterfront zones.
- Made a series of minor amendments to the DCP to improve workability and address specific issues raised in submissions, e.g. adjustments to setbacks, and removed specific provisions that relate to the waterfront area.



Appendix 1: Stakeholder briefings and meetings summary

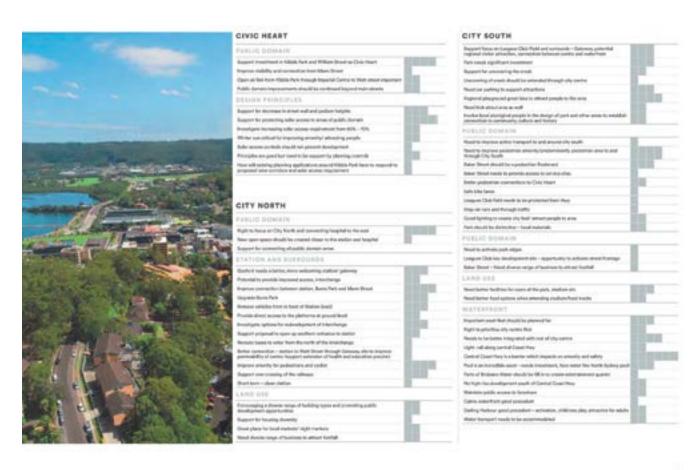
Stage	Briefings and meetings	Target audience
GoGosford campaign – Early 2018	UDIF Workshops	Stakeholders and subject matter experts on Gosford
	GoGosford shopping centre engagement sessions (x4 public, with 620 members of public completing surveys)	Business owners, commuters and
	Railway station activation at Gosford Station	workers
	GoGosford health worker activation at Gosford Hospital staff cafeteria	The broader Central Coast community
	Inquiries and discussions via the Information Centre	
UDIF - Late 2017-mid 2018	Gosford Business Improvement District & the local Chamber	Councillors and Council staff
	of Commerce – briefing - including 80 members (land owners, business owners and developers)	Business owners and workers
	Industry groups - UDIA and Urban Taskforce	Development industry and land owners
	Central Coast Council staff briefing and follow-up meetings	OWNERS
	Community Environment Network committee briefing	The broader Central Coast community and community groups
	Inquiries and discussions via the Information Centre	
Proposed Delivery Mechanisms - May/June	Gosford Business Improvement District & the local Chamber of Commerce – briefing - including 80 members (land owners, business owners and developers)	Young people
	Walk around to business owners (Coordinator General spoke to 8 businesses)	Councillors and Council staff Land and business owners and workers
	Individual Councillor Engagement Sessions (12 of 15 Councillors)	
	Youth consultation (24 youth and 8 and staff), hosted by Regional Youth Support Services and ET Australia	Development industry
	Industry groups - UDIA and Urban Taskforce	The broader Central Coast community and community groups
	Central Coast Council staff briefing and follow-up meetings	
	Community Environment Network committee briefing	
	Inquiries and discussions via the Information Centre	
	Council-run (2) community sessions – 32 attendees	
Draft DCP	Briefing for community members, land and business owners and	Business owners and workers
	the development industry Inquiries and discussions via the Information Centre	Development industry and land owners
		The broader Central Coast community and community groups

Appendix 2 – Comments received on the GANSW reports



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Consultation summary, Government Architect NSW



Name Application Security Secu

Consultation summary, Government Architect NSW

