

12 June 2013

Executive Summary

Warrawong Town Centre will be a key cultural destination. Its location, retail offer and unique character provide the opportunity to bring people together by creating comfortable public places, attractive destinations catering to the daily needs of its culturally rich community.

Building on Warrawong's unique features and strong community, small, transitional changes will improve the experience, amenity, function and economic performance of the centre.

Creating places for people

The Town Centre will be designed with people in mind. Streets, plazas and parks will form a network of interconnected places reflecting the identity of Warrawong's community.

People will be given space to bring additional life and vibrancy to the street. Creating a sense of welcome to all is key to its success.

Warrawong Town Centre will be a place to experience the rich culture of the southern suburbs of Wollongong, meet friends and experience the rich diversity of its people. Its unique, eclectic character and casual atmosphere makes everyone feel welcome to be themselves.

Acknowledgements

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WARRAWONG TOWN CENTRE MASTER PLAN



VISION

Warrawong Town Centre will be a key cultural destination. Its location, retail offer and unique character provide the opportunity to bring people together by creating comfortable public places, attractive destinations catering to the daily needs of its culturally rich community.

DESIRED FUTURE CHARACTER

“A place for everyone - Warrawong Town Centre will welcome all. It will be a place to experience the rich culture of the southern suburbs of Wollongong, meet friends and experience the rich diversity of its people. Its unique, eclectic character and casual atmosphere makes everyone feel welcome to be themselves.”

The Master Plan Process

The Warrawong Town Centre Master Plan process has been informed by community engagement conducted by Wollongong City Council, stakeholder and councillor workshops, place audits and a site analysis. A series of master plan options for the town centre have been investigated, and an implementation strategy will be prepared to guide the delivery of the Master Plan in the immediate, short, medium and long term.



1. INTRODUCTION

Purpose of this Report
In January 2013, AECOM Design + Planning was engaged by Wollongong City Council to develop a Master Plan for Warrawong Town Centre.

This Master Plan builds on a range of urban design, traffic and community engagement work prepared for Warrawong Town Centre by Wollongong City Council.

The Master Plan builds on the structure of the existing centre and identifies key moves and catalyst projects, including public domain upgrades to improve the function of the centre. Key elements include providing public places for social interaction to enhance community capacity building.

The Master Plan provides the opportunity to create a sense of unity and consistent

identity within the centre as it develops over time to achieve a coherent and attractive public domain, built form and activity mix that is consistent with its role as the second largest retail centre in the Wollongong Local Government Area.

Objectives of the Master Plan
The key aim of this project is to deliver a Master Plan, supported by a clear Implementation Strategy, which seeks to deliver a vibrant and well -designed town centre. The project objectives are to:

- Create an attractive and functional town centre for the Warrawong community.
- Strengthen the current distinctive assets of the Warrawong Town Centre.
- Provide for public domain, community, open space and transportation needs to promote healthy living principles.

- Respond to the current and future needs of residents and visitors to the town centre.
- Develop strategies for increasing the appeal of Cowper Street as the Main Street within the Town Centre.
- Guide built form and investment over the next 30 years

Desired Future Place Character
The desired future place character was developed in consultation with the stakeholders and from the results of community consultation:

“A place for everyone - Warrawong Town Centre will welcome all. It will be a place to experience the rich culture of the southern suburbs of Wollongong, meet friends and experience the rich diversity of its people. Its unique, eclectic character and casual atmosphere makes everyone feel welcome to be themselves.”

Community and Stakeholder Consultation
The Warrawong Master Plan has been guided by the community. There have been two key stages of community consultation.

Stage 1 - informing the Master Plan
Wollongong Council conducted community consultation with the Warrawong community between 26 April and 14 June 2012. Council staff held approximately 500 conversations in 5 languages with schools and businesses, residents, social and multicultural groups and service providers. 562 surveys were completed with 79% respondents living in the southern suburbs of Wollongong. The following key findings were discovered as a result of the consultation.

- Current situation:**
- More than 90% of visits to Warrawong Town Centre occur during the day with very limited night time activity
 - The top place to visit within the town centre is Westfield (48% of responses) followed by Bunnings (12% of responses). Other places or streets in the town centre are not seen as key destinations
 - The majority of people who visit the town centre come by car (74%)

- The community want:**
- To create a hub of activity where people can shop, work and access a range of services and socialise with friends
 - To have a community meeting place in the town centre to ‘hang out’, ‘a place for buskers ...musicians’, ‘outdoor cafes’, ‘a children’s play area’, ‘create a sense of belonging’, ‘outdoor places to sit’, ‘a piazza’
 - The community places a high priority on being able to walk and cycle in green spaces and recreational areas and

- enjoy a range of recreational activities in the town centre
- The Library to be closer to the town centre with the ability to cater to the broader community
 - To feel safe in the town centre. A large number of youth generally feel unsafe in the town centre (52%)

The results of this consultation has influenced the development of strategies and recommendations for the town centre including the creation of a central town plaza, increased open space, increasing activity and surveillance and recommending the development of a new library and community centre.

The overarching strategy is to create the Cowper Street as the hub. Rejuvenating Cowper Street as the Main Street with a series comfortable and social spaces will improve the amenity, safety and experience of the centre.

Two stakeholder workshops and one workshop with Councillors were conducted as part of the Master Plan to refine the Vision, define the Desired Future Place Character and provide feedback on the options and strategies developed. Stakeholder input was invaluable to the refinement of the Master Plan and provided an opportunity for stakeholders to share ideas and collaborate.

Stage 2 -Refining the Master Plan
The Draft Master Plan was exhibited between the 25th of March and 3rd of May 2013. The community were asked to provide feedback on the Vision, Strategies and key projects put forward by the Draft Master Plan.

Council carried out a range of conversations with the community through kiosks on Cowper Street, face

to face discussions with business owners, targeted workshops with business, land owners, schools, government agencies. A survey was also used to generate feedback.

9 written submissions, 39 surveys and hundreds of conversations have shaped the refinement of the Warrawong Town Centre Master Plan and Implementation Strategy. The key messages from consultation was overarching support for the key strategies and projects identified in the Draft Master Plan. Overall, the response provided by the community was positive, with general support given to strategies and projects put forward by the Draft Master Plan.

Overwhelmingly, discussion with the community about the Draft Master Plan focussed on the need to improve pedestrian safety and movement through the town centre.

When asked, ‘How would you like to use the Cowper Street renewal space’, respondents prioritised children’s play area, trees/green space and outdoor eating

When asked ‘What would you like to see activating a temporary community space’, the most popular idea was to hold markets. Common themes including food/ outdoor dining and entertainment (including music) were also identified.

We asked the community whether they used the laneways. The majority of respondents did use the laneways and were most often walking through the laneway to get to where they were going.

When asked to consider what would encourage you to use the laneway more, the top three responses were: if shops opened onto the laneway, more trees and planting, and public art.

Challenges

Currently, the centre is divided by traffic into four segments.

Warrawong lacks public meetings spaces, a central heart and a comfortable public domain.

A large amount of activity occurs within the internal shopping centre.

Pedestrian barriers and a lack of quality outdoor spaces limit the potential of Cowper Street to develop as the Main Street.

The existing community centre on Greene Street is disconnected from Cowper Street, and the library is located outside the town centre within the Bulky Goods area. This has resulted in the dispersing of key services and anchors hindering the creation of a vibrant town centre.

The relationship between Big Box retail and the town centre is a major challenge - key issues include: providing active retail frontages, addressing public amenity, access, parking, servicing and loading whilst providing an attractive pedestrian environment.

There is a lack of open space within the town centre and few pedestrian and cycling connections to the nearby Kully Bay Reserve, playing fields and children play spaces.

Currently, public seating is limited to beneath the Westfield under-croft where people take advantage of weather protection seating near key destinations.

While there are many activities located within the town centre they are not connected through a continuous built form resulting in a series of disconnected destinations with no central hub.

Currently there is a lack of connections to Kully Bay Reserve, with few amenities provided there.

Opportunities

1 COWPER STREET RENEWAL

There is an opportunity to restore Cowper Street to a Main Street that is attractive to people, by widening the footpath, installing traffic calming measures and increasing fine grain retail frontages on Cowper Street as the priority.

2 A COMMUNITY FOCUS

There is an opportunity to create a community focus in the town centre, by creating places for people and a new town plaza. There is an opportunity to introduce a range of temporary activities and events within the streets, surface car parks and in laneways of Warrawong to bring a vibrancy to the town centre, activate the town centre and celebrate the local community before physical infrastructure is provided.

3 COMMUNITY CENTRE

The community centre is an important resource for the local community and ensuring it is well connected to the town centre is a priority.

4 LARGE SITES UNDER SINGLE OWNERSHIP

The Bunnings site and adjacent car park, is a large site in single ownership. This land, west of King Street, is a potential catalyst site for redevelopment in the town centre. This site also provides an opportunity to link the town centre to the Lake Illawarra foreshore.

5 LANEWAYS

Laneways have the ability to be key links in the town centre as well as community meeting spaces and destinations in their own right. The town centre has a great network of laneways. Laneways are used by pedestrians to access the centre from surrounding residential areas. There is an opportunity to further improve the laneways to enhance the pedestrian experience.

6 TRAFFIC

There is the potential to divert traffic away from key pedestrian links in the town centre to make it comfortable to walk around and enjoy the town centre. Redirecting traffic movements away from Cowper Street reducing the number of vehicle lanes, and designing streets to better cater for people, will improve safety and amenity for the pedestrian.

7 LAKE ILLAWARRA

Opportunity exists to provide better connections from the town centre to Kully Bay Reserve and to provide recreational facilities for all ages linking to existing cycle networks and to Lake Illawarra. There is an opportunity to locate district and regional destinations within the Reserve attracting more people to the area. Convenient and clear links to the town centre need to be installed to avoid people driving to the reserve and not visiting the town centre.



Place Audit

A place audit was conducted at Warrawong Town Centre on 9 January 2013. The key findings of the audit are:

- The town centre is divided by heavy traffic into quadrants with people using the surrounding laneways and internals spaces to escape the uncomfortable public places and street environments
- There is a lack of connectivity between destinations and a lack of continuous built form along Cowper Street and King Street creating a disconnected pedestrian experience
- Uncomfortable public domain, currently there is a lack of shade and landscaped areas within the centre creating a harsh and unpleasant experience
- Narrow, uncomfortable footpaths
- No coffee shop or outdoor dining anywhere in the town centre
- Lack of meeting places
- People gather at bus stop on only seating provided under the Westfield undercroft which is used due to the free seating, weather protection and location near the bus stop, shopping centre and medical centre

- There is potential for revitalisation of Cowper Street as the Main Street
- There is a lack of a variety of things to do in the public domain
- Bunnings is an asset and brings people to the centre
- There is no playground, no youth facilities and few things to do for elders (except for giant chess)
- Community centre is ageing and at capacity and the library has been moved out of the town centre
- There are few free things to do

The following photographs illustrate some of the issues that were observed during the audit.



Lack of pedestrian connections, multiple pedestrian barriers restrict movement and convenience



Lack of pedestrian comfort, amenity and interest on the Main Street (Cowper Street)



Large surface car parks front Cowper Street disrupting the streetscape



Fragment of Main Street shops with a big box containing most of the activity



Lack of pedestrian amenity in laneways



Lack of usable green space or connection with nature, few street trees



Lack of free things to do



Monotonous built form, opportunity for redevelopment



Laneways provide key pedestrian links, opportunity for rejuvenation for additional uses

2. STRATEGIES

The following strategies have been developed to respond to the existing challenges and opportunities.

Activities and Destinations

Cowper Street is the Main Street

The community told us that they want to have a community meeting place in the town centre.

Strategies

Create the Main Street as the hub to provide a series of connected public places along Cowper Street by widening the footpath and providing areas for public and private seating shaded by awnings and street trees. Connect existing and additional public places including the future town plaza to Cowper Street to increase activity within the centre.

Benefits to Warrawong

A series of connected and comfortable public, free places to stay that are welcoming to all. Revitalising Cowper Street as the Main Street and hub will encourage economic growth and support local businesses. Focusing the activity on Cowper Street will increase activity on the street and improve the sense of security and amenity.

Culture and Identity

Warrawong has a unique village character

The community told us that they wanted a vibrant town centre, and a priority was to create a hub of activity which reflected the local community.

Strategies

Build on the existing cultural destinations of the Gala Cinema, Oscars Deli and local Italian restaurants and provide more opportunities for interesting events and activities along Cowper Street working together with local businesses. Small shops can trade out onto the street and there is an opportunity for restaurants and eateries along Cowper Street to provide outdoor seating and entertainment at night time to complement visitors coming to the centre to watch a film. There is an opportunity for Bunnings to address Cowper Street with plants for sale and DIY demonstrations.

Benefits to Warrawong

Working with local cultural groups to realise their desires for the centre in relations to activities and events will assist in making Warrawong an attractive and fun place for locals whilst attracting visitors as it becomes a known cultural destination. This will improve the social capital and community capacity of Warrawong whilst rejuvenating local businesses and by attracting additional visitors to the centre.

Convenient Access

Warrawong is pedestrian focused

The community told us they want to feel safe and be able to walk around the town centre.

Strategies

Increase pedestrian comfort and permeability within the centre. Connect destinations to encourage more people to walk around the centre and to increase surveillance. Divert traffic away from Cowper Street and introduce traffic calming. Widen Cowper Street and improve laneways to provide pedestrian priority areas and additional places for outdoor dining increasing laneway surveillance.

Benefits to Warrawong

A comfortable pedestrian environment will increase activity within the centre improving surveillance and the perceptions of safety. This will assist in attracting more people to the centre by improving its function as a convenient centre for daily needs including retail, services, community and entertainment.

Public Amenity

Warrawong's public places matter

The community told us that they placed a high priority on being able to walk and cycle in green spaces, recreational areas, and enjoy a range of recreational activities.

Strategies

Create a series of connected natural and urban places within the centre to provide for a variety of activities for a range of ages. Connect the town centre to Kully Bay Reserve by providing a comfortable pedestrian and cycling pathway. Provide regional recreational amenities at Kully Bay Reserve including a playground, picnic area and cycle paths fronting Lake Illawarra.

Benefits to Warrawong

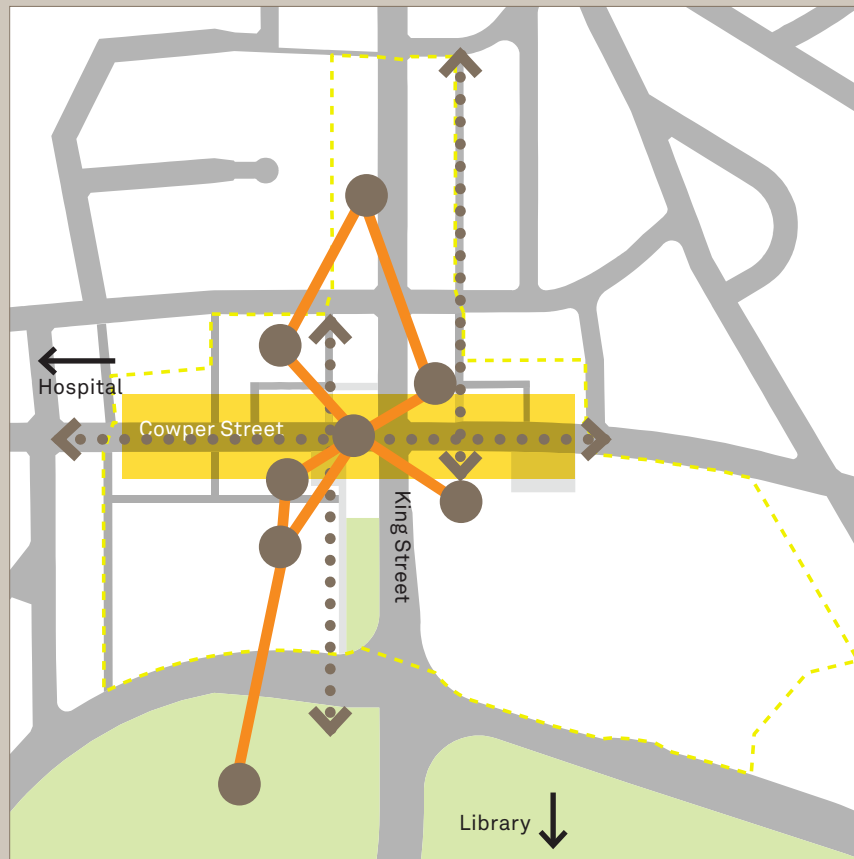
The provision of quality open space within the centre would provide needed recreational and play opportunities for the community. Regional amenities at Kully Bay Reserve would attract more people to the town centre stimulating local business and potentially increasing trade at eateries.

Key Strategies

Activities and Destinations

Cowper Street is the Main Street

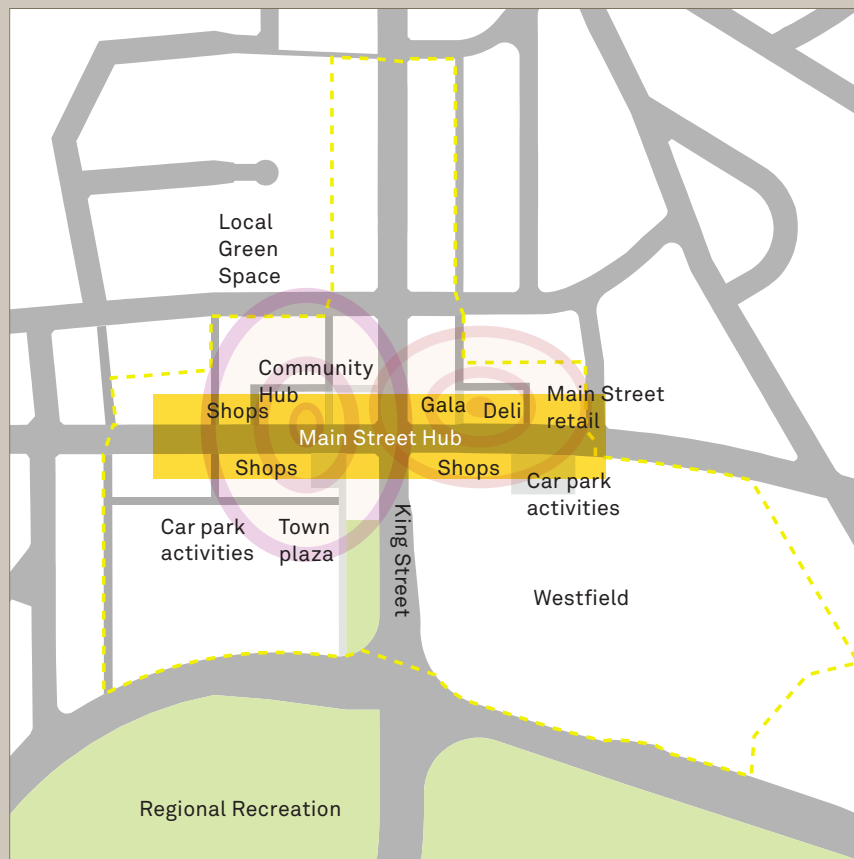
- Create multiple and connected activities and destinations
- Collocate a diversity of activities on the Main Street to create a vibrant street life
- Link nearby destinations including the hospital, Lake Illawarra, Port Kembla to the centre through wayfinding, signage, comfortable walking paths and cycle ways
- Resolve the disconnection of existing destinations, connect people to places
- Locate community services on the Main Street to increase activity and vitality
- Promote fresh food options in the Town Centre close to public transport hubs.



Culture and Identity

Warrawong has a unique village character

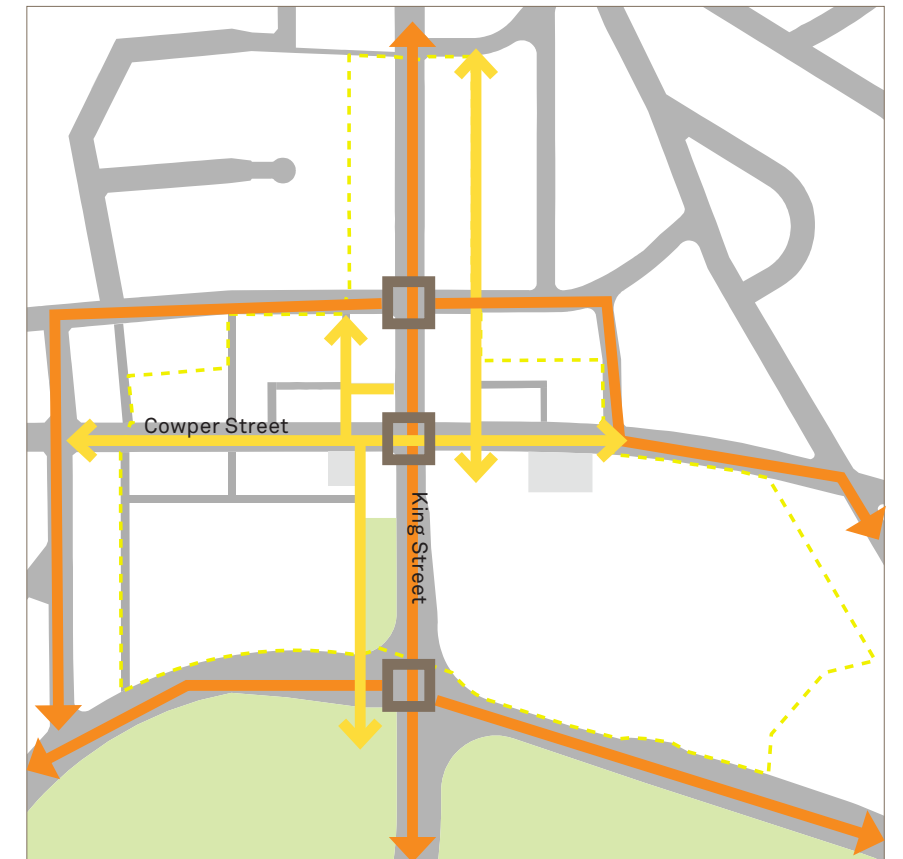
- Cultural destinations and investment to focus on Cowper Street to create synergy and a village atmosphere
- Capitalise on unique features of The Gala Independent Cinema, create an evening economy and places to get coffee, dinner and a drink
- Create temporary shops, stalls and outdoor trading on Cowper Street and car park to provide affordable places for up and coming businesses to operate
- Trial temporary uses on the car park on Cowper Street to provide missing activities and amenity in the immediate term eg. playground
- Support up and upcoming businesses on Cowper Street in fine grain premises
- Concentrate the new community centre, library and child care on Cowper Street
- Locate the town plaza on Cowper Street with places for people to gather creating a sense of activity reflecting the diverse cultures of the area, potentially include the giant chess here in consultation with its current users



Convenient Access

Warrawong is pedestrian focused

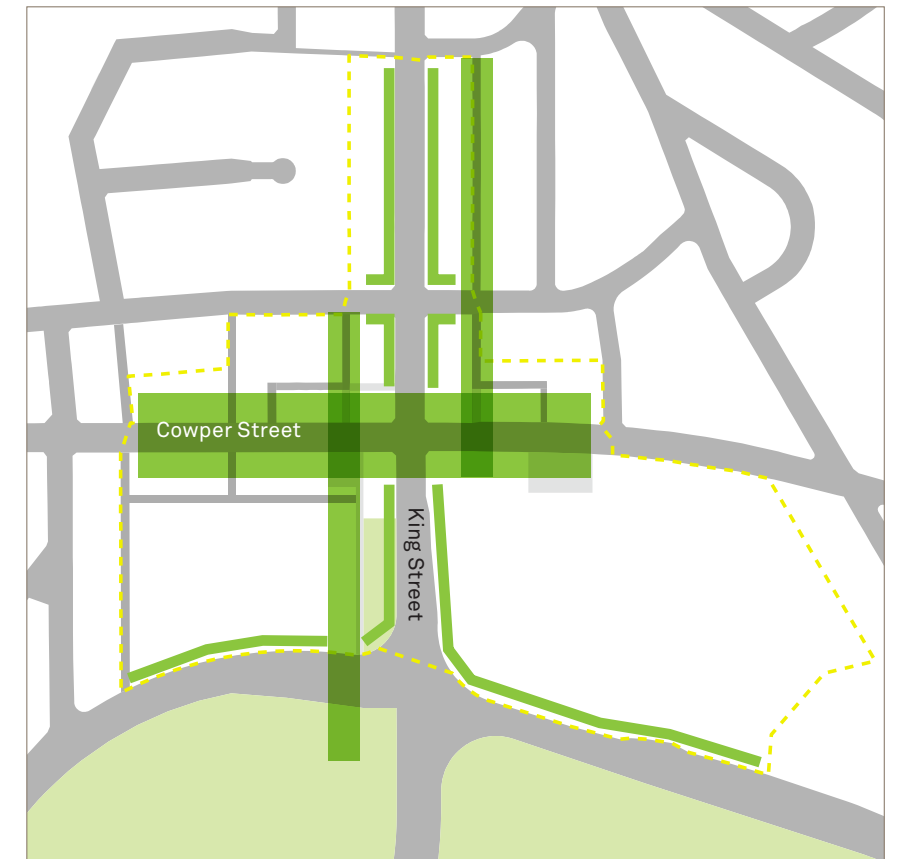
- Slow traffic on Main Street – create convenient traffic connections
- Distinguish pedestrian movement networks from high traffic roads, create laneway connections to divert cars and give some sections of laneways pedestrian priority to access the Main Street
- Use the laneways and widened pedestrian footpaths to create a comfortable pedestrian experience
- Improve safety by increasing street life and surveillance



Public Amenity

Warrawong's public places matter

- Create a comfortable and attractive public domain for people
- Encourage healthy lifestyle, walkability and use of public transport
- Create connected and convenient public places close to a mix of uses
- Bring quality landscaping back into the centre providing shade and cooler microclimates and improving the aesthetics
- Create a town plaza and urban park on the main street with places for play
- Provide quality pedestrian connections from the Town Centre to recreation facilities at Kully Bay Reserve



WARRAWONG TOWN CENTRE MASTER PLAN

Key Directions

Activities and Destinations

Cowper Street is the Main Street

- Locate a diversity of activities on Cowper Street to create a vibrant street life
- Link destinations including the hospital and Kully Bay with comfortable walking paths
- Consider the best location for the new Community Centre and Library in the Town Centre

Culture and Identity

Warrawong has a unique village character

- Focus cultural destinations and investment on Cowper Street to create a village atmosphere
- Promote evening activities
- Allow shops and restaurants to 'spill out' and trade on Cowper Street footpaths
- Trial temporary uses on the car park on Cowper Street to provide additional activities and amenity in the immediate term eg. playground, stalls, pop-up cafes and art projects
- Locate the Town Plaza on Cowper Street for people to gather. This space would provide for a range of diverse uses for the community

Convenient Access

Warrawong is pedestrian focused

- Create a pedestrian friendly environment
- Prioritise pedestrian movements
- Provide traffic calming in the town centre
- Create laneways and footpaths that are more inviting for pedestrians and that are easy to move through
- Provide bus stops that are safe and easy to access

Public Amenity

Warrawong's public places matter

- Create comfortable, safe and attractive streets and spaces for people
- Create connected and convenient public places
- Bring quality landscaping back into the centre to shade streets and spaces
- Promote a mix of uses to bring life to streets and spaces during the day and evening
- Create a town plaza and urban park on the Main Street

Key Projects

1 COWPER STREET RENEWAL

This includes widening of the footpath on the northern side with multiple spaces for different community activities:

- Outdoor dining and trading and space for improved public amenity
- Street trees - native species
- Reducing the width of the roadway and making more space for people
- Bicycle parking
- Formalising pedestrian crossings and on street parking
- Improving bus shelters
- Outdoor seating and bubblers

The southern kerb of Cowper Street will remain in its current alignment. Future redevelopment of the southern side would provide widened footpath through building setback / colonnade.

A key requirement of achieving a pedestrian friendly environment on Cowper Street is reducing the number of traffic lanes.

A signalised intersection at Greene Street / King Street will allow for redirection of through-traffic away from the town centre.

Buildings on Cowper Street will be mixed use with active street frontages.

Bus stop locations should be carefully considered in relation to pedestrian access and street activity.

2 COMMUNITY CENTRE AND LIBRARY

In considering the location for a district level community centre and library in the future, prioritise opportunities to design and locate the facility to be accessible to all. If integrated with the town centre, this important community facility could activate the town centre, support local business, and cater for a diverse community. As a catalyst project, a district level community centre and library could connect with and activate Cowper Street and key community meeting spaces and contribute to the vitality of the town centre.

3 COMMUNITY OUTDOOR SPACE

Opportunity to provide a new Town Plaza on Cowper Street. The new Town Plaza is likely to coincide with a future redevelopment of the Bunnings carpark site. Opportunity to work with Westfield and the community to start-up temporary uses to activate Cowper Street on part of the existing Westfield surface carpark.

4 LANEWAY ACTIVATION

Laneways provide pedestrian priority links to the town centre and become destinations. Provide guidance on the laneways and interdependence of future adjoining redevelopment parcels. These are essential for the future redevelopment parcels fronting Cowper Street and King Street. Recommend providing new vehicular exit / entry locations on Cowper Street to reduce vehicle conflict and enable active frontages and pedestrian only spaces to the lane immediately off Cowper Street.



Cowper Street Renewal

Cowper Street is the Main Street

- Town plaza and Cowper Street renewal provide a new hub connecting activities and destinations
- On street dining and opportunities for Council and community events on the widened footpath of Cowper Street create a new focus for activity and an attraction for Warrawong to the surrounding districts
- Cowper Street widening to the north provides public space in the short term before the later development of the town plaza

Warrawong has a unique village character

- Cowper Street rejuvenation and the creation of a town plaza will create a village atmosphere and provide the space for cultural events and activities
- Supporting fine grain development and local businesses along Cowper Street will support the development of Warrawong into a cultural hub attracting visitors for food and entertainment

Warrawong is pedestrian focused

- Bus stops on Cowper Street upgraded amenity create a convenient and pedestrian friendly experience
- The provision of comfortable seating arranged in social positions will attract people to sit on Cowper Street and at the town plaza
- Directional signage will encourage walking and assist in promoting the area
- Street trees and landscaping within the town plaza will create a comfortable microclimate, a grassed area will be attractive for all ages for sitting and gathering

Warrawong's public places matter

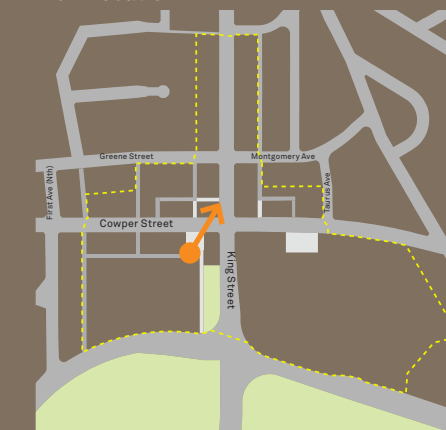
- The town plaza will be connected to Cowper Street to increase the vitality of the centre and allow for good surveillance
- Cowper Street will be connected to Kully Bay Reserve with a pedestrian pathway linking through the town plaza
- Opportunities for visual connections to Lake Illawarra exist from the 4th level and above



View of Town Plaza and Cowper Street (looking north)

- | | |
|--|--|
| 1. Active frontage retail | 11. Ground Floor active frontage |
| 2. Seating with shade tree planting on eastern side of plaza to shade from the hot western sun | 12. 2nd and 3rd floor - mixed use |
| 3. Green space / focal point / small play area | 13. View of Kully Bay is possible from the 4th level and above |
| 4. Social seating | 14. King Street |
| 5. Bus Stop | 15. Corner Redevelopment / mixed use with possible residential above |
| 6. Possible pedestrian crossing location | 16. Existing Cinema |
| 7. Alfresco Dining | 17. Entrance to Westfield owned site Redevelopment |
| 8. Pedestrian Laneway with Active Frontages | |
| 9. Ground level Retail | |
| 10. Apartments above | |

View Location



Cowper Street Renewal

Restoring Cowper Street as the Main Street is a key strategy underpinning this Master Plan, to create a vibrant and attractive place. The renewal of Cowper Street provides the ideal opportunity to link the existing successful places within the centre by a central spine.

Benefits to Warrawong

Linking destinations along Cowper Street will provide reasons for people to walk along its length increasing surveillance and the sense of security within the centre. Reducing the impact of traffic and providing comfortable seating along the street will also attract people to the street.

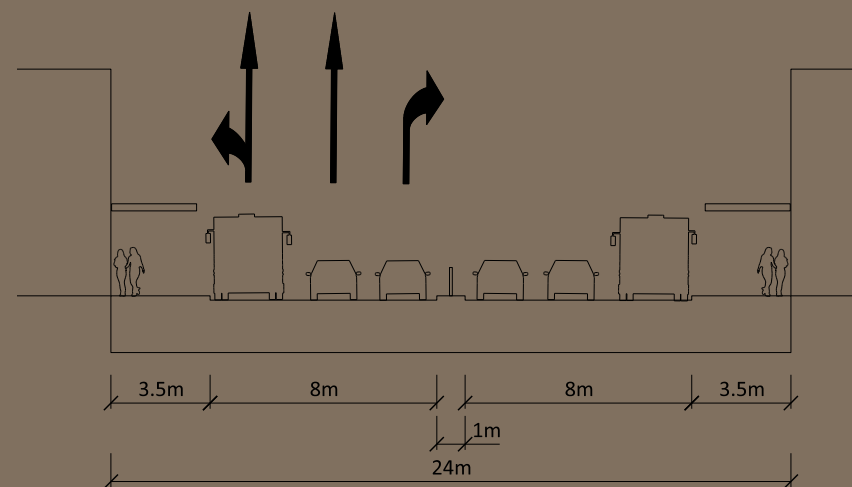
Importantly, the renewal of Cowper Street will support local businesses and speciality retailers by providing community space on the main street, encourage outdoor dining and trading, providing a safer and more comfortable experience that will attract more people from outside the area.

Through these public domain improvements, some momentum for redeveloping old building sites fronting Cowper Street may be created.

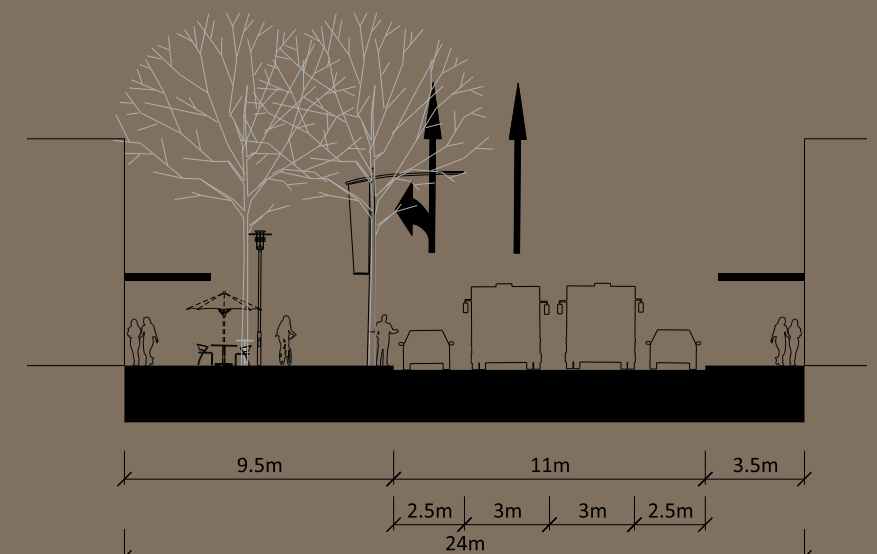


Key Recommendations

1. Council to undertake detail design of Cowper Street
2. Cowper Street Renewal requires future signalisation (traffic lights) at the Greene / Montgomery and King Street intersections. Council to continue to work with RMS to resolve design requirements
3. Council to work with local landowners to support and promote the activation of both public and private spaces
4. Council to investigate ways to support and promote a range of temporary interventions, including 'pop-up' stalls and cafes, entertainment, outdoor dining, art projects and temporary installations.



Existing Cowper Street - Typical Section



Cowper Street Renewal - Typical Section

These cross sections compare the existing and proposed widths for Cowper Street. The changes include widening of the footpath on the northern side with multiple spaces for different public and private activities including seating, outdoor dining, games, stalls, markets and room for people to socialise.

Cowper Street Renewal

Cowper Street is the Main Street

- The renewal of Cowper Street will see it restored as the Main Street of the town centre supporting the rejuvenation of existing small businesses and the development of additional street frontage to create a continuous built form along its length
- Public domain works within Warrawong will widen footpaths along Cowper Street and support a range of uses and activities

Warrawong has a unique village character

- The provision of wider footpaths, public seating, café seating, awnings and street trees will create an attractive village atmosphere
- Planter boxes, banners, a community notice board, flowers and custom made street furniture are good ways to display the culture of the local community within the Main Street
- Revitalising Cowper Street will support exiting businesses and attract future investment. Up and coming businesses can develop along the west end of Cowper Street with the east side supporting a hub of entertainment and evening activities
- There are opportunities for interim activities to occur to activate Cowper Street including markets on the Bunnings car park facing Cowper Street and Bunnings trading out onto the street / carpark with stalls with DIY demonstrations and coffee carts

Warrawong is pedestrian focused

- Introducing street trees and comfortable public seats along Cowper Street will improve amenity for people
- The selection of street furniture, landscape plantings and awnings will consider the comfort of people as the highest priority

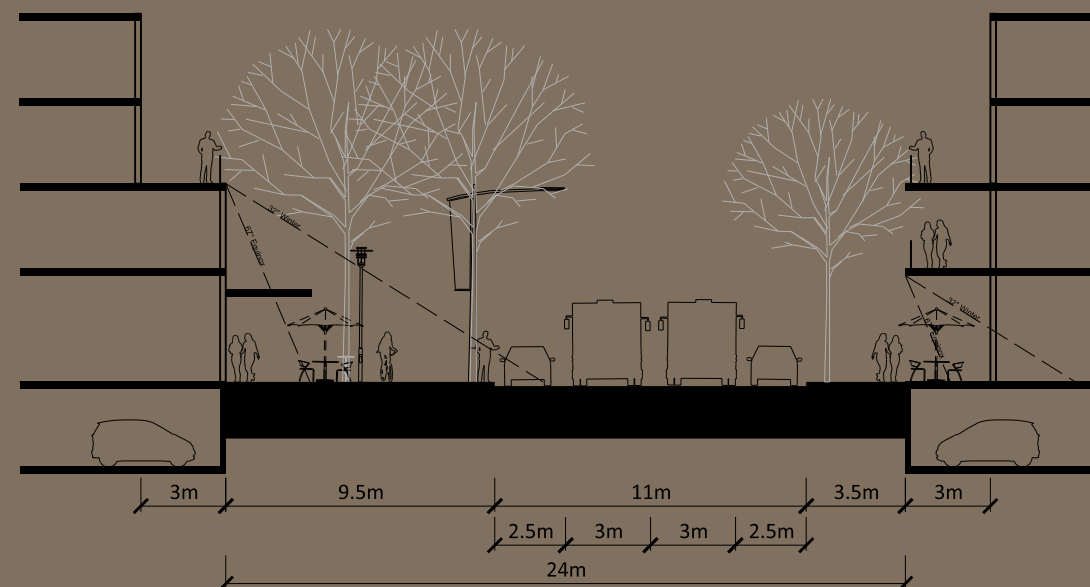
Warrawong's public places matter

- Cowper Street will be the largest public space within the centre, it will act as the spine of the centre with each of the other public places connecting directly to it
- The Cowper Street rejuvenation will act as a catalyst for focusing new growth and development on Cowper Street as a strategy for increasing connectivity, activation and a sense of community



View of Cowper Street (looking west)

1. Ground Floor setback with colonnade / spaces for seating, community notices and programme advertisements.
2. Ground Floor Retail
3. Apartments above
4. Laneway
5. Town Plaza
6. Bus Stop
7. Possible pedestrian crossing location
8. Improved amenity and various new programs along Cowper Street footpath - shade tree planting, outdoor seating and trading, alfresco dining, markets, bicycle parking, artwork, general community space



Cowper Street Renewal - Future Built Form

This cross section shows an indicative building form and how it responds to location and orientation.

View Location



Community Outdoor Space

Cowper Street is the Main Street

- The new town plaza will front Cowper Street supporting it as the centre of activity
- The new town plaza will be an extension of the activity created on Cowper Street

Warrawong has a unique village character

- The new town plaza will be designed at a pedestrian scale creating a village atmosphere
- The activities and facilities provided within the centre will be refined with future consultation with the community to determine needs and preferences for identified user groups including a variety of ages and cultures
- The new town plaza will provide the space for cultural and community events and activities to bring people together to display and celebrate the diverse community of Warrawong

Warrawong is pedestrian focused

- The new town plaza will provide public seating that uses comfortable materials that do not get too hot or cold
- Trees and awning will provide shade and weather protection
- Separate places will be provided within the plaza for various groups to meet and gather

Warrawong's public places matter

- The new town plaza will be connected to the public space on Cowper Street
- There will be multiple connections from the town plaza resulting in a permeable pedestrian network of paths



View of Town Plaza and Cowper Street (looking north)

- | | |
|--|---|
| 1. Active frontage retail | 11. Ground Floor active frontage |
| 2. Seating with shade tree planting on eastern side of plaza to shade from the hot western sun | 12. 2nd and 3rd floor - mixed use |
| 3. Green space / focal point / small play area | 13. View of Kully Bay is possible from the 4th level and above |
| 4. Social seating | 14. Bubblers and bicycle parking provided in convenient locations |
| 5. Bus Stop | |
| 6. Possible pedestrian crossing location | |
| 7. Alfresco Dining | |
| 8. Pedestrian Laneway with Active Frontages | |
| 9. Ground level Retail | |
| 10. Apartments above | |

View Location



Laneway Activation

Cowper Street is the Main Street

- The laneways will feed activity to and from Cowper Street
- The laneways provide permeable and safe pedestrian connections to Cowper Street increasing its convenience and attraction as the Main Street

Warrawong has a unique village character

- The laneways provide opportunities for wall art, murals and public art within the pavements and roads to provide cultural attractions and interest within the centre
- The laneways provide additional places for activities and events, becoming destinations in the town centre

Warrawong is pedestrian focused

- The laneways provide a pedestrian scale that is attractive and intimate for retail and dining frontages to wrap around creating diverse experiences within the town centre
- Small trees and planting in the laneways can provide attractive places for outdoor dining providing shade and improving the amenity

Warrawong's public places matter

- The laneways will connect Cowper Street to the open space on Greene Street to the north of the centre
- The rejuvenation of the laneways will create additional public places that are already connected and used by people to access the centre



View of Laneway and Cowper Street Frontage (looking north)

1. Bus Stop.
2. Possible pedestrian crossing location.
3. Alfresco Dining.
4. Pedestrian Laneway with Active Frontages.
5. Ground level Retail.
6. Apartments above.
7. Ground Floor active frontage
8. 2nd and 3rd floor - mixed use

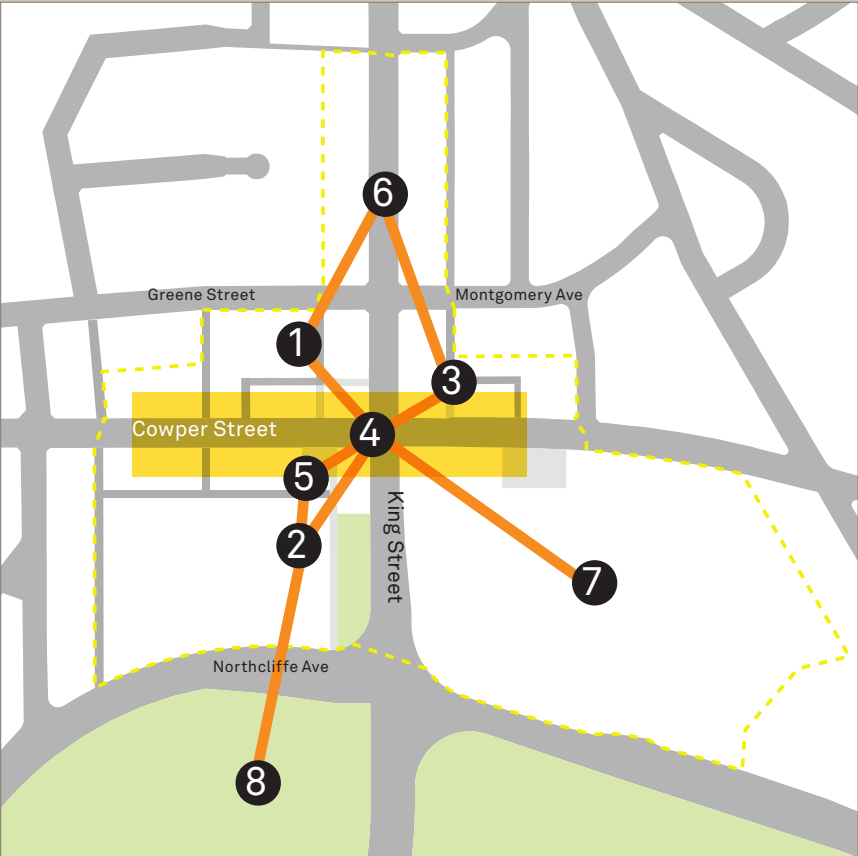
View Location



A connected Town Centre

Cowper Street has the important role of connecting places and spaces that provide a diverse offer for the Centre. The Precincts have been established from an understanding of the existing site assets and integrating these assets into the Master Plan provides a strong basis for Warrawong to develop into the future. The Precincts are:

- 1. Community Centre Precinct. This includes the existing community centre site and organisations such as Barnados
- 2. Retail Growth Precinct. The existing Bunnings car park site presents an opportunity for future retail growth should this be economically feasible
- 3. Entertainment Precinct. This includes the existing Gala Cinema and Pub, the Westfield Food Court
- 4. Cowper Street / Main Retail Street - this is the main focus of independent retailing in the Centre and connects all the precincts together
- 5. Town Plaza Precinct - a key focal point
- 6. King St Services Corridor Precinct
- 7. Existing Westfield Retail
- 8. Open Space Precinct



Community Hub and Cowper Street Renewal Precinct

This precinct forms the focus for the provision for a community hub by revitalising Cowper Street as the Main Street and providing a new town plaza.

The first stage of development in the short term will be the widening of Cowper Street on the northern side along with improvements to the public domain as illustrated.

In considering the location for a district level community centre and library in the future, prioritise opportunities to design and locate the facility to be accessible to all members of the community, both in the immediate locality and the broader district. If connected to the town centre, this important community facility could activate the town centre, support local business, while catering to a diverse community.

As a catalyst project, a district level community centre and library should allow for connectivity with and activation of Cowper Street and key community meeting spaces and contribute to the vitality of the town centre.

Future Redevelopment Precinct

The Future Redevelopment Precinct will be developed in the medium to long term. It provides the opportunity for new retail and/or residential development.

The type and size of the development will be defined by the market. Planning controls, maintaining an active, fine grain frontage on Cowper Street, will ensure the rejuvenation of Cowper Street as the Main Street.

An alternative scenario, should retail growth be unfeasible, is for Bunnings car park site to remain as a car park servicing the town centre. In this scenario there is also potential for this site to develop into medium density residential.

In both scenarios, sleeving of Cowper Street with mixed use development is an important objective to provide a diverse range of activities fronting the Main Street.

Entertainment and Services Precinct

The Entertainment Precinct builds on existing key entertainment features including the Gala Cinema and the Hoyts Cinemas within the Westfield shopping centre. There is a key opportunity to build on the point of difference of these two cinemas by supporting the development of restaurants, eateries and cafes along Cowper Street.

Collocating these activities will provide reasons for people to spend more time at Warrawong on the Main Street. Promoting Warrawong as a destination for ‘dinner and a movie’ will draw visitors and locals for longer stays, activating a safe night time economy by providing many ‘eyes on the street’.

Land Use

Warrawong Town Centre is zoned Commercial Core, supporting a range of retail uses and surface car parking fronting the main roads. Low density residential dwellings remain on the Greene Street, First Avenue and Montgomery Avenue. A range of home occupations are established.

The current zoning permits a range of uses. To guide future development in accordance with the Master Plan, and character of land across the town centre, the following land use precincts have been identified:

Mixed use (ground level retail with apartments above)

The ‘mixed use’ land use zone will include a fine grain frontage to Cowper Street to provide activation and support the renewal of the Main Street. The ground floor will be retail with apartments above providing for residential living within the centre.

No change to zoning required.

Large floorplate retail (‘Big Box’)

The large floorplate retail land use shown in light orange on the map includes the existing Westfield shopping centre and the retail shops including Bunnings and other ‘stand alone’ shops on that block surrounded by surface car parking.

The Bunnings block provides the opportunity for a future ‘large floorplate retail’ and/or residential development in the medium to long term future if the market allows. This land use will need to ensure that it is sleeved by Mixed use development on Cowper Street to ensure that any future large floorplate development does not detract from the Main Street village character.

No change to zoning required.

Commercial use

The commercial area in the north of the town centre shown in dark blue on the map will be maintained as an area to locate service stations, commercial development. Fine grain retail uses that compete with Cowper Street will be discouraged to focus the activity on Cowper Street.

Due to the lack of laneway on the western side of King Street that area is unsuitable for residential development (unless the laneway can be reinstated). The area to the eastern side of King Street has the potential to be developed for medium density residential development.

No change to zoning required.

Medium density residential

Opportunities for future medium residential development have been identified in the pink areas on the map. These areas would discourage retail uses that compete with Cowper Street.



Change to zoning would need to be considered to permit residential at ground level.

Town Plaza

The town plaza will be a centrally located community meeting place on Cowper Street. Active ground uses will front the town plaza creating vibrancy and ensuring good surveillance. Footpath trading and markets on the plaza will be encouraged.

Cowper Street Public Space

There is an opportunity to provide an urban park on Cowper Street to provide for play space, temporary events and activities.

No change to zoning required.

Open space

Existing green spaces and opportunities for potential open space have been indicated in green on the map.

A key feature of this master plan is to strengthen links with the key regional open space at Kully Bay Reserve.

It is recommended to locate a regional playground, learn to ride paths, connections to the existing cycle network, picnic tables and BBQs to increase its amenity for the surrounding suburbs and to attract people to also visit the Warrawong Town Centre.

No change to zoning required.

Key:

- 1. Mixed uses
- 2. Commercial uses
- 3. Existing large floorplate retail uses
- 4. Existing retail and future expansion of large floorplate retail uses
- 5. Medium density residential
- 6. Town Plaza
- 7. Cowper Street public space
- 8. King Street public green space
- 9. Kully Bay tourism uses
- 10. Public Recreation

Built footprints

To strengthen the Main Street it is important that a continuous built form that addresses the street on both sides be created on Cowper Street with awnings and/or colonnade to provide a protected pedestrian environment.

The building footprint shown on the Bunnings car park site assumes expansion of the large-format retail and is subject to future economic feasibility. Should this not proceed, the building footprints in this area should be appropriate to the new land use.

- Building footprints
- Existing building footprints likely to remain for next 20 years



Setbacks

Setbacks to street frontages and laneways are consistent with active frontage locations.

The King Street north setback provides for future footpath widening and landscape areas.

Setback for residential uses provides area for landscape.

Setback on shared vehicular and pedestrian connections on Mowbray Lane and Lane 127 fronting the existing community centre site provide for footpath widening and landscape areas.

Setbacks for large-format retail fronting King Street provides for future sleeving with active frontage built form.

Setback to south-facing frontages on Cowper Street for upper levels above 2-stories are to be 3m to provide better solar access to the public domain.

- Zero setback
- 3m setback
- 5m setback
- 30m setback



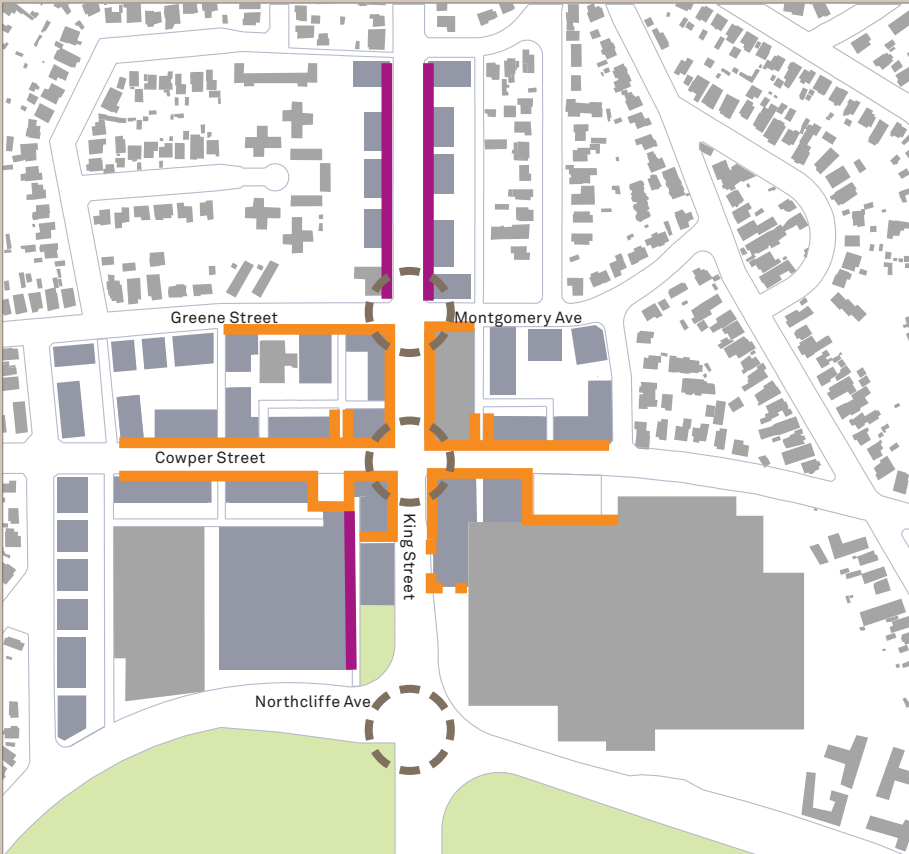
Active frontages

Fine grain active frontages to streets and laneways to be consistent with ground level retail uses.

King Street frontages are active close to Cowper Street. Further away from Cowper Street they are visually active.

Opportunity to create clear thresholds to the town centre to promote a sense of arrival.

- Active frontages
- Visual active frontage
- Entry Statements / Town Centre Thresholds



Laneway connections

An interconnected series of pedestrian pathways have been provided by improving existing footpaths and utilising the laneways for provide a comfortable walking environment out of conflict from the heavy traffic on King Street.

Laneway connections for vehicles are important for servicing future development fronting Cowper Street and to minimise vehicular driveways entering Cowper.

Laneway connections to Cowper Street that are close to the Cowper-King intersection are to be pedestrian only to avoid traffic congestion near the intersection.

Limiting vehicular access to lots fronting King Street require a new laneway connection to the properties fronting King on the North-Western side.

- Shared vehicular and pedestrian laneway
- Pedestrian only laneway
- Desired shared laneway



Awnings

Awnings are required on streets with active frontages and frontages to the plaza and open space areas in the town centre.


Laneways do not require awnings.

 Awning



Colonnades

Colonnades provide wider footpaths / outdoor trading areas on the southern side of Cowper Street.




 Colonnade

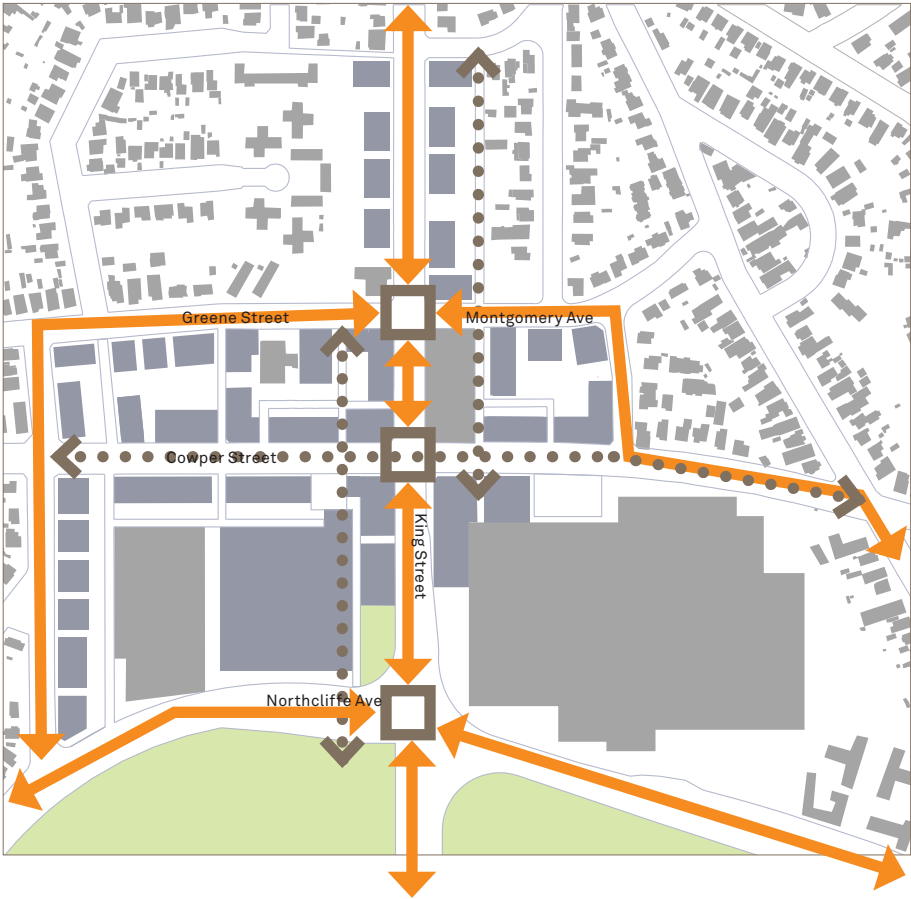


Access and Movement

A key strategy of this master plan is to resolve the conflict between pedestrian and vehicular traffic within the town centre.

A pedestrian connection to Kully Bay Reserve will be provided through the town centre past the open space creating a 'green spine' for pedestrians and cyclists. This access will enable Kully Bay Reserve users to conveniently access the town centre and vice versa.

-  Primary vehicle movement
-  Primary pedestrian movement
-  Signalised intersections



Public Open Space

A key strategy of the master plan has been to improve the public amenity within the centre by increasing open space, improving the quality and size of the public domain and delivering a new district community centre including meeting rooms, child care and relocating the library back into the centre.

1. Town Plaza - will be a centrally located community meeting place on Cowper Street. Footpath trading and markets on the plaza will be encouraged.
2. Urban park – temporary uses will active it in the interim including temporary 'play days', 'skate events', festivals', 'outdoor film screenings', 'pop up markets', moveable chairs, astro turf and picnic days
3. Park on King Street – provides a buffer from the high traffic on King Street and is a key part of the 'green spine' connecting Cowper Street to Kully Bay Reserve. In the longer term part of the park can be used for future new development fronting King Street.
4. Kully Bay Reserve - it is recommended to locate a regional playground, learn to ride paths, connections to the existing cycle network, picnic tables and BBQs to increase its amenity for the surrounding suburbs and to attract people to also visit the Warrawong Town Centre.



Implementation 0-5 Years

A series of catalyst projects and activities are recommended in the immediate and short term.

These initial projects will be delivered by Wollongong City Council in partnership with local community groups, community services, businesses, artists and residents.

1. Work with local land owners, business and community to investigate Cowper Street Renewal, laneway activation and open space projects
2. Community needs analysis for a new district community centre and library. Design plans of new library / community centre
3. Cowper Street public domain and pedestrian improvements Stage 1 - detailed design: footpath widening, street trees, outdoor dining and trading, bus stop infrastructure improvements, pedestrian crossings and traffic lanes adjustment. Implement a signalised intersection at Greene, Montgomery and King Street intersection. Continue to work with RMS to resolve detailed design requirements
4. Possible short term activation of Cowper Street south - car park modifications for market stalls / community events / Bunnings garden centre education / temporary community garden
5. Frontage to existing Community Centre public domain improvements
6. Footpath improvements to Montgomery frontage of the Open Hearth Hotel
7. Work with Westfield to promote the activation of the short term car park when not in use. Temporary interventions include 'pop-up' play grounds, markets and music events.
8. Review potential of rezoning nominated sites on Greene Street, Montgomery Avenue and First Avenue to medium density residential as part of the Housing Choice Study programmed for 2013-14 financial year.



IMPLEMENTATION

The Warrawong Town Centre Master Plan provides a framework for Council, the community and key stakeholders, directing the coordinated revitalisation of Warrawong Town Centre. It establishes a long term vision for the future, reflective of community aspirations, which will take a range of small to large scale initiatives driven by Council, the community and local stakeholders.

5. IMPLEMENTATION

The Warrawong Town Centre Implementation Strategy has been developed in parallel with the Warrawong Town Centre Master Plan 2013. The purpose of the Implementation Strategy is to guide the delivery of key projects and actions in a collaborative and coherent way.

The Warrawong Town Centre Implementation Strategy is fundamentally linked to the Master Plan to ensure:

Actions are identified and prioritised to facilitate the timely delivery of the Master Plan.

Responsibility is defined – with tasks and projects broken down into achievable actions, aligned with the Annual Plan with clear lines of responsibility.

Expectations are managed – clarifying which projects are Council led, which projects have secured funding and timeframes for delivery, and clearly reporting unfunded projects.

Governance is tested – with a requirement for Council to review the processes and framework needed to give weight to the intent of the Master Plan document in business planning and resourcing.

Priority projects are defined in sufficient detail enabling the implementation process to commence.

A focus on the areas of Planning, Infrastructure and Community Capacity Building, underpinned by Governance provides the key information and focus required for Council and the community to take forward the shared vision for the Warrawong Town Centre.

Conclusion and Key Recommendations

The Warrawong Town Centre Master Plan provides a framework for Council, the community and key stakeholders, directing the coordinated revitalisation of Warrawong Town Centre.

It establishes a long term vision for the future, reflective of community aspirations, which will take a range of

small to large scale initiatives driven by Council, the community and local stakeholders. The Master Plan will contribute to Council's Wollongong 2022 – Community Strategic Plan in relation to Wollongong becoming a healthy, connected and engaged community within a liveable City.

The key recommendations and actions driven by the Master Plan are listed below.

PLANNING POLICY

- Land Use – consider rezoning sites on Greene Street, Montgomery Avenue and First Avenue as part of the Housing Choice Study
- Development Controls – update the Wollongong DCP 2009 to reflect the built form outcomes of the Master Plan.
- Develop a clear strategy to monitor and measure outcomes

INFRASTRUCTURE

- Cowper Street renewal – progress to detailed design of Cowper Street in collaboration with RMS, Bus companies and key stakeholders
- Build on and connect to existing cycling connections and key destinations
- Laneways renewal – In partnership with the community, land owners and businesses, progress to detailed design of public lanes. Include:
 - › Public art
 - › Work with local land owners, business and community to investigate laneway activation projects
- Play Warrawong - a project to review options for play spaces in the town centre
- Parking review - review parking capacity across the town centre

COMMUNITY CAPACITY BUILDING

- Active Spaces – investigate and support initiatives to activate spaces in the town centre
- Community Needs Analysis - Undertake a Community Needs Analysis for a district level Community Facility for the southern suburbs
- Laneways renewal – consider a range of initiatives to activate and renew the laneways of Warrawong Town Centre - eg. art, activate with events, naming
- Youth Project - work with youth, schools and key youth groups to deliver a youth project in the town centre
- Town Centre Public Art - consider a range of art projects in the town centre reflective of the culture and identity of the community
- Building Business Partnerships - Council to investigate ways to support and promote a range of temporary interventions, including 'pop up' stalls/cafes; entertainment; outdoor dining furniture and spaces; art projects and temporary installations

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Warrawong Town Centre Implementation Strategy 7 June 2013



01_Introduction

The Warrawong Town Centre Implementation Strategy has been developed in parallel with the Warrawong Town Centre Master Plan 2013. The purpose of the Implementation Strategy is to guide the delivery of key projects and actions in a collaborative and coherent way.

This document is fundamentally linked to the Master Plan to ensure:

Actions are identified and prioritised to facilitate the timely delivery of the Master Plan.

Responsibility is defined – with tasks and projects broken down into achievable actions, aligned with the Annual Plan with clear lines of responsibility.

Expectations are managed – clarifying which projects are Council led, which projects have secured funding and timeframes for delivery, and clearly reporting unfunded projects.

Governance is tested – with a requirement for Council to review the processes and framework needed to give weight to the intent of the Master Plan document in business planning and resourcing.

Priority projects are defined in sufficient detail enabling the implementation process to commence.

02_Structure of the Implementation Strategy

The structure of this Implementation Strategy has been developed specifically in response to the opportunities and challenges that exist in the Warrawong Town Centre.

As directed by the Town and Village Planning process, three key areas of implementation focus are identified and have directly informed the structure of this document:

Planning Policy – Giving statutory weight to the Master Plan.

Infrastructure – The delivery of public domain upgrades.

Community Capacity Building – Working with the community to activate, celebrate and invigorate their town centre.

Underpinning each of these categories of implementation is Governance, which focuses on how the ideas and projects within the Master Plan will translate to action and delivery.

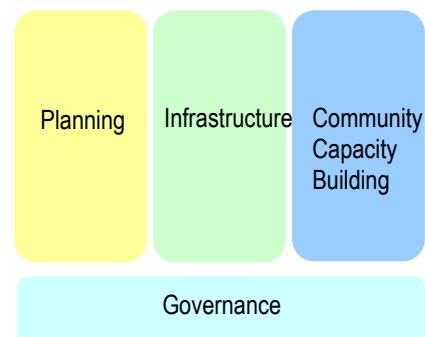


Figure 1 - Implementation Strategy Structure

Warrawong Town Centre Implementation Strategy 7 June 2013



03_Implementation Strategy Status - A Living Document

The purpose of the Implementation Strategy is to guide the delivery of key projects and actions in a collaborative and coherent way to promote the best outcomes for the community. As such a degree of flexibility and ongoing refinement needs to be built into the process.

The extent to which the precise timing, responsibility and funding for each action can be predicted varies greatly and will vary over time. It is important to recognise that some actions will require leadership and funding outside of Council control.

The Implementation Strategy needs to be a robust document which can evolve over time, respond to changing demands and allow for transparent reporting. It is also a tool to communicate with Investors and the community about future opportunities to partner in the delivery of projects.

In this context it is recommended that the content and direction of the Implementation Strategy Table (attached) be reviewed by the implementation body on a regular basis (to be determined as per Action 1.2) to ensure its ongoing relevance and to ensure future opportunities can be captured and integrated into the annual planning and business reporting process.

This Implementation Strategy has sought to offer an approach to establish a flexible decision making and delivery framework for the projects identified in the Warrawong Town Centre Master Plan.

A focus on the areas of Planning, Infrastructure and Community Capacity Building, underpinned by Governance provides the key information and focus required for Council and the community to take forward the shared vision for the Warrawong Town Centre.

04_Implementation Strategy Table

The attached table presents the detailed projects developed in response to the Warrawong Town Centre Master Plan.

List of abbreviations

ESP	Environmental Strategy and planning
CCED	Community Cultural and Economic Development
F	Finance
ISP	Infrastructure Strategy and Planning
LCS	Library and Community Services
PD	Project Delivery
PR	Property and Recreation
KLAW	Kemblawarra, Lake Heights and Warrawong Youth Project
RMS	Roads and Maritime Services
DPI	Department of Planning and Infrastructure

Warrawong Town Centre – Implementation Strategy

Table last updated 7 June 2013

	PROJECT	DETAILS	TIMEFRAME	WHO IS RESPONSIBLE	PARTNERS INTERNAL	PARTNERS EXTERNAL	ESTIMATED COST	RESOURCED*	PRIORITY (L,M,H)	FINANCIAL YEAR		
										2013-14	2014-15	2015-16
	GOVERNANCE											
1.1	IMPLEMENTATION	Through the Senior Manager Town & Village Steering Committee, formalise a Project Control Group to coordinate delivery against the Implementation Strategy.	Short term – 2013-14 With ongoing resourcing to support delivery.	ESP	LCS PR PD	CCED ISP F	Operational	Y	H			
1.2	MONITORING	Develop a strategy on how to measure progress and success against the Master Plan and Implementation Strategy.	Short term – 2013-14 With ongoing resourcing to support delivery.	ESP	LCS PR PD	CCED ISP F	Operational	Y	H			
	PLANNING											
2.1	WARRAWONG TOWN CENTRE DCP REVIEW	Update Wollongong DCP Chapter B4 to reflect the endorsed Warrawong Town Centre Master Plan. Key amendments to setbacks, built form & activation controls.	Short to medium term Note, that it might be more cost and time efficient to update with a number of Town Centre amendments at one time.	ESP	LCS PR	CCED	Operational \$10,000 allocated against Annual Plan 2013-14	Y	M			
2.2	RESIDENTIAL CAPACITY REVIEW	Housing capacity of the Town Centre and surrounding lands to be investigated to identify potential uplift in housing supply. This project facilitated by the Wollongong Housing Study Review.	Housing Study Review is scheduled for the 2013-14 financial year in accordance with the Annual Plan.	ESP	LCS PR	CCED F	DPI Housing NSW Development Industry Community	Operational. Allocated in Annual Plan 2013-14 against Housing Study Review	Y	M		
	INFRASTRUCTURE											
3.1	COWPER STREET RENEWAL (DESIGN)	Prepare brief for detailed design of the Cowper Street Renewal Project, and prepare Detail Design. This will include collaboration with RMS and design of the Greene/ King Street Intersection and key entry statements.	Shot term. Detail Design 2013-14	ISP	LCS PR PD	CCED ESP F	RMS DPI	Draft Capital Program: \$25,000 2013-14 Grant opportunities for funding partnership with RMS	Y	H		
3.2	COWPER STREET RENEWAL (CONSTRUCT)	Deliver the Cowper Street Renewal Project to construction. This will include collaboration with RMS and construction of the Greene/ King Street Intersection.	Medium to long term Construct 2014-15 and beyond	ISP	LCS PR PD	CCED ESP F	RMS	To be determined following Detail Design phase. Estimated Construct – \$3M Draft Capital Program: \$400,000 2014-15 \$350,000 2015-16 Grant opportunities for funding partnership with RMS	Part funding allocated in draft Capital Program	H		
3.3	LANEWAYS PUBLIC DOMAIN MANUAL	Undertake design detail of three laneways with an overarching design guide to the delivery of activation, beautification and structural upgrades of Laneway 127, Mowbray and unnamed	Short term. Design detail – 2013-14	ESP	LCS PR PD	CCED ISP		Operational and Funded by HCI Grant.	Y	H		
3.4	LANEWAYS RENEWAL	Undertake a range of structural projects to upgrade the footpath and roadway in laneways.	Laneway 127 - Construct 2014-15 Laneway (unnamed) – unknown timeframe Mowbray Laneway – unknown timeframe	ISP	LCS PR PD	CCED ESP F	RMS	Not Funded. Review opportunities for funding partnership with RMS and Federal Grants.	N - Grant Application in progress	H		
3.5	SAFER SPACES	Safer Spaces - design project and graffiti prevention project for safe spaces around Warrawong Community Centre.	Design and construct 2014-15.	CCED	LCS PR PD	ISP ESP F		\$50,000 Funded through State Grant (Attorney General)	Y – Grant Funded	H		
3.6	KING MONTGOMERY FOOTPATH UPGRADE.	Replacement of footpath.	Design and construct 2014-15	ISP	PD			Draft Capital Program \$160,000 2013-14	Y	L		
3.7	KING STREET RENEWAL	A long term project which looks at the opportunities for King Street upgrade to improve visual appearance and pedestrian amenity.	No Timeframe. Not committed. To follow Cowper Street Renewal consideration.	Not Committed ISP	LCS PR PD	CCED ESP F		Unknown and not Funded	N	M		

Warrawong Town Centre – Implementation Strategy

Table last updated 7 June 2013

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										2013-14	2014-15	2015-16
3.8	PLAY WARRAWONG	A project to follow the Wollongong Play Strategy with an area specific case study. A project to review opportunities for play space (for 0-14) within the Town Centre.	No Timeframe. Not committed.	Not Committed PR	LCS ISP CCED ESP PD F KLA W	Potential partnership with Warrawong High School	Unknown and not Funded	N	M			
3.9	SOUTHERN SUBURBS DISTRICT LEVEL COMMUNITY FACILITY	Construction of a new District Level Community Facility for the Southern Suburbs.	No Timeframe. Not committed.	LCS	PR ISP CCED ESP PD F	Service Providers, Community	Unknown and not Funded	N	H			
3.10	WARRAWONG WI FI	Investigate opportunities for Free Wi-fi in the Warrawong Town Centre.	No Timeframe. Unfunded/ Uncommitted.	Not Committed ISP GI	LCS CCED	Local business, Community	Unknown and not Funded	N	L			
3.11	GREENING WARRAWONG	A project to investigate ways to promote street trees and planting around the Town Centre.	No Timeframe. Unfunded/ Uncommitted.	Not Committed ESP	LCS CCED PR ISP PD	Local business, Community	Unknown and not Funded	N	M			
3.12	WAYFINDING SIGNAGE	A project to review wayfinding and signage across the town centre.	Collaboration between all Divisions	Not Committed ISP	CCED ESP	Community, Local business	Unknown and not Funded	N	L			
3.13	PARKING REVIEW	As at grade parking is replaced with significant development across the town centre, review parking capacity for the town centre.	No Timeframe. Unfunded/ Not committed.	Not Committed ISP	ESP PD	RMS	Unknown and not Funded	N	L			
3.14	YOUTH SPACE	A project to review opportunities for establishing a youth space within the town centre.	No Timeframe. Unfunded/ Not committed.	Not Committed PR	LCS ISP CCED ESP KLA W	Warrawong High School, Community, land owners.	Draft Capital Program: \$20,000 2014-15 \$130,000 2015-16	Y	H			
	COMMUNITY CAPACITY BUILDING											
4.1	ACTIVE SPACES	Investigate opportunities to activate spaces in the Town Centre eg hold events, festivals, temporary uses, pop up stalls etc	Ongoing	CCED	LCS ISP PR ESP PD F	Local land owners, business, the community	Part Operational. Required capital investment/ funding unknown. Opportunity for grant allocation pending nature of event.	Part	H			
4.2	COMMUNITY FACILITY NEEDS ANALYSIS	Design Only – Community Needs Analysis and Design Project of a new District Level Community Facility for the Southern Suburbs.	2013-14	LCS	PR ISP CCED ESP PD F	Community, Service providers	Draft Capital Program: \$300,000 2014-15 \$50,000 2015-16 \$200,000 2016-17	Y	H			
4.3	COMMUNITY ART PROJECT- LANEWAY 127	Identify key sites for new art murals and art projects to transform the look and integrity of blank walls. Laneway Signage.	Ongoing	CCED	LCS ISP PR ESP PD F	Community and local artists	\$70,000 (part funded) \$20,000 allocated for art projects in 2012-13 AP Laneway signage design \$10,000. Fabrication and installation \$40,000 (unfunded).	Part	H			
4.4	BUILDING BUSINESS PARTNERSHIPS	Economic development to work with and support local business. Investigate ways to promote a range of temporary interventions in the town centre (eg 'pop up' stalls and cafes, outdoor dining, events etc)	Ongoing	CCED	ESP	Local Business Community	Operational	Y	H			
4.5	LAKE ILLAWARRA	Build partnership with the governing authority of Lake Illawarra to discuss future opportunities along the foreshore at Kully Bay. Pass on information received from the community about the desire to activate, create play space etc and how to connect better to town centre.	Ongoing	ISP PR	LCS CCED ESP PD F	Governing authority of Lake Illawarra	Operational	Y	M			
4.6	NAMING LANEWAYS	Work with the community to name the unnamed laneways of Warrawong.	No Timeframe. Unfunded/ Not committed.	CCED	LCS ISP PR ESP PD F	Community	Operational. No capital funding allocated.	N	M			
4.7	YOUTH PROJECT	Partnership with Warrawong High School and KLA W for youth to identify and deliver a project in the town centre aligned with the Master Plan. Integrate with the school curriculum to allow for the students/ school to drive the	No Timeframe. Unfunded/ Not committed.	Not Committed CCED	LCS ISP PR ESP	Warrawong High School/ KLA W	Operational	Y	H			

Warrawong Town Centre – Implementation Strategy
 Table last updated 7 June 2013

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										2013-14	2014-15	2015-16
		project with ongoing support from Council.										
4.8	TOWN CENTRE PUBLIC ART PROJECTS	Opportunity to consider a range of public art projects in the Town Centre.	No Timeframe. Unfunded/ Not committed.	Not Committed CCED	LCS ISP	Community, land owners	Unknown	N	H			

*Resourced – Y indicates project committed in the Annual Plan, draft Capital Program (2013) or resourced at officer level.