

# Appendix 4: Cessnock Commercial Precinct Project – Background Report



## Cessnock Commercial Precinct Project

### Milestone 5 - Background Reports Issue

Prepared for: Cessnock City Council  
[www.cmpius.com.au](http://www.cmpius.com.au)  
16005 | March 2017

CM<sup>+</sup>

# CM+

## Cessnock Commercial Precinct Project

### Milestone 5 - Background Reports Issue

Cover Image: View along Cessnock 'Main Street' (Vincent Street) to the hills beyond.

Revision	Date	Description	By	Chk	App
01	21/09/16	Draft LID Report	LP/DA	DA	
02	21/09/16	Draft PDP - Page 42 added	DA	DA	
03	27/09/16	Final Draft, Chapter 10 Public Domain Plan	DA	EC	DA
04	15/10/16	Ch 10 Public Domain Plan - MS Issue	DA	EC	
05	17/02/17	Milestone 5 - Background Reports Issue	JL/DA		DA
06	08/03/17	Milestone 5 - Background Reports Resub	DA		

16005 | March 2017



Prepared for: Cessnock City Council

By:  
Com/bear Morrison International Pty Ltd  
Architecture + Master Planning + Urban Design | 50-58 William Street East Sydney NSW 2011  
T: +61 2 9244 8688 | mail@cmplus.com.au | www.cmplus.com.au

CM<sup>+</sup>

# CM+

## Contents

1.0	Introduction	1
2.0	Planning Context	3
3.0	Review of CBD Masterplan	9
4.0	Economic Analysis	13
5.0	Urban Form Analysis	15
6.0	Public Domain Infrastructure Audit	23
7.0	Community Engagement Outcomes	31
8.0	Vision and Objectives	33
9.0	Indicative Layout Plan	35
10.0	Public Domain Plan	49
11.0	Implementation Plan	69

## Appendices

CM+



March 2017 | Cassinock Commercial Precinct Project

# 1.0 Introduction

## 1.1 The Project

*'This Project aims to complement the Lower Hunter Regional Strategy in its vision for the city of Cessnock as a Major Regional Centre through the establishment of a site specific Development Control Plan and Public Domain Plan. In addition, the project aims to complete actions identified in the Cessnock CBD Masterplan, develop guidelines to improve the public domain of the Cessnock Commercial Precinct, and provide a document that will form the basis of a Developer Contributions Plan for public domain improvements.'*

(Extract from Cessnock Commercial Precinct Project RFP, Section 2 – The Brief)

The three primary project deliverables are:

- Development Control Plan (DCP)
- Public Domain Plan (PDP)
- Implementation Plan (IP)

The project included a review of the CBD Masterplan prepared by Avip in 2012 and has developed the statutory framework (recommended changes to the current CLEP and specific Cessnock Commercial Precinct CDCP provisions) and a costed and prioritised concept design for the Commercial Precinct public domain. The outcomes of this urban planning work will provide a sound basis for the next implementation phase – the staged delivery of upgrade works over the next 25 years.

## 1.2 Study Area

The Cessnock Commercial Precinct study area is 110.5Ha in size and is generally defined by lands with a business zoning (refer to Figure 1).

## 1.3 Project Objectives

The project has the following Objectives:

- Develop a Development Control Plan and Public Domain Plan that will assist in establishing the Cessnock commercial precinct as a Major Regional Centre;
- Develop a set of achievable development incentives that will encourage good design within the Cessnock Commercial Precinct;
- Complete actions identified in the Cessnock CBD Masterplan;
- Ensure an adequate supply of housing (and appropriate mix of housing typologies) and employment land within the Cessnock Commercial Precinct for the next 25 years;
- Provide the base information that will inform future Contributions Plan funding improvements to the public domain of the Cessnock Commercial Precinct;
- Develop an Implementation Plan that:
  - Provides recommendations to improve CLEP 2011;
  - Schedules public domain and infrastructure improvements, identifying staging, priority, funding and contributions, timing and cost; and
  - Develop and implement a Community Engagement Strategy that effectively engages the community of the Cessnock Commercial Precinct.



Figure 1: Study Area

## 1.0 Introduction

### 1.4 Study Team

The Conybeare Morrison (CM+) led Consultant Team brings together significant urban planning experience, with specialist expertise in the following areas:

- Project Management
- Urban Design
- Stakeholder & Community Consultation
- Statutory Planning
- Development Economics
- Landscape Design
- Quantity Surveying
- Transport Planning
- 3D Visualisation

The project organisational structure is illustrated in Figure 2.

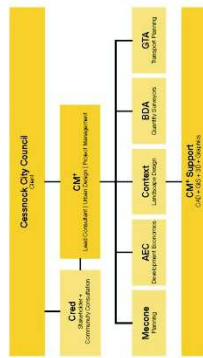


Figure 2: Project Team Structure

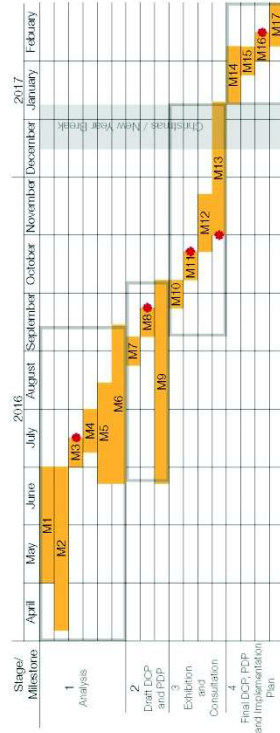
### 1.5 Study Methodology and Program

The CM+ consultant team commenced work on the project in April 2016 and will complete the project over an approximately one year timeline. The project program and milestones are illustrated in Figure 2. The following four stage methodology outlines the overall approach:

1. Undertake urban analysis:
  - a. Development Control Plan (DCP)
  - b. Public Domain Plan (PDP)
  - c. Implementation Plan (IP);
3. Undertake consultation and place on public exhibition; and
4. Finalise DCP, PDP and IP.

Stakeholder and community consultation led by Cred Consultants is an important component of the project – informing the urban and landscape design at key intervals through the program.

The program incorporates workshops with the community, and with Council planning officers, presentations to Cassnock City Council and a public exhibition of the draft plans to allow an opportunity for community and stakeholder comment and feedback.



- Milestone 1: Draft Supply and Demand Analysis, Draft Community Engagement Strategy
- Milestone 2: Draft DCP Workshop Presentation
- Milestone 3: Workshop
- Milestone 4: Final Supply and Demand Analysis, Community Engagement Strategy
- Milestone 5: Draft Background Reports
- Milestone 6: Draft DCP and PDP
- Milestone 7: Prepare Draft Workshop Presentation
- Milestone 8: Present to Council Staff
- Milestone 9: Draft Implementation Plan, final Background Reports, and Draft DCP and PDP
- Milestone 10: Prepare Draft DCP, PDP and Implementation Plan presentation
- Milestone 11: Present to Councillors
- Milestone 12: Exhibition Draft DCP, PDP and Implementation Plan
- Milestone 13: Community Consultation and Public Exhibition
- Milestone 14: Post Exhibition Draft DCP, PDP and Implementation Plan
- Milestone 15: Prepare Draft DCP, PDP and Implementation Plan presentation
- Milestone 16: Present to Councillors, Council Staff
- Milestone 17: Final DCP, PDP, and Implementation Plan



## 2.0 Planning Context

### 2.1 Regional Context

The Lower Hunter is the sixth largest urban area in Australia. It is located 160 kilometres north of Sydney, covers an area of 4,291 square kilometres and is a major population centre that includes the regional city of Newcastle, the State's second largest urban centre.

The Lower Hunter is a region of diverse landscapes and land uses. Its coastline, mountains, lakes, floodplains and rivers are key elements of the Region's identity, culture and lifestyle.

The Lower Hunter is characterised by large areas of rural, agricultural and forested lands. Based on a major river and coastal estuary, it contains areas of high quality agricultural land, important drinking water aquifers and internationally and nationally significant environmental assets. The region's rural and semi rural landscapes account for around 80 per cent of the Region's land, and are increasingly further characterised by key industries of mining, wine production and tourism.

Cessnock is known as the 'gateway' to the Hunter Valley region which is located immediately to the northwest of the Centre (refer to Figure 4).

### 2.2 Local Context

Cessnock is a designated Major Regional Centre - identified in the Lower Hunter Regional Strategy prepared by the Department of Planning and Environment (DPE) in 2006. The strategy identifies significant population, dwelling and employment growth for the Lower Hunter projected through to 2031. However, growth in the Cessnock LGA and in the Commercial Centre is expected to be slower and more gradual. The subsequent Draft Hunter Regional Plan released by the LPE in November 2015 confirms this overall growth scenario.

The opening of the Hunter Expressway in March 2014 provided an all-traffic north-south route, removing through traffic, including heavy vehicular traffic from the Cessnock, Main Street, Vincent Street.

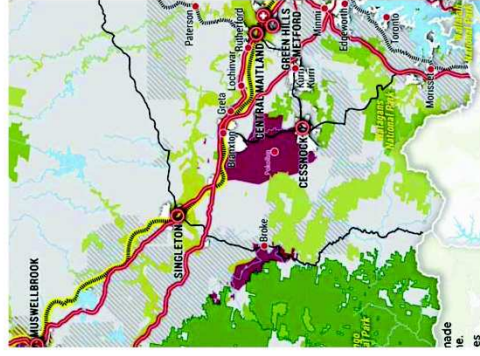
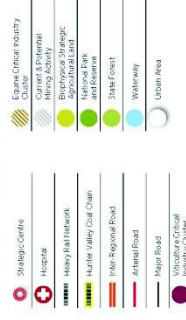


Figure 4: Western Hunter Strategy Map  
Source: Draft Hunter Regional Plan, 2015



Source: Lower Hunter Regional Strategy 2006-2031



## 2.0 Planning Context

### 2.3 Current Development Controls

A review was undertaken of the key development controls that currently apply to the Cassnock Commercial Precinct, and the findings are summarised below.

#### Land Zoning

Land Zones applying to the study area are:

- B3 Commercial Core
- B4 Mixed Use
- B7 Business Park
- BU2 Rural Landscape
- R3 Medium Density Residential
- RE1 Public Recreation

The Commercial Core (primarily retail) is concentrated in the north of the study area, with the remainder of the Centre Zoned Mixed Use, Medium Density Residential Zones around the Centres, to the west, north and east, whilst Business Park and Rural Landscape zones occur to the south of the Centres. Refer to Figure 5.

#### Floor Space Ratio (FSR)

An FSR of 1.5:1 applies to the core of the Commercial Precinct, whilst the rest of the Centre is not subject to density controls. Refer to Figure 6.

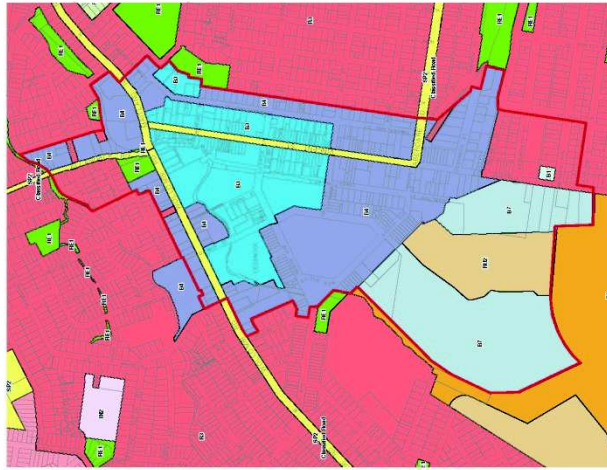


Figure 5: Zoning Map

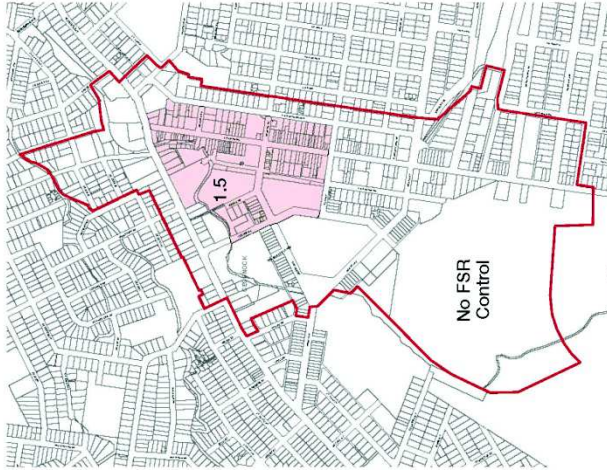


Figure 6: Floor Space Ratio Map

## 2.0 Planning Context

### Height of Building (HOB)

A 12 metre height limit applies to three areas of the Commercial Precinct, refer to Figure 7, the Commercial Core and to the Business Park area in the south.

Allowing for a larger ground floor height, and for conventional roof structures, this height limit permits mixed use buildings of three storey height in the Commercial Core, or in the Business Park, a two storey commercial, or large scale 'big box' retail development.

### Heritage Items

Cessnock CBD's most distinctive feature is the significant number of historic buildings which contribute a distinct identity and local character. Refer to Figure 8.

There are 29 Local Heritage Items and one State Heritage item in the study area. Most of the heritage buildings are located along Vincent Street, however, there is also large areas to the South that were former milling areas, and the former South Maitland Railway, a landscape heritage item, which is listed as an item of State Heritage.



Figure 8: Heritage Item - Royal Oak Hotel

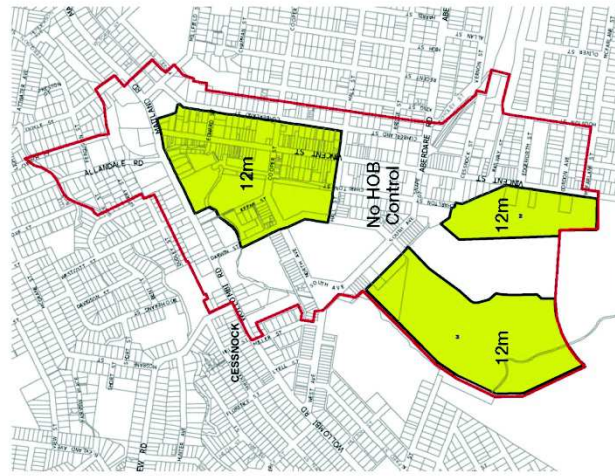


Figure 7: Height of Building Map

Maximum Building Height (m)  
12m 12  
12m 12



Figure 8: Heritage Map

Heritage  
Item - General  
Item - Archaeological  
Item - Landscape

## 2.0 Planning Context

### 2.4. Precinct Constraints

#### Mine Subsidence

The Commercial Precinct has historically been subject to extensive sub-surface mining, including a zone of shallow underground workings that crosses the Precinct from the southwest, through to the northeast.

Recent flood events have seen 'sink holes' of significant size open up to the south of the Centre in the Business Park. Refer to Figure 10.

#### Flood Risks

The Casbrook Commercial Precinct is located within the Black Creek Catchment area. Two tributaries of Black Creek drain from south of Casbrook, through the Centre, merging in the north, to form a single larger drainage line that continues northeast. Given the numerous creeks converging in Casbrook, flooding has occurred regularly including in 1949, 1977, 1990, 1992 and 2007.

Much of the Centre to the west of Vincent Street is subject to 1 in 100 years flood events. Drainage is addressed in the Centre with large scale open concrete canals or subsurface culverts. Refer to Figure 11.



Figure 10: Mining Subsidence Map

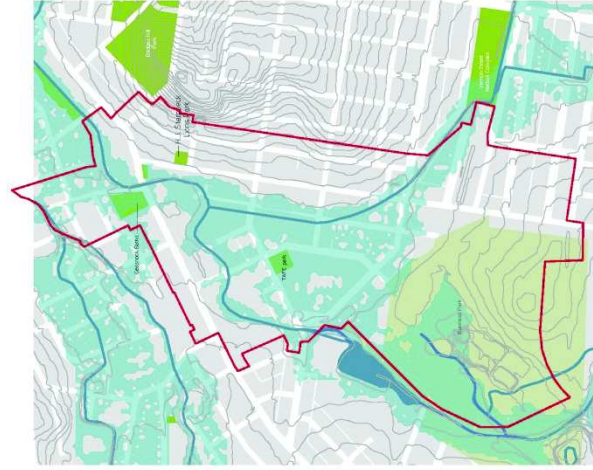


Figure 11: Flooding Map

## 2.0 Planning Context

### 2.5 Property Ownership

Most of the lands in the Cessnock Commercial Precinct are privately owned. In the Commercial Cores, several large shopping centres, occupy the largest private land parcels, they are Cessnock Plaza Shopping Centre, Coles Supermarket, Big W, ALDI Supermarket, IGA Supermarket, Cessnock Leagues Club and the Supercheap Auto store.

To the rear of the Vincent Street city blocks there are significant parcels of land, owned by council and utilised for public car parks.

A large triangular block is situated in the west of the CBD and is owned by Department of Technical Education.



Figure 13: Cessnock City Centre Shopping Centre



Figure 14: Cessnock Plaza Shopping Centre



Figure 15: Cessnock TAFE Park



Figure 12: Property Ownership

- Department of New South Wales Government (NSW)
- Land and Property Management
- The State of NSW
- Human Water Corporation
- NSW Police Force
- Department of Technical Education
- Cessnock City Council (c)
- Cessnock City Council (a)
- Cessnock City Council (b)
- Cessnock Art Gallery
- Other
- DCP areas



# 3.0 Review of CBD Masterplan

## 3.1 Introduction

This chapter provides a review of the Cessnock CBD Masterplan and summarises the commitments made to improve the public domain of the Cessnock Commercial Precinct.

## 3.2 Masterplan Vision: 'Attractive / Thriving / Welcoming'

The CBD masterplan identified the important role Cessnock plays as the focus of civic, health, education, cultural life and local identity for people in the Hunter Region. The masterplan strategy outlines the path towards a revitalised CBD with improved livability, aesthetics and increased opportunities for investment.

The Cessnock City community Plan 2020 identified the following vision for Cessnock:

*'Cessnock will be a cohesive and welcoming community living in an attractive and sustainable rural environment with a diversity of business and employment opportunities supported by accessible infrastructure and services which effectively meet community need.'*

The Masterplan developed a suite of inter related Objectives, summarised as:

- Attractive**
- A place that celebrates its history
  - A safe environment
  - A healthy place to live and work

- Thriving**
- An inclusive CBD for everyone
  - A vibrant main street
  - A CBD built on its strengths

- Welcoming**
- A strong community heart
  - A connected and accessible place
  - A friendly destination

## 3.3 Review of Spatial Initiatives

The Masterplan recommends providing better urban infrastructure, including:

- Completion of a number of existing city streets;
- Key road realignments;
- Improving pedestrian links;
- Beautification of drainage channels;
- Strengthening of the CBD 'gateways';
- Strengthening cultural and civic institutions;
- Enhancing 'Main Street' and city parks; and
- Optimising public car parking facilities.

At a social level, better connections and more public spaces for both locals and visitors in the centre of town are proposed.



Figure 16: Aerial view of the potential future look and feel of Vincent Street



Figure 17: Artist's impression of the potential future look and feel of TAFE parklands

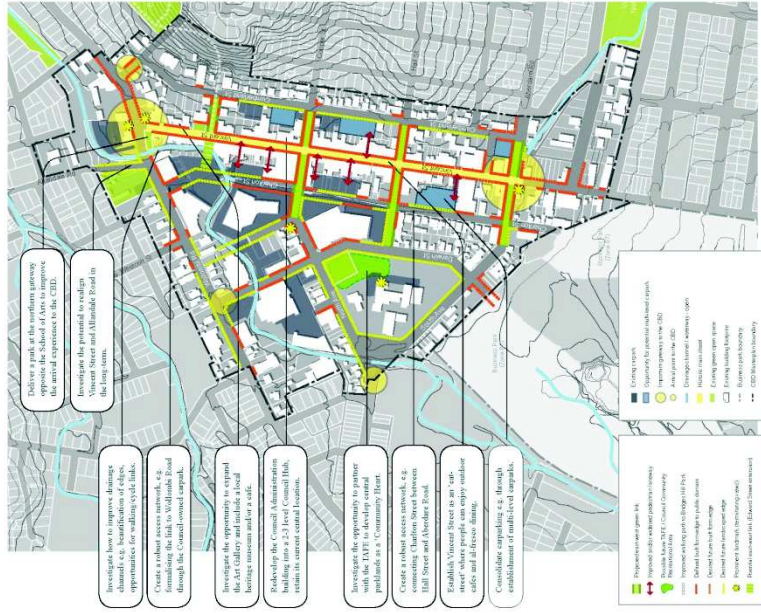


Figure 18: Key Spatial Initiatives Summary

## 3.0 Review of CBD Masterplan

### 3.4 Review of Access and Movement

The Masterplan 'Access and Movement Framework' seeks to improve the CBD's pedestrian environment, and general CBD accessibility, connectivity and safety.

Proposed initiatives include:

- New pedestrian crossings;
- Upgrade of the laneways to public carpark;
- East-west green links;
- New street links; and
- Consolidated public car parking (multi-level).

The upgrade of Vincent Street in 2004 has greatly improved accessibility in Cassrock. This was achieved by upgrading paving, landscaping, lighting and street furniture. However, west of 'Main Street' the urban fabric falls away and streets and spaces are ill defined, lack amenity and feel unsafe. The opening of the Hunter Expressway reduces traffic flow along Vincent Street, offering opportunities to improve pedestrian amenity in the CBD 'Main Street'.

### 3.5 Review of Public Domain Framework

The Masterplan 'Public Domain Framework' seeks to improve the CBD pedestrian safety, legibility and overall street level experience. The CBD Masterplan requires to:

*"A public domain that provides places where children can play, friends can meet for a coffee and workers can have lunch will signal that Cassrock is lively, buzzing, successful - in short, a place desirable to be at."*

Proposed initiatives include:

- Extension of the low speed environment to include key east-west streets;
- New and upgraded public spaces and recreational parks;
- Highlighting the CBD 'gateways'; and
- A comprehensive signage strategy.



Figure 19: Access - Movement Framework



Figure 20: Public Domain Framework



## 3.0 Review of CBD Masterplan

### 3.6 Review of Urban Form + Aesthetics Framework

The Masterplan 'Urban Form + Aesthetics Framework' seeks to improve the visual experience of the CBD, to enhance the aesthetic appeal, legibility and overall urban experience.

Proposed initiatives include:

- Respect and renew historic buildings to the CBD, to strengthen the unique local character;
- Frame vistas to the natural surroundings e.g. local hills;
- Enhance street views to key CBD buildings and city commons;
- Strengthen landmarks and prominent reference points e.g. prominent buildings;
- Highlight important cultural and community facilities; and
- Introduce new green links and green spaces within the CBD.

### 3.7 Review of Economic Opportunities Framework

The Masterplan 'Economic Opportunities Framework' seeks to improve the collective economic outcomes for all CBD stakeholders.

Proposed initiatives include:

- Exploring opportunities to increase density along the 'Main Street' commercial spine;
- Promote weekend markets and events that will draw new visitors to the CBD;
- Continue to improve the appearance and amenity of the historic 'Main Street'; and
- Invest in cultural, civic and community facilities as drawcards and new visitor attractions.

### 3.8 Implementation Plan Commitments

The Implementation Plan identified ten public domain 'Initiatives/Actions' and assigned an 'order of cost' priority, delivery timeframe and responsible stakeholders.

- The ten initiatives are summarised:
1. TAFE Central Parklands + Community Gardens.
  2. Vincent Street at-Inesco 'East Street'.
  3. Upgrade Open Spaces e.g. H.J. Sturtbeck Park
  4. Beautify Open Drainage Channels.
  5. Promote Urban Fabric/Consolidate Car Parking/Attract Residents to the CBD/Promote Night time Economy.
  6. Improve Lighting Throughout the CBD.
  7. Encourage People to Live + Visit the CBD
  8. Public Art Strategy.
  9. Signage + Interpretive Strategy.
  10. Upgrade Street Furniture 'Brand'
- All of these measures have been reviewed and the majority have been integrated into the preparation of the DCP and POP documents.



Figure 21: Urban Form + Aesthetics Framework

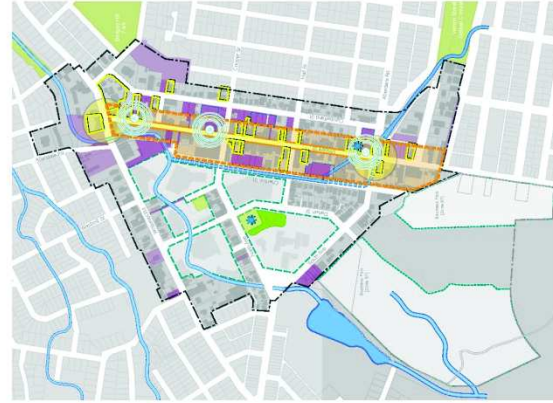


Figure 22: Economic Opportunities Framework



# 4.0 Development Options Review

A Development Options Review (DOR) has been undertaken for the Cessnock Commercial Precinct by the AEC Group (AEC). The following is a summary of the DOR study, including identifying the key findings and conclusions, and AEC's recommendations for the future economic planning of the Cessnock Commercial Precinct.

## 4.1 Background

The precursor to this study, the Supply and Demand Analysis sought to understand the nature of demand for residential and employment floor space in the Precinct, particularly the socio-economic and socio-demographic trends that influence this demand. The analysis additionally examined supply conditions, and if current planning controls facilitate feasible development of required building types and floor space.

The study revises catalyst development sites identified in the Indicative Layout Plan and explains if they are likely to be financially feasible to develop, or if alternate controls may be required.

## 4.2 Key Observations

A number of observations emerge from the review of select sites.

- Modest End Sale Values of Residential Units**  
Overall, the relatively modest end sale value of residential units constrains the financial feasibility of higher density development. The Cessnock market for higher density living is less established, with households generally displaying a preference for medium density product (e.g. villas, townhouses and duplexes) over higher density product. This market trend is likely to prevail until such time that the benefits of city living in the City Centre result in higher pricing levels for higher density residential product.
  - Cost of Site Consolidation**  
The financial feasibility of higher density living is additionally constrained by the relatively high cost to consolidate a site in the Commercial Precinct. In instances where a vacant site is able to be consolidated, a lower density threshold is required for feasible development to occur. Where sites are improved (with buildings), a higher FSR is generally required to displace existing uses.
- For non-residential uses, end sale values are generally lower than residential uses. As such, development of non-residential uses is likely to occur on vacant sites or comprise refurbishment/extension of existing space.

- Basement Parking v Deck Parking**  
In the case of Council-owned car park sites, if a redevelopment was required to at least replace the car spaces in a basement structure, a relatively high FSR of 4:1 is concomitantly required. Should the car spaces be able to be incorporated in a multi-deck structure, a lower FSR of around 2:1 could be sufficient to cross-subsidise delivery of those car spaces. At current pricing levels of residential units, basement car parking is not feasible.

## 4.3 Conclusion and Recommendations

### 4.3.1 Observations and Influencing Factors

#### Development and Market Activity

Residential development is observed to be responding incrementally to market need as the population of Cessnock grows. Residential flat buildings and shop top housing are not observed to be widespread. Rather, medium density product (villas, townhouses, duplexes) are observed to be the most dominant

development type in the broader Cessnock area, owing not only to market preference but also the availability of cheaper consolidation opportunities in residential zones.

The broad area of Cessnock generally accommodates a lower socio-economic profile and residential product is accordingly priced. Furthermore, the market for higher density living can be considered to be in its infancy, the current level of pricing not as yet aligned that would incentivise large scale development of higher density product in the Precinct.

In order for a fill in the Cessnock Commercial Precinct's profile and commensurate increase in prices paid for completed residential product, an improvement in the overall amenity of city living is required. What yet to be witnessed, development in the Precinct and progress of Council's public domain plan will help improve the overall amenity and desirability of the area.

Development and market activity can be observed to be reflective of these market dynamics:

- Development to higher density in the Precinct has only occurred where a site is able to be consolidated for \$500/sign of site area, or less.
- Lower density development flow into residential and medium density observed outside the Precinct, where vacant sites in residential zones are able to be consolidated.
- The principle of substitution can be observed to be working in a number of sub-markets. The price of existing detached houses generally forms a ceiling for prices able to be achieved by higher density product. For example, if a three bedroom detached house is available outside the Precinct for \$300,000, there is low prospect of a unit selling for a price in the same order of magnitude. For this reason, the price threshold of new product in some scenarios is below the economic price that is required for feasible development.

Industry	Supply (2016, sqm)	Demand (2011-2041, sqm)	2011	2016	2041
Mining		3,709	2,576	3,277	
Construction	548	6,542	6,622	9,037	
Manufacturing		6,617	8,819	9,413	
Accommodation and Food Services	19,779	10,853	11,574	16,014	
Retail Trade	65,460	34,583	36,135	44,322	
Health Care and Social Assistance	6,915	7,713	8,468	9,729	
Education and Training	327	24,485	24,621	30,148	
Public Administration and Safety	2,029	8,401	8,641	12,300	
Rental, Hiring and Real Estate Services	2,838	1,931	1,706	2,270	
Other Services	12,433	8,036	9,069	12,172	
Financial and Insurance Services	4,451	2,526	2,272	1,819	
Administrative and Support Services	1,515	5,280	5,656	7,271	
Professional, Scientific and Technical Services	3,432	2,835	2,803	3,434	
Transport, Postal and Warehousing	5,660	16,679	17,085	21,871	
Wholesale Trade	1,816	3,400	3,248	2,943	
Arts and Recreation Services	14,959	878	707	794	
Agriculture, Forestry and Fishing		3,438	3,689	4,051	
Information Media and Telecommunications	2,966	1,968	1,370	964	
Electricity, Gas, Water and Waste Services		1,620	1,625	2,005	
<b>Subtotal</b>	<b>148,276</b>	<b>153,763</b>	<b>157,106</b>	<b>194,505</b>	
Non-Specified and Unknown	504				
<b>Total (excluding Residential)</b>	<b>171,980</b>	<b>153,763</b>	<b>157,106</b>	<b>194,505</b>	

Source: SSC, AEC, IBS, 2011

Table 1: Employment Floor Supply v Demand, Cessnock City Centre (2011-2041)

Category of Use	2011	2016	2021	2026	2031	2036	2041	Change (2016-41)
<b>Commercial Premises</b>	<b>47,113</b>	<b>49,554</b>	<b>52,691</b>	<b>55,791</b>	<b>58,770</b>	<b>60,913</b>	<b>63,001</b>	<b>13,437</b>
Retail	16,951	16,324	16,634	17,409	18,224	18,932	19,698	3,374
Business	34,862	35,405	37,475	39,591	41,376	42,172	42,692	7,287
Tourist and Visitor Accommodation	3,674	3,898	4,751	4,433	4,722	5,037	5,377	1,491
<b>Total</b>	<b>102,449</b>	<b>105,779</b>	<b>110,951</b>	<b>117,224</b>	<b>123,042</b>	<b>127,004</b>	<b>130,768</b>	<b>25,589</b>
<b>Retail Premises</b>	<b>47,113</b>	<b>49,564</b>	<b>52,691</b>	<b>55,791</b>	<b>58,770</b>	<b>60,913</b>	<b>63,001</b>	<b>13,437</b>
Shops	24,950	25,170	27,045	29,555	31,767	32,790	33,307	7,137
Food and Drink	7,169	7,658	8,274	8,771	9,342	9,996	10,638	2,950
Bulky Goods	14,994	15,736	16,632	17,465	18,261	18,676	19,056	3,350

Source: IBS, SSC, AEC

Table 2: Employment Floorspace Projections for Specified Categories, Cessnock City Centre (2011-2041)

Category of Use	2011	2016	2021	2026	2031	2036	2041	Change (2016-41)
<b>Detached dwellings</b>	<b>1,759</b>	<b>1,942</b>	<b>1,979</b>	<b>2,003</b>	<b>2,081</b>	<b>2,124</b>	<b>2,160</b>	<b>318</b>
Medium density dwellings*	238	261	286	310	335	356	377	116
Flats/apts (and shop-top housing)	4	9	14	19	25	30	35	26
Other	18	19	21	22	22	22	23	4
<b>Total</b>	<b>2,018</b>	<b>2,126</b>	<b>2,243</b>	<b>2,346</b>	<b>2,452</b>	<b>2,527</b>	<b>2,596</b>	<b>464</b>

\* Including detached/semi-detached, multi-unit housing (tenancy)  
Source: AEC, IBS, 2016

Table 3: Distributed Dwelling Projections, Cessnock City Centre (2011-2041)

## 4.0 Development Options Review

New retail and commercial development is observed to be minimal, not surprisingly given the relative demand by supply situation, where supply presently outstrips demand. Until market rents are at an economic level, in many instances there is little incentive for landowners of strip retail to renovate in their storefronts. A modest credit proposed at 275 Vincent Street takes advantage of the availability of vacant land in the B7 Business Park zone.

### Existing Uses and Hierarchy of Land Uses

Some sites (particularly vacant sites) have better prospects from a financial feasibility perspective if they are in single ownership, i.e. no premium payment is necessary to incentivise numerous landowners to sell. The reality of brownfield or mill development through land owned by a number of parties, necessitating payment over and above market value.

Landowner expectations generally start with planning controls, i.e. higher expectations accompany higher permissible densities and higher order uses. As an example, B7 Business Park land that permits a wider variety of uses (and potentially a more intensive use of land) is valued higher by the market than IN1 and IN2 zoned land. Industrial uses do not generally respond to density, typically incorporating relatively low densities, after allowing for loading and vehicle circulation space.

Land use and intensity of use generally underpins land values. This is due to the different and sale values achievable when sites are redeveloped. A relationship between permitted uses and land values can be observed, all things being equal. This is also related to as the 'hierarchy of land values'. The following illustrates:

- Vacant industrial sites zoned IN1 or IN2 in the Cessnock-Kiuri-Kuri general area can range between \$50/sqm and \$75/sqm of site area.
- By contrast, vacant business park sites zoned B7 generally achieve \$75/sqm to \$125/sqm of site area. Under the Cessnock LEP the Business Park zone accommodates a greater diversity of land use and development typologies, compared to industrial zones and is accordingly considered more valuable by the market.

Where there is vacant land available and at lower prices compared to improved sites, the market will understandably gravitate to acquiring more cost-effective development opportunities. For this reason, until such time that vacant land within the Cessnock

Business Park (B7 zone) is absorbed, it is unlikely that sites along South Avenue will be taken up for development opportunities in a B6 zone.

### Development Activity and Take-up

Development take-up is subject to demand-side and supply-side factors. Development activity in Cessnock is generally characterised by residential product and small and medium size developments (<50 dwellings). This reflects the developer profile that is active in Cessnock, smaller builder/developers who are based locally. This is also reflective of the pace of market demand for new residential product. As identified earlier there is minimal development of non-residential uses.

The direct relationship between population growth and housing need requires no explanation. In decided where and what they will be accommodated in, households will have regard to factors including cost, location and convenience to their place of work by selecting accommodation of the type and quality within their financial capability.

It is effective demand that underpins development activity, developers responding to the willingness and ability of households to pay for new accommodation. Given the comparably lower income profiles of households in the Cessnock area, the financial capability of households to pay for housing is fragile.

The feasibility of development in Cessnock is generally positive outside the Commercial Precinct where existing uses are cheaper to assemble. Many retail/commercial properties that are well positioned in the core of the Commercial Precinct are at present too valuable to be redeveloped. Development outside the Precinct is expected to endure as developers assemble vacant and dilapidated sites.

While poor feasibility at lower densities would appear to suggest that higher densities are required to displace existing uses in the Precinct, higher density development is not without its challenges, particularly as end sale prices of units do not facilitate the provision of basement car parking.

New development in Cessnock's Commercial Precinct (both residential and non-residential) is challenged from the perspective of costly site remediation and fragile end sale values of completed product. Exceptions to this observation are where a vacant site may have been procured (e.g. 36 Vincent Street), or where a site has been owned for a number of years and is

released from land banking.

### 4.3.2 Recommendations

Market research and feasibility analysis suggest that higher density controls do not necessarily incentivise change on all sites. Vacant sites and sites with minimal buildings present the most immediate opportunities for redevelopment.

While planning and development controls are intended at stimulating redevelopment and renewal in Cessnock, large scale development is difficult and challenged for a number of reasons. The availability of suitable sites is a major impediment to development in any established urban area. In some instances market cycles and factors (e.g. valuable existing uses, poor relative demand) are the reason for the lack of development activity, this beyond the control of planning authorities.

Not all development will be feasible in the Commercial Precinct (particularly where existing uses are valuable or sites are fragmented in ownership). These are market issues, beyond the control of planning authorities.

We recommend Council consider the following:

- **Improve walkability within the Precinct**  
Each of the retail sub precincts within the Precinct are inward focused, leading to a lack of connectivity and synergy within the Precinct. Travel is very much car based, there being much opportunity for pedestrian foot traffic to improve patronage levels in the Precinct even without increasing the number of visitors to the Precinct.
- **Invest in public domain and aesthetic presentation**  
Outward presentation and impressions of an area are critical to business and consumer confidence. The investment by Council into the public domain (be it improved signage, street furniture and lighting, pedestrian amenity, etc.) will make the Precinct a more pleasant place for consumers to visit and linger and for businesses to invest.
- **Work with landowners keen to upgrade/rebuild their properties**  
Anecdotal feedback from local real estate agents suggests some frustration by landowners during the DA assessments process. A smooth process that facilitates reinvestment into existing buildings will benefit renewal outcomes of the Precinct.

- **Facilitate provision of car parking at-grade or in a decked structure**

Owing to the costly provision of basement parking, the ability of developments to provide at-grade or deck parking will assist with financial feasibility.

- **Destination retailer to help anchor the cultural/arts hub in the south**

Given the sheer length of Vincent Street and in the interest of ensuring an integrated and connected retail strip, it would be important to attract a destination retailer that would serve as a retail/entertainment anchor for the cultural hub on Vincent Street at Aberdare Road. Examples could include food and wine retailers, specialist food provider showcasing wine and cheese of the region, etc.

Aside from a select number of sites in the Precinct where higher density living is demonstrated to have market acceptance, it would be preferable for Council to work with developers to encourage continued infill development outside the Precinct. Incremental infill development (even if outside the Precinct) will in time bring about an increased number of residents, thereby generating demand for retail and non-retail services in the Commercial Precinct and thereby contributing to increased property rents and prices.

Working in tandem with making improvements to the functionality and aesthetic presentation of the public domain and pedestrian connectivity within the Commercial Precinct, eventually the prices of medium and higher density residential product will then be able to justify and sustain their development.

The growth and momentum of urban renewal is a self-perpetuating cycle - improving rents and prices will incentivise owners to re-invest in their properties or redevelop their properties, which in turn contributes to renewal of the Precinct.

## 5.0 Urban Form Analysis

### 5.1 Introduction

This urban form analysis is informed by the Cessnock CBD Masterplan and the Supply and Demand Analysis undertaken by the AEC Group. The Analysis explores precinct development at timescales of 2021, 2031 and 2041, and addresses planning, 3D built form and development yield for each scenario.

The urban form strategy has considered the protection of heritage buildings, key view corridors, development incentives to encourage best practice urban design, the pedestrian and cycle network of the Precinct, and the strategic location of public car parking in the CBD.

### 5.2 Supply and Demand Analysis Outcomes

The Supply and Demand Analysis and Development Options Review undertaken for the Cessnock Commercial Precinct by the AEC Group, projected that there would be modest growth in retail, office, business and tourist and visitor accommodation over the next twenty five years.

The resulting Precinct building footprints and urban form will progressively evolve over the period rather than radically transform.

#### Retail, Office/Business and Tourist/Visitor Accommodation

An audit of existing Retail Trading space in the Commercial Precinct identified approx. 65,000sqm available in 2016, whilst the demand for Retail Premises is only projected to reach approx. 63,000sqm in 2041. In terms of future supply, the current allocation (and general footprint) of retail floor space in the Precinct is adequate, and could theoretically be left unchanged into the foreseeable future.

On face value, retail will not be a development 'driver' for the Centre over the next 25 years—with no impact on the Precinct urban form. However, several factors could potentially alter this scenario:

- Tourism Driven Demand** - there is the potential to grow tourism within the Precinct (that does not rely on population growth) and thereby encourage private sector redevelopment of 'Main Street' sites (for cafe, restaurant and accommodation uses), and also 'drive' the development of cultural and community facilities, by the public sector, such as new art gallery, library facilities, and upgrade to Council's administration offices.
- Office and Mixed-Use Visitor Centre** - the provision of a drawcard and architecturally striking facility that would attract visitors from Sydney, Newcastle and regional NSW, (recommended for the

former TAFE site) would bring back to life the west of the Precinct.

- Regional Shopping Corridor** - the Commercial Precinct is an important and successful retail shopping centre hub serving the region. Consolidation, development and measured growth of these centres, over the next 25 years could provide opportunities to improve the urban form of the west of the Precinct, linking the Vincent Street 'spine', west to the shopping centres, via the east-west Cooper Street axis. And also creating a new urban place within the Centre - Cessnock Town Square.
- Bypass Route Development** - the reconfiguring of properties due to the southern bypass and the new exposure properties would enjoy from passing vehicles, would likely trigger new development to emerge along the route i.e. South Avenue/Scargo Street and within the west of the part of the Business Park.
- Main Street Retail Focus** - the overall quantum of retail space is unlikely to change significantly, however the quality of the retail on offer is envisaged, and should be encouraged, to improve and develop over time. It is recommended, due to the extended length of Vincent Street, to focus street retail activity to the northern city blocks, and to strengthen connections west along Cooper Street to the Coles, Woolworths and IGA shopping centres.

The small projected increase in Office and Business floor space over the next 25 years can easily be accommodated in either the upgrade of existing 'Main Street' premises or in the development of new buildings on the currently vacant business park lands.

#### Residential Dwellings

Projections for new dwellings, once Detached Dwellings are excluded (that would occur outside of the study area), indicate a very small number (146) of new dwellings would be constructed in the Commercial Precinct over the next 25 years. New dwellings will consist of Medium Density residences and Apartments (mid-top housing). A small number of 'Main Street' consolidations may occur, whilst the former Cessnock Bolts site and a smattering of other CBD sites will likely be developed.



Figure 25. Existing Building Footprint - View from North West



Figure 26. Existing Building Footprint - View from South East

**Legend**  
 3-4 metres  
 6-8 metres  
 9-12 metres

## 5.0 Urban Form Analysis

### 5.3 Commercial Precinct Urban Development

The preferred Commercial Precinct urban form has considered the strategic urban planning objectives for the Precinct, and has specifically addressed the following criteria:

#### View Corridors

The CBD Masterplan identified the key views and vistas to be considered in the planning of the Precinct. Refer to Figure 26. Key CBD street views include Vincent Street north to Cessnock Hotel, and west along Cooper Street and Hall Street. Also along Aberdare Road, west, to the Royal Oak Hotel.

#### Pedestrian + Bicycle Network

The Active Transport Strategy is illustrated in Figure 67, and includes key pedestrian connections and through-site links and the proposed cycleway network. The enhancement of the network of 'on' and 'off-road' cycleways and parking facilities is consistent with the Cessnock Bicycle Strategy (2016) and will prioritise pedestrian and bicycle access, connectivity and safety in the Commercial Precinct. The Precinct urban form supports this access network and the Public Domain Plan integrates cycleways into the proposed street cross sections.

#### Public Car Parking Areas

The Public Car Parking Strategy is illustrated in Figure 77, and includes six Council owned sites that are set back from the Vincent Street 'Main Street', yet still within short walking distance of the retail spine – accessed from side or parallel streets and by pedestrians via laneways. These public car parking areas are well situated to support the 'Main Street' retail whilst not taking up prime retail frontages. The two Charlton Street public car parks also support the Woodworths and Coles shopping centres.

Any future upgrades of the Coles and Woodworths shopping centre developments would require a rethinking of car parking arrangements. Opportunities exist for shopping centre redevelopment to establish active street frontages, to better define CBD streets, and to support Council's objective to reinforce the Cooper Street axis and to establish a new Town Square. The square would provide a new meeting place, social focus and venue for events, enriching the public domain experience.

In the future, multi-level car parking structures could be constructed on these sites if demand warrants. Multi-level car parking structures can, if not designed well, become eyesores when viewed from

city streets. It is recommended that the ground floor level of such structures that face street frontages, are activated with retail or community uses, to bring activity and passive surveillance to the city streets, and that the rest of the structure is well designed and incorporates landscape treatments, such as planters, green walls or contemporary artwork.



Figure 25. Mountain View West along Hall Street



Figure 26. Mountain View West along Cooper Street



Figure 27. View Corridor - Vincent Street North to Cessnock Hotel



Figure 28. View Corridor Map  
Source: Cessnock CBD Masterplan Background Report 2012

## 5.0 Urban Form Analysis

### 5.4 Urban Design Strategy

#### 5.4.1 Existing Urban Form

The existing Precinct built form comprises a mix of building scales, setbacks and frontage treatments. The Precinct 'Main Street', Vincent Street is the most consistent and continuous urban streetscape in the Precinct, extending over four city blocks.

The urban definition of city streets and blocks diminishes as you progress down the city cross streets to the west and east of Vincent Street. And the built form is predominantly low scale detached villas in the residential streets in the north, south and western extents of the Precinct.

Whilst the predominant building height at the street frontage is one or two storeys, the overall height and scale of building varies significantly between the finer urban 'grain' of most Vincent Street buildings to the 'large box' architecture of the shopping centres located to the west and of the big box retail development e.g. Burnings Warehouse, located in the south of the Precinct.

The tallest buildings in the Precinct are the recently completed three storey mixed use development at the corner of Cooper Street and Dorain Street, the one storey shopping centres in the west of the Centre, the Burnings Warehouse development to the south and the higher, setback portion of the Cessnock Performing Arts Centre (CPAC) on the 'Main Street'.

Generally a low scale is maintained throughout the Precinct, allowing heritage buildings along Vincent Street to generally retain their prominence and integrity. With the exception of Vincent Street, there is a concern in regard to the poor definition of most city streets, particularly in the west of the Precinct, where many streets are exposed and poorly defined.

The 12m height limit has resulted in a reasonably uniform built expression and street scale for both heritage (generally 1-2 storey buildings of large floor-to-floor height) and more contemporary mixed use developments or large scale retail buildings (often 1 storey high with very large floor-to-floor heights). Along Vincent Street, and extending into some side streets, there is generally a consistent street wall height, often marked by other building parapet details.



Figure 20: Recently Mixed Use Development



Figure 21: Cessnock Performing Arts Centre

Legend  
 3-4 metres  
 6-8 metres  
 9-12 metres

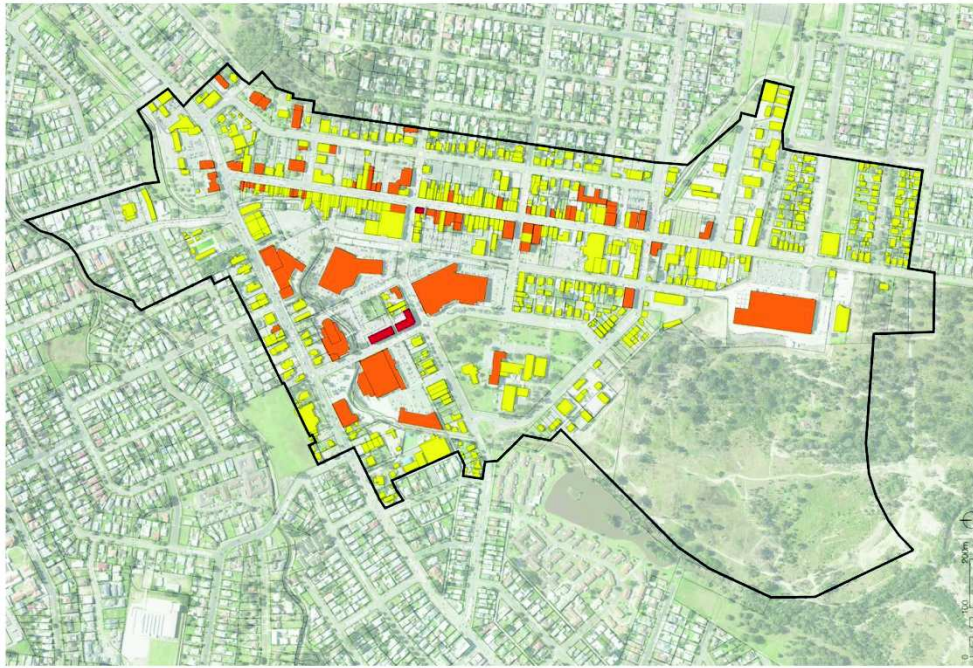


Figure 22: Existing Building Heights

## 5.0 Urban Form Analysis

**5.4.2 Recommended Urban Form Strategy**  
The focus will be to reinforce the well defined Vincent Street 'Main Street' urban 'spine' and to focus development and street activity in the northern blocks of Vincent Street – between Hill Street and Millfield Road.

**Cooper Street**  
Cooper Street is identified as a key street to link the two retail precincts – the Vincent Street 'Main Street' retail and the cluster of shopping centre developments to the west. New development should define Cooper Street west of Vincent Street, as a desirable and active CBD street, linking west.

**Town Square**  
The proposed Town Square would establish a central meeting place within Casserock, providing an attractive destination for the community and for visitors travelling to the area. When combined with a strengthening of the Cooper Street east-west link, the Town Square has the potential to draw together the most successful retail elements of the Centre (the Main Street and the shopping centres) into a new integrated whole.

The urban form opportunity is to define the Town Square space in the urban fabric of the CBD through the modification and redevelopment of the existing shopping centre development footprints and car parking arrangements. All development that fronts the square should be allocated with retail or similar activity generating uses.

**Building Height**  
The low growth projections, generally also result in a lack of demand for additional height in the CBD. Some interest by the owner of a vacant site to redevelop between Vincent Street and Cumberland Street) and Council's future plans to potentially expand their office accommodation on their current site has been accommodated by a proposed increase in allowable building height (to a maximum of six storeys) and in conjunction with an increased FSR for this northern city block.

**Heritage Character**  
Vincent Street heritage buildings are key 'definers' of the existing street character, are generally one or two storey in height, and feature articulated facades and ornate parapets. Developments should respect adjoining heritage buildings, maintain an appropriate street scale, and reinforce the predominant street wall height, and parapet and awning lines.



Figure 52: Existing Cooper Street



Figure 53: Existing Casserock City Centre



Figure 54: Existing intersection of Vincent Street and Cooper Street



Figure 55: Active Street Enclosure at House Hill Town Centre



Figure 56: House Hill Town Square



Figure 57: New Development along Main Street in Melbourne





## 5.0 Urban Form Analysis

### Best Practice Urban Design - Incentives

Building height, development density or land use are not useful tools to incentivise best practice Urban Design outcomes in the Cessnock Commercial Centre, due to the generally weak market conditions present. However, there is the potential to incentivise desirable development outcomes through permitting lower car parking rates in new developments that achieve Design Excellence or provide Affordable Housing.

It is proposed that additional height is permitted, not as an incentive, but rather to:

- Reinforce the Vincent Street commercial 'spine' and the retail 'core' of the Precinct; and
- To build in to the planning controls a degree of flexibility, and to not preclude higher development if particular site-specific economic factors support taller development in the Precinct.

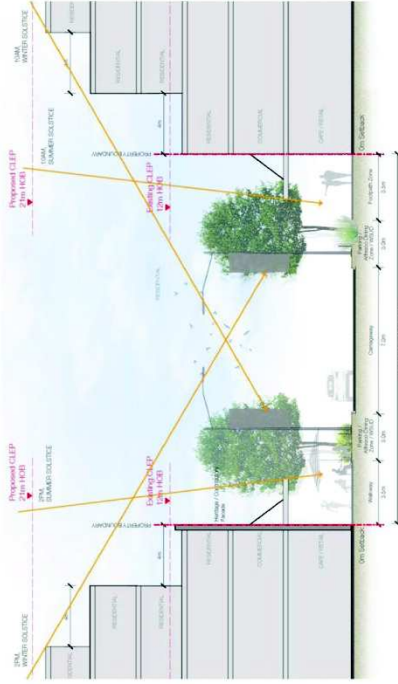


Figure 98: Main Street Section



Figure 99: Vincent Street Section

## 5.0 Urban Form Analysis

### 5.5 Development Scenarios

#### 5.5.1 Projected 5 Year Urban Form

Figure 40 illustrates a typical growth scenario for the Commercial Precinct in five years' time, based on the projected development floor space, established in the Supply and Demand study prepared by AEC Group.

Current vacant sites along Vincent Street are envisaged to be redeveloped first, whilst it is hoped that one of the shopping centres will also redevelop in order to start defining a new Town Square for the CBD.

It is envisaged that the TAFE facility could be repurposed for educational purposes, or alternatively, the proposed Cultural Mine and Wine Centre might be funded and opened on site, creating a new venue that would draw visitors from Sydney and become a regional attraction. A new Cessnock Library facility is planned - either located on Charlton Street adjacent to the proposed Cessnock Town Square and new multi-level public carpark, or as part of the existing CPAC cultural hub, incorporating Cessnock Art Gallery located on Council's currently vacant Vincent Street property.

Cessnock City Council administration building could be expanded on the existing site, incorporating a multi-level car parking facility with retail/community uses at the ground floor level street frontages.

Projected Net Growth at 5 Years:

Hotel	3,150 m <sup>2</sup>
Office	300 m <sup>2</sup>
Business	2,050 m <sup>2</sup>
Tourist	300 m <sup>2</sup>

#### Residential

Medium density dwellings	25
Flats/units/step up housing	5



Figure 40: Indicative 5 Year Growth Scenario



## 5.0 Urban Form Analysis

### 5.5.2 Projected 15 Year Urban Form

Figure 41 illustrates a typical growth scenario for the Commercial Precinct in fifteen years' time, based on the projected development floor space, established in the Supply and Demand study prepared by AEC Group.

It is anticipated that by the end of this stage the second shopping corridor would have redeveloped to complete the full extent of the new Town Square. And the final stage of Cessnock Library and Art Gallery would be completed. The former Cessnock Baths site would have been sold, and redeveloped as a mixed use precinct. Several apartment developments, consolidating several smaller properties along Vincent Street, and Cumberland Street, are envisaged over this timeline.

Projected Net Growth 6-15 Years:

Detail	6,100 m <sup>2</sup>
Office	1,600 m <sup>2</sup>
Business	3,850 m <sup>2</sup>
Tourist	600 m <sup>2</sup>
Residential	
Medium density dwellings	50
Flats/units/shop top housing	10



Figure 41: Indicative 15 Year Growth Scenario

- Legend**
- Red square: Potential Future Development
  - Orange square: Potential Future Car Parking
  - Grey square: Existing Buildings (2016)
  - Blue square: Proposed Town Square Stage 1, 2 & 3

## 5.0 Urban Form Analysis

### 5.5.3 Projected 25 Year Urban Form

Figure 42 illustrates an estimated growth scenario for the Commercial Precinct in twenty five years' time, based on the projected development floor space, established in the Supply and Demand study prepared by AEC Group.

At this stage, it is envisaged that some further site consolidations along Vincent Street would allow some additional mixed use developments to be realised, with additional accommodation and commercial development to occur along the proposed South Bypass route and along Wollombi Road.

Projected Net Growth 16-25 Years:

Retail	4,250 m <sup>2</sup>
Office	1,500 m <sup>2</sup>
Business	1,350 m <sup>2</sup>
Tourist	650 m <sup>2</sup>

#### Residential

Medium density dwellings	40
Flats/units/step up housing	10



Figure 42: Indicative 25 Year Growth Scenario



## 6.0 Public Domain Infrastructure Audit

### 6.1 Introduction

This audit maps and assesses the condition of all public-domain infrastructure located within the Cessnock Commercial Precinct study area, including pedestrian paving, street furniture, wayfinding and interpretive signage, public art and car parking infrastructure.

#### Vincent Street

Cessnock's retail 'Main Street' is the only street in the centre to have been upgraded and the improvements extend four city blocks from Mallard Road, in the north, to Aberdeen Road, in the south. A 'family' of related streetscape elements has been implemented in stages over the past decade and in recent years the landscaping has been further refined and commemorative plaques installed highlighting local people of note in the community.

The upgraded streetscape includes kerbed concrete unit paving with coloured bonding/frames, new street trees and roadside planter beds, lighting and street furniture, including seat benches, bollards, outdoor café seating areas, defined by low walls/fences and by bollards, litter bins, and a laneway artwork program has been implemented.

#### Assessment

The footpath paving is slightly 'dated' in design, however is in good condition, functional, robust, and generally low maintenance. Street crossings are provided at regular intervals along Vincent Street, are safe signalised crossings (some scramble crossing type) and incorporate pedestrian ramps.

Street trees and kerbside planter beds are generally effective in bringing 'green', shade and colour to the street experience. Ornamental grape vines on trellises, and cut out designs are an effective means of developing local identity and highlighting Cessnock's unique Hunter Valley location. No references to the local coal mining industry are evident.

Outdoor café seating areas on Vincent Street are at times utilised successfully, however at some locations are not used at all. In these situations the grey block walls are visually prominent and detract from the streetscape.

No Water Sensitive Urban Design (WSUD) measures, or ESD initiatives, such as litter recycling or reuse/recycling of materials in furniture, such as litter in seating, or the use of energy efficient luminaires, such as LED fittings are evident.

Generally, street lighting is provided by standard 'goose neck' tapering natural galvanised steel poles with traditional luminaires – a functional, low cost road lighting solution, however not ideally suited to a lower scale pedestrian environment, nor is it integrated with traffic signals or road/street signage, resulting in some footpath clutter. Bollards are obvious odd-ons, rather than integrated with the pole design. Some pedestrian scale pole top light fittings are provided in key cross streets such as Cooper Street.

Whilst the signature furniture colour reflects Council's corporate branding/identity, light colours such as this are often not ideally suited to street furniture items, such as steel framed items, that preferably utilise a dark colour palette.

#### Other Precinct Streets (Commercial + Residential)

Beyond the Vincent Street 'Main Street' spine, the furniture of the public domain is basic and functional – concrete footpaths, timber light poles, standard street and road signs, and basic street tree planting, and the limited provision of standard 'off the shelf' street furniture.

#### Infrastructure Audit

The audit undertaken in August 2016, covers every street in the study area, and was assessed on a street-by-street basis. The type, extent and number of infrastructure items have been summarised in three maps covering the north, middle and south of the precinct. Upgrade opportunities for each street were also identified, informing the subsequent development of the Public Domain Plan.



Figure 43: Bench Seating



Figure 44: Bollards



Figure 45: Café Seating Areas + Vial



Figure 46: Litter Bin



Figure 47: 'Main Street' paving



Figure 48: Pedestrian Fence



Figure 49: Street Light Pole

## 6.0 Public Domain Infrastructure Audit

### 6.2 Audit of North of Precinct

Apart from Vincent Street, there is only limited existing public domain infrastructure, with some upgrade works completed for key cross streets, such as Edward Street. Generally a low level of amenity is afforded users, businesses and residents of major precinct streets, including Wolombi Road/Mallard Road and Cumberland Street, Charlton Street, Keane Street or Darwin Street.

To the west of Vincent Street adhoc open car parking areas dominate resulting in a confusing and unsafe public domain experience. The laneway that leads west to Woodworths is brought to life by public art display, however, at its west end the laneway delivers pedestrians in a confused 'back of house' parking area.

Street tree planting within the study area (except for Vincent Street) is often non-existent, sparse or adhoc in nature – with some residential streets having impressive avenue planting, whilst others with almost no trees, are hot and exposed environments.

Street/Scope	Infrastructure Type	Audit of Existing Infrastructure (15 August 2016)	Upgrade Opportunity
Vincent Street - North (designated NPAA)	Paving	Complete Main Street paving with three colour banding and edge details, footpath widening (outdoor seating areas), green ramps at most crossing points, tactile indicator pavements.	Carry speed paving down laneways for continuity. Investigate retiling of HSUD opportunities.
	Lighting	Underground power supply, standard tapering steel 'gooseneck' light poles along both sides, floodlights at extra crossings, feature pole top light at the H/Sherlock/Lynn Park.	Investigate use of LED luminaires for efficiency, long life, low maintenance, integrate feature/pole top banner into light pole design, improve lighting of pedestrian crossings and car parking areas behind Main Street to improve safety.
	Street Furniture	Streetwider bench seats and litter bins provided along both sides of street, continuous steel bollards along west side of Vincent Street, between Edward Street and Cooper Street, street tree planting and planters, 'high art' fence - plaques in planters, temporary private sale signs/bollards, utility poles, more bollards, 'bush' - feature signage, public observation seats at the H/Sherlock/Lynn Park.	Introduce recycling program, provide bollards to entry sign of north 'gateway' to Centre i.e. at Mallard Road corner park. Introduce directional signage to supermarkets and parking areas.
	Outdoor Seating Areas	Hard aggregate concrete block walls with sandstone colour concrete coping unit and metal pedestrian fences near zebra crossings.	Review locations for footpath widening to ensure alignment with catchment benefits.
	Signal Crossings	Signalised intersections at Mallard Road and Cooper Street (recombinant type crossing)	Roads - Maximize to ensure signal timing of Bypass process.
	Pink Artwork	Public art on laneway walls, between Edward Street & Cooper Street.	Support - selected this successful initiative to include keragey, light installation, artworks.
	Bus Stops	Located at H/Sherlock/Lynn Park, Coesbrook Library, Coesbrook City, Council (8 total).	Provide improved shelter at bus stops, when there are no awnings to encourage use of public transport.
	Street Trees	Located in small groups along Main Street (11 total)	Review landscaping of H/Sherlock/Lynn Park and north 'gateway' part of Mallard Road intersection.
	Lighting	Standard timber light poles (2, 1958)	Review lighting levels with utility.
	Street Trees	Significant existing street trees	Consolidate existing avenue
	Street Trees	No footpath	Provide standard concrete footpath.
	Street Trees	Parry	Plant trees on both sides to consolidate avenue
	Street Trees	Unlabelled, 40 trees on both sides	Plant trees on both side and consolidate north.
	Paving	Standard concrete paving for portion of north side	Complete standard concrete footpath.
	Lighting	Standard timber light pole (1 total)	Review lighting levels with utility.
	Street Trees	Striped street tree planting	Plant trees on both sides to consolidate avenue
	Lighting	Standard timber light poles (7 total) + tapering steel 'gooseneck' light pole (1 total)	Review lighting levels with utility.
	Street Trees	Exposed streetcops with limited street tree planting	Plant trees on both sides to create avenue
	Paving	Standard concrete paving along both sides.	Maintain existing concrete footpaths.
	Street Trees	Exposed streetcops with limited street tree planting.	Plant trees on both sides to create avenue
	Lighting	Generally standard concrete paving along both sides, special 'Main Street' paving at Vincent Street intersection.	Consolidate/repair existing concrete footpaths, special paving treatments based on 'Main Street' paving palette to highlight 'gateway' role.
	Street Trees	Where an adhoc fence light poles (23 total) with tapering steel 'gooseneck' light poles (6 total) at Vincent Street intersection.	Provide lighting at Vincent Street 'gateway' park
	Lighting	Exposed roadway with limited street tree planting	Plant trees on both sides to create avenue, landscape median + roundabout island. Provide painting and signage at Vincent Street gateway intersection.
	Street Trees	Generally standard concrete footpaths + short section of asphalt footpath	Complete footpaths on northeast side.
	Paving	Special 'Main Street' paving east Vincent Street intersection, standard concrete paving along the rest of Edward Street.	Extend 'Main Street' paving through to Cumberland Street in the long term.
	Lighting	Tapering steel 'gooseneck' light pole (1 total) + standard timber light pole (1 total).	Investigate use of LED luminaires for efficiency, long life, and low maintenance
	Street Trees	Main Street bench seat (1 1958)	Plant trees on both sides.
	Paving	Generally standard concrete footpaths on both sides, full width adjacent Leagues Club, special 'Main Street' paving at the North Avenue intersection.	Maintain existing footpaths, upgrade to full width as redevelopment takes place.
	Lighting	Standard timber light pole (4 total)	Plant trees on both sides to create avenue.
	Street Trees	Exposed streetcops with limited street tree planting.	Investigate use of LED luminaires for efficiency, long life, and low maintenance.
	Paving	Standard concrete paving along both sides.	Plant trees on both sides to create avenue.
	Lighting	Tapering steel 'gooseneck' light pole (1 total).	Provide full width footpaths for entire length of street.
	Street Furniture	Streetwider bench seats, bollards (2, 1958)	Review street lighting levels and coverage to improve safety.
	Street Trees	Generally standard concrete footpaths on both sides.	Replant existing, provide prime seating as required.
	Paving	Generally standard concrete footpaths on both sides, special 'Main Street' paving at the Cooper Street intersection.	Plant trees on both sides to create avenue, landscape median, landscape corridor, island.
	Lighting	Tapering steel 'gooseneck' light pole (1 total) + standard timber light pole (1 total)	Investigate use of LED luminaires for efficiency, long life, and low maintenance.
	Street Trees	1957 bench seat/bollards.	Plant trees on both sides to create avenue.

# 6.0 Public Domain Infrastructure Audit



Figure 6.0 Public Domain Infrastructure Audit Plan - North





# 6.0 Public Domain Infrastructure Audit



- Legend**
- DCP Area
  - Paving:
    - Special Concrete Unit Paver
    - Special Brick Unit Paver
    - Special Coloured Concrete
    - Standard Concrete
    - Standard Asphalt
  - Lighting
    - Main Street Light Pole
    - Main Street Light Pole with Flood Light
    - Car Park Light Pole with Flood Light
    - Pole Top Light
    - Timber Light Pole
  - Street Furniture:
    - Seats
    - Bins
    - Bollards
    - Fences
    - Outdoor Seating Wall
    - Signalised Crossing
    - Zebra Crossing
    - Public Artwork
    - Bus Stop
    - Street Trees

Figure 51: Public Domain Infrastructure Audit Plan - Middle

## 6.0 Public Domain Infrastructure Audit

### 6.4 Audit of South of Precinct

The upgraded section of Vincent Street falls off at the Strape Street/Aberdeen Road intersection. To the south and west of the 'Main Street' retail spine, there is limited public domain infrastructure. A low level of amenity is afforded users; businesses and residents of precinct streets, including Vincent Street (south), Charlton Street (south), Cessnock Street, Railway Street, Edgeworth Street and Gordon Avenue.

To the west of Vincent Street large open car parking areas associated with the Burnings warehouse development, dominate, resulting in an undefined and exposed public domain experience. The public realm is poorly defined and car dominated. Orientation is confusing and safe passage for pedestrians not clear.

Street tree planting is often non-existent, sparse or ad-hoc in nature – with some residential streets having impressive avenue planting, whilst others and large car parking areas with almost no trees, are hot and exposed environments.

Streetscape	Infrastructure Type	Audit of Existing Infrastructure (15 August 2016)	Upgrade Opportunity
<b>Vincent Street - South</b>	Planting	Overhead concrete footpaths on both sides, Special Main Street lighting at Aberdeen Road intersection.	Essential with footpaths south to Edgeworth Street intersection. Investigate use of LED luminaires for efficiency, long life, low maintenance, integrate feature/light bollards into light pole design.
	Signage	Standard timber light poles along north side (9 Total) + tapering steel 'goose-neck' light pole (1 Total)	Rolls to new sign string if Express proceeds.
	Street Furniture	Signaled intersections at Strape Street/Aberdeen Road	Provide improved street art at this spot where there are no avenues to encourage use of public transport.
	Bus Stops	Located close to Aberdeen Road intersection (2 Total)	Plant trees on both sides to create avenue. Provide landscaping for south 'gateway' (Aberdeen Road Intersection) to arrive.
	Street Trees	None	Provide standard concrete footpath.
<b>Charlton Street - South</b>	Planting	No footpath	Plant trees on both sides.
	Street Furniture	Standard timber light pole (2 Total)	Provide standard concrete footpath.
<b>Cessnock Street</b>	Planting	Short length of standard concrete paving at the north side of intersection.	Review lighting levels with utility.
	Street Furniture	Standard timber light poles (4 Total) + tapering steel 'goose-neck' light pole (2 Total)	Plant trees on both sides.
<b>Railway Street</b>	Planting	None	Review lighting levels with utility.
	Street Furniture	Standard timber light pole (1 Total)	Review lighting levels with utility.
<b>Edgeworth Street</b>	Planting	Short length of standard concrete paving at intersection.	Plant trees on both sides to create avenue.
	Street Furniture	Standard timber light poles (2 Total)	Provide standard concrete footpath.
<b>Gordon Avenue</b>	Planting	Standard timber light pole (3 Total)	Review lighting levels with utility.
	Street Furniture	Standard timber light pole (3 Total)	Consider standard concrete footpath on both sides.
	Street Furniture	Good continuous tree planting in street median island. Groups of trees on the south side, limited trees on the north side.	Review lighting levels with utility.
	Street Furniture		Plant additional trees on both sides.

# 6.0 Public Domain Infrastructure Audit



Figure 52: Public Domain Infrastructure Audit Plan - South



## 7.0 Community Engagement Outcomes

### 7.1 Introduction

A high level of community engagement was undertaken in the initial phase of the project involving:

- On line surveys;
- Intercept surveys;
- Interactive online mapping;
- Interactive large format mapping in the library;
- Two community workshops; and
- Staff workshops.

### 7.2 Key Outcomes

Feedback to date includes:

- Facilities/Places for young people
- Don't see need for town centre housing – 50%
- Increased and formalised parking
- Increased tourism opportunities & accommodation – 68%
- Like the new precinct (yoghurt land/snap if fitness)
- More clothes/fashion retail and retail in general – 50%
- Improved amenities (toilets, bins, bookers)
- Improved pedestrian accessibility between shopping centres



Figure 23: Workshop - Issue Mapping



Figure 24: Staff Workshops



Figure 25: Interactive large format mapping

CM+



March 2017 | Cassino Commercial Precinct Project

## 8.0 Vision and Objectives

*The Cessnock Commercial Precinct is 'The Gateway to the Hunter Valley Wine Country' that celebrates the cultural landscape of the region and provides a quality environment where the community is actively encouraged to participate in community and civic life.*

### 8.1 Theme

Three themes have been investigated as means to realise the project vision:

#### Market / Town Square

A meeting place to bring locals and visitors together, celebrating local wines and organic agricultural production, enhancing local cultural experience and identity.

#### Al-fresco Dining

The street as an outdoor dining place to foster activity and a healthy, active lifestyle. Rejuvenate existing heritage buildings by adding a street dining experience. Design pedestrian friendly laneways with active frontages and art elements improving connectors and creating places linking destinations.

#### Urban Park

Celebrating nature and the regions mining heritage. A place to re-charge, to enjoy the sun, the natural environment, attend engaging events and activities.



Figure 61: Town Market



Figure 62: Active Frontage



Figure 63: Urban Park



Figure 64: Town Market



Figure 65: Active Frontage



Figure 66: Open Canal Landscapes



Figure 67: Laneway



Figure 68: Open Canal Landscapes

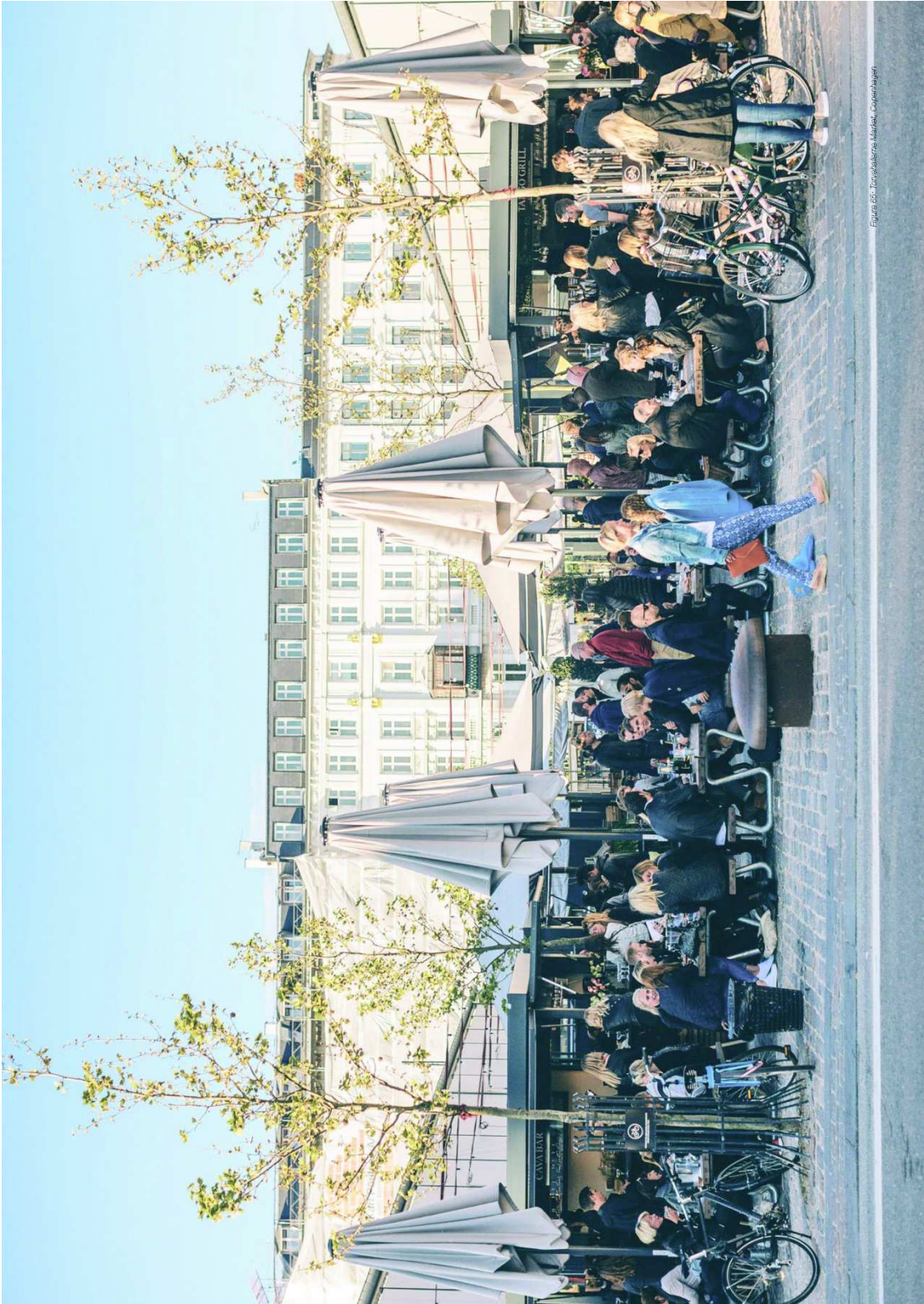


Figure 65: Terrace, Berlin, Markthof, Gropiusplatz



## 9.0 Indicative Layout Plan

### 9.1 Introduction

The Indicative Layout Plan is informed by the CBD Masterplan and the Supply and Demand Analysis undertaken by the AEC Group, and is coordinated with the Urban Form Analysis that was developed in parallel.

The Plan illustrates a 2041 vision and 'master plan' for the future land use of the Commercial Precinct. It has informed the preparation of the Development Control Plan and established the city structure, which sets the framework for the Public Domain Plan.

### 9.2 Urban Design Issues

There are a number of challenging urban planning issues, mapped in Figure 66, that will need to be addressed, in order to realise the CBD Masterplan 'vision', for an 'Attractive, Thriving and Welcoming' Cessnock Commercial Precinct.

The study identified the following key issues:

- Significant on-grade car parking areas, particularly in the west of the centre, undermine the provision of good urban amenity, and there is a lack of lively and attractive streets that feel safe to use.
- Significant lengths of blank walls and exposed 'back-of-house' functions dominate the experience of the west of the Precinct.
- Large 'super blocks' in the west of the Precinct offer poor through-connectivity and form barriers in the urban fabric.
- The emerging business park in the south of the precinct lacks an identity, is difficult to access and is poorly integrated with the streets and life of the CBD.
- A network of large scale drainage canals, form barriers, are often unsightly and undermine the forming of regular city streets.
- There is a lack of useable open space within a conventional walk of the CBD.
- There is no one public place within the CBD that could be called the 'heart' of the CBD.
- The 'Main Street' retail experience is disconnected from the shopping centre retail experience.



Figure 67: Existing Open Canal

Figure 68: Existing Blank Wall Street Frontages



Figure 69: Existing TAFE park

- City Park
- Business Park
- Blank Walls
- Super Blocks
- Drainage - Open Channels
- Drainage - Underground Channels
- DCP Area

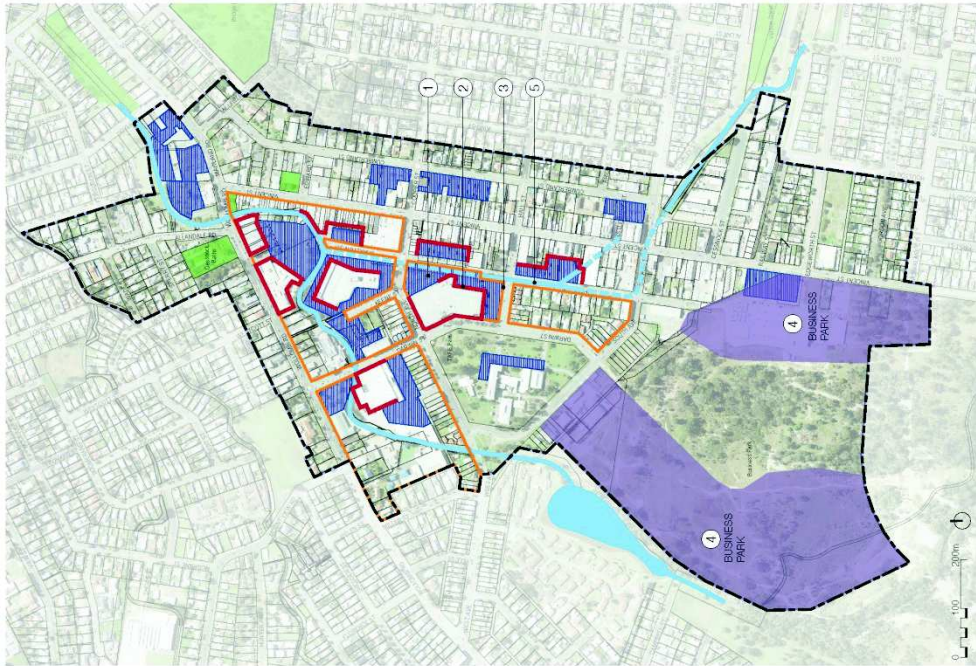


Figure 66: Urban Design Issues

## 9.0 Indicative Layout Plan

### 9.3 Opportunities

The urban design study identified a series of inter-related urban planning opportunities which are illustrated in Figure 70. Some strategies have subsequently been modified, following more detailed analysis, development in the urban design strategy for the centre, and stakeholder consultation, however most of the fundamental urban planning strategies have been taken forward to inform subsequent stages of the project.

Urban planning opportunities identified for the Commercial Precinct, include:

- Extend the 'Main Street' urban character, west, to link up with the shopping centre developments and TAFE site.
- Create a central, urban, public place in the CBD, suitable for markets and as a social focus, a place for people to gather, a meeting place and destination for visitors.
- Complete the CBD urban street and block structure and improve overall amenity for people using the centre, improving the street level experience and developing new parks and plaza spaces.
- Provide new pedestrian links and 'green' corridors along walkways.
- Tailor land uses and urban form to address the proposed south CBD bypass.
- Reinforce the Precinct identity through featuring the three main CBD gateways.
- Improve signage and wayfinding at key locations to guide visitors to explore more of Cessnock.
- Provide a new, draw card visitor, centre which is a landmark destination which attracts visitors from Sydney and regional NSW.



Figure 71: Open Canal Green Link



Figure 72: Food Market



Figure 73: Urban Park

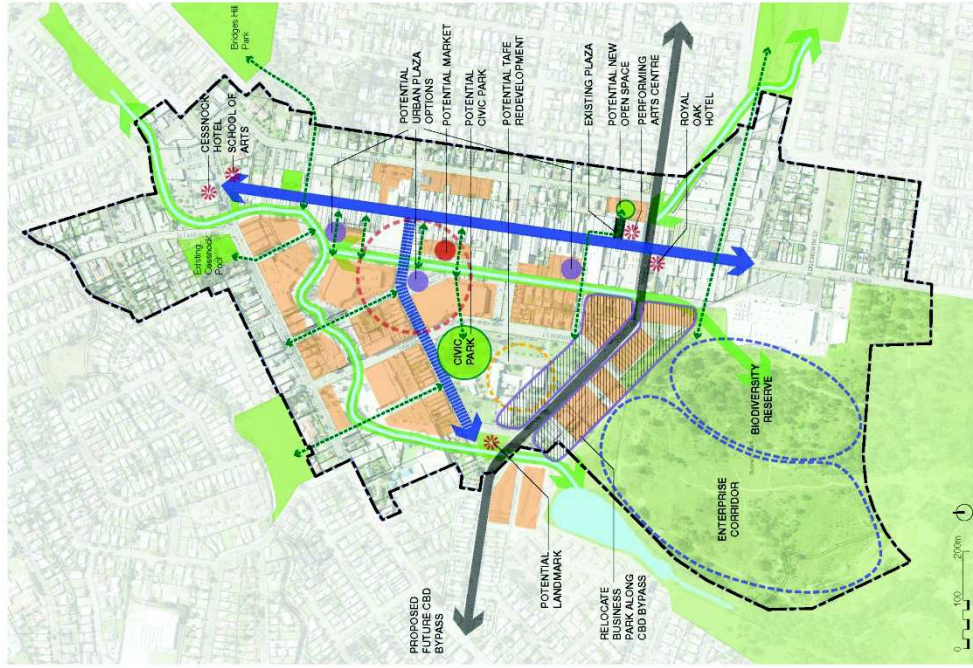


Figure 70: Urban Design Opportunity

## 9.0 Indicative Layout Plan

### 9.4 Thematic Precincts

Cessnock Commercial Precinct will comprise a series of inter-related themed sub-precincts, each with their own distinct function and character. Collectively there will be synergies as sub-precincts overlap and complement each other.

The thematic precincts include:

- Mixed use zone
- Supermarket retail + sub-precinct
- Main road frontage businesses
- School precinct
- Medium density residential neighbourhood
- Light industrial/distribution
- Big box retail and business park
- Environmental preservation landscape

Within the Precinct there are four distinct activity 'hubs' that provide a focus for:

- Cultural/arts activities
- Chic functions
- Entertainment
- Potential tourist/cultural destination

Urban structure is provided by the 'Main Street' spine of Vincent Street, and by the three 'gateways' to the centre, marking the arrival and departure experience at the west, north and south periphery. The potential bypass route in the south of the Precinct will also potentially drive some land uses in the centre.

An outdoor dining strip is identified along Vincent Street, extending north from Fall Street, and then turning west along Cooper Street, culminating in the proposed 'Town Square' that will become a new focus for socialising and for a program of activities. This sub-precinct is envisaged as pedestrian friendly, lively and with an urban form that is 'fine grained' and highly permeable in terms of pedestrian access.

A synergy is envisaged through integrating the Vincent Street, 'Main Street' retail experience with the two major shopping centres, and also through entailing the entertainment and chic hubs situated along this important cross axis.



Figure 75: Shopping Centre Plaza in Ryde



Figure 76: Outdoor Dining

- Main Road Frontage Businesses
- Cultural / Art Precinct
- Mixed Use Zone
- Light Industrial / Distribution
- Chic Hub
- 'Big Box' Retail and Business Park
- Environmental Preservation Landscape
- Potential Bypass Route
- Through Site Link Connector
- Proposed Town Square
- DDP Area

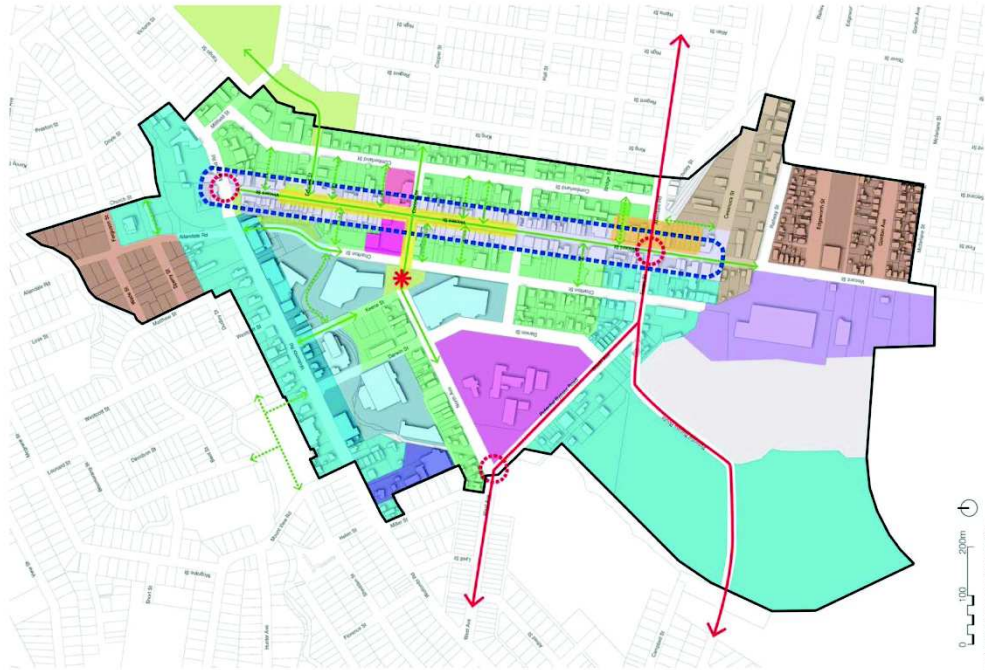


Figure 74: Thematic Precinct Plan

## 9.0 Indicative Layout Plan

### 9.5 Indicative Layout Plan

The Plan provides an overall strategic level framework for the future urban planning of Cessnock Commercial Precinct. A holistic and integrated urban planning approach has been taken, drawing upon Council's expertise and detailed knowledge of Cessnock, a comprehensive process of stakeholder consultation and on the Consultant Team's analysis, and urban and landscape planning and design expertise.

The primary urban design 'moves' are illustrated, including the proposed land uses, location for public and community facilities (some with options), the proposed street hierarchy, major green spaces and pedestrian links, the proposed street hierarchy, major green spaces and pedestrian links, CBD gateways, overall drainage and canal infrastructure, public car parking sites and the major people places in the public domain are established.

- DOP Area
- Major Roads
- One Way Shared Zone
- New Pedestrian Crossing
- Green Links
- Urban Stream
- Channel / Waterway - Collector - Long Term
- Channel / Waterway - Collector
- Channel / Waterway - Culvert
- Through Site Pedestrian Link - Existing
- Through Site Pedestrian Link - Proposed
- Mixed Land Use
- Commercial Core
- Neighbourhood Centre
- Proposed Landscaping
- Recreational Area
- Educational Link
- Recreational Area
- Existing Plaza
- Proposed Town Square / Market Square
- Gateway to Centre
- HPAA 40km/hr Zone
- HPAA 60km/hr Zone
- Potential Sites for Library / Arts Building
- Potential Sites for Visitor Centre
- Alternative Site for Visitor Centre

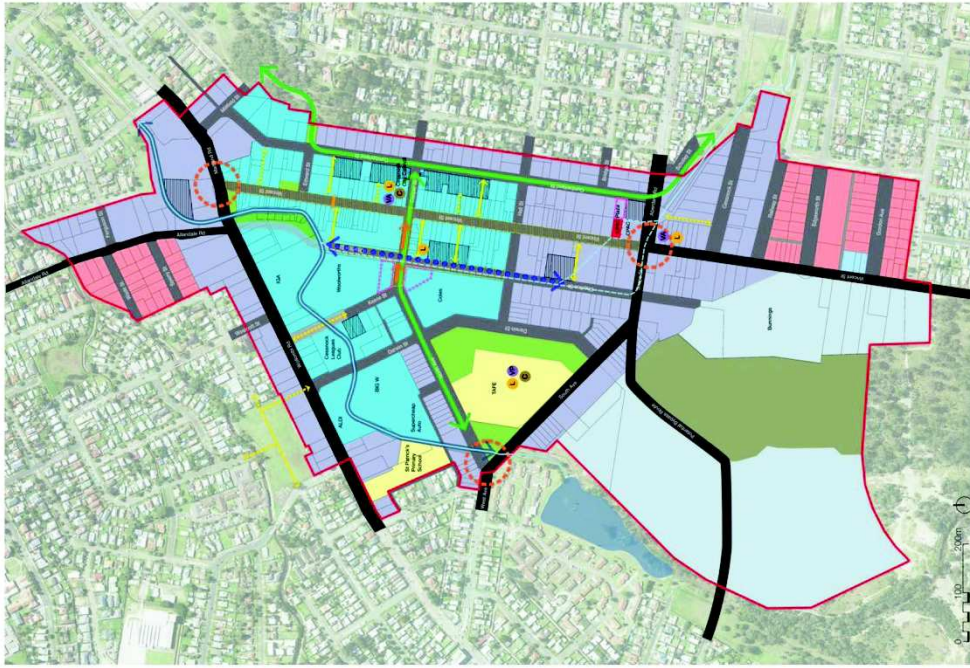


Figure 77: Indicative Layout Plan

## 9.0 Indicative Layout Plan

### 9.16 Fostering Street Life + Activity

Well planned and designed urban centres have streets and public places that have good urban scale, are easy to access and move around, they feel safe, and most importantly are lively and interesting social destinations.

An important contributor to street life, are the activated frontages of businesses that line the CBD 'Main Street'. Requiring new businesses along the key streets of Cessnock to build up to the street frontage and to provide active uses at their ground floor level, will support a lively streetscape experience. This in turn will create an attractive destination for locals and visitors to the centre and support local business owners. The key principles include:

- Promote lively, active streets in the Commercial Centre;
- Ensure that development contributes to the quality, activity, safety and amenity of streets and the public domain;
- Provide for a comfortable pedestrian environment through the provision of awnings; and
- Contribute to the vitality of streets by maximising entries and display windows to retail uses and minimising blank walls.



Figure 20: Active Street Frontage in Paris



Figure 21: Active Street Frontage in Parramatta Sydney

- Active Frontage - Required
- Active Frontage - Preferred
- Park/Open Space
- Existing Canal
- DGP Area
- Waterways reserved for all other purposes

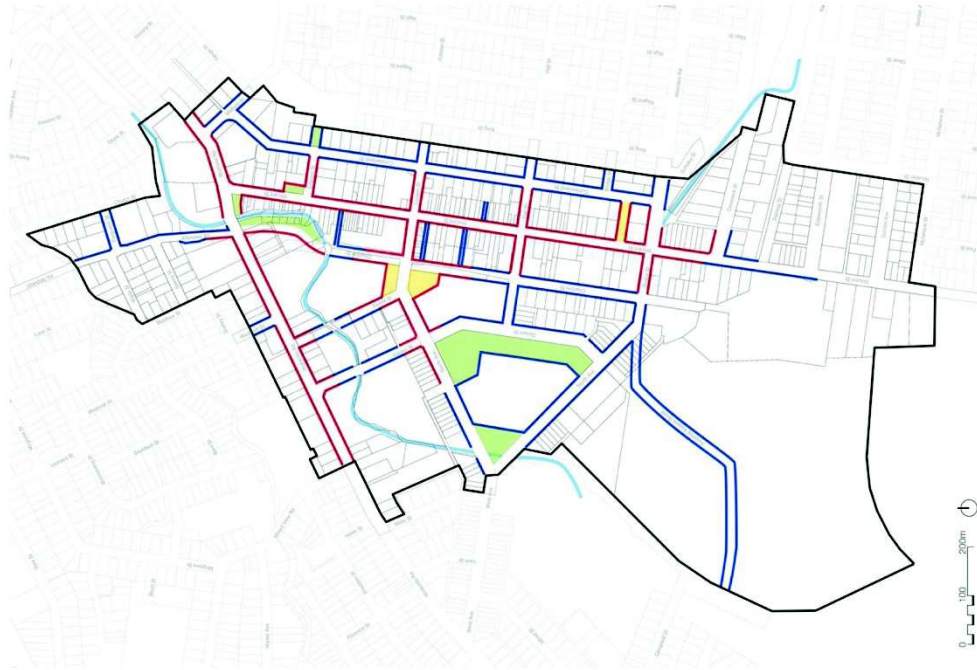


Figure 16: Active Frontage Plan

## 9.0 Indicative Layout Plan

### 9.7 Ensuring Good Human Scale

Good urban scale is a major factor in determining how we experience urban centres. A commercial precinct, such as Casstock, has good urban scale when the streets, plazas and parks which comprise the public domain, are in a comfortable proportion with regard to the built form. This can be tested by analysing the streets, parks and plazas in cross section.

Heritage buildings often set a precedent in this regard, establishing classic architectural details such as parapets, facade modulation, detailing and street awnings that both define the streetscape whilst also establishing good human scale.

A contemporary architectural approach is encouraged. New buildings should complement the existing heritage buildings in the "Main Street" in scale by building to the street frontage and by consolidating the existing street wall height – setting back above this height, to respect the parapets of the traditional street frontage.

The key setback requirements are illustrated in the adjoining figures. In summary:

- To effectively define the streets and blocks of the CBD, generally a zero setback is required for the majority of the Commercial Precinct; and
- A 5.0m minimum front setback is required for the north and south residential areas; to allow for front gardens that enhance a low scale residential street; and
- In the Business Park in the southwest of the Precinct.



Figure 82. Mixed Use Development Integrating a Heritage Building Facade



Figure 83. Mixed Use Development Integrating a Existing Heritage Building Facade

- 0m Setback (at street wall)
- 5.0m Setback
- Share / Plaza
- Existing Canal
- Lot Edge



Figure 81. Setback Plan

## 9.0 Indicative Layout Plan

### 9.8 Height of Building

An increase in building height is proposed for Cessnock Commercial Precinct. Building heights in the CBD will:

- Reinforce the future urban form and character of the Precinct;
- Maintain good scale—in the street cross section;
- Respect the scale of existing heritage buildings;
- Avoid undue overshadowing of city streets and parks;
- Focus retail and street activity in the north of the Centre; and
- Build-in flexibility and reflect the projected future demand for floor space.

The recommended building height is illustrated in the adjoining Height of Building Map and can be summarised as:

- 21m (6 storeys) for the city block defined by Charlton Street, Cooper Street, Cumberland Street and Edward Street;
- 15m (4 storeys) for the 'Commercial Core'; and
- 12m (3 storeys) for the remainder of the Precinct – for education, Business Park and residential areas.



Figure 85: Precinct – Mixed Use Development Along Main Street in Murrumbidgee

Figure 86: Precinct – Mixed Use Development Along Main Street in Murrumbidgee

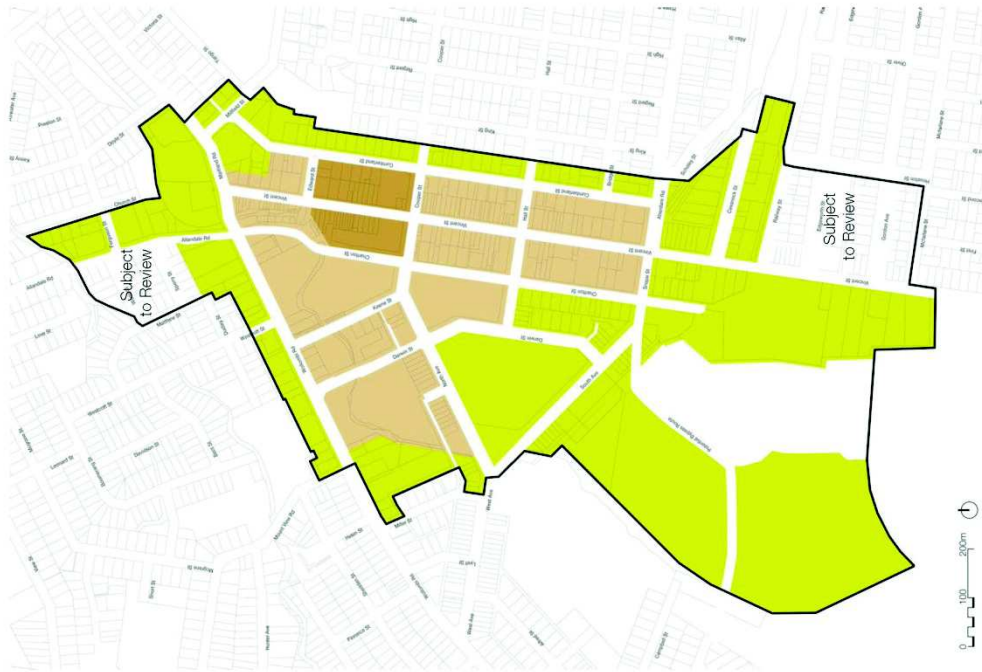


Figure 84: Height of Building Map

## 9.0 Indicative Layout Plan

### 9.9 Active Transport Strategy

The Active Transport Strategy (ATS) prioritises pedestrian and cyclist access within the CBD and establishes a coordinated plan for the staged improvement and construction of new facilities as the CBD develops, and funding is available. The ATS is consistent with the Casenock Bicycle Strategy (2016) and identifies specific opportunities for bicycle parking and for a repair 'hub' at the centre of the CBD.

The key principles of the ATS are to:

- Prioritise pedestrian and bicycle access, connectivity and safety;
- Ensure that any new public pedestrian and cycling links are located on nominated sites;
- Promote cycling through the mandatory provision of bike storage for nominated land uses, and
- Promote cycling through the strategic placement of bike storage facilities in the public domain.



Figure 88. On Road Cycleway



Figure 89. Off Road Cycleway

- Overlays**
- Existing Regional On Road
  - Existing District On Road
  - Existing Local On Road
  - Proposed Regional On Road
  - Proposed District On Road
  - Proposed Local On Road
  - Proposed Local Off Road
- Pedestrian Links**
- Major Corridor
  - Through Site Link
  - Local Area

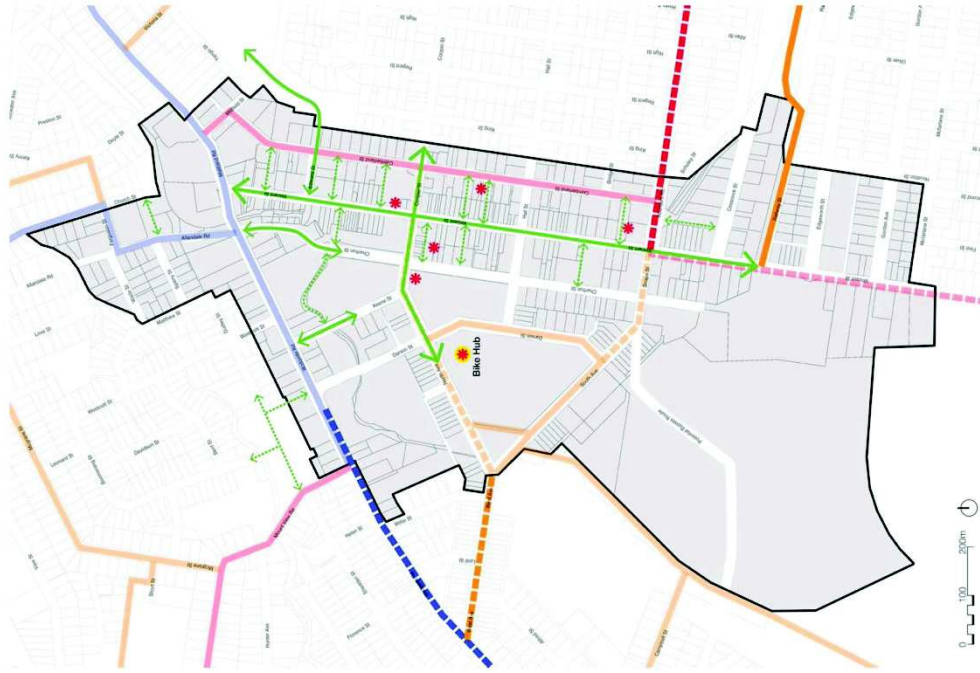


Figure 87. Active Transport Strategy



## 9.0 Indicative Layout Plan

### 9.10 Public Transport Strategy

The Plan encourages the use of public transport (bus services) in the Commercial Precinct. A permeable urban form, including regular and safe through site links, will enhance connectivity through the Commercial Precinct, so that residents, workers and visitors have access to safe and convenient public transport.

The following strategies are proposed to encourage public transport use:

- Encourage public transport (bus) use through lobbying State Government for improved frequency of services;
- Provide a high level of amenity by providing quality bus shelters that provide good weather protection (where no awnings);
- Provide seating that suits all age groups and levels of accessibility;
- Provide adequate lighting to enhance personal safety;
- Provide comprehensive transport information signage;
- Incorporate easy to read maps of Casstock which illustrate key destinations; and
- Incorporate provisions for the sight impaired.

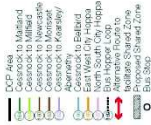


Figure 9.05 Public Transport Network

# 9.0 Indicative Layout Plan

## 9.12 Opportunity Sites

The study has identified a number of key sites within the Commercial Precinct which due to their location, size and function, have significant potential to positively shape the future of Cessnock. The adjoining table and map identifies the location, site area and significance of each site within the Precinct. An assessment was then made as to the urban development opportunity that each site presents, and the Development Objective sought.

The strategies employed include:

- Provide development incentives to enable design excellence and sustainable design for new development;
- Identify redevelopment opportunities and development deficiencies for Catalyst Sites;
- Reduce the isolated nature of the major shopping centre areas;
- Improve the appearance and reduce the environmental impacts of public car parking;
- Identify options for the redevelopment of the TAFE site as a regional cultural/educational centre and district level park; and
- Identify the long term renewal plan for the Commercial Precinct's major stormwater canal as an attractive landscaped linear green space and access way.

## 9.13. Catalyst Sites

Thirteen Catalyst Sites in Cessnock Commercial Precinct were identified:

1. South Avenue Properties
2. TAFE
3. Cokes Supermarket
4. Cessnock Plaza (Woodworths)
5. Cessnock Baths Site
6. Former Cinema + Carpark
7. Vincent Street Carpark Site
8. Cessnock City Council
9. Public Carpark
10. Mixed Use Site
11. Public Carpark
12. Vincent Street Site
13. Hall Street Site



Figure 9.6: Site 3 - Cokes Supermarket Site



Figure 9.5: Site 4 - Cessnock Plaza Site

■ DCP Area  
■ Development Sites  
■ Open Space Opportunities



Figure 9.1: Catalyst Sites Plan

## 9.0 Indicative Layout Plan

Ref.	Catalyst Development Site	Ownership	Area (Ha)	Significance	Development Objectives
1	South Avenue Properties	Private	1.31	Properties along South Avenue have important frontages (visually prominent) to proposed future Bypass route.	<ul style="list-style-type: none"> <li>To encourage future development, promotes commercial, retail and business activity.</li> </ul>
2	TAFE	Department of Technical + Further Education	3.16	A major site in the west of the Centre - if educational use is to continue, a facility of this scale brings employment, retail demand and a vibrant student demographic to the Centre.	<ul style="list-style-type: none"> <li>To encourage the use of the TAFE site as an education hub, or in the event that TAFE Cessnock ceases its operations, an adaptive re-use of the TAFE site that has a civic function.</li> </ul>
3	Codes Supermarket	Private + Council (Operational)	2.00	A large and key site in the heart of the Centre and a major retail address. The site is adjacent to Main Street and with an important frontage to TAFE Park.	<ul style="list-style-type: none"> <li>To aid in the development of an integrated commercial centre.</li> <li>To ensure any future development of the site achieves high quality architectural design and public domain outcome.</li> <li>To provide for active street frontages to promote activity on the street and within the public domain.</li> </ul>
4	Cessnock Plaza (Woodward)	Private + Hunter Water Corporation	1.82	Also a large and key site in the heart of the Centre and a major retail destination. A key site on the Cooper Street cross axis links to Main Street and with important street frontages.	<ul style="list-style-type: none"> <li>To aid in the development of an integrated commercial centre.</li> <li>To promote the development of a town square for the CBD, including, accommodating areas for gathering, seating and children's play.</li> </ul>
5	Cessnock Batts Site	Council (Community)	0.69	The long term plan is for Cessnock Batts to be relocated to a new site outside the Centre, and, as a result, this prominent corner site, at the northern 'gateway' to Cessnock Commercial Centre, would become available for other uses.	<ul style="list-style-type: none"> <li>To ensure any future development of the site achieves high quality architectural design.</li> <li>To encourage future development that promotes a suitable mix of land uses.</li> </ul>
6	Former Cinema + Carpark	Private	0.80	Corner site with a prominent frontage to Cooper Street and with important street frontages. The site is currently provided one of the few night-time entertainment venues in the Commercial Centre.	<ul style="list-style-type: none"> <li>To encourage the ongoing use of the site for entertainment and uses.</li> </ul>
7	Vincent Street Car Park Site	Council (Operational) + Private	0.33	Consolidated current carpark site in the heart of the CBD, with both Vincent Street and Cumberland Street frontages. Elevated with views west over the valley.	<ul style="list-style-type: none"> <li>To ensure any future development of the site achieves high quality architectural design and public domain outcome.</li> <li>To ensure any future development of the site achieves high quality architectural design.</li> </ul>
8	Cessnock City Council	Council (Operational)	0.52	Consolidated current carpark site in the heart of the CBD, with both Vincent Street and Cumberland Street frontages. Elevated with views west over the valley. Council Council Chamber, offices, public address and associated car parking. A key consolidated site within the CBD with Vincent Street, Cooper Street and Cumberland Street frontages.	<ul style="list-style-type: none"> <li>To ensure any future development of the site achieves high quality architectural design.</li> </ul>
9	Public Carpark	Council (Operational) + Private	0.59	Consolidated Commercial Centre site, currently used for public car park. Significant CBD corner/street frontages.	<ul style="list-style-type: none"> <li>To ensure any future development of the site achieves high quality architectural design and public domain outcome.</li> <li>To ensure any future development of the site achieves high quality architectural design.</li> </ul>
10	Mixed Use and Public Carpark Site	Cessnock Leagues Club	0.54	Large consolidated site, including on site parking and green space.	<ul style="list-style-type: none"> <li>To ensure any future development of the site achieves high quality architectural design and public domain outcome.</li> </ul>
11	Public Carpark	Council (Operational)	0.16	Consolidated Commercial Centre site currently used for public car park. Significant CBD corner/street frontages.	<ul style="list-style-type: none"> <li>To ensure any future development of the site achieves high quality architectural design and public domain outcome.</li> </ul>
12	Vincent Street Site	Council (Community)	0.41	Consolidated, prominent 'Main Street' corner site, currently three-quarters vacant.	<ul style="list-style-type: none"> <li>To ensure any future development of the site achieves high quality architectural design and public domain outcome.</li> <li>To provide for active street frontages to promote activity on the street and within the public domain.</li> </ul>
13	Hill Street Site	Council (Operational)	0.07	Prominent Centre corner site, currently vacant.	<ul style="list-style-type: none"> <li>To ensure any future development of the site achieves high quality architectural design and public domain outcome.</li> </ul>
14	Potential Library Site and Public Carpark	Council (Operational)	0.40	Consolidated Commercial Centre site currently used for public car park.	<ul style="list-style-type: none"> <li>To ensure any future development of the site achieves high quality architectural design and public domain outcome.</li> </ul>

Table 4: Catalyst Sites

## 9.0 Indicative Layout Plan

### 9.14 Open Space Opportunity Sites

The study also identified Open Space Opportunity Sites in the Commercial Precinct. The adjoining table and map, identifies the location, site area and significance of each, within the Precinct. An assessment was then made as to the open space/public realm opportunity that each site presents and the Development Objective sought.

Seven Open Space Opportunity Sites in Cassnock Commercial Precinct were identified:

- A. TAFE Park Site
- B. Stormwater Canal (north)
- C. Vincent Street 'North Gateway' Park
- D. HU Stenbeck Lions Park
- E. Chopin Street and Shopping Centre Carparks
- F. CPAC Carpark (Plaza extension)
- G. Western Gateway Triangle



Figure 9.5: Site E - TAFE Site



Figure 9.6: Site G - Stormwater Canal (north)

■ OCP Area  
■ Development Sites  
■ Open Space Opportunities



Figure 9.4: Open Space Opportunity Sites Plan

## 9.0 Indicative Layout Plan

Ref.	Open Space Opportunity	Ownership	Area (Ha)/ Length (m)	Significance	Development Objectives
A	TAFE Site	Department of Technical and Further Education (TAFE)	1.51	A large green space at the 'heart' of the CBD that is currently underutilised, poorly defined, and lacks usable spaces and places to enjoy on a day to day basis (e.g. currently consists of a war memorial, gazebos, exposed lawn areas, scattered trees and parking areas).	<ul style="list-style-type: none"> <li>To provide a distinct recreational park for the community, accommodating areas for gathering, picnicking, children's play and relaxation.</li> </ul>
B	Stormwater Canal (North)	(Hunter Water Corporation)	833m (length)	A major concrete stormwater canal, of significant width, depth and length, weaves through the urban fabric of the city blocks.	<ul style="list-style-type: none"> <li>Upgrade and incorporate WSD of the existing stormwater canal.</li> </ul>
C	Vincent Street North Gateway Park	Council (Community)	0.07	Prominent corner site at the north gateway to the Commercial Centre	<ul style="list-style-type: none"> <li>Enhance the existing park signifying its gateway location.</li> </ul>
D	HJ Sternbeck Lions park	Private	0.08	Publicly accessible, medium sized park located on a key corner of the 'Main Street'.	<ul style="list-style-type: none"> <li>Upgrade the existing park and open to surrounding public domain.</li> </ul>
E	Copper Street and Shopping Centre Carpark	Private	0.48	Underdeveloped space at the 'heart' of the CBD, with connections from key shopping centres to the 'Main Street', currently only used for carparking.	<ul style="list-style-type: none"> <li>To promote the development of a town square for the neighbourhood, accommodating areas for gathering, seating and children's play.</li> <li>Develop Cessnock Market Strategy.</li> </ul>
F	CPAC Carpark	TBC	0.08	Important through-block public domain, pedestrian and visual connection to existing local gateway through to Cumberland Street, adjoining CPAC.	<ul style="list-style-type: none"> <li>Encourage the expansion of the existing CPAC plaza through to Cumberland Street.</li> </ul>
G	Western Gateway Triangle	TBC	0.37	Prominent corner, triangular site at the west gateway to the Commercial Centre.	<ul style="list-style-type: none"> <li>Deliver a gateway park which enhancing streetscape.</li> </ul>

Table 5: Open Space Opportunity Sites



Figure 07: Moon Square, Hobart, TAS