

Part six

Implementation

6.1 Implementation plan

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Overview

To achieve real change and realise the potential of the city centre, the initiatives already discussed will need to be implemented over time, by a number of stakeholders. Some initiatives will have more impact on their own or will be catalysts for others with significant flow-on effects.

Ultimately, renewal will rely on the co-operation of a range of stakeholders including State government, local government, the private sector and the community. The implementation timeframe will commence in the short-term, but will then look towards medium and long-term actions for delivery over the life of the plan.

Some initiatives will be implemented more readily than others. Planning-focused initiatives, such as amending the LEP and DCP as well as development and marketing of economic and transport related strategies, can commence and be delivered in the short-term. Delivery of physical improvements will be more gradual over a longer period of time. Some physical improvements are suited to being trialled in a temporary form to gauge their effectiveness, for example, the Hunter Street upgrade. Aspects of this include introduction of activity nodes and extra landscaping in small sections of Hunter Street and use of temporary materials to trial the Hunter Street cycleway. This approach has the benefit of allowing ideas to be tested, being lower in cost and not involving major works or changes to the existing street infrastructure.

The implementation framework groups the initiatives as follows:

1. planning framework amendments
2. physical improvements to the public domain
3. economic
4. transport-related.

The framework covers the strategic initiatives contained within this urban renewal strategy, along with an indication of the main agencies and

organisations involved in delivery and timeframes divided into short (1 – 3 years), medium (3 – 8 years) and long term (more than 8 years).

Transport

Where Transport for NSW (TNSW) is nominated against an action in the plan, it is recommended that they consider and investigate the action further in their preparation of the NSW Long Term Transport Master Plan and any subsequent regional transport plan. These actions have been identified as being beneficial for and supporting urban renewal as part of this process. On this basis, the NSW Long Term Transport Master Plan should consider these actions, but, it may arrive at different conclusions that build on or differ from them.

Catalyst projects

The following key initiatives will have significant short-term benefits as well as being catalysts to stimulate wider change in the city centre:

- expanding the university campus in the city centre
- revitalisation of Hunter Street Mall and adjacent major land holdings
- reshaping Hunter Street as a key city destination
- promoting enhanced connections across the rail corridor
- attracting more residents into the city centre
- promoting a higher mode shift to public transport.

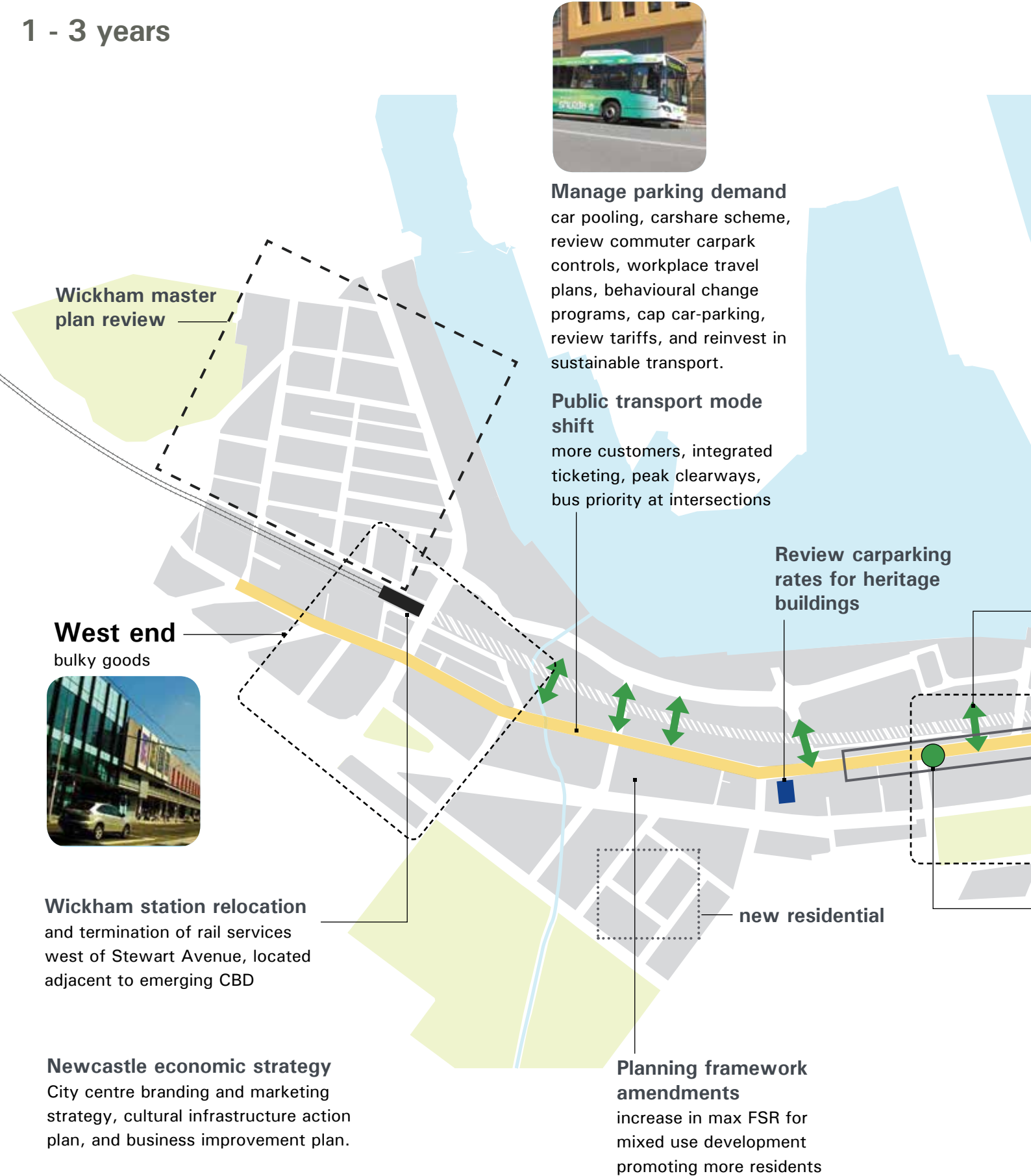
The following diagram and series of maps show how implementation of the strategies and initiatives can catalyse renewal in the city centre over time. In particular, the commencement of temporary measures and commitment to catalyst projects will have a range of flow-on effects that lead to long terms gains.

Establishing the framework	Putting in place temporary measures	Catalyst projects	Flow on effects	Long term gains
- Planning framework amendments - Promoting public and active transport - Managing parking demand - Newcastle economic strategy	Putting in place temporary measures - Hunter Street temporary cycleway - Hunter Street temporary activity zones - Hunter Street Mall de-clutter and promote as events space	Hunter Street upgrade - east end - stage 1	Hunter Street upgrade - civic - stage 2	Hunter Street upgrade - west end - final stage
		- Redevelopment of major land-holdings in the Mall - stage 1 - Hunter Street Mall upgrade - Footbridge upgrade - Attracting more residents	- Redevelopment of major land-holdings in the Mall - final stages - Laneways upgrade - Small mixed use redevelopment - Victoria Theatre renovation	- School of Arts redevelopment - Crown Street upgrade - Bolton Street carpark redevelopment - Ocean Baths renovation
		- Newcastle University - city campus development - Student housing - Former Star Hotel redevelopment - Courts support services relocation	- Wheeler Place and Civic Station forecourt upgrade - Civic Park upgrade - Devonshire Street upgrade - Emporium redevelopment	Mixed use residential development
		- Cottage Creek upgrade - stage 1 - Stores site redevelopment - stage 1 - Bulky goods	- Cottage Creek upgrade - stage 2 - Stores site redevelopment - stage 2 - Intersection upgrades	- Commercial developments - Former Newcastle Museum redevelopment - Birdwood Park upgrade
Enhancing connections	Improve connections at Civic, East End, and Perkins Street	Improve connections at Merewether Street and Centenary Road	Establish new connection at Steel Street	Establish new connection at Worth Place and Cottage Creek

Short-term measures

Newcastle 2015

1 - 3 years





Hunter Street temporary measures

cycleway, activity platforms, planter boxes, stencilling, Parking Day, plan and detail permanent upgrade



Hunter Street Mall

declutter, plan, and promote and use as key event space



East end

boutique retail destination, entertainment, leisure and residential. New full line supermarket and discount department store

improve connectivity

new residential

cyclist end-of-trip facilities

Civic

government, cultural and education activity hub

Planning framework amendments

increase in max FSR for mixed use development promoting more residents



uni campus

Medium-term measures

Newcastle 2020

3 - 8 years





Crown Street
upgrade



Hunter Street Mall
permanent upgrade

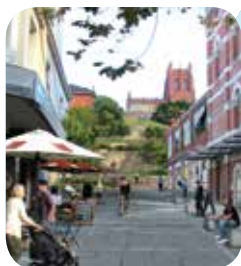


Intersection
upgrades

Improve
connection

Victoria Theatre

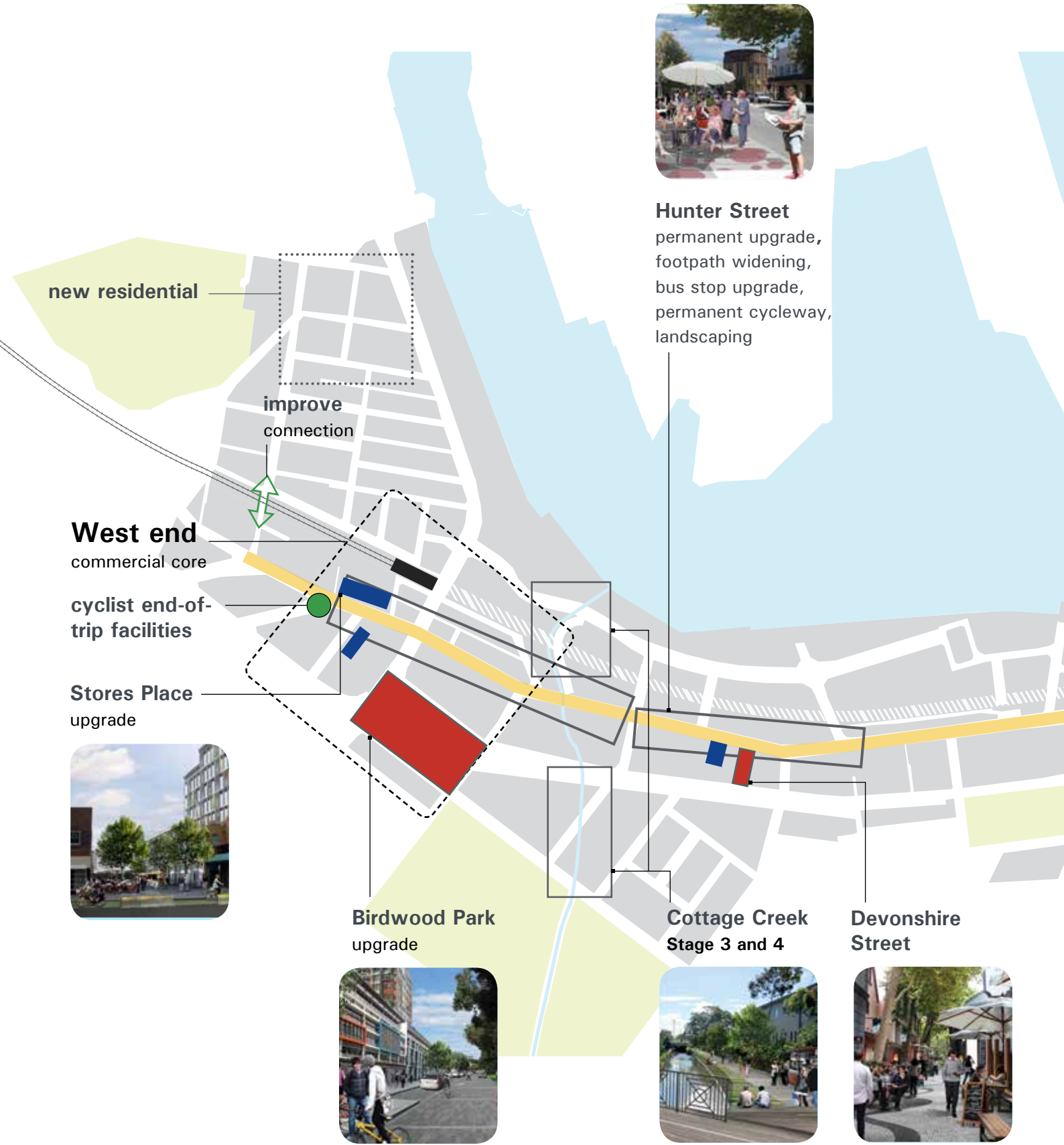
Laneways
upgrade



Long-term measures

Newcastle 2025 - 2036

more than 8 years





6,000
additional dwellings

10,000
additional jobs

This table uses the following acronyms to refer to agencies and entities:

CoN: City of Newcastle
DP&I: Department of Planning and Infrastructure
MSB: Mine Subsidence Board
NSWT&I: News South Wales Trade and Investment
RDA Hunter: Regional Development Australia Hunter

RMS: Roads and Maritime Services
TNSW: Transport for New South Wales
UoN: University of Newcastle
HDC: Hunter Development Corporation

Note: nominated agencies will have varying degrees of involvement in delivery of these initiatives. This table shows a lead agency with the main support agency in brackets.

Initiative	Timeframe		
	Short	Medium	Long
Planning framework amendments			
Finalise amendments to the Newcastle LEP to facilitate and support the renewal initiatives			
Prepare a consolidated DCP incorporating the proposed amendments including the addition of Special Area controls, for exhibition and adoption			
Amend the Civic Improvement Plan and section 94A contributions plan to include the amended schedule to fund initiatives			
Revise the Lower Hunter Regional Strategy to:			
- ensure the primacy of the city centre is recognised and strengthened - reflect updated jobs and housing targets			
Revise City of Newcastle planning documents to:			
- ensure the primacy of the city centre is recognised and strengthened - ensure that growth of centres outside of the city centre takes into consideration the economic impact on the city centre - incorporate public domain upgrades into the Public Domain Manual			
Undertake detailed master planning of Wickham to determine the suitability of the zoning, DCP public thoroughfares and other planning measures			
Investigate carparking rates for non-residential and heritage buildings and visitor carparking for residential, and amend DCP accordingly			
Implement planning framework amendments through the development assessment process		Ongoing	

Initiative	Responsibility	Timeframe		
		Short	Medium	Long
Physical improvements to the public domain				
Identify and pursue alternative funding sources (e.g. grants) to expedite implementation of both temporary and permanent upgrades	CoN		Ongoing	
Include the recommended physical improvements in the City of Newcastle's forward planning, including its capital works program	CoN		Ongoing	
Hunter Street Mall				
Upgrade the Hunter Street Mall in accordance with JMD concept designs and the City of Newcastle's Public Domain Manual:	CoN (Railcorp)			
• remove market structures and freestanding advertisements and signs as an initial measure	CoN			
• establish permanent upgrades	CoN			
• upgrade the laneway network behind the mall	CoN			
• upgrade the pedestrian link bridge to the waterfront and associated works in the square such as establishing lawn terraces	CoN (RailCorp)			
Wheeler Place and Civic				
Upgrade Wheeler Place and Civic in accordance with JMD concept designs and Council's Public Domain Manual:	CoN			
• Wheeler Place	CoN			
• Civic forecourt	CoN			
◦ painting across forecourt loop road and traffic island to unify space	CoN			
◦ install temporary shared zone	CoN			
◦ temporary or permanent closure of forecourt loop road	CoN			
• Hunter Street crossing	CoN			
◦ criss-cross or honeycomb pattern painting of road surface	CoN			
◦ new traffic lights opposite theatre to facilitate pedestrian movement	CoN			

Initiative	Responsibility	Timeframe		
		Short	Medium	Long
Cottage Creek Corridor				
Upgrade Cottage Creek in accordance with JMD concept designs and Council's public domain manual:	CoN (landowner, HDC)			
• remove structure at 681 Hunter Street	CoN (landowner)			
• Hunter Street to rail line	CoN			
• King Street to Parry Street	CoN			
• Hunter Street to King Street	CoN			
• Rail corridor to Honeysuckle Drive	CoN (HDC)			
• Honeysuckle Drive to foreshore	CoN (HDC)			
• National Park	CoN			
Upgrade Birdwood Park in accordance with JMD concept designs and Council's public domain manual	CoN			
Hunter Street upgrade				
Hunter Street upgrade in accordance with JMD concept designs and Council's public domain manual:	CoN			
Temporary measures				
• Undertake detailed planning to determine priority projects and locations	CoN			
• Commence implementation of the Hunter Street upgrade with temporary works and materials in selected locations to trial various elements of the proposed upgrade:	CoN			
◦ cycleway, including stencilled/coloured asphalt and bollards/separation devices	CoN (RMS)			
◦ activity platforms, including planter boxes and seating	CoN			
◦ landscaping and trees in planter boxes at intervals in the parking lane	CoN			
◦ road closure to facilitate events such as Nature Capitale (only applicable to 1 or 2 lanes)	CoN			
◦ seasonal program such as PARKing Day	CoN (Renew Newcastle)			

Initiative	Responsibility	Timeframe		
		Short	Medium	Long
Permanent measures				
• East end between Newcomen Street and Pacific Park	CoN			
• East end between Perkins and Darby Streets, including the Crown Street upgrade	CoN			
• Civic between Darby and Union Streets	CoN			
• Civic between Union and Steel Streets	CoN			
• Devonshire Street pedestrian laneway	CoN			
• West end between Steel Street and Stewart Avenue	CoN			
• West end between Stewart Avenue and Tudor Street, including the Stores site public domain upgrade	CoN			
• Upgrade bus stops including lighting, shelter and improved signage with public transport information	CoN (Newcastle Buses)			
○ East end				
○ Civic				
○ West end				
Seek funding through grants programs for earlier implementation of initiatives	CoN			

Initiative	Responsibility	Timeframe		
		Short	Medium	Long
Economic initiatives				
Support and deliver the partial relocation of the University of Newcastle by moving the faculties of Business and Law or other faculties into the city centre	UoN (CoN, Commonwealth Government, NSW Government)			
Prepare a new Newcastle Economic Strategy for the city centre, including:	CoN (NSW T&I, HDC, RDA Hunter, Renew Newcastle)			
a comprehensive branding and marketing strategy that focuses on the city centre as the premier commercial, retail and entertainment centre of the Lower Hunter	CoN (NSW T&I, RDA Hunter)			
development of a targeted development action plan to recognise and promote cultural infrastructure and cultural industries and the important role they play in the city centre	CoN (NSW T&I - Arts NSW, Renew Newcastle)			
appoint a local business coordinator and develop a Business Improvement Plan for the city centre	CoN (RDA Hunter)			
promote the Honeysuckle precinct as the preferred location for A-grade office development	HDC (CoN, NSW T&I)			
encourage and prioritise additional retail anchors including a full line supermarket and a department store (or discount department store), preferably in the east end	CoN (NSW T&I)			
promote the east end as a boutique retail destination, including establishing Hunter Street as an 'eat street' with extended hours into the evening for night time activation, and undertake planning for new retailers in the Hunter Street Mall	CoN (NSW T&I - Destination NSW)			
incorporating Hunter Street Mall as a key event space within broader tourism and event strategies	CoN (NSW T&I - Destination NSW)			
investigate opportunities for bulky goods retailing in the west end of the city centre	CoN (NSW T&I)			
defer the payment of section 94A contributions for the city centre from construction certificate to occupation certificate (for a five year trial period)	CoN			
encourage additional residents into the city centre	CoN			
support the restoration of the Victoria Theatre as a performing arts venue	NSW T&I - Arts NSW, (CoN, landowner)			

Initiative	Responsibility	Timeframe		
		Short	Medium	Long
Transport and access-related initiatives				
Investigate the provision of three strategic bus corridors providing fast and regular services to ensure efficient journey times	TNSW			
Promote and advertise services already offered and the advantages of public transport travel	TNSW (Newcastle Buses. CoN)			
Introduce integrated ticketing to provide a simple, convenient way to pay for travel on government ferries, CityRail services and buses and reduce overall journey times, particularly boarding on buses	TNSW			
Investigate the establishment of peak clearways in the peak direction to allow for bus lanes, giving public transport a more efficient route:	TNSW (CoN)			
- on a temporary, trial basis - based on results of trial, implement on a permanent basis				
Investigate the establishment of a cycle end-of-trip facility in a central location	CoN (private sector)			
Cater for both commuter and recreational cyclists with the creation of separated cycleways (Bathers Way) as well as on-road routes	CoN			
Investigate the improvement of pedestrian and cyclist connectivity across the rail line:	CoN (TNSW)			
- upgrade of existing car, pedestrian and cyclist crossings - constructing new crossings for pedestrians, cyclists and cars	CoN (TNSW)			
Investigate prioritisation of pedestrian and cyclist movement in any upgrades to the wider road network	CoN (TNSW, RMS)		Ongoing	
Investigate potential for bus priority at key intersections	TNSW (CoN)			
Investigate introduction of a bike share scheme	CoN			
Investigate implementation of strategic road upgrades in the following locations:	CoN			
- Parry Street / Steel Street intersection - Merewether Street / Workshop Way intersection - Parry Street / Union Street intersection - Honeysuckle Drive near Cottage Creek				

Initiative	Responsibility	Timeframe		
		Short	Medium	Long
- Church Street / Watt Street intersection - Hannell Street / Honeysuckle Drive				
Undertake education, marketing and promotion to raise awareness through advocacy to surrounding businesses, branding, improved public recognition and communication through advertising and community events	TNSW (Newcastle Buses, CoN)		Ongoing	
City of Newcastle to introduce a staff travel plan, provide end-of-trip facilities and undertake regular travel surveys to monitor mode shift for their own staff	CoN			
Increase understanding of city users through research to better appreciate movement patterns and establish the barriers to behavioural change that exist amongst the Newcastle community. Consider creation of a behavioural change working party to develop and implement a behavioural change program	TNSW (Newcastle Buses, CoN)			
Investigate developing a workplace travel plan model	TNSW (CoN)			
Manage parking demand through an integrated suite of measures:	CoN (TNSW)			
- investigate supporting park and ride aligned with frequent or express bus services - implement a car pooling program - investigate the introduction of a car share program - implement a car share program and concurrent reduced carparking requirements in developments - cap carparking to 11,000 spaces in the city centre - consider a gradual increase in long-stay parking tariffs - consider expanding commuter carparking control to areas adjoining the city centre to discourage commuter carparking in those areas that disadvantages residents - consider the use of parking revenues to invest in initiatives that encourage more sustainable forms of transport such as cycleways - subsequent to undertaking investigations, implement final suite of measures	TNSW (CoN) CoN CoN CoN CoN CoN CoN CoN (TNSW)			

Abbreviations

City of Newcastle (CoN)

Department of Planning and Infrastructure (DP&I)

Hunter Development Corporation (HDC)

The State Environmental Planning Policy (Urban Renewal) 2010
(Urban Renewal SEPP)

Transport for NSW (TNSW)

Local Government Area (LGA)

Net lettable area (NLA)

Annual Exceedance Probability (AEP)

Flood Planning Level (FPL)

Australian Technology Park (ATP)

Business Improvement Plan (BIP)

Transport Management and Accessibility Plan (TMAP)

Local Environmental Plan (LEP)

EP&A Act

Floor Space Ratio (FSR)

Australian Height Datum (AHD)



