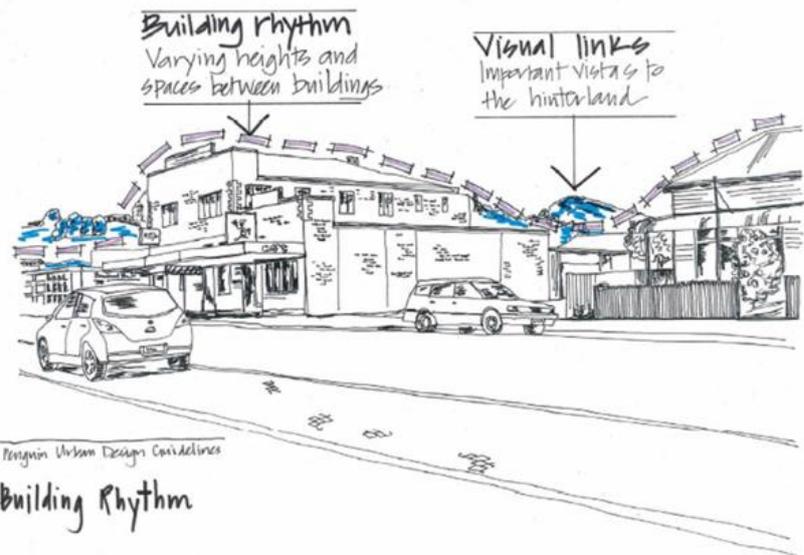


TOURISM & COMMERCIAL DEVELOPMENT

Penguin is a unique seaside town with a vibrant community which has sensitive and significant environmental values including unique wildlife (little penguins). The township is framed by the sea and a hinterland of rolling hills that form the beginning of the Dial Ranges. Tourism is an important industry along the Coast and the redevelopment of the PRG provides opportunity to develop tourism and commercial developments. This could boost the local economy and increase local jobs for residents.

A few residents suggested in the initial engagement activities that the site could provide camping or caravan parking or provide space for tourism accommodation or attractions. The Urban Design Guidelines suggests that there is a need for more cafes, shops, eateries and tourist accommodation in Penguin.



The redevelopment of the PRG provides an opportunity for Council to provide space for such ventures.

CURRENT AND UNMET DEMAND FOR TOURISM SERVICES ATTRACTIONS

Recent research indicates that there is unmet demand for tourism services in the Penguin township. Penguin is strategically located as a pivot point for many tourism attractions throughout the Central Coast region however there are limited opportunities for accommodation and hospitality services.

MIXED USE DEVELOPMENT

A combination of some of the key concepts identified above was a preference for many of the respondents to the postcard campaign and Council in general. The site is 2 Ha and many residents in the initial consultation indicated that the space could be redeveloped to allow for a combination of a few different concepts. For example, the idea of a civic space with addition residential housing was raised as a popular option. Internal discussions also supported using the site for open space however there was a preference to have other concepts developed on the site as well.

