

# MAXIMUM OPPORTUNITY for Newcastle

*Established in 2012, the Newcastle Renewal Taskforce is a local industry brains trust providing expert advice to Government on revitalisation of the City Centre.*

Their Transforming Newcastle Campaign kicked-off in March 2015 with research and planning. The next phase saw an international study tour to guarantee their signature piece of policy work would be led by world's best practice. The final phase involved strategic analysis and broad consultation to widen the net of good ideas.

**MAXIMUM OPPORTUNITY** is their ambitious blueprint for urban transformation.

**MAXIMUM OPPORTUNITY** expands the thinking of UrbanGrowth NSW and positions Newcastle as Australia's first Regional City of the Asia-Pacific.

**MAXIMUM OPPORTUNITY** is based on a set of guiding principles endorsed by the Transforming Newcastle Summit;

DESIGN THE CITY CENTRE AS A GLOBALLY COMPETITIVE TOURISM DESTINATION.

OFFER VIBRANT AND INVITING PUBLIC SPACES, AS WELL AS PASSIVE OUTDOOR SPACES.

PROVIDE AN INTEGRATED, MULTI-MODAL TRANSPORT NETWORK.

ASPIRE TO BEST-IN-CLASS PUBLIC DOMAIN AS THE PATHWAY TO SUSTAINABLE GROWTH.

Aerial looking West from Foreshore Park



Realignment of Wharf Road creates Maximum Opportunity for public space and a New Urban Icon.

# MAXIMUM OPPORTUNITY

*reimagines the City Centre with a series of “Game Changers” endorsed by the Transforming Newcastle Summit:*

Preserve the heavy rail corridor as an East-West **Cycle Transitway**.

Establish a **Procession of Public Plazas** from Civic Park to the waterfront.

Provide **Darby Common** for connectivity and bringing the cycling community together.

Create **Urban Lounge** as an authentically Novocastrian public space.

Form a **New City Edge** to the waterfront

Repurpose Newcastle Railway Station as a **New Urban Icon** to anchor the destination.

Convert Foreshore Park into an **Urban Recreational Paradise** with children’s playground, water maze, skate plaza and fitness trail.

Dedicate Festival Park as our **Premier Parkland** for world-class concerts and cultural celebrations.

To pay for it all, launch the City Centre as **Australia’s first Tax Increment Financing District**.

Implement a Public-Private Partnership model for **Community Engagement** over the long-haul.

Regional Playground



Urban Icon



Transport Network



## MAXIMUM OPPORTUNITY

MORE OPEN  
SPACE

MORE  
PUBLIC  
AMENITY

FEWER  
DEVELOPABLE  
SITES

UNRIVALLED  
LIVEABILITY