

IMPROVING BELMONT ECONOMIC CENTRE

ENGAGEMENT SUMMARY

10 JUNE – 7 JULY 2025

WE ASKED

As part of our review of the strategic planning framework for the Belmont economic centre, we asked the community what they liked about the centre, what challenges were present and ideas they had to attract jobs, deliver more diverse housing options, and improve accessibility.

WE REACHED



4,464 visits to our Shape Lake Mac project webpage



711 users visited the project webpage after seeing an ad for the project on social media



15,129 e-newsletter subscribers received a link to the project webpage



60 comments added to our interactive map at Shape Lake Mac



About **30** people added comments to the printed map at our Belmont Baths pop-up event on Saturday 21 June

WE HEARD

One hundred comments were received through our interactive map at Shape Lake Mac, in-person at our pop-up event at Belmont Baths and via email.

The top five themes mentioned across these comments were:

- Traffic management **35%**
- Enhancing visual amenity **28%**
- Improving pedestrian access **24%**
- Supporting local business **18%**
- Sustainable growth **11%**

Some comments covered multiple themes. Other comments were specific to improving Belmont Baths or maintenance around the centre.

HIGHLIGHTS FROM THE INTERACTIVE MAP

Users could reply to or agree and disagree with comments on our interactive map.

"Belmont has many shops spread along the Pacific Highway. It is up to a 30-minute walk end to end with exhaust fumes spewing in your face. There are no nearby parallel streets for much of the walk, no pedestrian crossings, no bicycle infrastructure. The message is clear: the comfort of people driving through is more important than people living and shopping in the area."

– TYLER

"An active transport route connecting Belmont Foreshore to Valentine/Croudace Bay to the north-west and then connecting the Foreshore to the Fernleigh Track to the south-west at the TAFE, improving safety and accessibility to key infrastructure."

– KRIS

"Belmont centre needs a new identity. The footpaths around the Belmont area are old and unwelcoming. It does not look like an area that is worth stopping to new people who drive through. Belmont needs to have a complete makeover on the Council streets that flow through the area. The main road should sell a welcoming beach/lakeside city centre with cafes and give a holiday-like feel that is worth turning off to explore."

– TANIA

"Streetscape the whole area with trees and plants like Magnus Street, Nelson Bay"

– SAM

WHAT'S NEXT?

Council will use the feedback to inform amendments to the Belmont Area Plan in the *Lake Macquarie Development Control Plan 2014*, and to the *Lake Macquarie Local Environmental Plan 2014*. It is expected that draft amendments will be presented to Council in early 2026 to be placed on public exhibition for further feedback before being adopted.