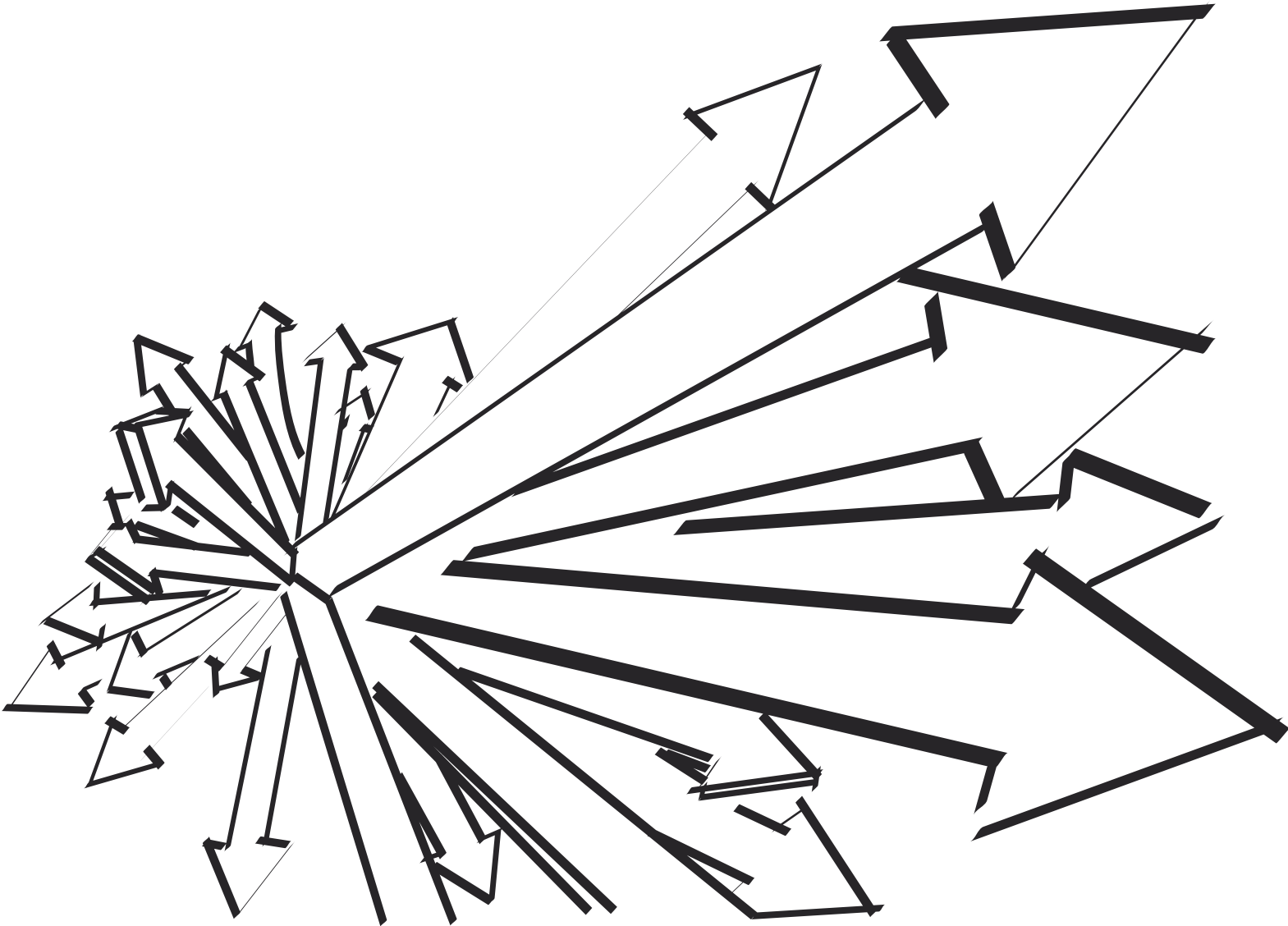


Moss Vale Analysis Masterplan & Catalyst Activation Opportunities

“A place to meet, mingle and mix” & “BoHo (bohemian) atmosphere”

Wingecarribee Shire Council Community Engagement forum-Moss Vale November 2013



Introduction

Incorporating input from earlier studies, community meetings, interviews and forums, this section identifies the Masterplan observations and analysis ideas and initiatives.

Catalyst

Opportunities for Catalyst Projects have been identified, as a focus to support translation of the masterplan. These project opportunities are illustrated through a series of plans and urban design principles providing support for the development of more detailed informal design briefs and implementation strategies.

draft 130904-a

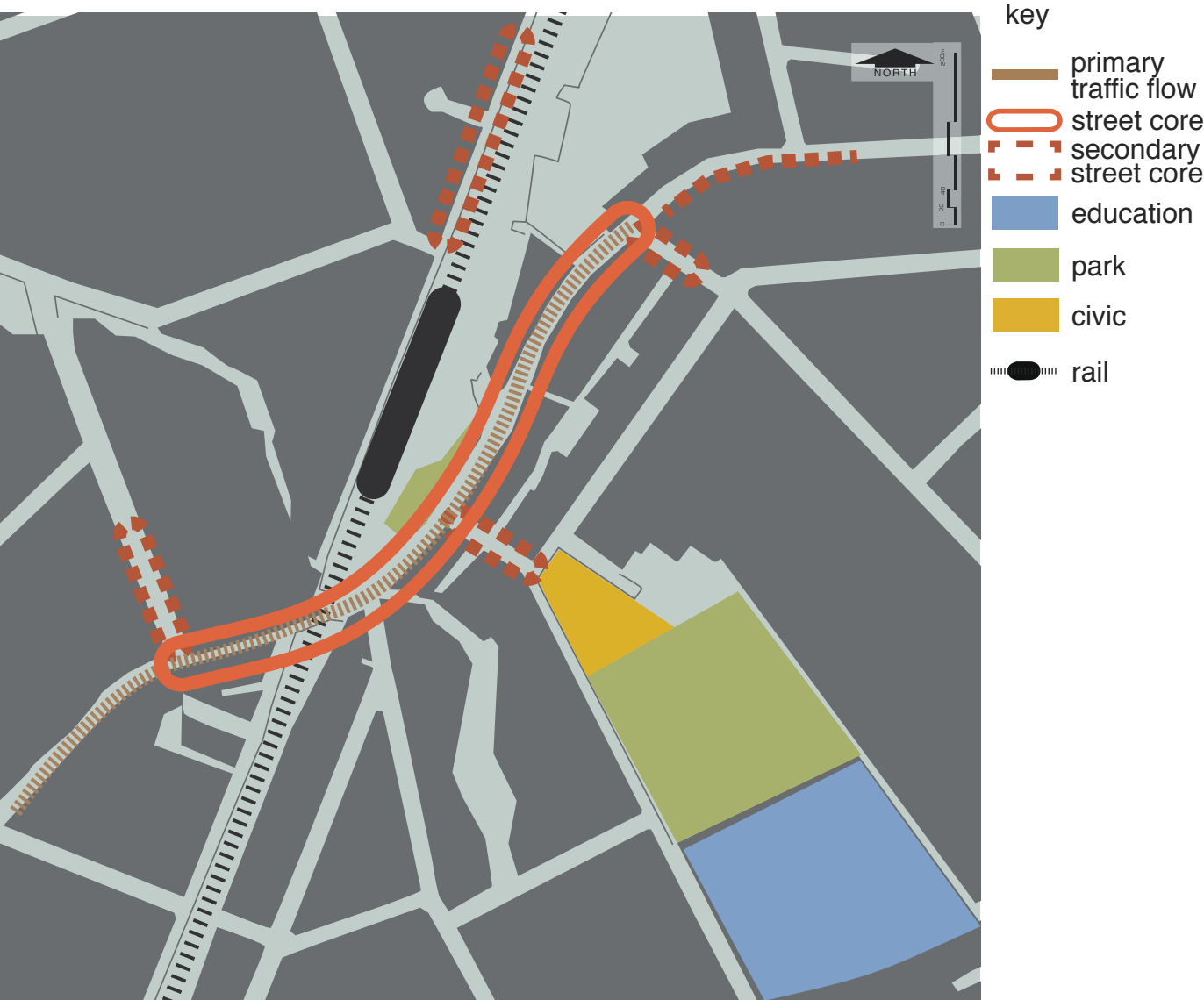


Moss Vale Location

Moss Vale forms the Southern arrival precinct, originally the terminus of the Main Southern railway the town centre is now bisected by the extension of the rail line and the Illawarra Highway.

Moss Vale Analysis

“place to meet, mingle and mix” & “BoHo (bohemian) atmosphere
Comments from the Moss Vale Community Consultation Forum December 2013



Moss Vale Context

The main street of Moss Vale also serves as a highway linking to the coastal areas of the Illawarra. As a Gateway from the west the elongated undulating the main street offers a range of convenience dining outlets, and an eclectic mix of retail choice.

The centre of town is characterised by the park (Leighton Gardens), and the historic Moss Vale railway station.

Larger retail premises are located on streets adjacent to the main street, this has assisted in protecting this environment for major redevelopment. As such the area retains a character that is relatively intact, with modest retail outlets, and the characteristic verandah clad façades.

draft 130904-a

ENTITY
QUALITY
PUBLIC REALM
WALKABILITY
AMENITY
CULTURE

Objective
The Town Centre provides a substantial supportive role within the Southern Highlands. As with the other Town Centres it currently has a “Local Centre” zoning. This document endorses the current LEP objectives for the Local Business Zones.



Key Principles:
Provide a clear defined physical area where:

- Safe pedestrian environment.
- Principal commercial and retail area
- Premier evening and nighttime activity



- Key transport/transit hub
- Civic activity
- Tourist destination service centre
- Centre for cultural and creative interaction



- Protect and enhance the Rural/Urban feel through the enhancement of views and physical connection to the rural interface.
- Provide an environment that retains a strong connection to the sense of place and identity established.



draft 130904-a



key
 — Town Centre

Moss Vale Study Area

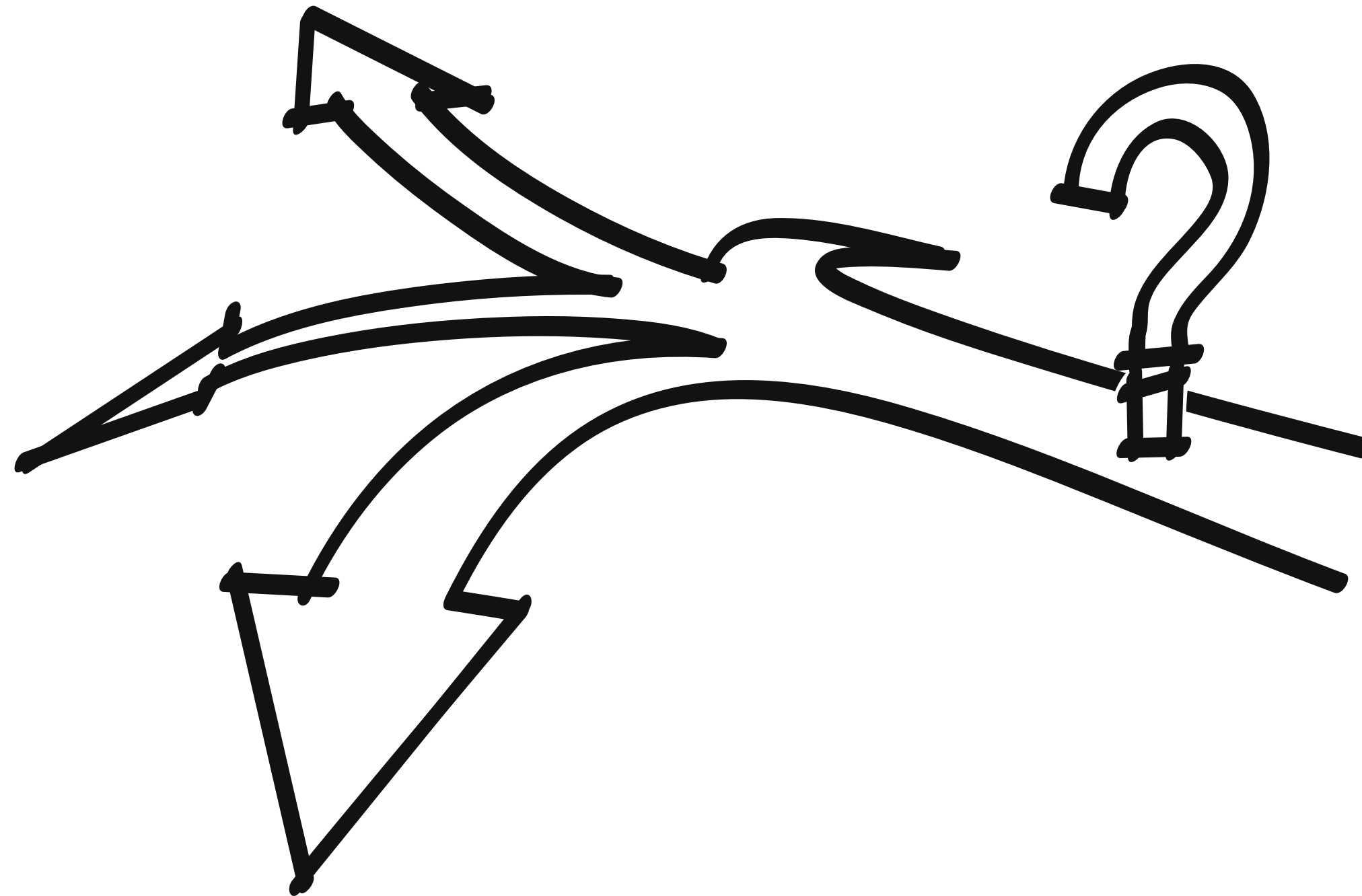
The extent of the study area shown is bounded by the rail line to the north, and Whites Creek to the south west, a pinch point is created by the rail line that results in the western portion of the Town Centre physically isolated and potential dislocated from the primary activity associated with the retail cluster that is centred around Clarence Street.

The main street Argyle Street is currently controlled by Roads and Maritime Services (RMS) a State Government Authority.

draft 130904-a

Moss Vale Masterplan & Catalyst Activation Opportunities

The Illustrative Masterplan provides a guide for the future implementation of ideas and strategies to develop the Town Centre



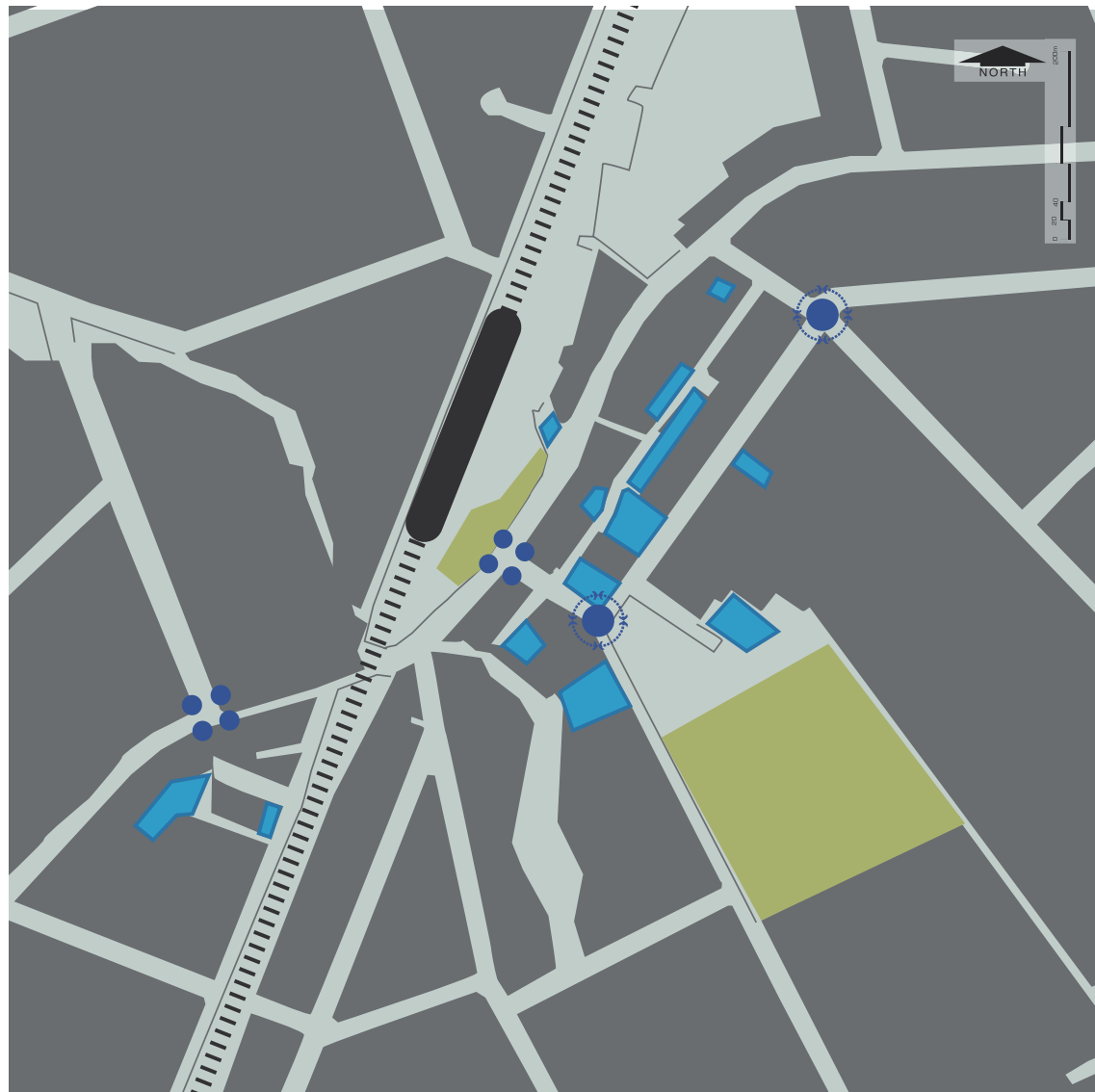
Introduction

Incorporating input from earlier studies, community meetings, interviews and forums, this section identifies the Masterplan observations and analysis ideas and initiatives.

Catalyst

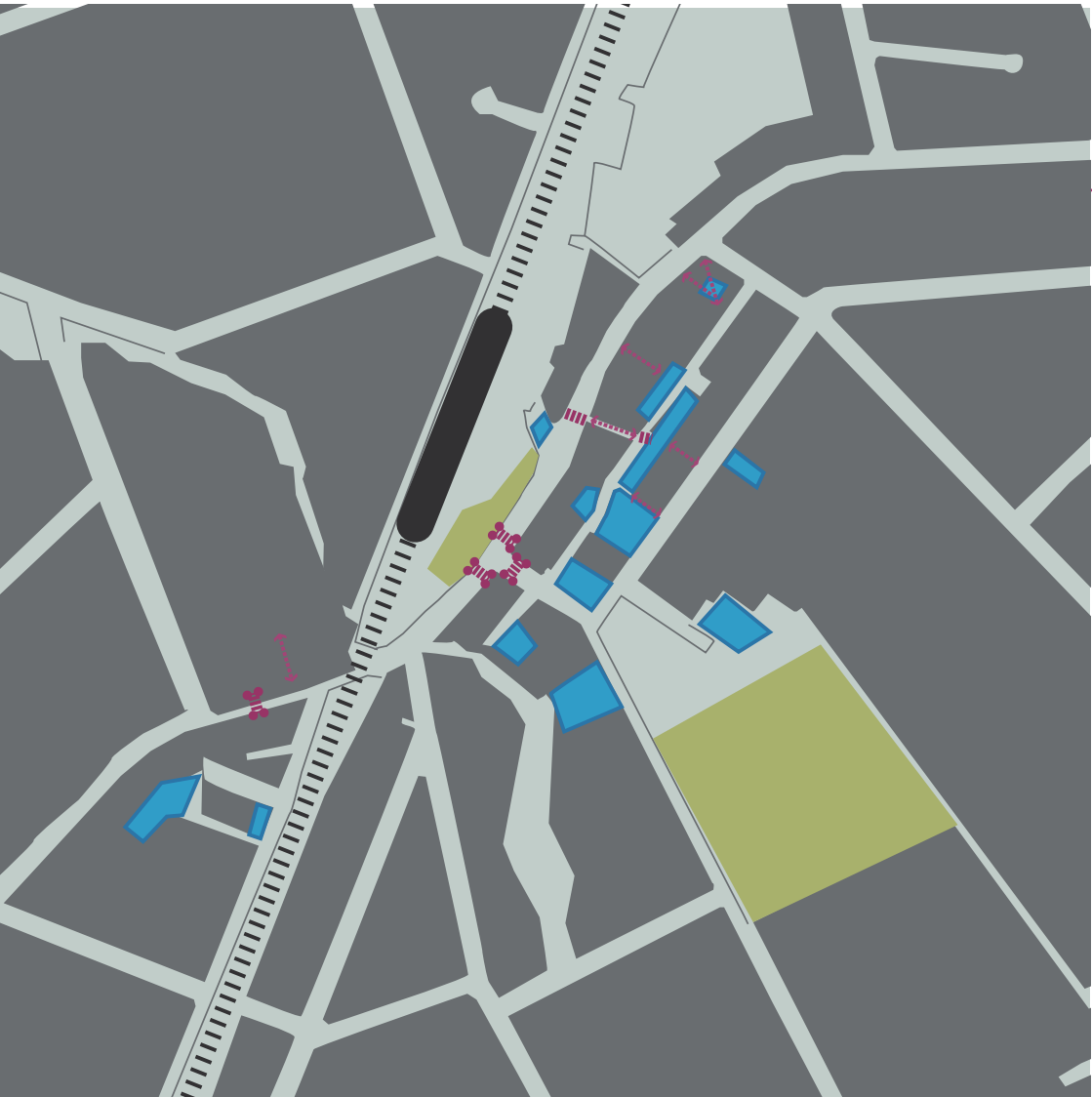
Opportunities for Catalyst Projects have been identified, as a focus to support translation of the masterplan. These project opportunities are illustrated through a series of plans and urban design principles providing support for the development of more detailed informal design briefs and implementation strategies.

draft 130904-a



- key
- Signalised Intersection
 - Roundabout
 - Car Parking

Existing Traffic Conditions and Parking



- key
- Signalised Crossing
 - Pedestrian link
 - Car Parking

Existing Mobility and Circulation

draft 130904-a



Air Photo Moss Vale Town Centre
-current

Spatial Character and Building Form Development

Moss Vale came to prominence as a terminus for the Great Souther Railway. Development grew along the main Street (Argyle Street). The township originally developed on higher ground to the South of Whites Creek, as the station terminus and goods yard developed the town advanced along Argyle Street to the North.

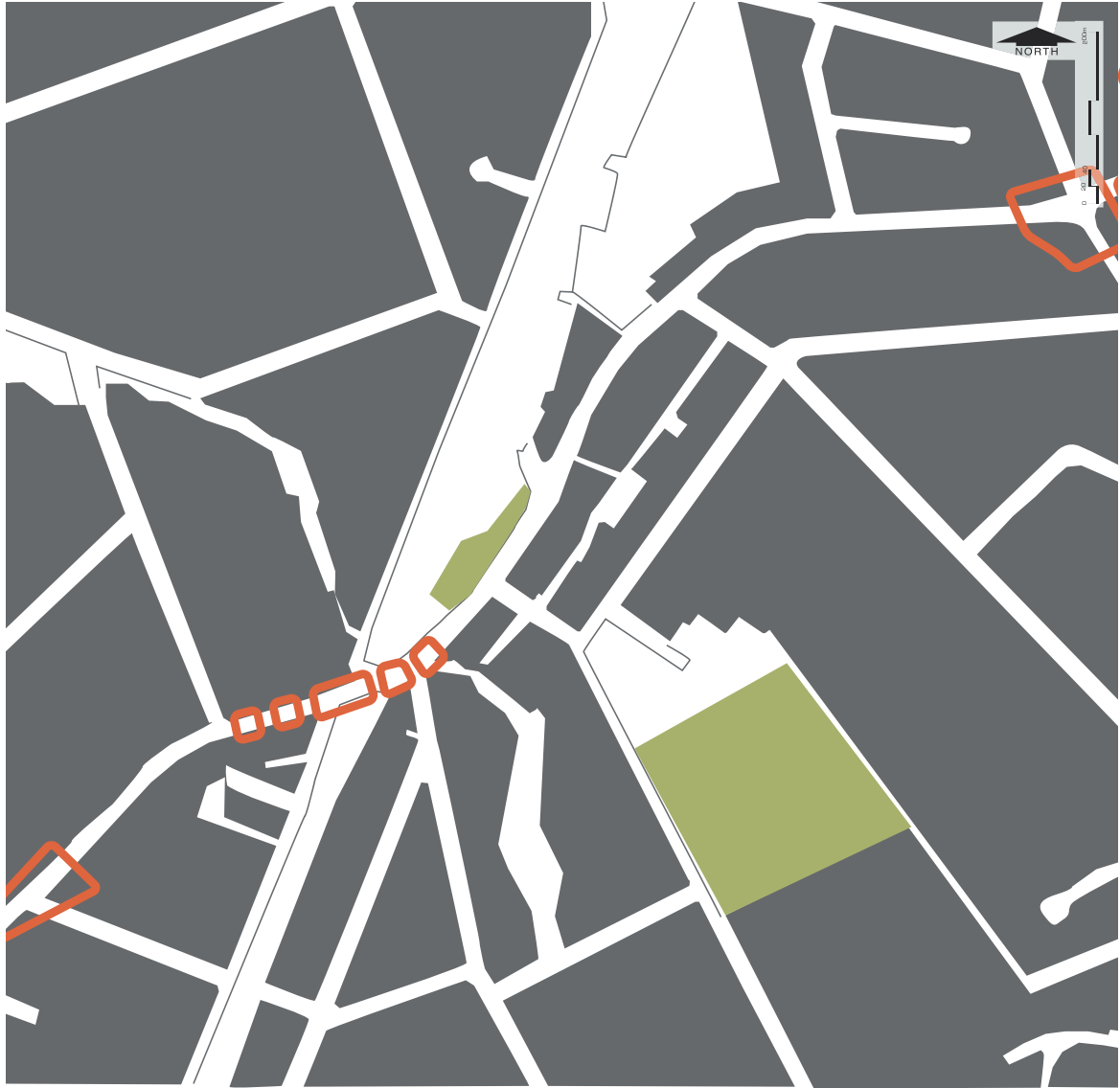
The extension of the Great Southern Rail line necessitated a bridge visually bisecting the Town Centre and creating a physical constraint point. The Southern portion of Argyle Street provides a relatively intact historic remnant of early Moss Vale built form.



Susceptibility to Change

Susceptibility to Change is used to broadly indicate the likelihood that an area will change in the near future. Change can include new development on previously undeveloped land, redevelopment, change of use, or intensification of use.

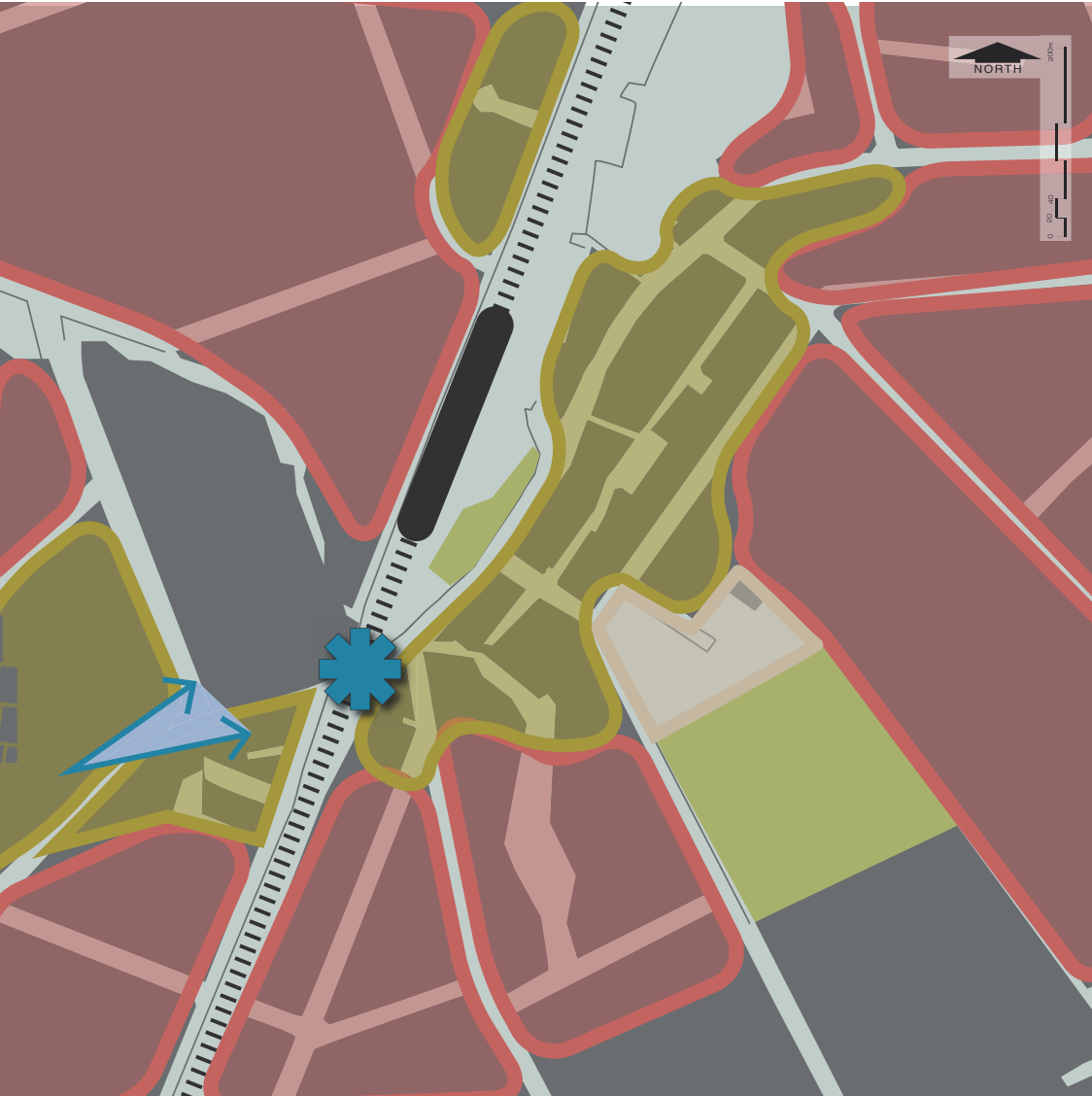
draft 130904-a



key

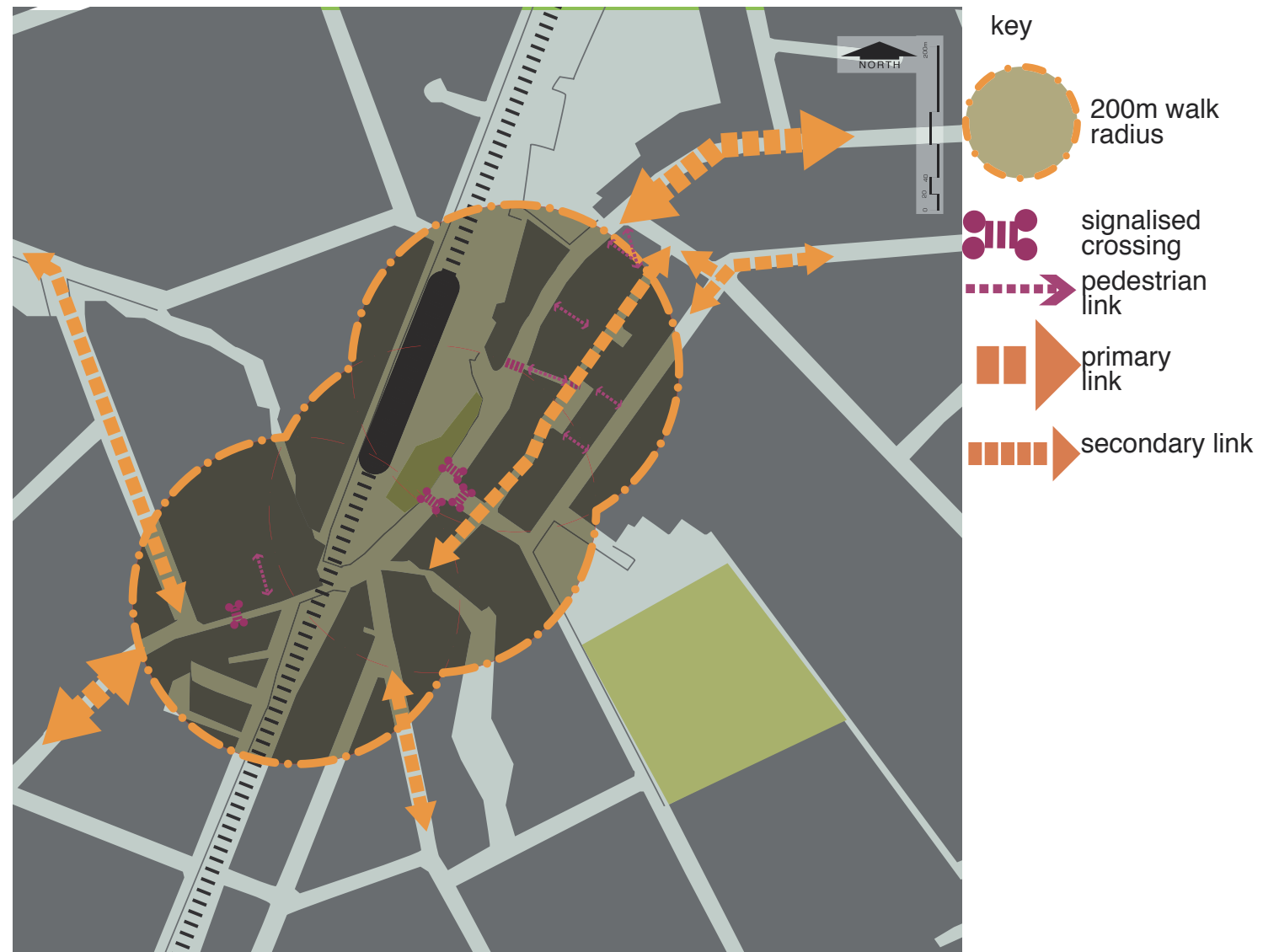
Town Centre
“Gateway”
and threshold

Edges and Thresholds



- key
-  Retail Commercial
 -  Residential
 -  Focal point

Urban Character



Scale and Form

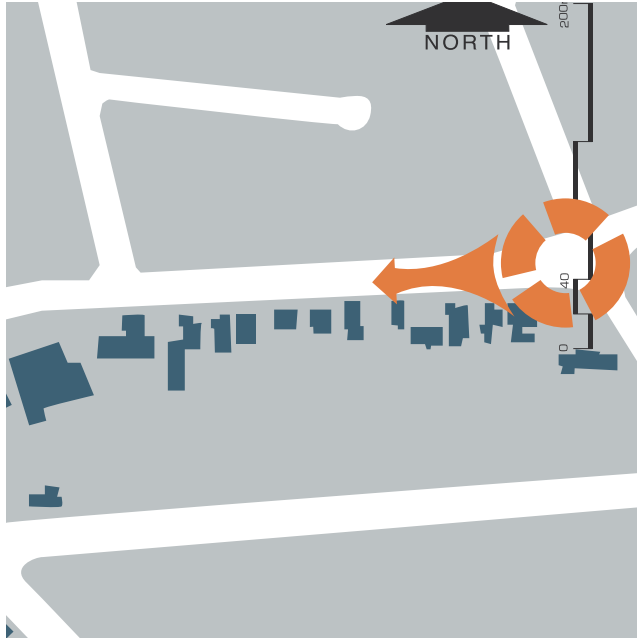
draft 130904-a



Street Activity

draft 130904-a





Entry



StreetScape



Activate Core

draft 130904-a

Civic Presence



Clarence Street



Transport Integration



draft 130904-a



Secondary Access



Whites Creek



Encourage Accessibility

draft 130904-a

Masterplan- Elements

The Illustrative Masterplan provides a guide for the future implementation of ideas and strategies to develop the Town Centre

Introduction

This section identifies Masterplan ideas and initiatives.

Catalyst

Opportunities for Catalyst Projects have been identified, as a focus to support translation of the masterplan. These project opportunities are illustrated through a series of plans and urban design principles providing that assist in the development of more details informal design briefs and implementation strategies.

draft 130904-a



key

The plan opposite demonstrates the high level guidelines that are to be delivered through a series of catalyst projects over time. It is proposed that this document provides a guide that may be adapted to suit any given circumstances.

- Potential Catalys site
- Public Park or plaza
- Shared Zone/Pedestrian Only Street (or possible temporary treatment)
- Transit Hub (Bus Train)
- Public Car Parking - Structured
- Public Car Parking - At Grade (Flexible use Activity Space)
- Dominant Built Form Articulation
- Active Frontage at Ground Level
- Integrated footpath pavement (kerb to property)
- Integrated footpath pavement (kerb to property)
- Car Parking Access
- Gateway
- Signalised intersection/ pedestrian crossing
- Pedestrian only link
- Street Tree Planting
- Kerb extension and pedestrian crossing

Concept work only, subject to feasibility, future studies and traffic arrangements.

draft 130904-a

Masterplan

“reinforce the mainstreet qualities of Argyle Street for its entire length”



Introduction

This section identifies Masterplan ideas and initiatives.

Catalyst

Opportunities for Catalyst Projects have been identified, as a focus to support translation of the masterplan. These project opportunities are illustrated through a series of plans and urban design principles providing that assist in the development of more details informal design briefs and implementation strategies.

draft 130904-a

Key Elements

Integration Activation

Heart Activation

Main Street Activation

Core Activation

Integration Activation

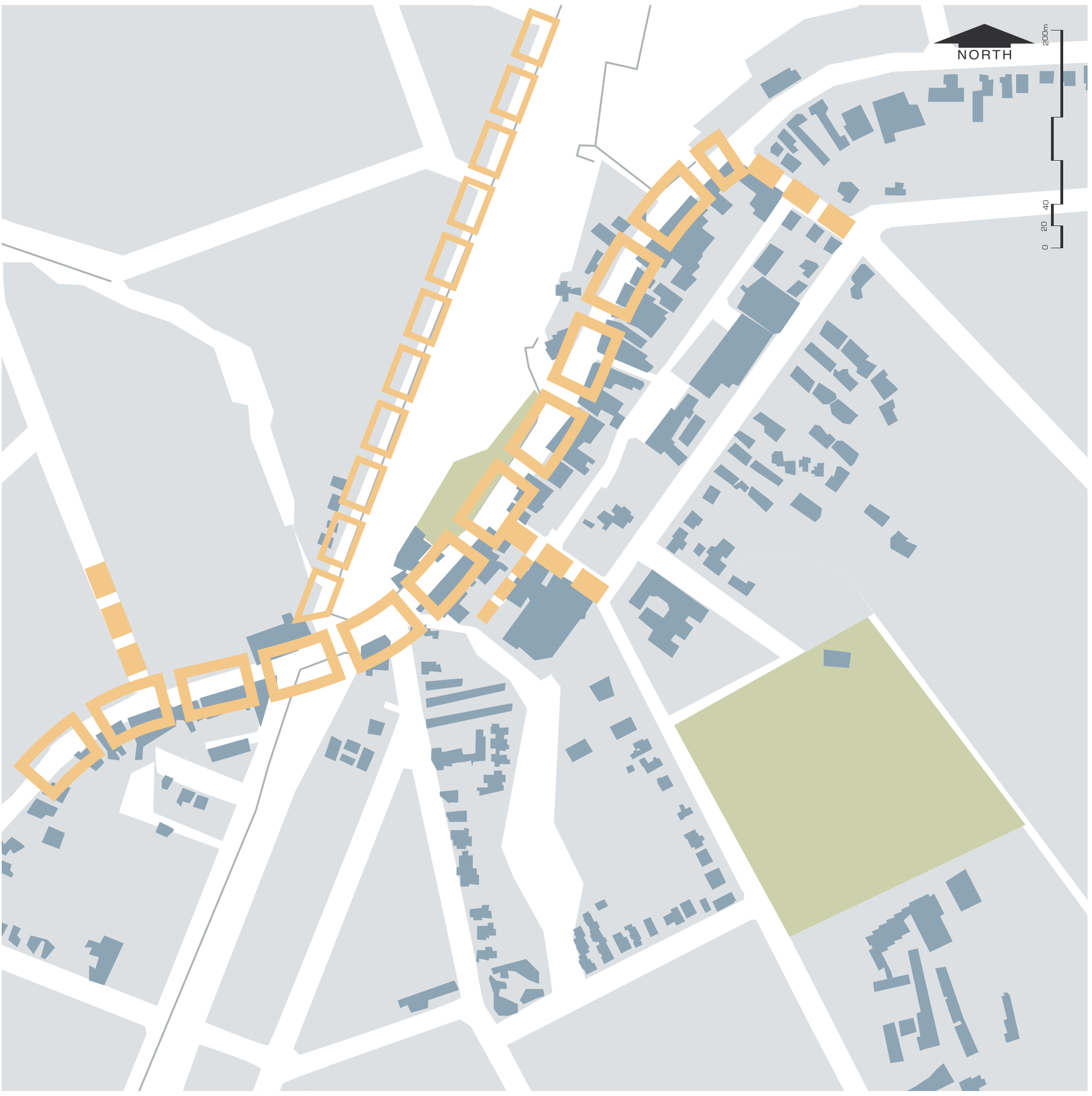




Main Street Activation

Argyle Street represents the historic shopping and commercial hub of Moss Vale. While there has been incremental change over time, the form and scale of the street still retains the primary elements of a smaller township. There are several factors that require consideration:

- RMS-Road Status
- Limits capacity for works within the carriageway
 - Traffic flow and capacity restricts physical interaction between each side of the road
- Rail Link
- Physically and visually separates the main street into two precincts
- Town Park (Leighton Gardens)
- Key visual element and “Breathing Space”
 - physically separated





Clarence Street Precinct



Catalyst Opportunities

Catalyst developments will set a benchmark for future developments in the centre, particularly in terms of design character, sustainability and civic space



Core Activation-Existing



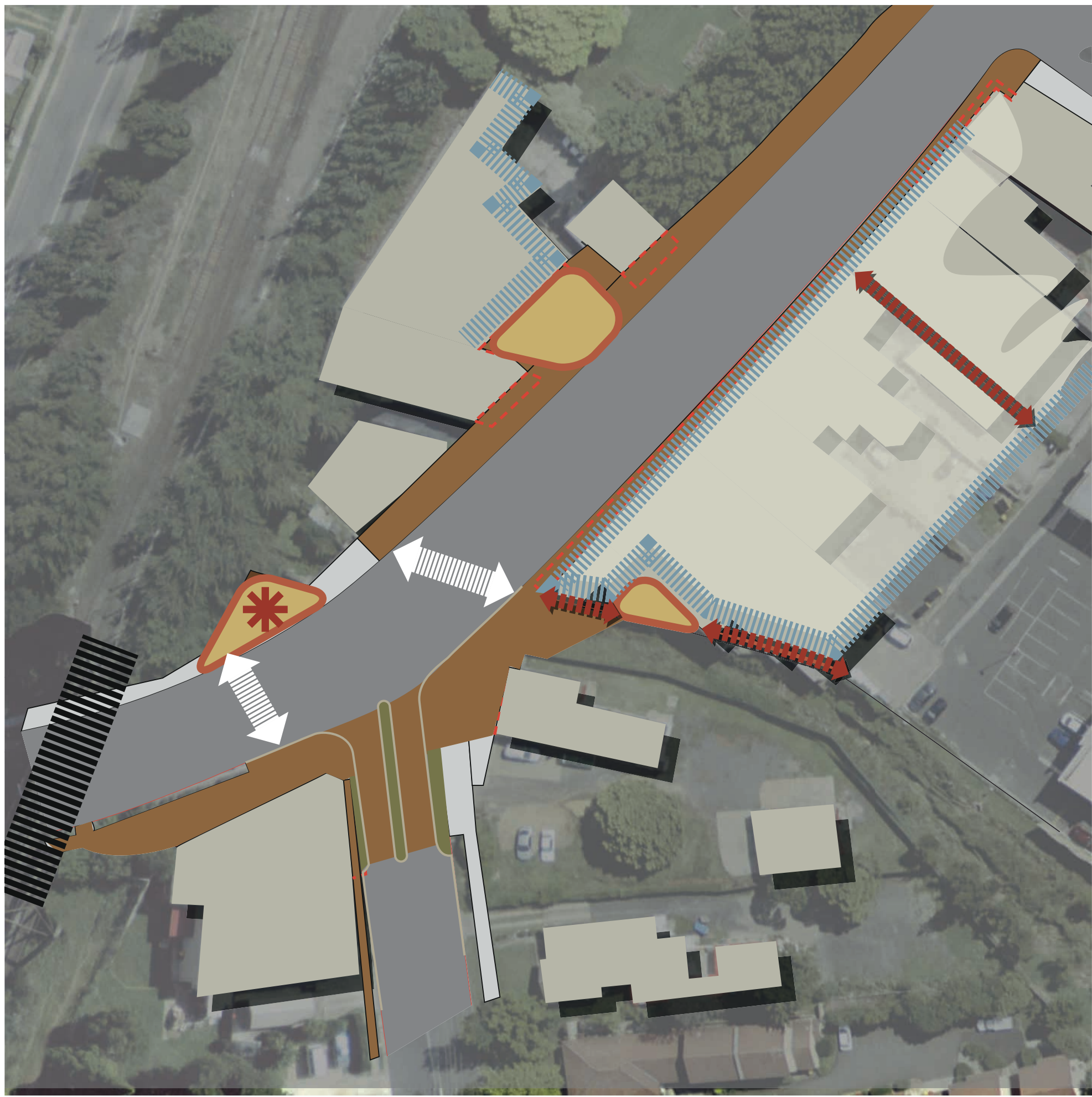
- MV - 32 -

draft 130904-a



Core Activation Analysis

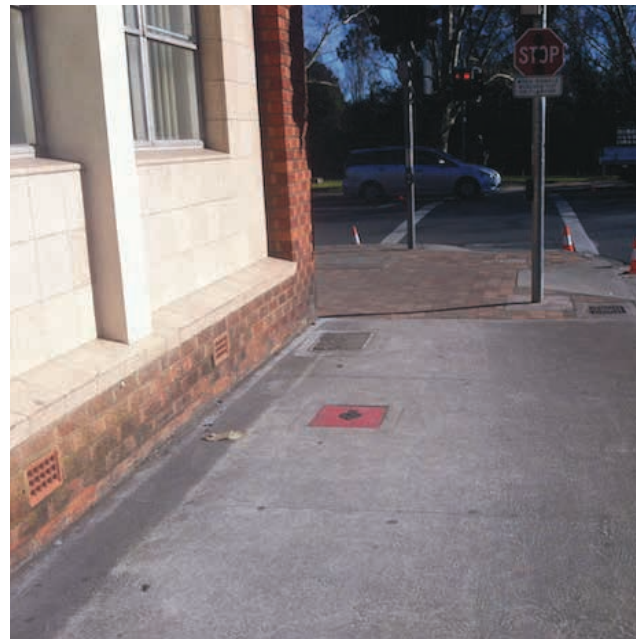
Core Activation-Opportunity



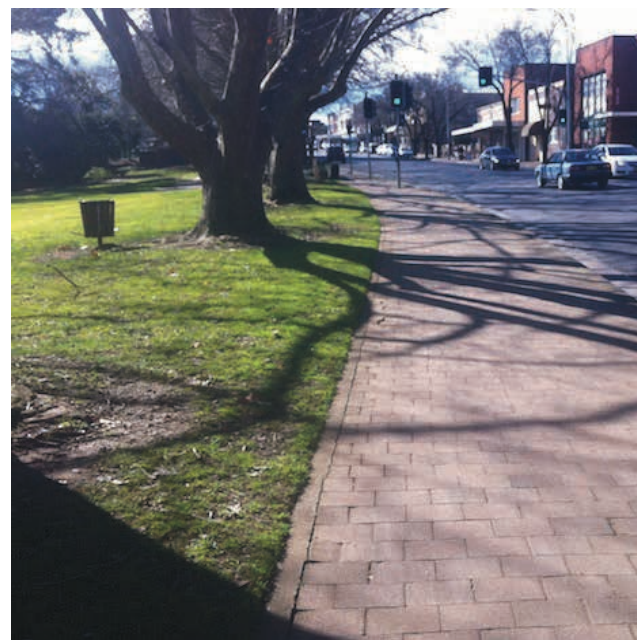
- MV - 34 -

draft 130904-a

draft 130904-a



draft 130904-a



draft 130904-a

Catalyst Opprtunities - Donkin Reserve-Community Oval Civic and Cultural Precinct

A preliminary outline document is
attached at the end of this document

draft 130904-a

