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Town Centre Master Plan

Section 2.1

Bowral
Version #2 - 2014



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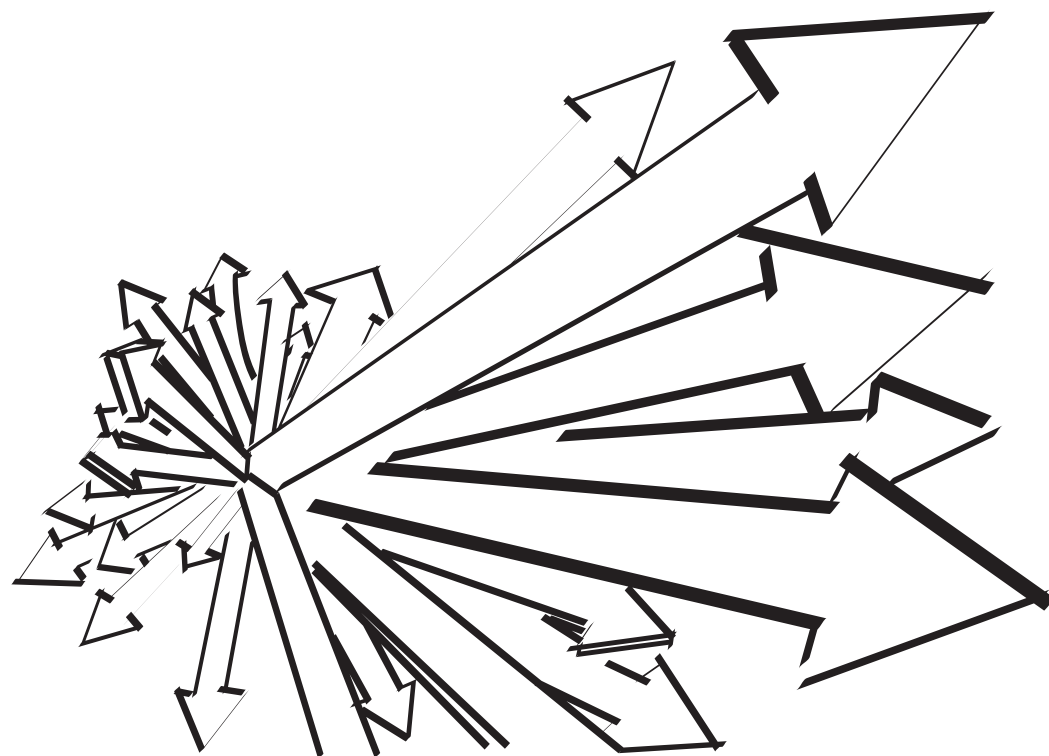
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2.1.1 Bowral Analysis, Master Plan & Project Opportunities

“Town Centre of Bowral developed in a coordinated manner to provide an interesting and vibrant environment”

Wingecarribee Shire Council Community Strategic Plan 2031 public forum comment



Introduction

Incorporating input from earlier studies, community meetings, interviews and forums, this section identifies the Master Plan observations, analysis ideas and initiatives and project opportunities that may act as a catalyst for beneficial change.





Figure 2.1.1 - Location Plan

Location

The recognisable town centre developed on elevated land along the main road (Bong Bong Street) and the eventual development of the Main Southern Railway alignment. While the township was not a government surveyed town its form is a rectilinear grid to the east of Bong Bong Street with roads aligning in a roughly north south configuration. The alignment of the Main Southern Railway to the west of Bong Bong Street cuts across this formation creating a series of irregular shaped blocks terminating in an acute wedge shaped memorial park at the northern extent of Bong Bong Street. This form is replicated at the southern end of Bong Bong Street/ Moss Vale Road, where the

street branches to become Moss Vale Road (to the south west and Kangaloon Road (to the south east).

To the east of the Town Centre block sizes become larger and, while still retaining a roughly rectangular form the road pattern is much less formalised, possibly reflecting a fragmented subdivision pattern that was not subject to the rigours imposed on the Town Centre structure.

2.1.2 Bowral Analysis

Bowral is often referred to as "the Jewel in the Crown" and is the Key Urban Town Centre within the Wingecarribee Shire. It is absolutely vital that the Town Centre embodies a form and character that provides meaning for residents and visitors that reflects the vibrancy, culture, power and prosperity of the region

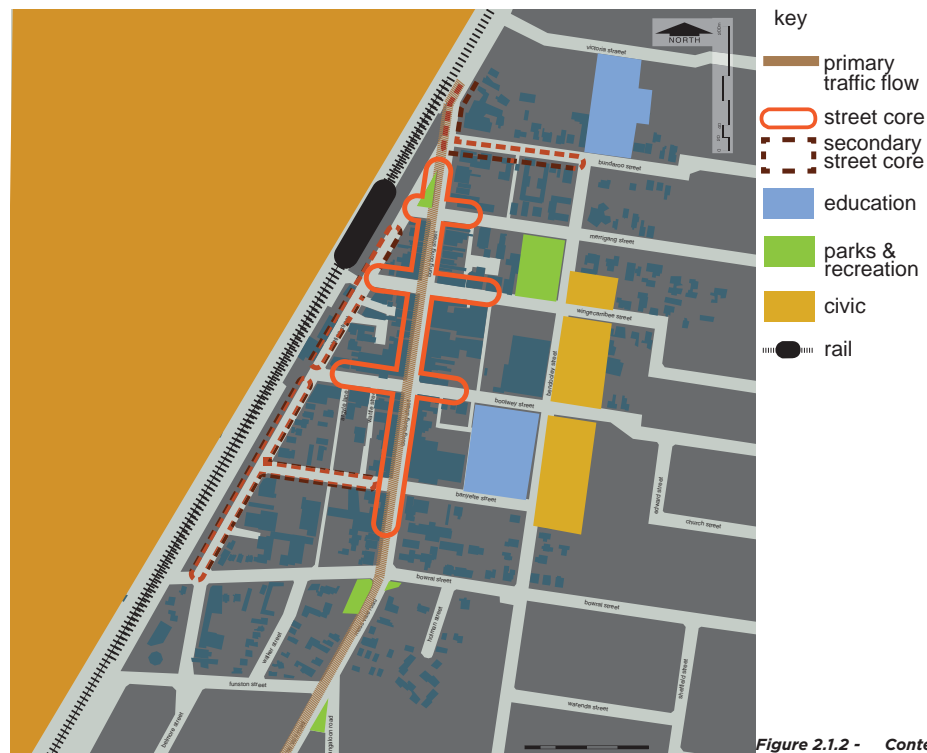


Figure 2.1.2 - Context Plan

Bowral Context

The urban form of Bowral is an enduring remnant of its original dictated form. The alignment of Bong Bong Street, the retention of the building scale and character, strongly enhanced by the dominance of verandahs and awnings, reinforces its presence as the Main Street.

Bendooley Street still retains its civic and education presence, with more light industry and service orientated enterprise occupying a precinct in the western side of the rail alignment.



Objective

Bowral's Town Centre plays an key role as a primary commercial and retail hub, 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 and imparts a key supportive role as a major Town Centre within the Wingecarribee Shire and the wider Southern Highlands is enhanced and promoted.



Key Principles:

Provide a clear defined physical area as:

- A safe pedestrian environment.
- The principal commercial and retail area
- A premier evening and nighttime activity area
- A key transport/transit hub
- A civic activity area
- A tourist destination service centre
- Centre for cultural and creative interaction

Key Objectives:

- 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.



IDENTITY QUALITY PUBLIC REALM WALKABILITY AMENITY CULTURE





key
 — Town
 Centre
 Extent

Figure 2.1.3 - Study Area

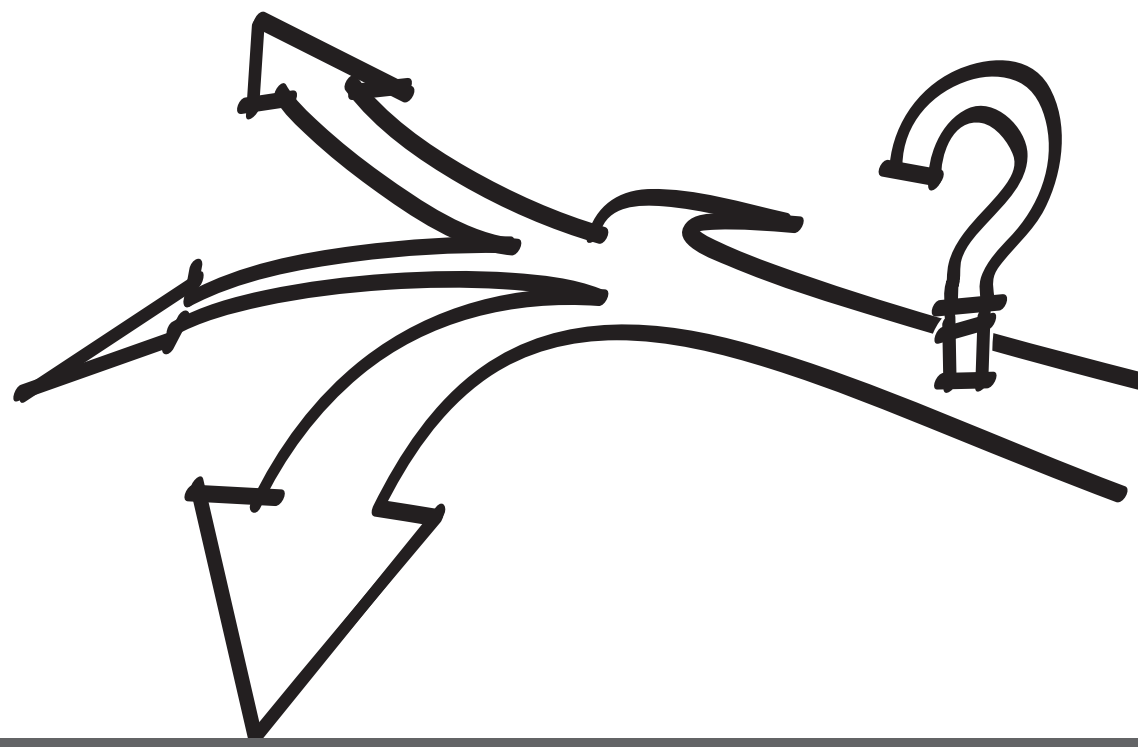
Bowral Study Area

The extent of the study area shown is bounded by the rail line to the west, the northern and southern extent is defined by deviations in the alignment of the current RMS arterial road alignment, the eastern boundary includes the civic use areas and perimeter roads. The extent allows for the consideration of areas that affect the Town Core, including character and treatment of bounding streets.

The rail line is perceived as a major physical barrier due to the limited number of accessible crossing points that would facilitate interaction.

2.1.3 Bowral Master Plan & Project Opportunities

The Illustrative Master Plan 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 Master Plan observations and analysis ideas and initiatives.

Project Opportunities¹

Opportunities for Catalyst Projects have been identified as a focus to support translation of the Master Plan into tangible practical outcomes.

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.





key

- Signalised Intersection
- Roundabout
- Car Parking

Figure 2.1.4 - Traffic and Parking

Existing Traffic Conditions and Parking

Bowral has a Council endorsed Parking, Traffic and Transport Strategy (March 2012)

“Figure 2.1.4 - Traffic and Parking Existing” shows the existing traffic management and parking areas within the Bowral Town Centre.



Existing Mobility and Circulation

In addition to the “street based” footpaths that provide for pedestrian accessibility and movement, there are a number of small walkways, alleyways and arcades that provide an enhanced circulation network within the Bowral Town Centre,





Figure 2.1.6 - Figure Ground 1971

Spatial Character and Building Form Development

Figure ground-1971

Historically development centred along the historic alignment of the Main Southern Rail Line, the grid pattern of the commercial core comprised business premises built to the boundary fronting the main streets with large rear service yards accessed by narrower laneways.

Even as recent as 1971 there are relatively few large amalgamations in building footprint within the commercial “Town Core”. Where this is evident it is concentrated to the Northern end of Biong Boing Street in the proximity of the railway station, post office and Gardens.



Figure 2.1.7 - Figure Ground 2012

Spatial Character and Building Form Development

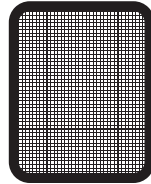
Figure ground-2012

Current development has resulted in a more enclosed building footprint. Development has resulted in the prominence of rear lane access with active frontage, as well as site amalgamation and an enclosed development pattern to the south-east of the "Town Centre Core





key



Areas that present
a likelihood to
change

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

Figure 2.1.8 - Susceptibility to Change



Figure 2.1.9 - Edges and Thresholds

Edges and Thresholds

The general edge or boundary to the Town Centre was an outcome of the Community forum, where participants were requested to “define” what their opinion of the “Town Centre” was.

The red dashed line represents an interpretation of the composite diagrams prepared by the forum participants and forms the indicative edge of the Town Centre.

The threshold is defined by the area where the most dominant (in this case roads) paths of arrival cross the edge of the Town Centre.

The threshold to Bowral is well defined, to the north by a large and impressive stand of mature trees. The southern threshold has been more recently defined and reinforced through community action in the form of picturesque park spaces.



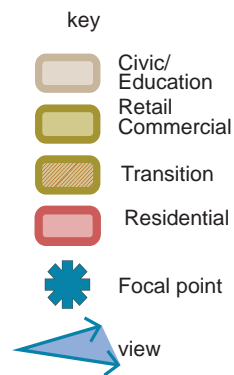


Figure 2.1.10 - Urban Character

Urban Character

Urban character may be described as the interplay of the buildings, streets, and natural environment which accommodate the evolving social, functional and cultural needs of the community, and visitors to the Town Centre.

As a result it is a composite assessment of the values that most clearly express the nature of an area to residents and other users.

The character of Bowral Town Centre is clearly defined with a remnant Civic street comprising the former town hall, educational uses and churches, a clear retail/commercial centre, with a low scale residential interface.

“its not too big , ... currently possible to walk around the centre”

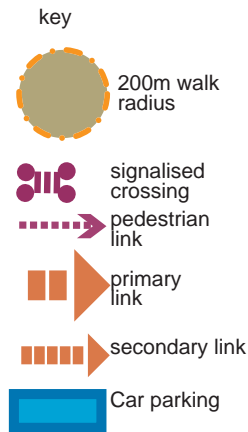


Figure 2.1.11 - Accessibility

Accessibility

What I like about the Town Centre.

Write and draw one idea

Walkability ~~without~~ modern Malls

What I like about the Town Centre.

Write and draw one idea

that it's not too big.
that it is currently possible to walk
around the area



Street Activity

While land zoning and regulation (through the LEP and DCP) determine land use, and the quality, characteristics and attraction of building facades, it is the activity that actually takes place that has the greatest impression on ambience and the viability of main street.

Essential ingredients for a vibrant Town Centre are:

- variety - mix of uses and
- activity - presence and movement of people.

While the Bong Bong St, main street of Bowral currently has the capacity to carry through traffic, it and other streets within the northern core area provide a high level of street level activation.

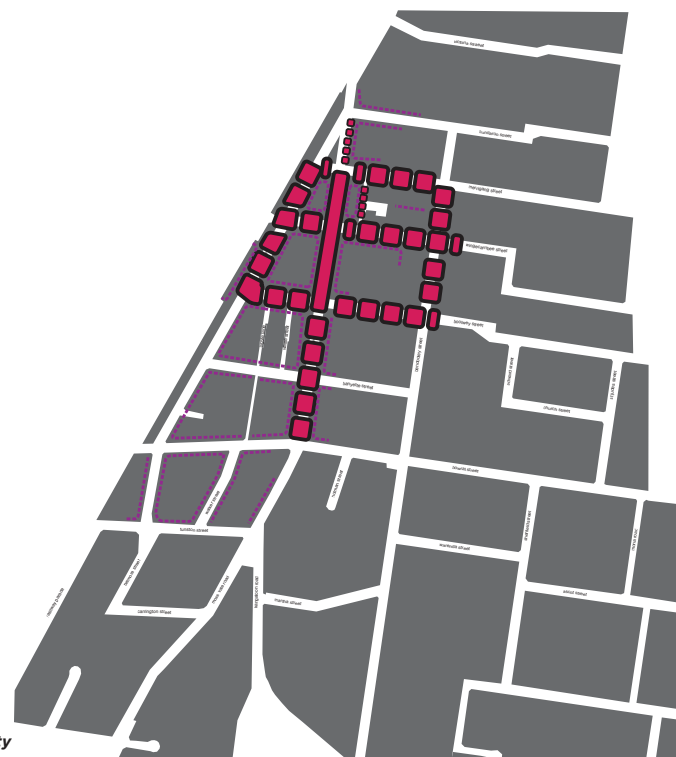


Figure 2.1.12 - Street Activity

2.1.4 Bowral Master Plan Elements

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

Introduction

This section identifies Master Plan ideas and initiatives.

Key Elements

Reflecting the quality principles established in Section One of this report, the following pages identify key elements that will act as drivers for positive change through the implementation of strategically developed activation projects.



Bowral Town Centre Elements



key

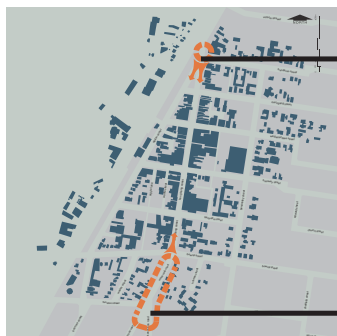
- Town Centre
"Edge"
- Town Centre
Parks and
Open Space

Figure 2.1.13 - Bowral Town Centre Master
Plan extent



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Northern Entry



Southern Entry

Entry



StreetScape



Activate Core



bowral town centre elements



Bowral Town Centre Elements

Civic Presence

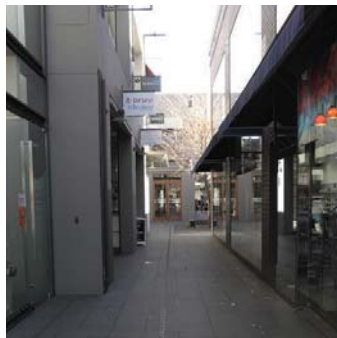
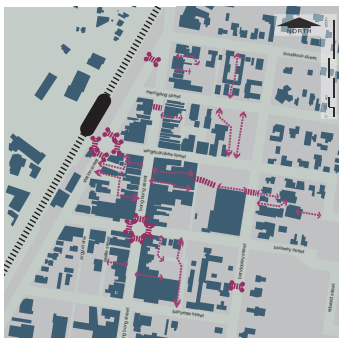


Secondary Streets



Transport

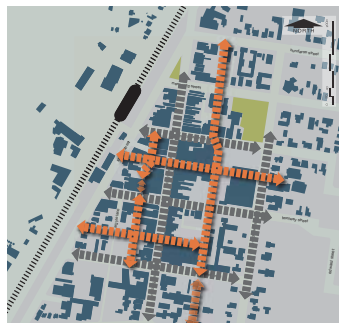




Mobility & Secondary Access



Open Space



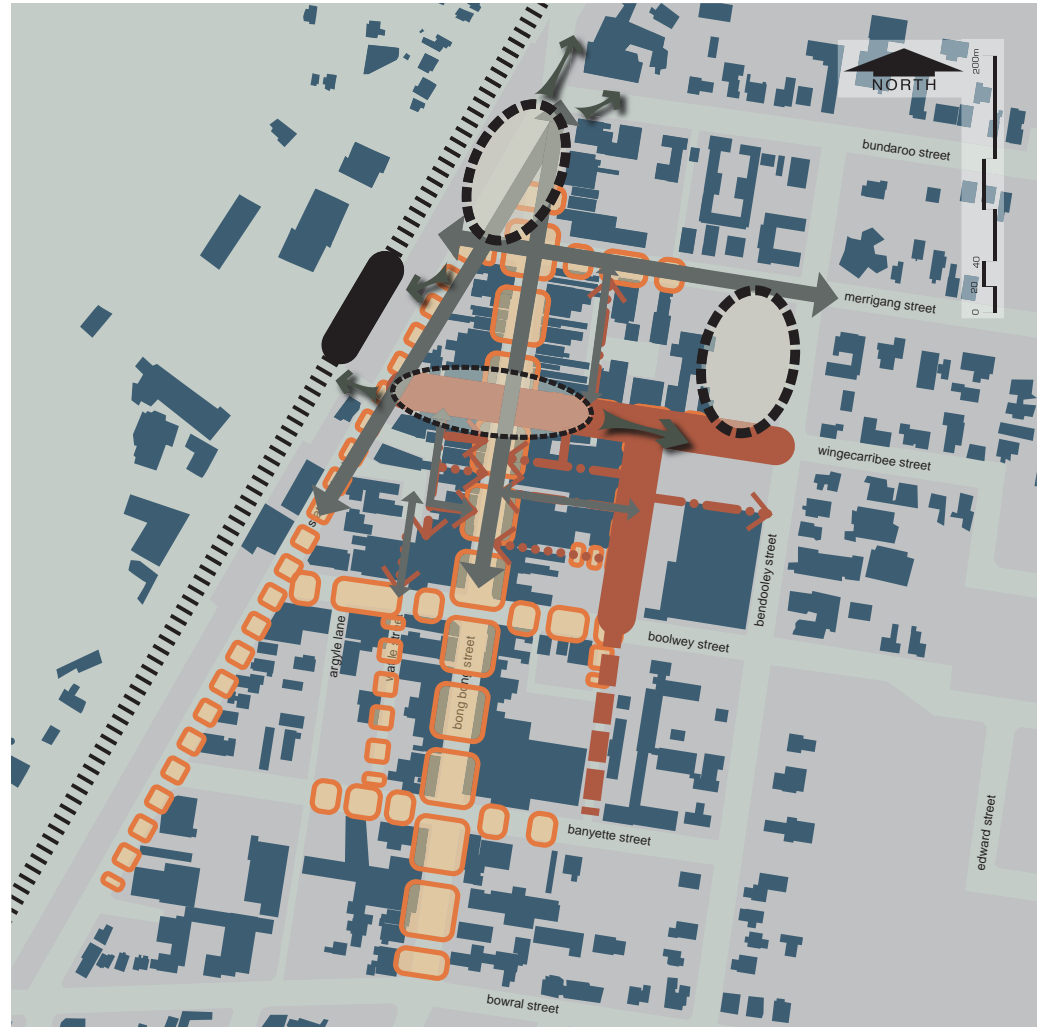
Encourage Accessibility

bowral town centre elements





Figure 2.1.14 - Composite plan showing opportunities for key projects (dotted ellipses) that may provide enhance connectivity to public transport, reinforce civic identity at a key and allow more flexible use during events within the town centre environs



2.1.5 Master Plan

“calm the traffic and make it better for the pedestrian”

Introduction

This section identifies Master Plan ideas and initiatives.

Project Opportunities as a Catalyst of Beneficial Change

Opportunities for Catalyst Projects have been identified, as a focus to support translation of the Master Plan.

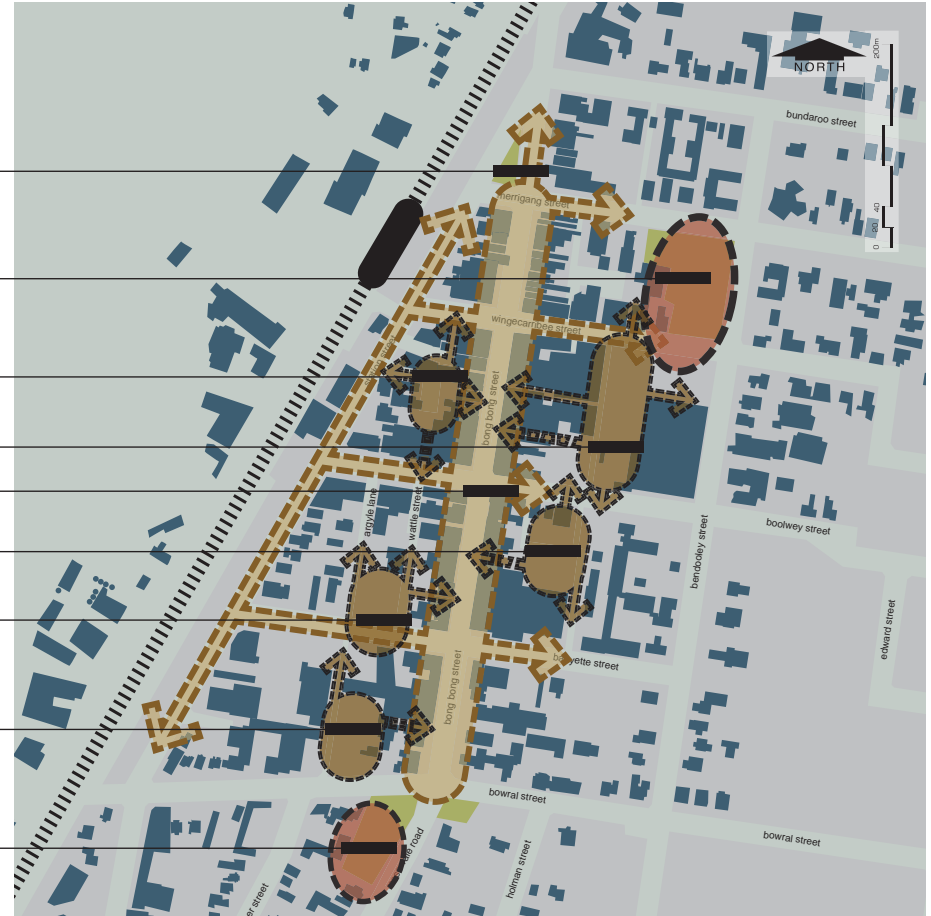
These project opportunities are illustrated through a series of plans and urban design principles providing assistance in the development of more detailed informal design briefs and implementation strategies.

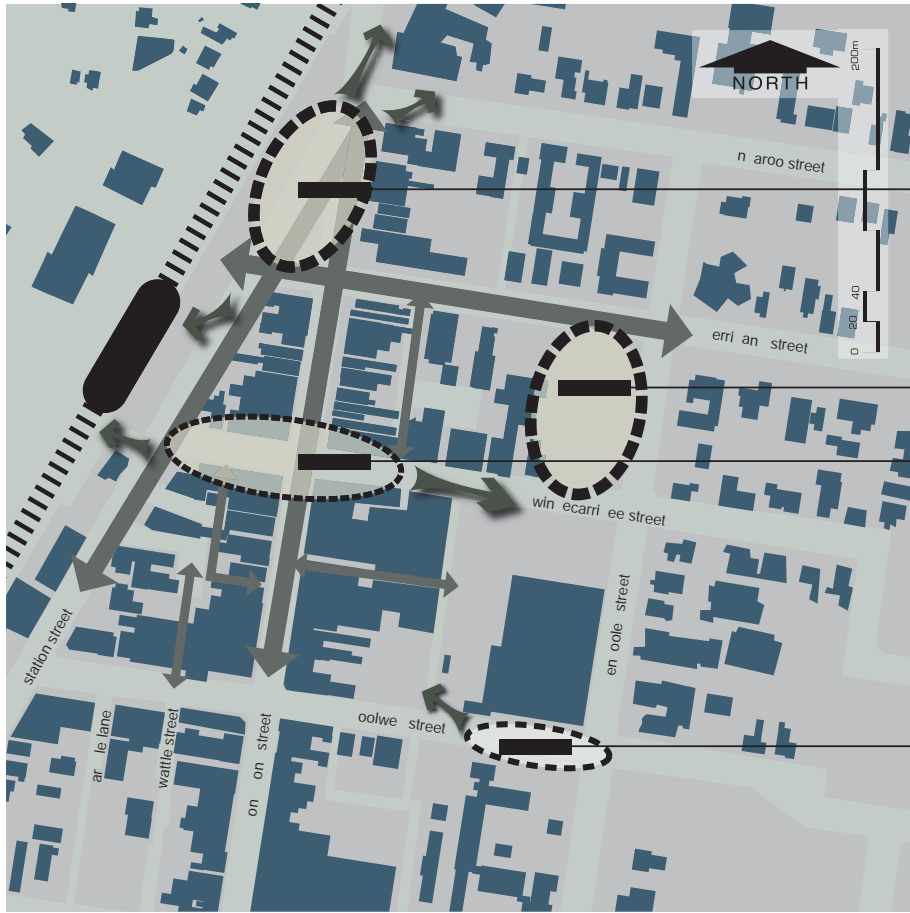


Key Elements

- Integration Activation
- Heart Activation
- Integration Activation
- Integration Activation
- Main Street Activation
- Integration Activation
- Integration Activation
- Integration Activation
- Social Activity

Figure 2.1.15 - Key Elements that may assist the activation of a cohesive





Maintain and enhance a threshold and gateway to the Town Centre.

Centrally located community and event space

Connectivity to public transport hubs

Connectivity to public transport hubs

Core Activation



Main Street Activation

Side streets and secondary street activity, and Main Street activity needs to be clearly connected and supported by active frontages and enhanced accessible pedestrian pavement.

