



Image Source: whr illustrative shared zone

Town Centre Master Plan

Section 2.3

Moss Vale
Version #2 - 2014



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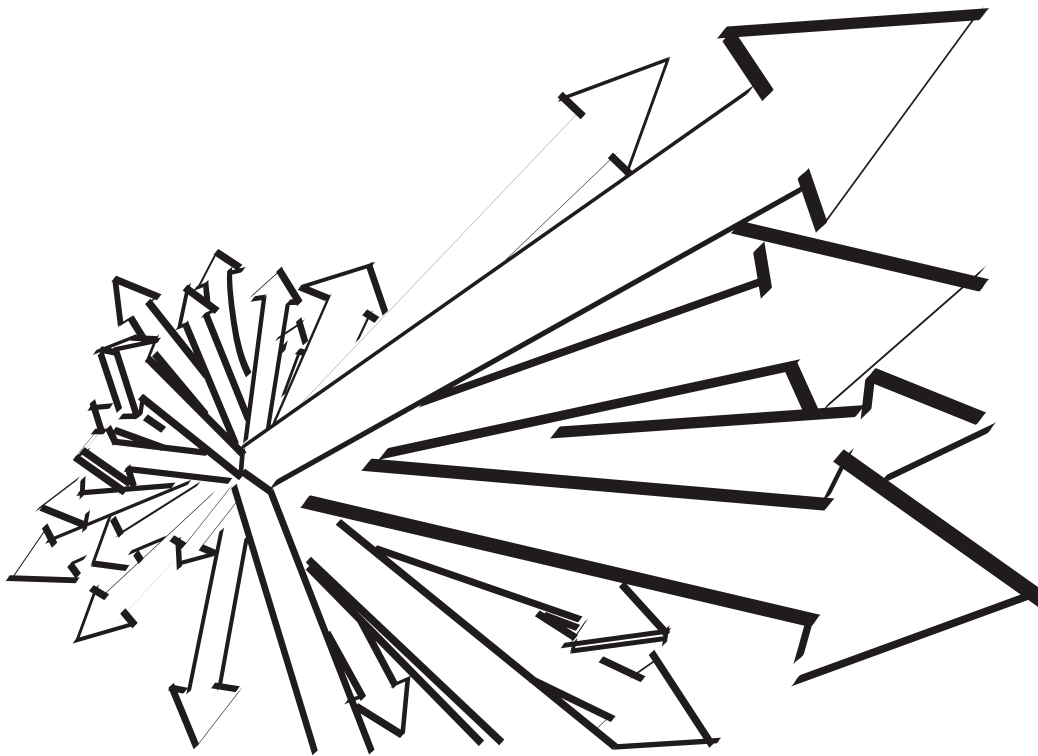
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2.3.1 Moss Vale Analysis, Master Plan & Project Opportunities

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

Attendee comment -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 Master Plan observations, analysis ideas and initiatives and project opportunities that may act as a catalyst for beneficial change.





Figure 2.1.1 - Moss Vale location plan

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.

2.3.2 Moss Vale Analysis

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

Comments from the Moss Vale Community Consultation Forum December 2013

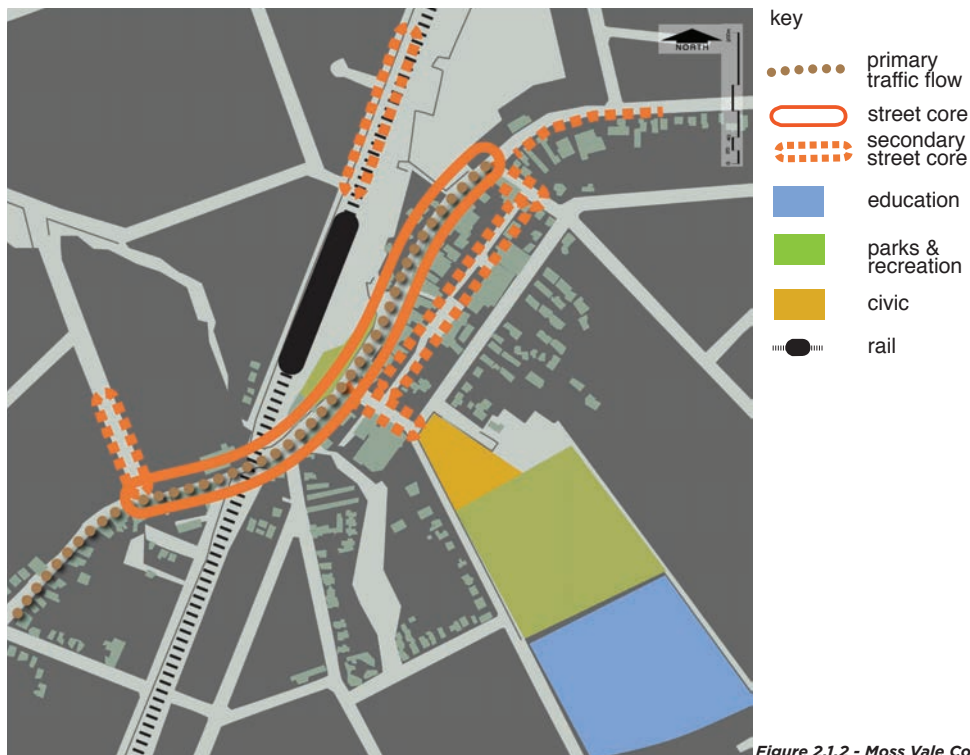


Figure 2.1.2 - Moss Vale Context Plan

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 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, which has assisted in protecting this environment from major redevelopment. As such the area retains a character that is relatively intact, with modest retail outlets, and the characteristic verandah clad façades.



Objective

The Town Centre provides a substantial supportive role within the Wingecarribee Shire and the wider Southern Highlands region. 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 as:

- A safe pedestrian environment.
- The principal commercial and retail area
- A premier evening and night time activity area
- A key transport/transit hub
- A civic activity area
- A tourist destination service centre
- A 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.

Key Objectives:





Figure 2.1.3 - Aerial view of Moss Vale Town Centre



Figure 2.1.4 - Moss Vale town centre extent

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.

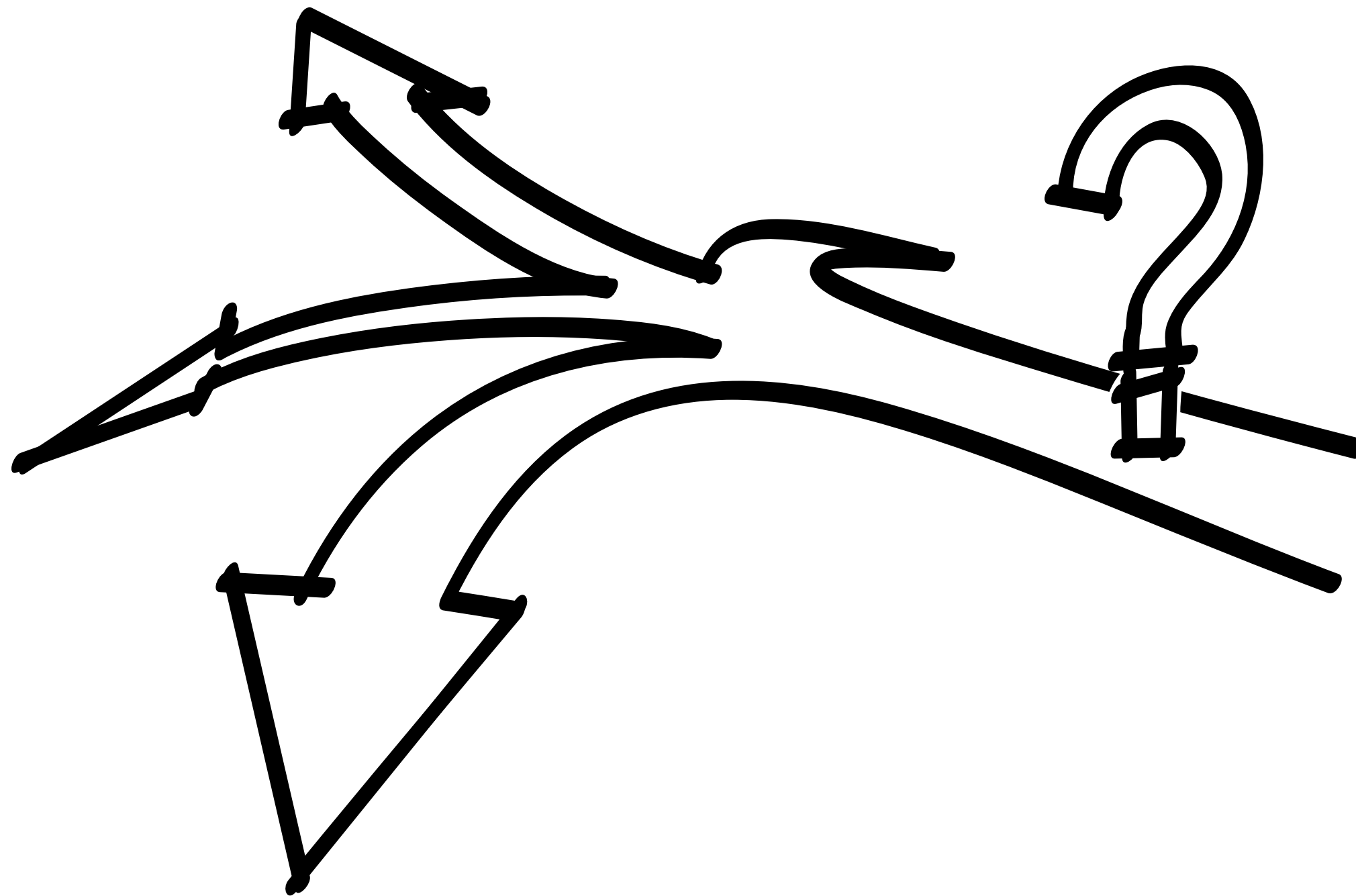
The main street Argyle Street is currently controlled by Roads and Maritime Services (RMS) a State Government Authority.





2.3.3 Moss Vale 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.

¹ Version #2 January 2014



Existing Traffic Conditions and Parking

Moss Vale Town Centre is subject to a future Parking, Traffic and Transport Strategy.

“Figure 2.1.5 - Existing Traffic Conditions and Parking” on page 14 shows the current traffic management and carparking arrangements.

- key
- Signalised Intersection
 - Roundabout
 - Car Parking
 - Parks and Open Space



Figure 2.1.5 - Existing Traffic Conditions and Parking

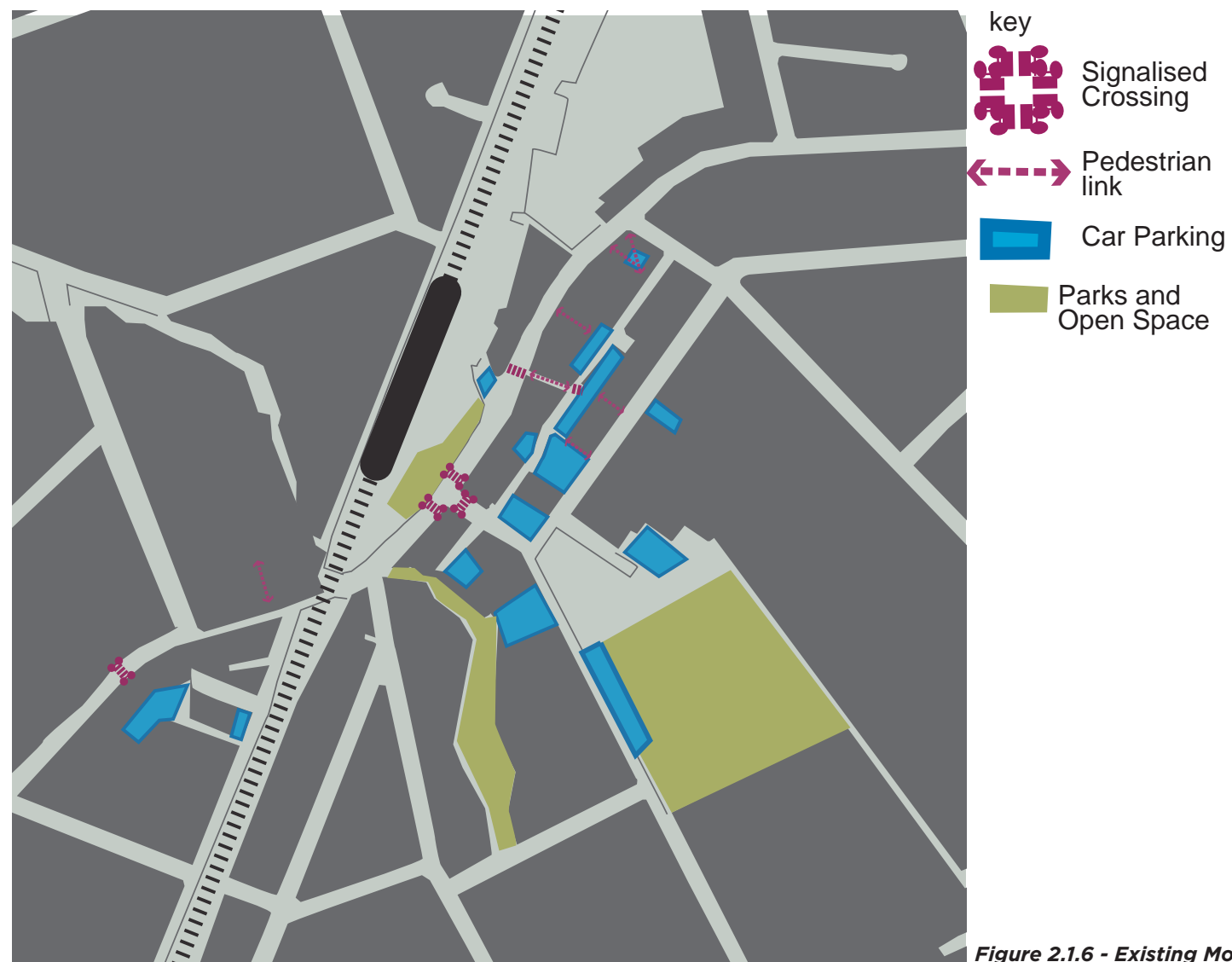
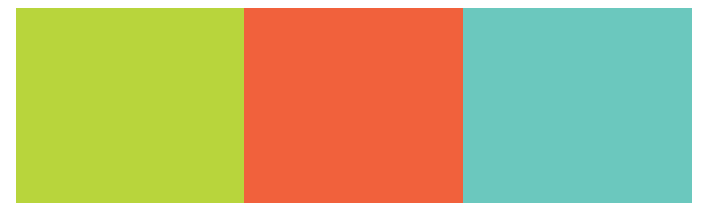


Figure 2.1.6 - Existing Mobility and Circulation

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



Spatial Character and Building Form

Development

Moss Vale came to prominence as a terminus for the Great Southern 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 the early Moss Vale built form.

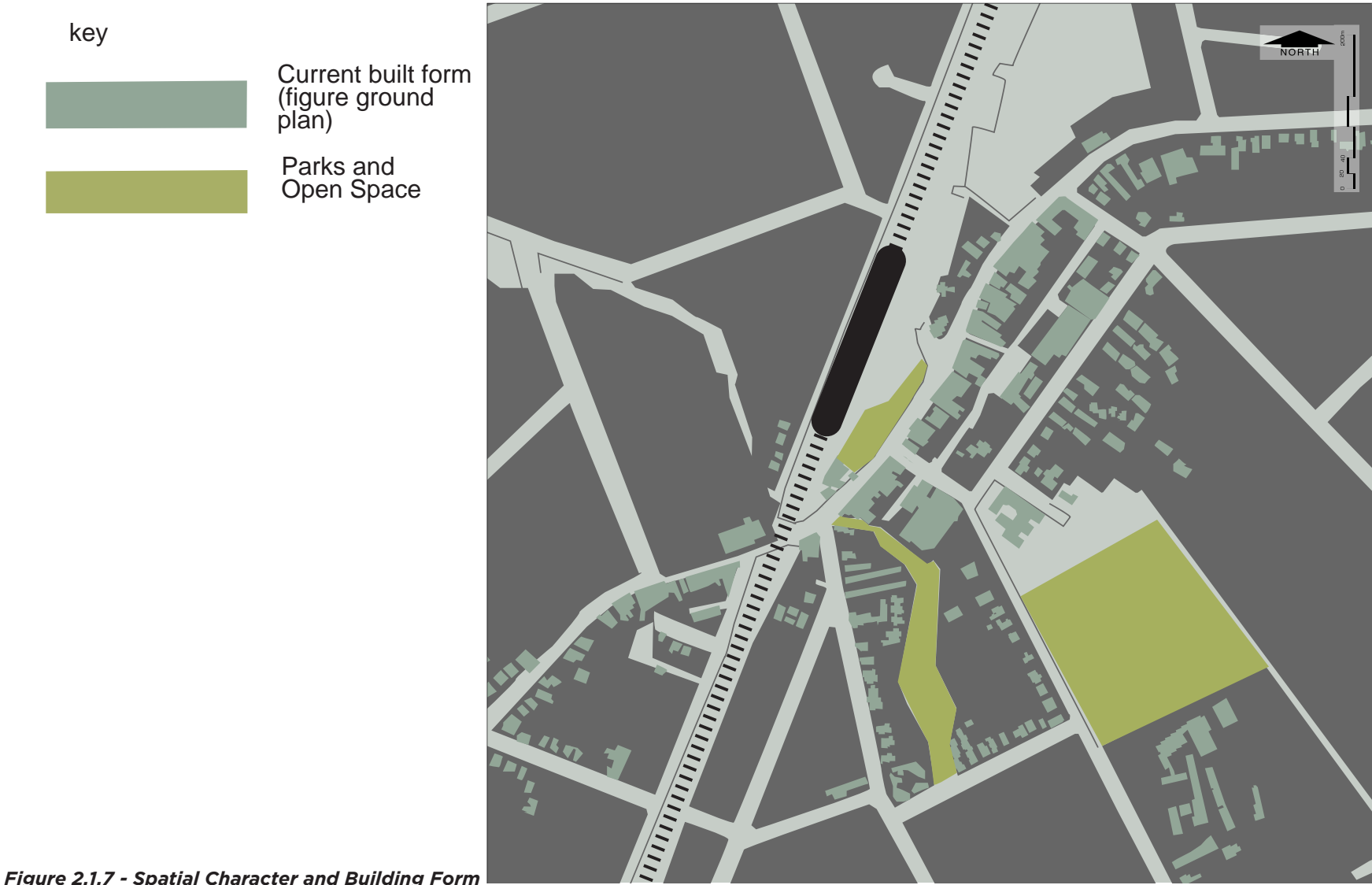
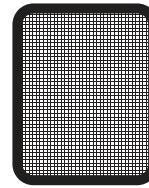


Figure 2.1.7 - Spatial Character and Building Form



key



Areas that present a likelihood for change



Parks and Open Space

Figure 2.1.8 - Existing Mobility and Circulation

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.



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 Moss Vale is defined to the South by the built form and character of the retail and commercial buildings that line Argyle Street.

The northern threshold is defined by a landscaped roundabout at the junction of Argyle Street and Sutton Road (both are part of the Illawarra Highway and under the control of Roads and Maritime Services).

The rail bridge forms a clearly defined portal across Argyle Street within the Town Centre

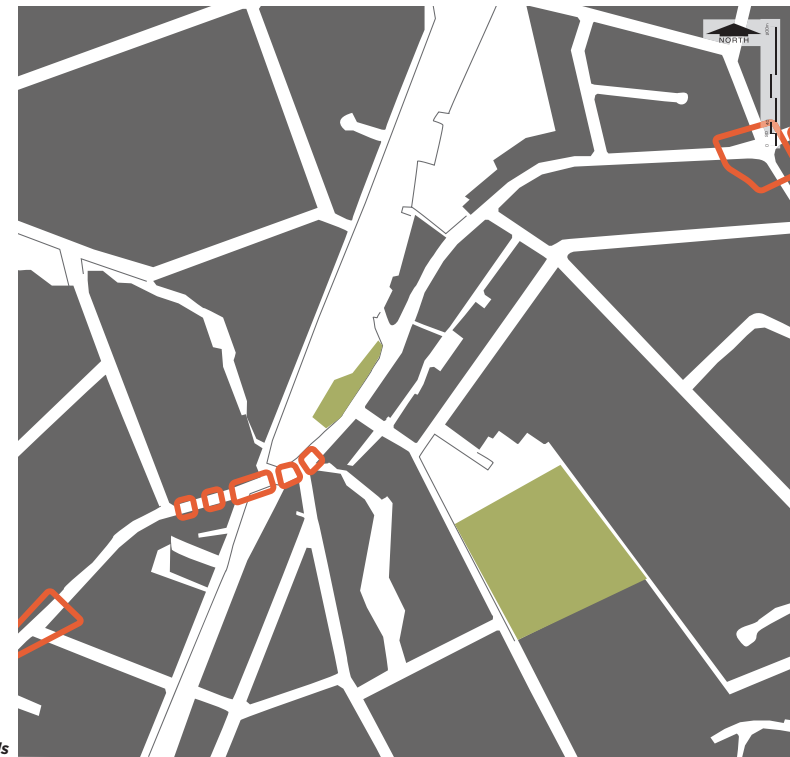
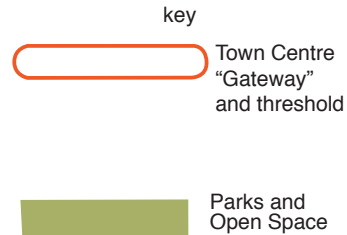


Figure 2.1.9 - Moss Vale edges and thresholds

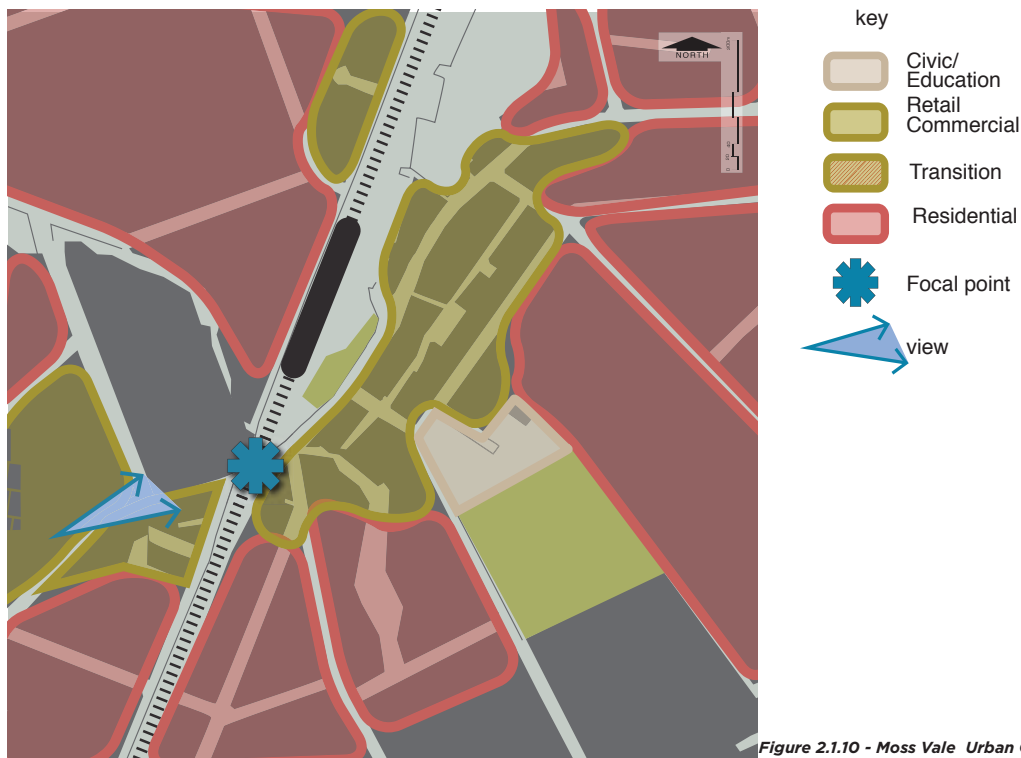


Figure 2.1.10 - Moss Vale Urban Character

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 Moss Vale is clearly defined by the retail and commercial activity and built form that has developed along Argyle Street.

Residential buildings form a close interface.



Accessibility

The compact scale of the Moss Vale Town Centre combined with the development of its retail/commercial core primarily to the south of Argyle Street (Illawarra Highway) provides a readily walkable environment.

While the separation created by the Illawarra Highway impacts a higher level of physical interaction along the length of the Town Centre, the Town Centre is clearly divided. Although the distances are still walkable, the rail bridge creates division and separation.

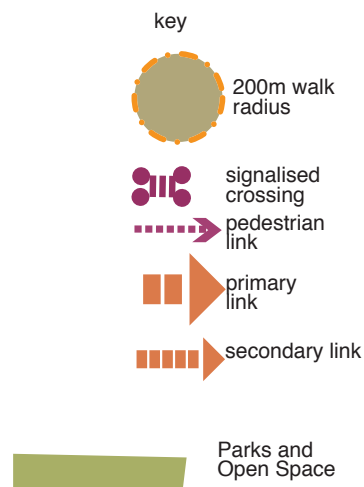
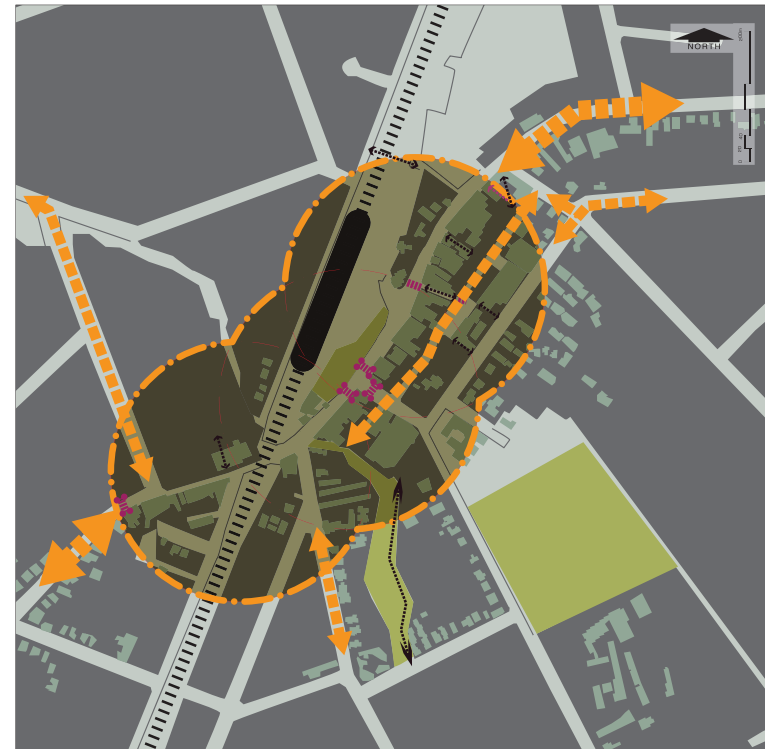


Figure 2.1.11 - Moss Vale accessibility



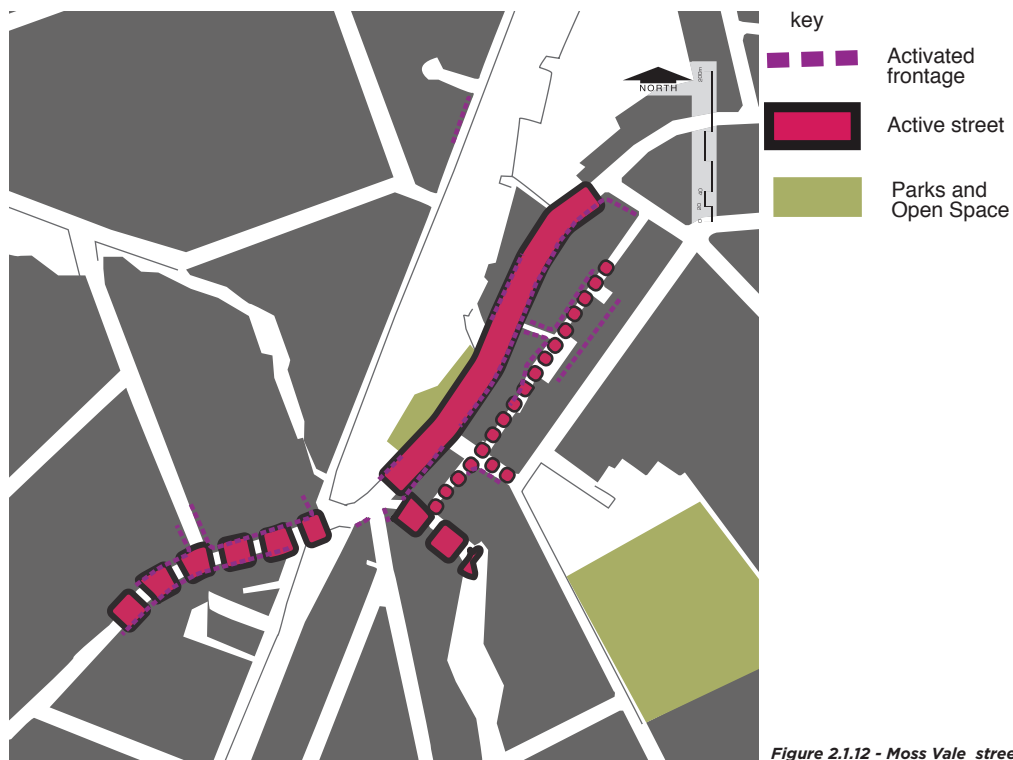


Figure 2.1.12 - Moss Vale street activity

Street Activity

Essential ingredients for a vibrant Town Centre are:

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

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 and on- street/pavement interaction that actually takes place that has the greatest impression on ambience and the viability of main street.

The division created by the constraint of the rail line bisecting Argyle Street has reinforced Town Centre development to the north of the rail bridge, and led to the establishment of a secondary retail commercial street (Clarence Street) that has little street scale presence or streetscape activation.



2.3.4 Master Plan- Elements

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

Introduction

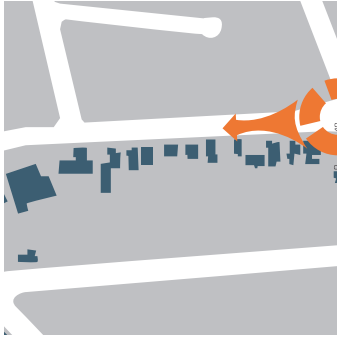
This section identifies Master Plan ideas and initiatives.

Key Elements

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



Figure 2.1.13 - Moss Vale Town Centre Extent



Entry
Northern Entry shown



StreetScape



Activate Core



Civic Presence



Clarence Street



**Transport
Integration**





Secondary Access

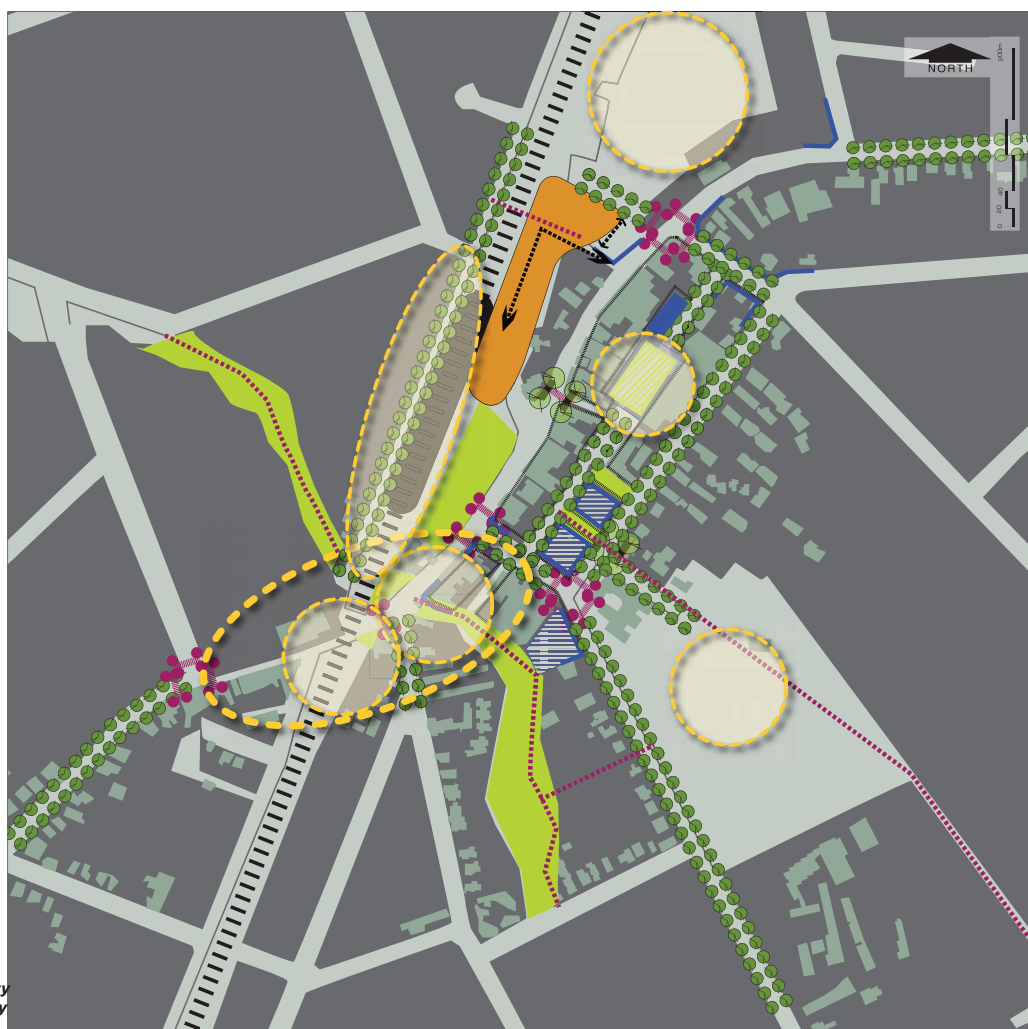


Whites Creek



Encourage Accessibility





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 Catalyst 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
- Signalled intersection/ pedestrian crossing
- Accessible Pedestrian/Cycle only link
- Street Tree Planting
- Kerb extension and pedestrian crossing

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

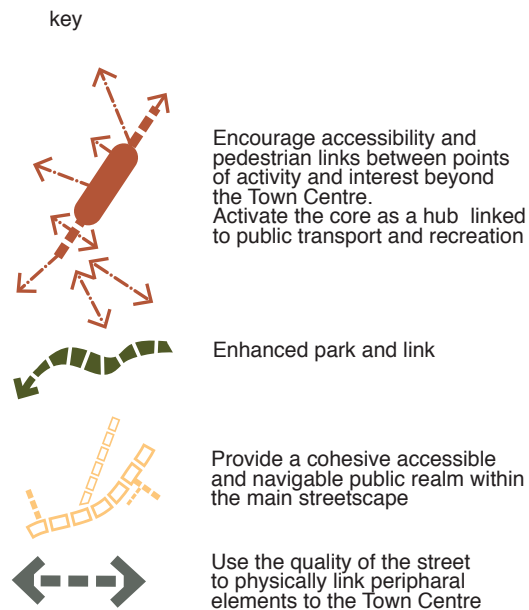


Amended: 12 November 2013
5 March 2014

Figure 2.1.14 - Moss Vale Town Centre Master Plan showing defined pedestrian connectivity within the Town Centre Core, linking key Project Opportunities.

2.3.5 Master Plan

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



Introduction

This section identifies Master Plan ideas and initiatives.

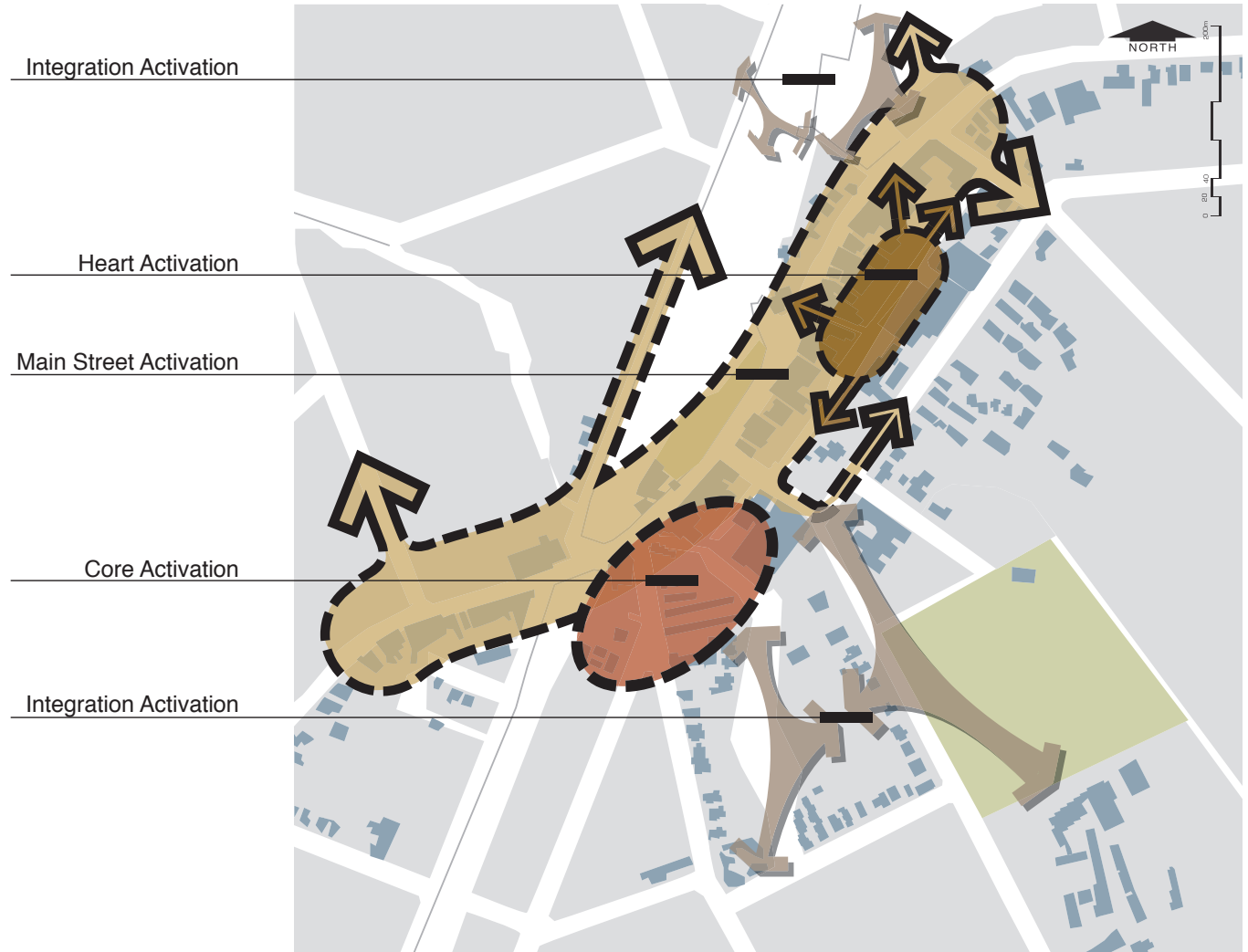
Project Opportunities as a Catalyst of Beneficial Change

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





- ① Enhance the quality of the street and pedestrian amenity to integrate the TAFE and University precinct to the Town Centre
- ② Enhance the environmental and linear park qualities of Whites Creek to provide a physical link to the Town Centre
- ③ Integrate Whites Creek with Argyle Street
- ④ Enhance small park spaces, and improve pedestrian connectivity
- ⑤ Improve the pedestrian amenity and quality of the footpath under the rail bridge to encourage pedestrian activity along Argyle Street
- ⑥ Enhance the street qualities to reinforce the presence of the Civic Centre and integrate it within the Town Centre Context.

Core Activation



Main Street Activation

key



Provide a cohesive accessible and navigable public realm within the main streetscape

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

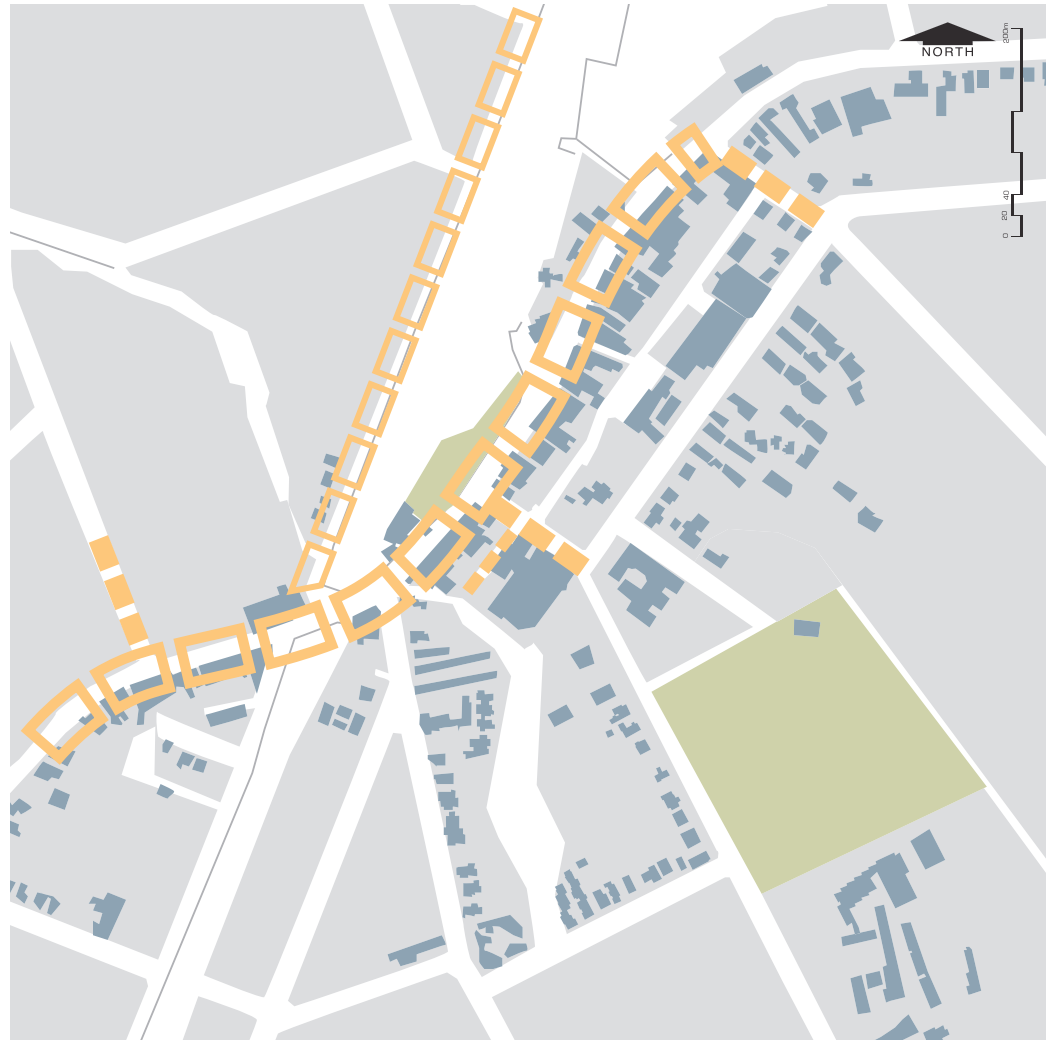
- Limits capacity for works within the carriageway
- Traffic flow and capacity restricts physical interaction between each side of the road

Rail Link

- Physically and visually separates the main street into two precincts

Town Park (Leighton Gardens)

- Key visual element and "Breathing Space"
- physically separated





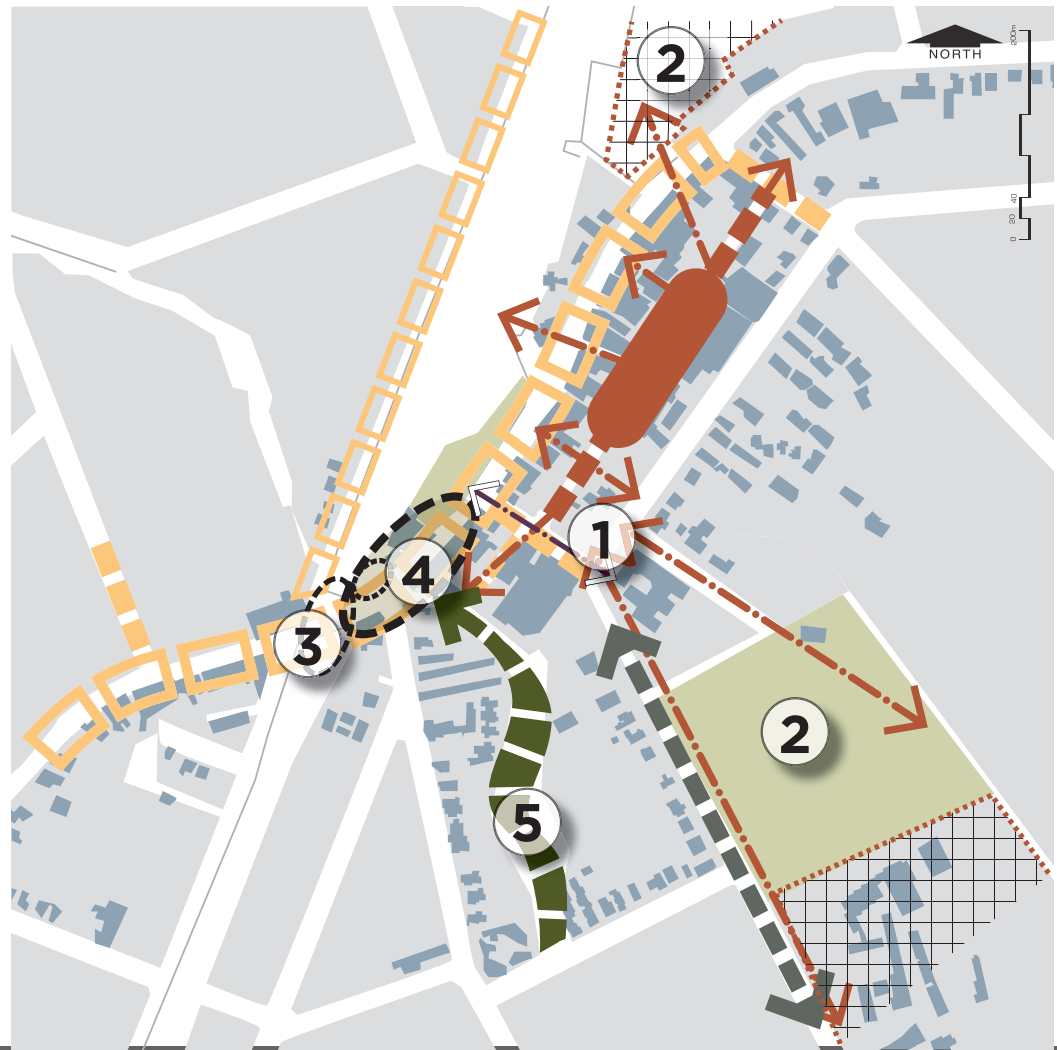
- ① Enhance Elizabeth Street to define the Town Centre interface.
- ② improve the quality of pedestrian accessibility to attract people walking to the Town Centre
- ③ Improve the quality of what is currently a rear laneway that lacks activation
- ④ Clarence Street is currently an area dominated by vehicular circulation. Review future to integrate higher levels of pedestrian accessibility and amenity
- ⑤ Provide clear accessible pedestrian links to areas that may extend the scale of the Town Centre
- ⑥ Integrate the Civic Centre as a Civic Precinct within the Town Centre.

Heart Activation



Integrated Activation

- ① Reinforce a Civic Presence into a Civic Precinct
- ② improve the quality of pedestrian accessibility to existing and future extensions of the Town Centre to promote walkability
- ③ Improve connectivity along Argyle Street.
- ④ Engage Whites Creek with Argyle Street, and improve the quality of public spaces.
- ⑤ Develop Whites Creek as a walkable linear park.



2.3.6 Project Opportunities - Examples

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



The Highline Park Manhattan -New York City



Core Activation Existing

Poor engagement
with existing park,

Building setback
provides opportunity
for street activation

Existing buildings
have an eclectic
quality, street awnings
not continuous

Whites Creek
poor quality and
character, potential
as a distinctive and
connective element

Constricted access
discourages
connectivity along
Argyle Street





Activated frontage
for potential
integration with
park interface

Landscape
connection of small
parks with Leighton
Gardens

Improve interface
and encourage
active frontage

Pedestrian and
cycle access to
Whites Creek

Enhance street
quality to provide a
stronger presence
for the visual and
environmental
quality of Whites
Creek environs

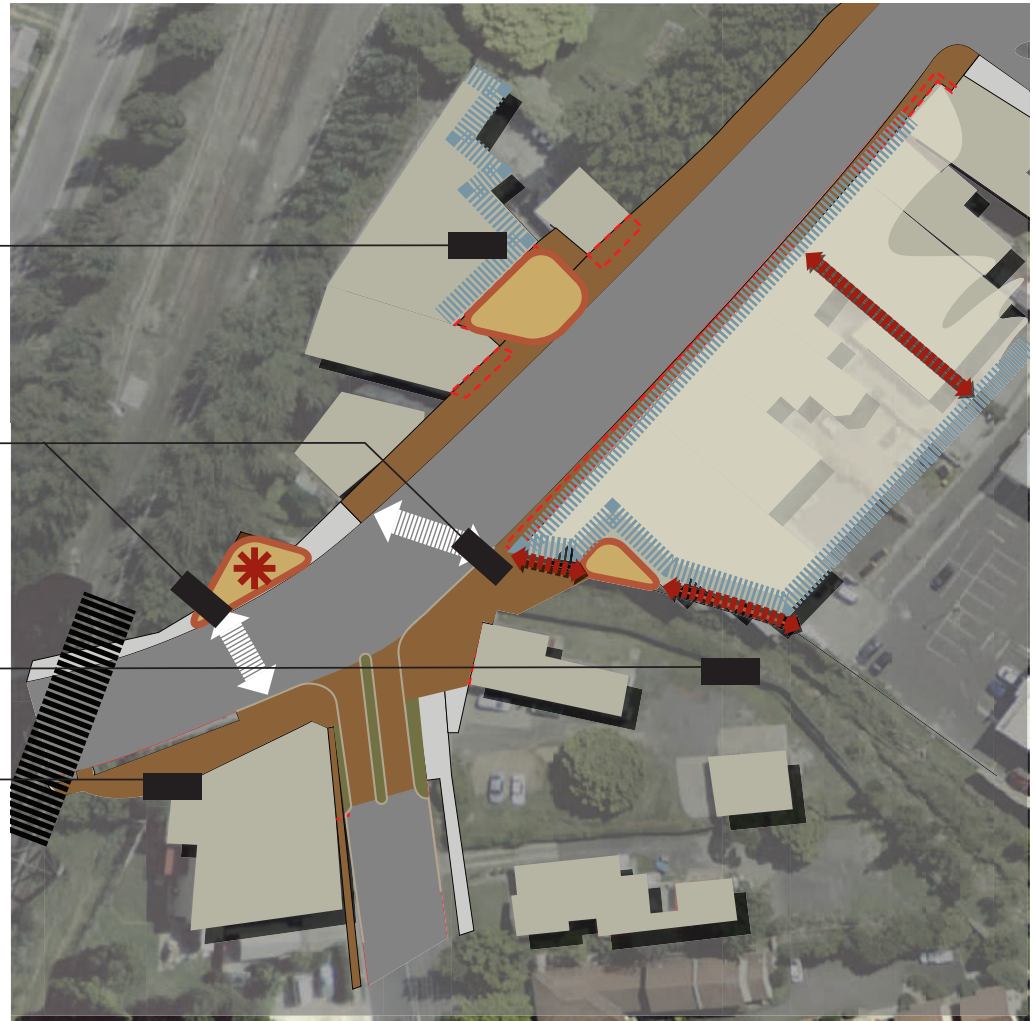
Note: Any works affecting
road carriageway subject
to traffic studies and
future works subject to
RMS consideration.

Core Activation Analysis



Core Activation Opportunity

- Improve street quality with consistent paving materials, street furniture and planting
- Improve cross street accessibility
- Enhanced connectivity along Whites Creek to Argyle Street
- Improve and encourage pedestrian connectivity along entire length of Argyle Street



2.3.7 A3 size - Masterplan

