

Image Source: whr illustrative shared zone

Town Centre Master Plan

Section 2.2

Mittagong
Version #1 - 2014



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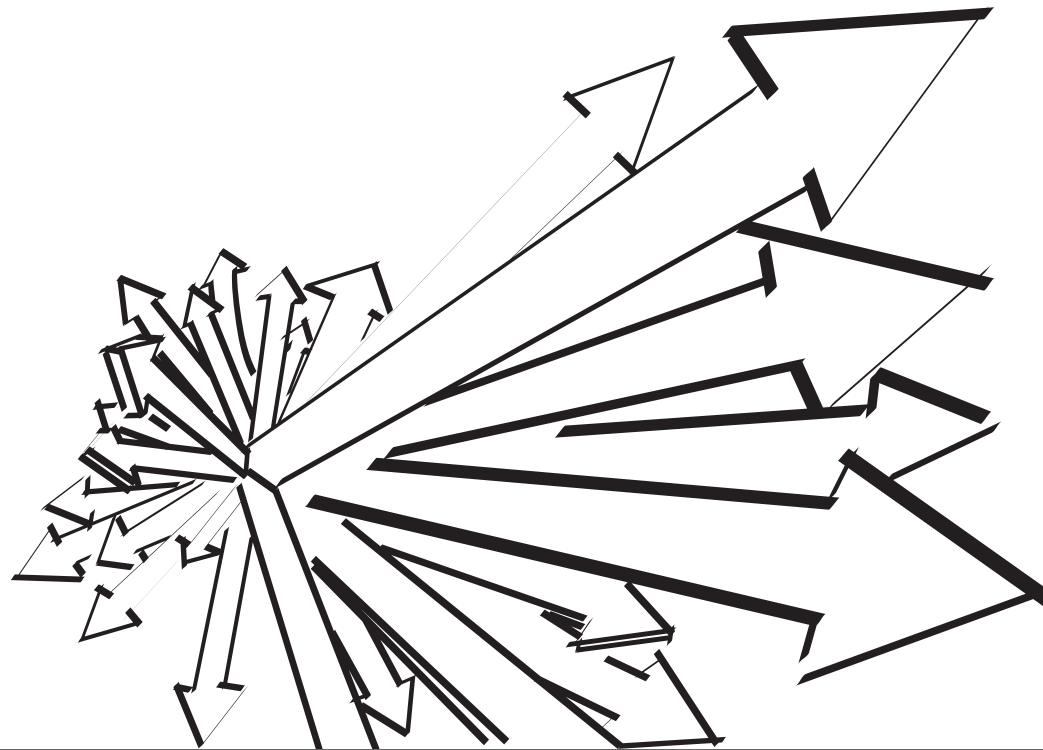
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#001	September 2013	Draft report of community consultation	
#002	March 2014	Post Exhibition, to WSC for adoption.	

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2.2.1 Mittagong Analysis Master Plan & Project Opportunities

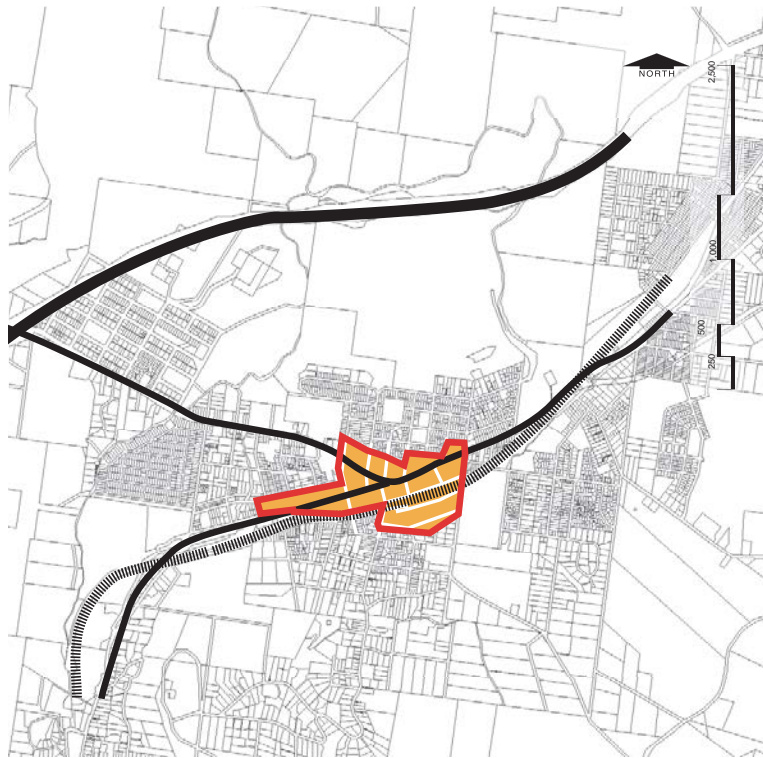


“Community atmosphere..... let’s Celebrate Mittagong”
Wingecarribee Shire Council Community Forum
Mittagong comment February 2013

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.





Mittagong Location

Mittagong forms the Northern arrival precinct, historically centred around the industrial development of the region.

Figure 2.2.1 - Location Plan NTS

2.2.2 Mittagong Analysis

Key Gateway centre to the region, it represents the primary northern arrival precinct, and entry to some of the regions significant natural environment attractions.

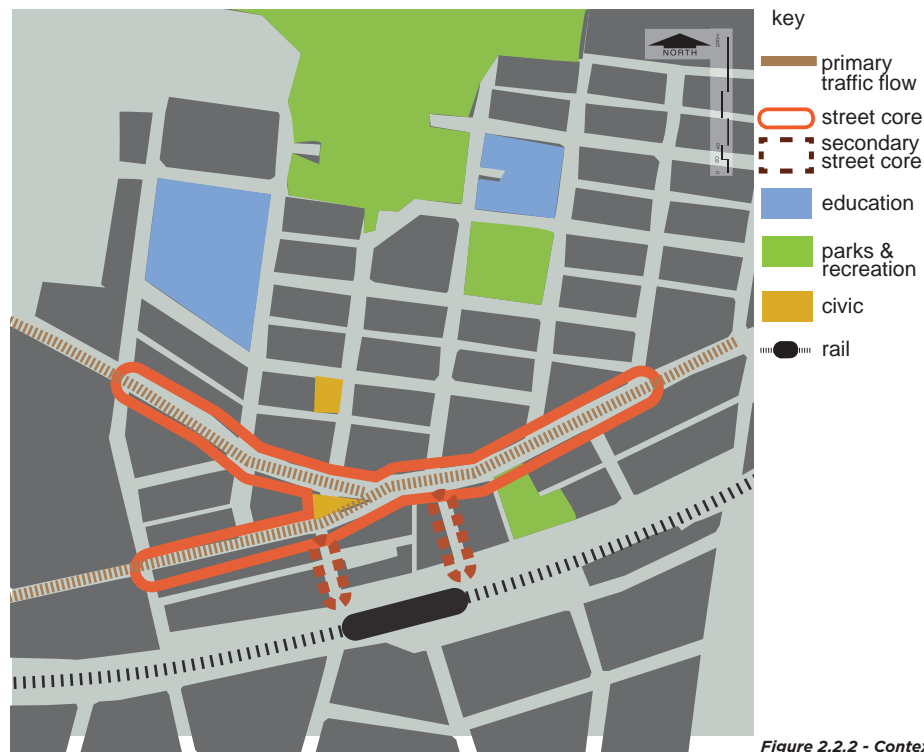


Figure 2.2.2 - Context Plan

Introduction

Mittagong is located at the northern entry point to the Southern Highlands. Its main street is divided at a point that is identifiable by the historic architecture of the “Playhouse” building and a memorial as a focal point of reference, its presence reinforces its strong sense of history with a main street that is visually intact as a remnant of its historic development. The commercial and retail hub is dominated by food outlets and a number of antique/ old wares stores.

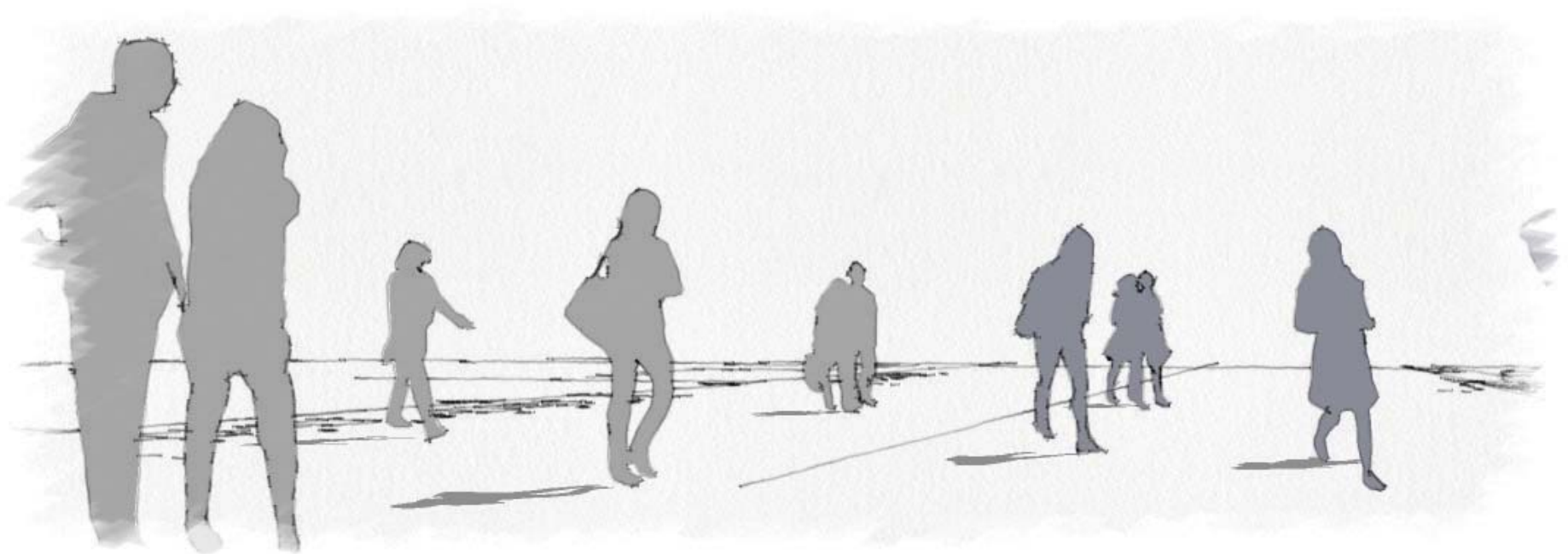
Larger block retail is located in a complex that is within 1 km of the town centre core, however it operates independently and has little physical relationship with the town centre operation.

Mittagong is adjacent to access points for nature walks, it has the capacity to become a dominant “Gateway” service town for natural attractions and as a visitor /tourist hub.



Objective

Mittagong provides a key supportive role as a Gateway Town Centre within the Wingecarribee Shire and wider Southern Highlands region. It is of value that this role is enhanced and promoted.



Key Principles

Provide a clear defined physical area as:

- A primary Tourist destination service centre
- A safe pedestrian environment.
- A principal commercial and retail area
- A premier evening and nighttime activity
- A key transport/transit hub
- A 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 with its connection to open space and nature.
- Be a centre of Craft and antiques / old wares.







Figure 2.2.3 - Mittagong Study Area

Mittagong Study Area

The extent of the study area shown is bounded by the rail line to the south, while the Old Hume Highway alignment bisects the town centre east west. Bowral Road forms a truncated road junction, resulting in a dispersed urban form that retains its historic relationship with the rail station.

Land subdivision to the north of this defined historic core provided residential development associated with the former Fitzroy Iron Works,

The presence of the rail line forms a major physical barrier, commercial and retail outlets that have required larger premises have relocated from the Town Centre core area and are generally located in the Highlands Marketplace that contains a discount department stores and a supermarkets.

Many operators of outlets in the Highlands Marketplace voiced a desire to see this development as an integrated element of the Mittagong Town Centre.









Figure 2.2.4 - Existing Parking and Traffic Management

Existing Traffic Conditions and Parking

"Figure 2.2.4 - Existing Parking and Traffic Management" shows the existing traffic management and parking areas within the Mittagong Town Centre



- key
-  Signalised Crossing
 -  Pedestrian link
 -  Car Parking
 -  Parks and Recreation

Existing Mobility and Circulation

The “street based” footpaths provide primary pedestrian accessibility and movement, there are a limited number of small walkways and laneways that provide an enhanced circulation network within the Mittagong Town Centre.

As the retail/commercial centre is best described as a “strip” centre, pedestrian through access primarily services carparking that is located at the rear of the “strip”





Key
 Parks and Recreation

Figure 2.2.5 - Mittagong Cadastral Plan



Spatial Character and Building Form Development

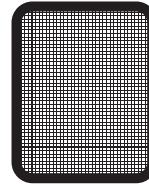
Historic development originated along the alignment of the highway that truncated the centre of town. Mittagong provided the first railway siding on the Southern Highlands, original as a terminal and then as a through line to Bowral and Moss Vale.

The Fitzroy Ironworks provided a major land subdivision to the north of the town centre. The formally laid out streets were centred around Alexandra Gardens, and adjacent to the large nature reserves to the north.¹

¹ History of the Berrima District Jarvis, James,



key



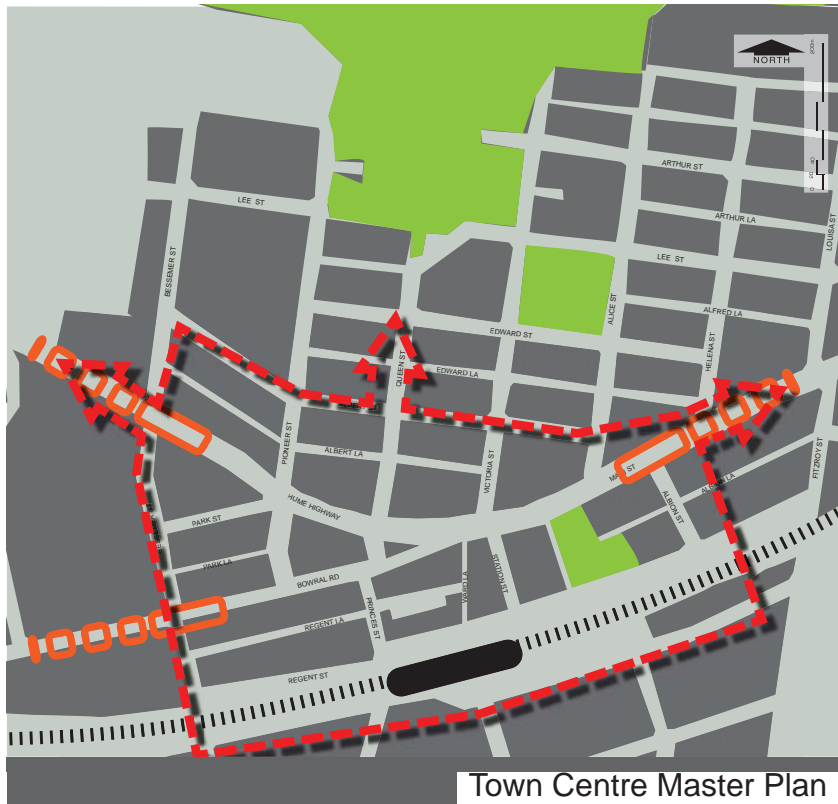
Areas that present
a likelihood for
change

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 2.2.6 - Mittagong Cadastral Plan





key

 Town Centre
"Gateway"
and threshold

 Parks and
Recreation

Edges and Thresholds

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

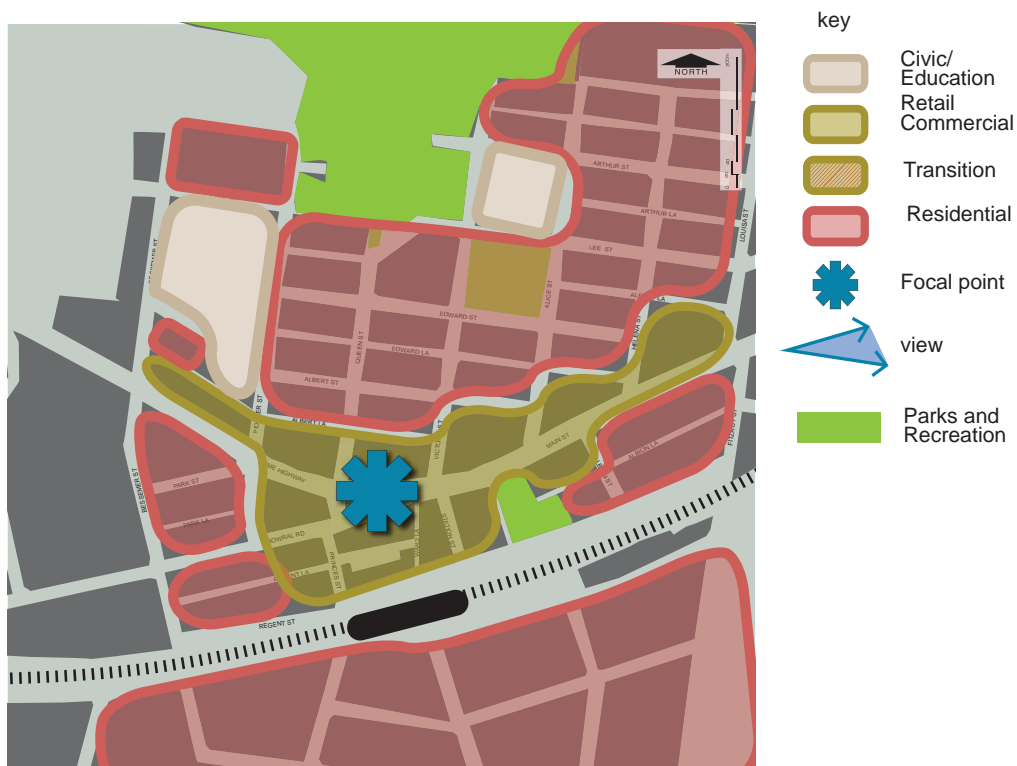
The red dashed line represents an interpretation of the composite diagrams prepared by the forum participants, and forms the indicative edge of the Town Centre.

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

The threshold to Mittagong is less defined than other Town Centres within the Wingecarribee Shire. The edge and entry to the Town Centre relates strongly to the presence of traffic signals and the concentration of retail/commercial and cafe activity that lines the primary through roads.

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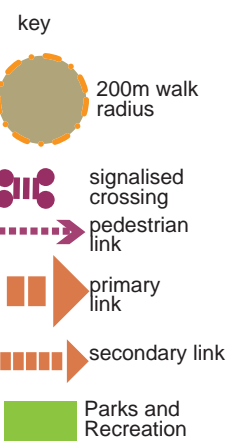
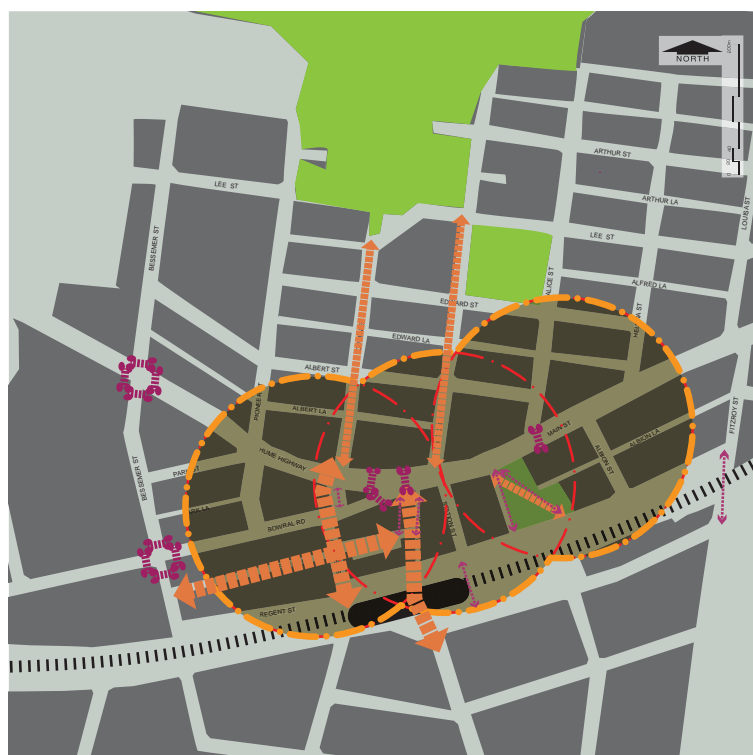
Urban Character

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.

While the the dominant character of Mittagong is defined by the planted centre median and strip retail/commercial activity of the Old Hume Highway, there are many other elements, such as the large open town park, and the centrally located Memorial Hall building, that contribute to the distinct scale and quality of the Mittagong Town Centre.

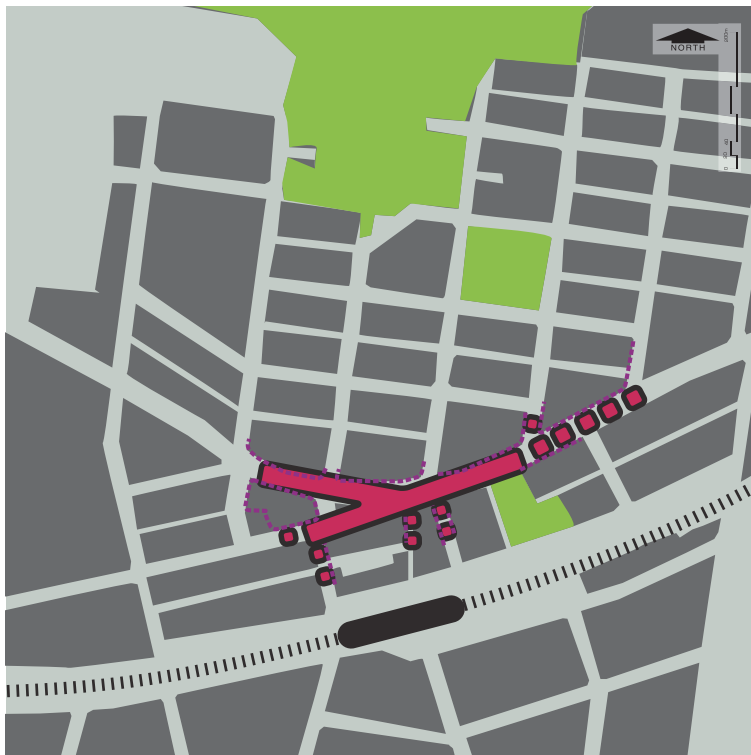




Accessibility

The compact scale of the Mittagong Town Centre, coupled with the “strip” nature of its retail/commercial activities provides a readily walkable environment.

While the separation created by the Old Hume Highway impacts a higher level of physical interaction along the length of the Town Centre, the division is reduced by the presence of a well planted centre median and traffic management.



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 linear nature of the Mittagong Town Centre, the high presence of retail/commercial development along the Old Hume Highway "Strip", and the hub created by the intersection with Bowral Road (Memorial Hall) provides an environment that has the capacity to integrate a higher level of physical interaction.



2.2.3 Mittagong Master Plan Elements

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



Figure 2.2.7 - MittagongCentre Master Plan extent

Introduction

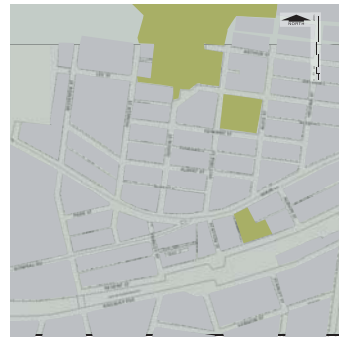
This section identifies Master Plan ideas and initiatives.

Key Elements

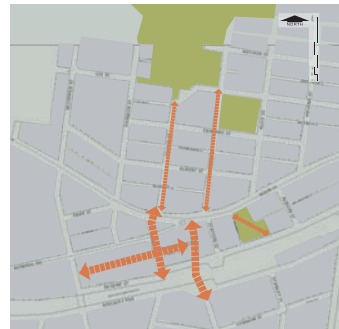
Reflecting the quality principles established in Section One of this report, the following key elements will act as key drivers for positive change through the implementation of strategically developed activation projects.



Mobility & Secondary Access



Open Space



Encourage Accessibility

mittagong town centre elements



mittagong town centre elements

Civic Presence



Secondary Streets



**Transport
Integration**



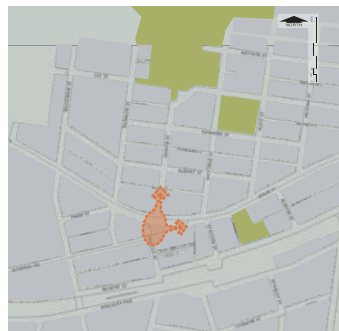


Entry

- Northern entry shown Old Hume Highway



Streetscape



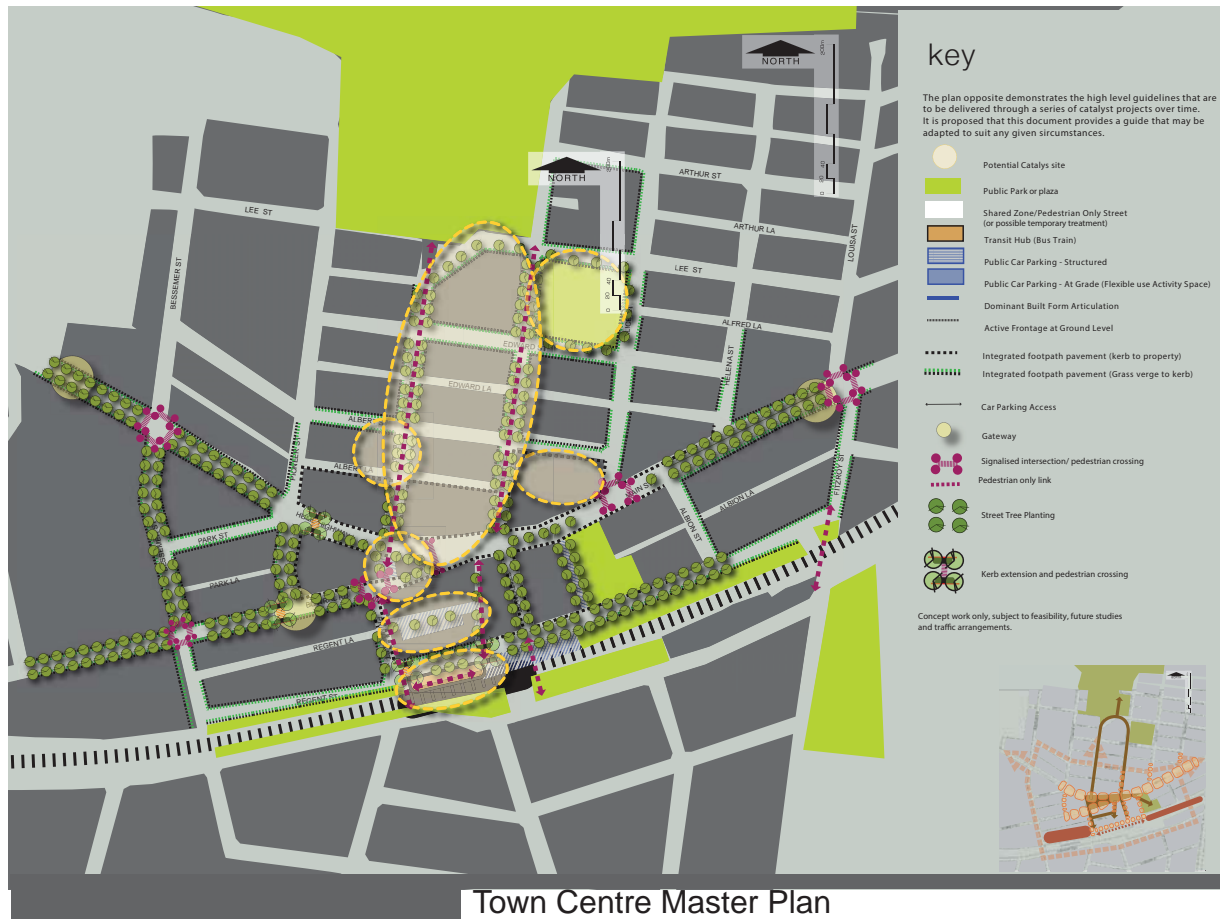
Activate Core

Mittagong Town centre elements



2.2.4 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 for 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.

Figure 2.2.8 - Mittagong Town Centre Master Plan showing Project Opportunities as discrete projects.

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Figure 2.2.8 - Composite plan showing opportunities for key projects (dotted ellipses) that may provide elements connecting to public transport, reinforce civic identity at a key, and allow more flexible use of ingredients within the town centre environs

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Key Elements

Connection to Lake Alexandr and Mount Alexandra Reserve

Provide a cohesive and integrated treatment to the streetscape, that

Public transit hub that is pedestrian focussed, provides a high level of public amenity and safe

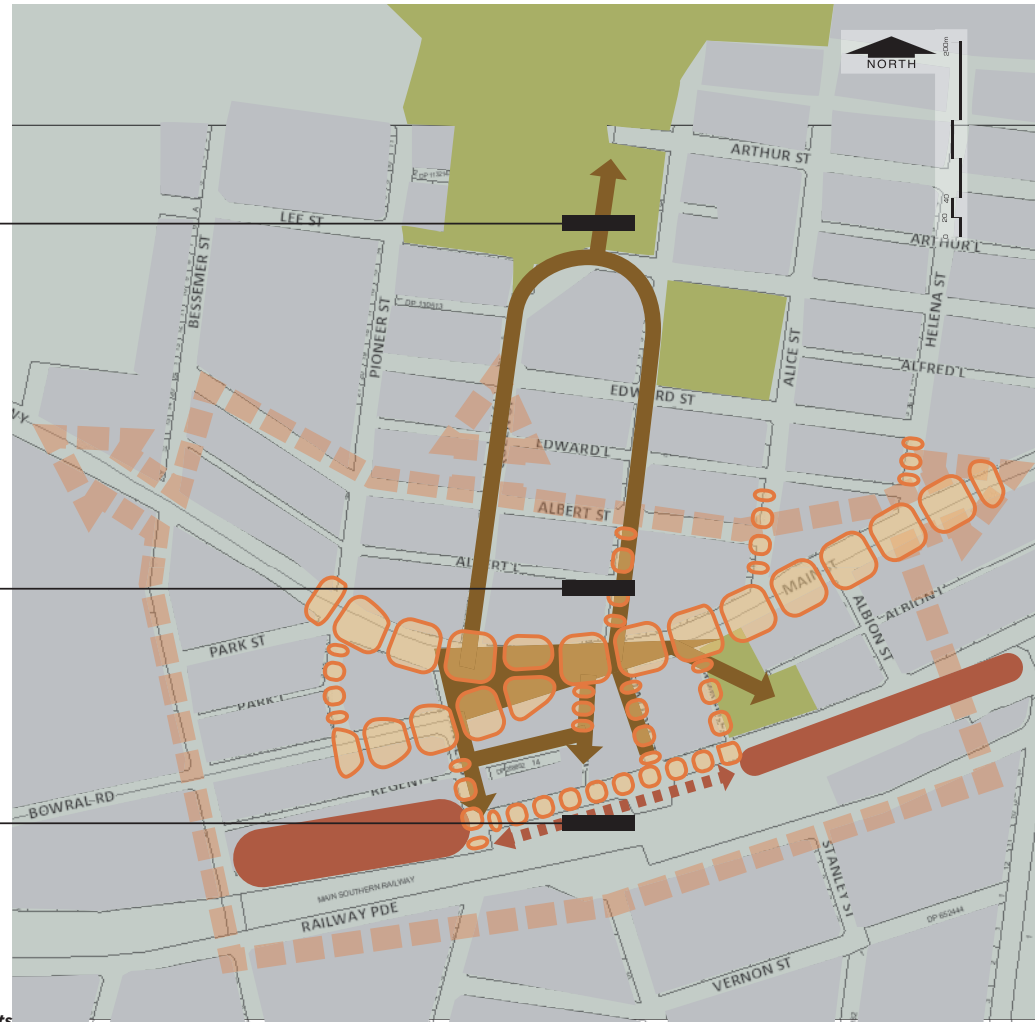


Figure 2.2.10 - Key Elements

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Provide wayfinding/signage to enhance connectivity to the Queen Street Library Precinct and public

Enhance the Memorial Hall precinct as an visually prominent active

The Core is readily accessible to public transport, parks and

Core Activation

Use the existing Memorial Hall precinct as a focus for activity.

The central and highly visual location of this prominent historic building is a recognisable element of the Mittagong identity.

The adjacent carpark has the capacity to become a useable space as well as enhancing the precinct and core of Mittagong.

Figure 2.2.11 -



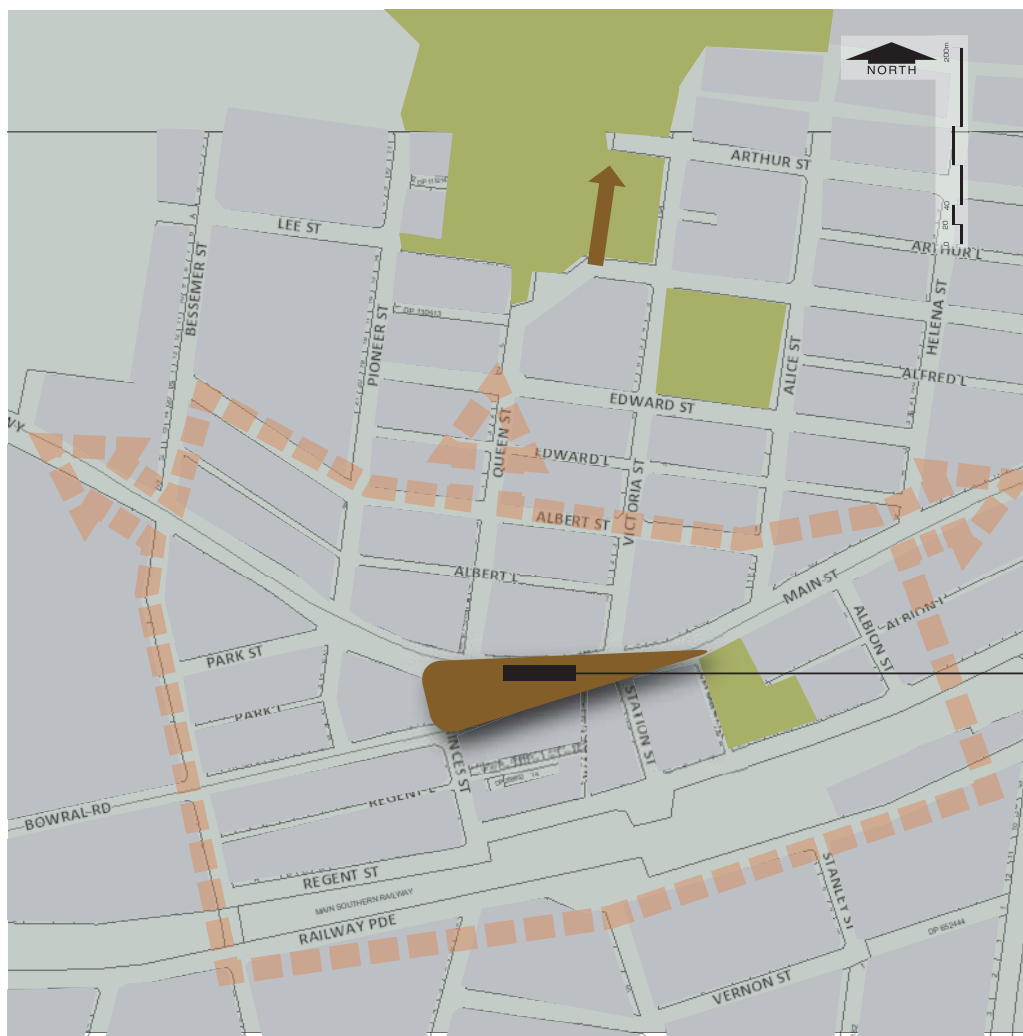
Main Street Activation

Street Activation

An enhanced street environment places the focus on pedestrian amenity, one that provides a safe, protected/sheltered welcoming environment.

The use of a readily maintained robust hard wearing accessible space than ensures ready connectivity to retail and commercial services to support pedestrian mobility





Enhance the Memorial Hall precinct as an visually prominent active identity and environment

Figure 2.2.12 -

Heart Activation

A strong focus for the community is to provide an identity and 'heart' of the local community, a shared place that not only provides for day to day needs but also a place to come together for events and social activities.

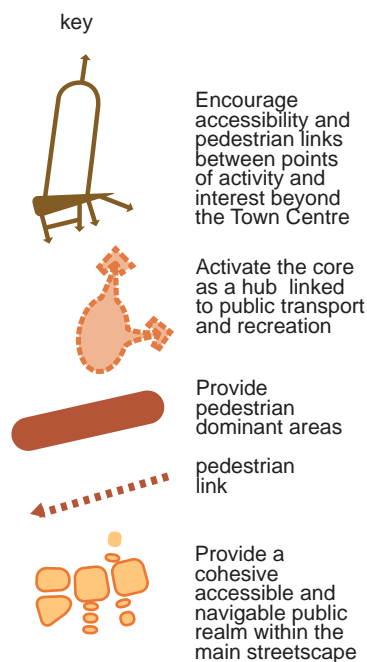
The Mittagong Town Centre must reflect the diversity of the local residents and offer a wide range of local services and uses (including retail, civic and recreation) within close walking distance of homes, local businesses and transport, and reinforcing the Memorial Hall Precinct as an activated hub and identity for Mittagong.

Heart Activation



2.2.5 Pedestrian Activation

“well laid out, easy access off street parking spaces and enhancing pedestrian connectivity to the town centre “
 (Bowral Parking, Traffic and Transport Strategy-March 2012)



This plan shows pedestrian connectivity and possible provision of a structured street based footpath treatment, augmented with shared pedestrian/traffic spaces that may offer flexible use during festivals and events.