

ITEM 3 - ATTACHMENT 1 DRAFT REVISED MEDOWIE PLANNING STRATEGY.

Working together to protect water supplies will ensure that Hunter Water Corporation can continue to provide safe, reliable and affordable drinking water for the Region. This is outlined in Water Management Principle 2 - *Council and Hunter Water Corporation will work collaboratively to identify a catchment-wide solution to drainage and water quality.*

6.3.2 Campvale swamp catchment

The Campvale Catchment is bound by a ridgeline to the east of Medowie Road, Richardson Road to the south and Grahamstown Dam to the west. The catchment rises in forest north of the township, drains south via the Campvale Drain into the Campvale Drain Inundation Area, then south-west to the Campvale Water Pumping Station which transfers water into Grahamstown Dam. The location of the Campvale Swamp Catchment is shown in Figure 15 *Catchment Map*.

The drainage system within the catchment consists of relatively ill-defined natural watercourses, open drains, pipes and pits, culverts and the downstream pumping station. Most of these elements are in Council's care and control and lie within road and drainage reserves, public reserves and drainage easements. However some of these elements are controlled by other bodies such as Hunter Water Corporation.

Campvale Drain terminates at Campvale Drain Water Pumping Station which is owned by Hunter Water Corporation. The pump station houses four pumps. Each pump has a maximum capacity of approximately 1.35m³/sec (or approximately 120 ML/day). The pumps are responsible for conveying the majority of all stormwater runoff from the catchment into Grahamstown Dam. The pump operation is automated and dependent on the water level at the off-take location.

The frequency, extent and period of flooding are the main concerns for land owners in the Campvale Drain Inundation Area.

From a flooding perspective this sub-catchment is relatively unique in that outflow from the catchment is limited by pump rate and does not scale. Due to this constraint there are two different types of flood-affected residences within the wider Campvale Catchment. Residences upstream of Ferodale Road are impacted by water moving downstream, and residences in lower areas by inundation due to rising water as the swamp fills in long duration flooding events. The lowest residences in the sub-catchment are at 7.5 to 8.0m AHD and depending on losses the swamp can be filled to such heights by the 5% (1:20) to 2% (1:50) AEP event.

6.3.3 Moffats swamp catchment

The Moffats Swamp Catchment is bound to the north and north east by a ridge running through the Medowie State Forest, to the west by a ridge line running east of Medowie Road and then down to the southern boundary at Richardson Road. The eastern boundary is defined by a previously mined sand barrier which adjoins the Tomago Sand Beds. The location of the Moffats Swamp Catchment is shown in Figure 15 *Catchment map*.

ITEM 3 - ATTACHMENT 1 DRAFT REVISED MEDOWIE PLANNING STRATEGY.

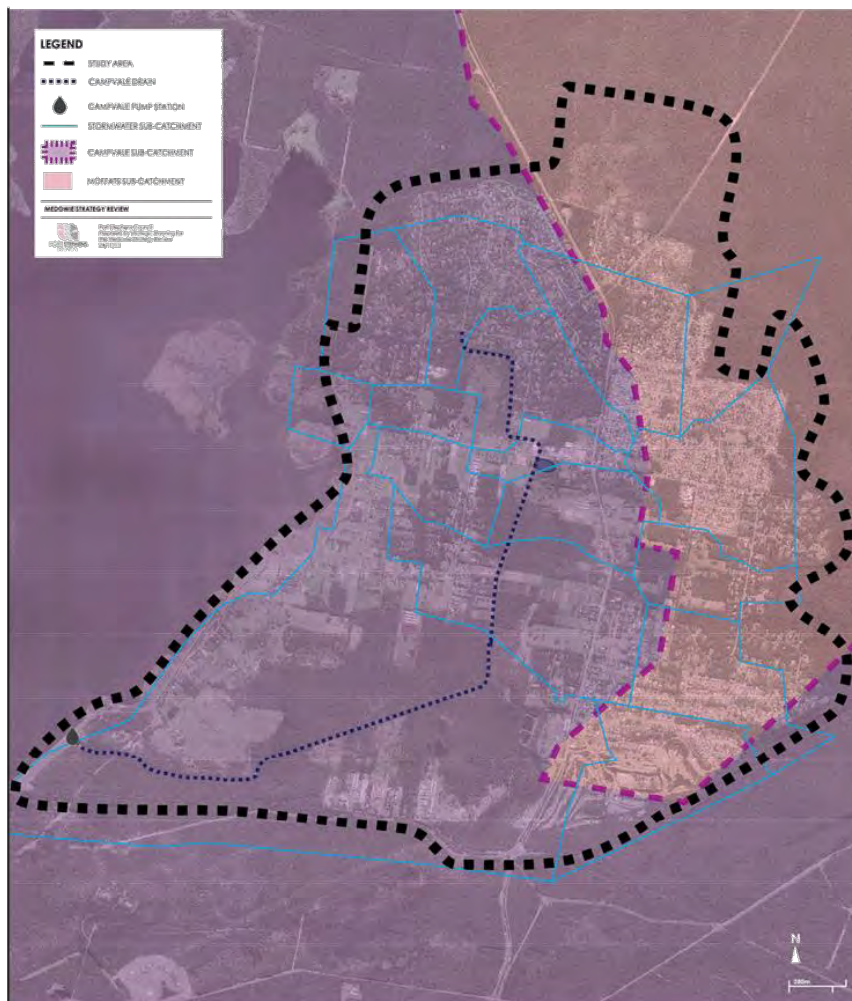
Key concerns in relation to flooding have been received from residents in the lower areas bordering the fringe of the swamp and some properties near Boundary Road.

There are four main outlets from Moffat Swamp:

- Swan Bay – the majority of floodwaters currently exiting the swamp are through a trapezoidal shaped concrete spillway to the east with an invert level of RL 8.35m AHD. This outlet flows to Racecourse Swamp, which drains to Twelve Mile Creek and then Swan Bay;
- Campvale Swamp – a natural ridge between Moffats Swamp and Championship drive operating when the swamp level rises above 9.5m AHD; and
- Salt Ash – A partially blocked triple box culvert with an invert level of 8.7m AHD; and
- Salt Ash – A natural saddle south of the concrete spillway draining into the nearby Moffats Creek and dispersing towards Salt Ash, activated only in high flows (approximately 10m AHD).

The availability of multiple outlet locations, and the fact that outlet capacity increases as stage increases in the Swamp, make Moffats Swamp quite different to Campvale. Again though in Moffats as in Campvale, a large flood event (in the order to the 2% AEP event) can fill the swamp and cause low-lying houses (lowest residential floor levels in Moffats Swamp are approximately 9.5m AHD) to be impacted by rising water levels. However, the most likely flooding mechanism is as flowing water moves past or through properties on the way to the swamp proper.

Figure 15 Catchment Map



ITEM 3 - ATTACHMENT 1 DRAFT REVISED MEDOWIE PLANNING STRATEGY.

6.4 Traffic and transport – existing

6.4.1 Road network

The main vehicular approach routes to Medowie are from the Pacific Highway and Richardson Road.

The existing road network is shown in Figure 16 *Existing Traffic Network* and comprises the following roads:

- **Pacific Highway:** main arterial route located north and west of Medowie providing a major link to the north coast, Brisbane and Raymond Terrace.
- **Richardson Road:** a major sub-arterial road connecting Nelson Bay and Raymond Terrace.
- **Medowie Road:** a major sub-arterial road that bisects the town and is the primary structural axis connecting the town to the Pacific Highway, Richardson Road, Williamtown and the rest of Port Stephens.
- **Ferodale Road:** a main street within the town which intersects with Medowie Road at the town centre and is secondary to the main spine formed by Medowie Road. It connects three major trip generators – the town centre and associated retail and commercial services and two primary schools.
- **Kirrang Drive:** a north-east/south-west road connecting Medowie and Ferodale Roads to service the north-west sector of Medowie.
- **Brocklesby Road:** an access road to the residential area, connecting Medowie and Ferodale Roads to serve the east and south-east sector of Medowie.
- **Abundance Road:** a north-south road off Ferodale Road to the industrial area of Medowie and joins with Lisadell Road.
- **Lisadell Road:** an east-west road that, with Abundance Road, forms a western entry route into Medowie.
- **Fairlands Road:** a north-south road off the west end of Ferodale Road connecting to Lisadell Road.
- **Peppertree Road:** a relatively short no-through road off Ferodale Road, west of Medowie Road, that provides access to the shopping area.

Except for Medowie Road having a sub-arterial function, the roads in Medowie have a collector or local classification.

The major approaches to Medowie are the Pacific Highway and Richardson Road, which provide an east-west approach from the north and the south respectively, via Medowie Road. These are arterial roads with an average daily traffic volume ranging from 15,000 to 20,000 vehicles per day along the Pacific Highway and 8,000 to 11,000 along Richardson Road.

The intersection of Medowie Road with Richardson Road is controlled with a two lane roundabout while the intersection with Pacific Highway is channelized.

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Under road capacity criteria the current roads within Medowie are operating at a good level of service with ample capacity.

6.4.2 Pedestrian and cycleway network

The existing cycleway network links Medowie to Raymond Terrace via Grahamstown Dam. Within Medowie a cycleway/shared path travels along the length of Ferodale Road, followed by Fairlands Road, Lisadell Road and along Grahamstown Road, before linking to Richardson Road. The location of the path along the length of Ferodale Road provides an opportunity to link future urban areas to the centrally located commercial, recreational and community facilities in Medowie and provide a safe and viable transport mode alternative for residents. There are a number of other lengths of shared paths in Medowie that often form incomplete lengths.

6.4.3 Public transport

Medowie is served by both school and public bus services with routes along Richardson Road, Medowie Road, part of Ferodale Road and major local roads with residential areas. Services run between Raymond Terrace and Lemon Tree Passage as well as Stockton and Newcastle.

Main bus stops, with varying levels of amenity, are at the following locations:

- Ferodale Road (commercial area);
- Ferodale Road (community centre);
- Intersection of Federation Drive and Medowie Road;
- Intersection of Kindlebark Drive and Medowie Road; and
- Intersection of Brocklesby Road and Medowie Road.

A bus zone is being provided with the imminent construction of Peppertree Road.

Bus stops are also located at each school however shelters are not always provided.

There are numerous other signposted bus stops throughout Medowie. The level of usage is inferred to be low due to surrounding low density development, particularly in rural residential areas. However it is acknowledged that facilitating public transport links are important to support access to the town centre and community facilities.

Figure 16 Existing Traffic Network



ITEM 3 - ATTACHMENT 1 DRAFT REVISED MEDOWIE PLANNING STRATEGY.

7.0 REFERENCE DOCUMENTS

Medowie Strategy, Port Stephens Council, 2009 (and as amended).

Medowie Traffic and Transport Study, URaP TTW Consulting Services, December 2012 v6.

Medowie Flood Study, WMA Water in conjunction with Port Stephens Council and the NSW Office of Environment and Heritage, May 2012.

Ecological Report (Draft) – Medowie Strategy Review, Port Stephens Council, May 2014.

Review of Standards Guiding the Provision of Council's Community and Recreational Facilities, Final Report, AEC Group, August 2013.

Draft Medowie Local Area Contributions Plan – Traffic and Transport, Port Stephens Council, March 2015.

Port Stephens Planning Strategy 2011-2036, Port Stephens Council, 2011.

Port Stephens Commercial and Industrial Lands Study, SGS Economics and Planning, July 2010.

Lower Hunter Regional Strategy 2011-2031, NSW Government Department of Planning, 2006.

MEDOWIE TOWN CENTRE

- MASTERPLAN -



- OCTOBER 2015 -

MEDOWIE TOWN CENTRE MASTERPLAN

Medowie Town Centre Masterplan, 2015

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CERTIFICATION

This report has been authorised by City Plan Strategy & Development and Atlas Urban Design & Strategy, with input from a number of other expert consultants, on behalf of the Client. The accuracy of the information contained herein is to the best of our knowledge not false or misleading. The comments have been based upon information and facts that were correct at the time of writing this report.

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MEDOWIE TOWN CENTRE MASTERPLAN

1. INTRODUCTION**1.1 Aims and objectives**

The Medowie Town Centre Masterplan establishes the vision to guide growth and development of the town centre over the life of the Medowie Strategy and beyond. It is a non-statutory document. It is not a detailed design or a planning application. It is a document that sets out how the areas can (as opposed to will) develop and redevelop into the future. It provides the visualisation of objectives and strategies to manage development and change over time.

The objective of the Town Centre Masterplan is to:

- Consolidate the Town Centre as the 'heart' for the social and economic life of the community
- Establish streets and blocks to provide the framework for a properly integrated urban development
- High quality streets and places that encourage walking and social interaction
- Preserve and enhance the leafy character of the town while creating a compact and active core.
- Guide future design standards and objectives.

The Masterplan includes:

- The size and location of the town centre, based on commercial zone boundaries and longer-term strategic directions
- The relationship and interface with adjoining residential, community and recreation areas
- Access to the centre and movements around the centre for pedestrians, cyclists, private vehicles, public transport and business deliveries
- Provision of necessary public infrastructure and community facilities
- Active and passive open spaces, and attractive public realm and landscaping.

1.2 Area to which the Masterplan applies

The Masterplan applies to the Medowie Town Centre, which is the land shown in Figure 1. The town centre includes land that is currently zoned for commercial, residential, recreation and rural purposes (see Figure 1 below).

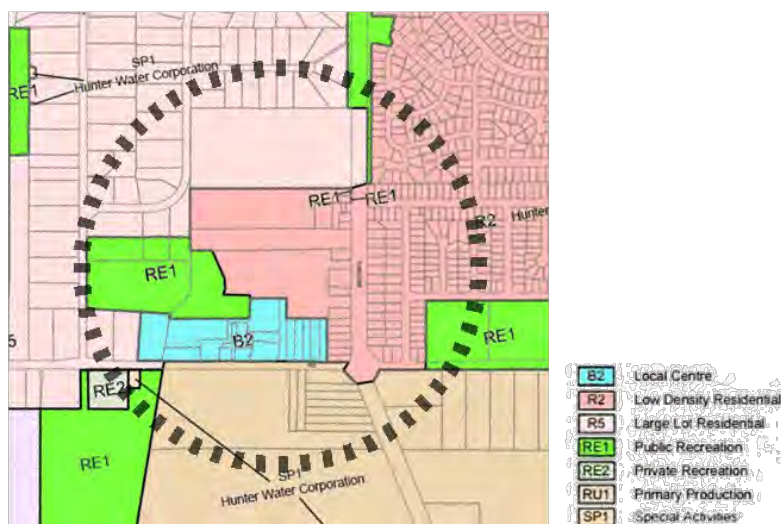


Figure 1: Land Zoning Map | Port Stephens LEP 2013

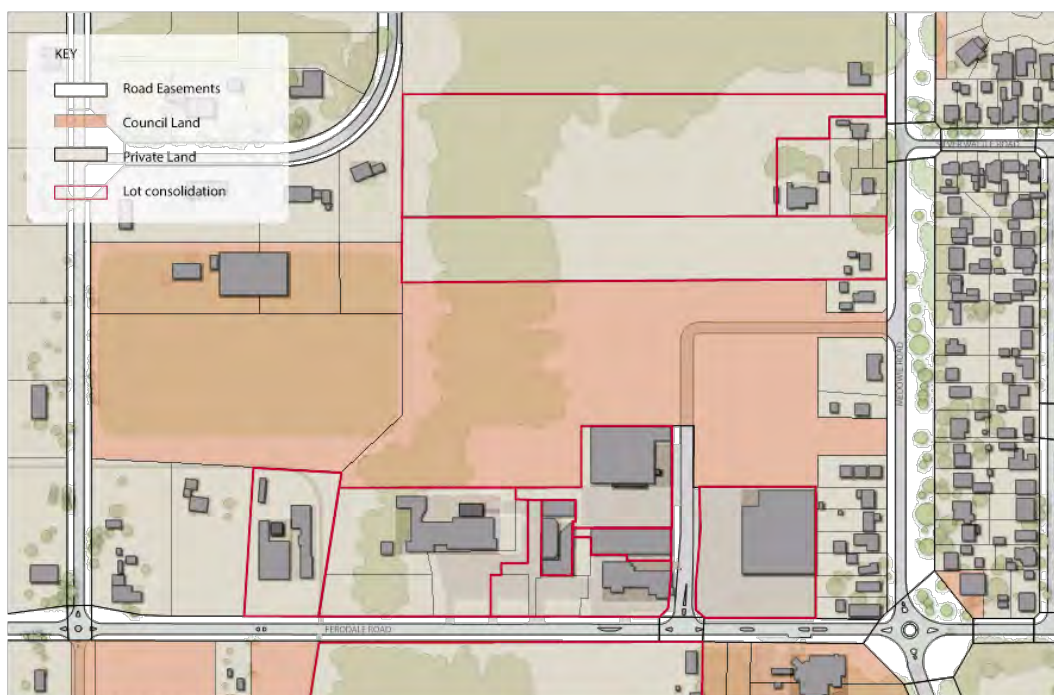


Figure 2: Medowie Existing conditions



Figure 3: Medowie Town Centre Masterplan (see section 3 for details)

- Key habitat corridors to be retained
- Commercial development to be focussed on the Town Centre

2. DESCRIBING MEDOWIE TOWN CENTRE**2.1 State Policy Context**

The Lower Hunter Regional Strategy applies to land use changes in the Port Stephens LGA. There are no specific employment or housing projections for Medowie in the Lower Hunter Regional Strategy, instead projections are identified for the broader Port Stephens local government area. Councils are encouraged to address the future services, housing and employment for their town centres in local strategies, and to apply the actions for hierarchy, role and function within these strategies. The actions for local strategies and planning controls in relation to town centres are:

- Contain appropriate provisions that reflect the nominated role of particular centres
- Do not permit retail and commercial offices outside commercial centres other than where consistent with the adopted State policies such as "The Right Place for Business"
- Facilitate the concentration of activities along transport routes and within and adjacent to centres
- Maximise redevelopment and infill opportunities for medium and high density housing within walking distance of centres
- Establish employment and dwelling projections for centres that address urban consolidation and intensification in urban areas
- Ensure that dwelling projections within centres does not impede the ability to achieve employment capacity projections
- Facilitate the revitalisation and renewal of centres through structure planning, master-planning and other relevant studies.

What does this mean for the Medowie Town Centre?

The actions for town centres must be considered in the preparation of a masterplan for Medowie. These are specifically addressed in the recommendations in Section 4 of this document.

2.2 Local policy context**2.2.1 Role of Medowie in Port Stephens LGA**

Medowie is located in the Eastern Growth Corridor (also including growth areas at Fern Bay and Williamtown Airport) as part of the Port Stephens Planning Strategy. The Primary Growth Corridor is west of the Pacific Highway and includes Kings Hill, Raymond Terrace, Heatherbrae and Tomago.

Medowie is categorised as having a Town Centre, which is lower in the commercial hierarchy than Raymond Terrace as a Major Regional Centre, but in line with other town centres such as Nelson Bay, Tanilba Bay, Anna Bay and Kings Hill (in the future).

What does this mean for the Medowie Town Centre?

More dwellings in Medowie will increase the demands on the town centre, as well as other local services and infrastructure such as roads, sporting facilities and schools. Medowie Town Centre is expected to provide for shopping and business needs for the surrounding area, as well as medical and professional services and medium density housing within/ adjoining the town centre.

The Medowie Town Centre will need to change in response to population growth and the ranking in the centres hierarchy, and respond to the business and servicing demands of a bigger community. Changes in the town centre will also need to be in keeping with the Medowie Strategy, especially in relation to the land use constraints and adjoining land uses such as residential areas and recreation facilities.

2.2.2 Role of Medowie Town Centre in Port Stephens LGA

The hierarchy and network of centres in Port Stephens from the Port Stephens Planning Strategy is shown in Figure 5. This illustrates that there is a cluster of centres on the Tomaree and Tillegary peninsular, and a line of centres following the Pacific Highway. Medowie is relatively separate from these two groups of centres, and is not currently supported by a network of smaller centres. Whilst the catchment area for the Medowie Town Centre is not specifically identified in an existing study, it could be expected to include the communities of Karuah, Williamtown, Salt Ash, Swan Bay as well as Medowie itself.

The Port Stephens Commercial and Industrial Lands Study (2010) was prepared by SGS Economics and Planning. It was prepared using the Port Stephens Planning Strategy population projections and provides information on the following:

- The commercial hierarchy for the Port Stephens LGA,
- A strategic framework to inform the zoning controls,
- The relationship of industrial areas to commercial areas, with specific consideration given to bulky goods retailing,
- A profile for each commercial centre,
- Capacity and trends of centres to facilitate future growth.

The relative amount of growth for each centre is shown in Figure 6. Relevant to the Medowie Town Centre, the Study recommends:

- Medowie be classified as a town centre, together with Nelson Bay, Tanilba Bay, Anna Bay & Kings Hill. Higher order centres are Raymond Terrace (major regional centre), Salamander Bay (stand alone shopping centre) and Williamtown (specialised centre). All town centres are proposed to be zoned B2 Local Centre.
- The forecast demand for floorspace in the Medowie town centre is expected to grow from 7,257sqm in 2009 to 9,493sqm in 2031.
- The most suitable location for bulky goods retail development in the Port Stephens LGA is at Heatherbrae.
- Since the adoption of the report, the Woolworths supermarket has been constructed on the corner of Peppertree Road and Ferodale Road, taking the available floor space in the Town Centre to more than 9,700sqm. This amount of floorspace should adequately supply the forecast demand to 2031. The report also estimated that there is capacity to provide an additional 6,700sqm of commercial floor space above the 2031 demand, if all the vacant zoned commercial land was developed.

What does this mean for the Medowie Town Centre?

A Town Centre needs to meet the shopping and business needs for the District, which would include Medowie as well as areas extending to Karuah, Williamtown and Salt Ash. The predicted demand for floorspace has been met with the Woolworths development and there should be sufficient capacity within the existing zoned areas to cater for expanded retail development and other business offerings. No land needs to be identified for bulky goods retailing as this form of development will be directed to other parts of Port Stephens LGA.

Despite the modelling that the forecast demand for floorspace in Medowie Town Centre for the next 16 years has been achieved, new residential development in Medowie (and its District catchment) will change the demand for goods and services. Existing buildings, businesses (for example through different/expand/new services) and the layout of the Town Centre will need to respond appropriately to meet community expectations.

2.2.3 Planning Controls

Port Stephens Local Environmental Plan 2013 and Port Stephens Development Control Plan 2014 apply to the Medowie Town Centre. The zoning of the Town Centre is shown in Figure 1. The B2 Local Centre zone encourages a range of retail, business, entertainment and community uses to develop, and that these should serve the need of



the people who live in, work in and visit the local area. To this end, the range of uses that are permitted in the Meadowie Town Centre are broad and include all types of commercial premises, as well as a range of residential uses and tourist accommodation. There is approximately 6ha of B2 zoned land.

Not all of the Meadowie Town Centre is commercially zoned, with land north of the two supermarket sites currently going through a rezoning process to consider changing from a residential to a commercial zone. There is also a small strip of land between Woolworths and Meadowie Road zoned residential. Land south of Ferodale Road is also not in a commercial zone, with the group of community buildings and facilities in a rural zone.

Other relevant planning controls for the Meadowie Town Centre include:

- Maximum building height of 8 metres or 2 storeys
- There is no minimum size for commercial lots
- There are more detailed built form, carparking, landscaping and building controls in the DCP, and other matters in the LEP that must be considered by Council when assessing development applications.

What does this mean for the Meadowie Town Centre?

There is a broad range of land uses that could be developed in the Town Centre, including commercial and residential uses. The planning controls are not specific to Meadowie, therefore leaving the mix of land uses and appearance of built form and public domain, subject to individual development processes. This may not create a cohesive and coordinated outcome for the Town Centre.



Figure 5: Centres Hierarchy Port Stephens LGA
Information from Port Stephens Commercial and Industrial Lands Study June 2010

MEDOWIE TOWN CENTRE MASTERPLAN

2.3 Structure of Medowie Town Centre

A Place-based Character Appraisal has been undertaken for the Medowie Town Centre. The key considerations in this assessment include linkages to surroundings, local character, local morphology and natural features.

2.3.1 Social structure and demographics

Medowie has a number of distinguishing social characteristics, when compared with the profile of the Port Stephens LGA, as described in the Medowie Strategy. Of particular note are:

- Younger population than rest of LGA.
- Only 5% of households don't comprise a family group, and about half of the families have 4 or more members (48% compared with 28% LGA).
- Most dwellings are separate houses (90%) with a higher than average mortgage rate (53% in Medowie, 40% in LGA).
- Fulltime employment and householder incomes are higher in Medowie than the rest of the LGA. The main employment industries are manufacturing and public administration/ defence, which is reflected in the high proportion of labourers and machinery operators.
- 4 in 5 households have 2 or more cars and a broadband internet connection.

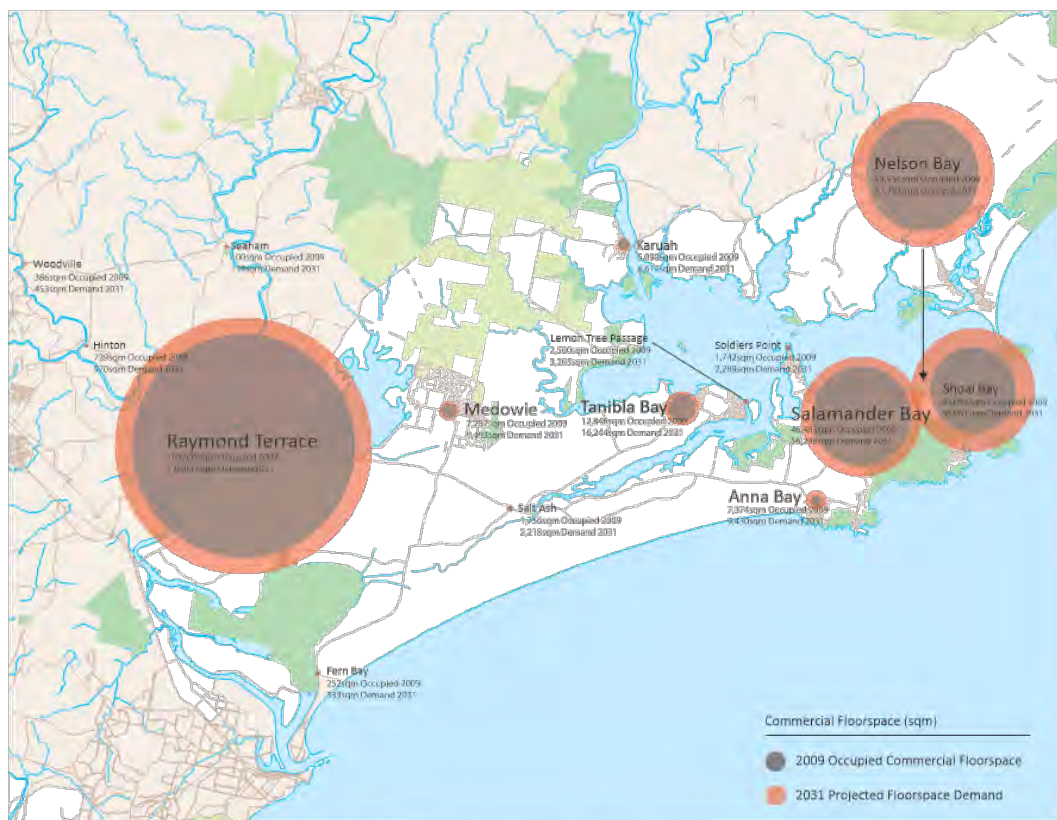


Figure 6: 2009 Occupied Commercial Floorspace & 2031 Projected Demand (sqm)
Information from Port Stephens Commercial and Industrial Lands Study June 2010

What does this mean for the Medowie Town Centre?

Shared paths, plentiful car parking, co-location of shops and community facilities, and public transport options within the Town Centre will benefit the residents of Medowie.

The high number of young people and large families creates demand for education, child care (long day-care, before and after school care), parks, community services and shared paths within Medowie. Teenagers and young adults also need good school bus routes to a range of high schools and tertiary education destinations, as well as public transport to recreation areas and activity centres like Newcastle and Raymond Terrace.

The dominant workforce for Medowie residents is manufacturing because it is within 20 – 30 mins drive of Tomago, Williamstown and Mayfield employment areas where there are large industrial businesses (energy, defence, coal, steel). There are no regular public transport links from Medowie to these locations, so most households need multiple cars to cater for the journey to work, school and shopping. This in turn creates a demand for easy to access car parking close-by to supermarkets and other retailers.

All these characteristics are likely to change as the area goes through a new population cycle. Housing diversity is very low, and increasing the range of housing options will rapidly change the demographics.

2.4 Land use survey

In early 2015, a survey was made of the Medowie Town Centre to identify the number and type of commercial activities. Whilst there were some shops for lease, most buildings were occupied and offering a wide range of services and goods to the local community. Existing businesses included groceries, specialty retail, banking, professional services, personal services, dining and entertainment. Some of the carparking areas are used for monthly weekend open air markets.

When compared to other town centres, there are some missing commercial uses such as a greater range of specialty retail, no discount department retail, no major chain/ franchise retail, and greater range of medical and allied medical. There is no shop top housing or other permanent residential buildings in the town centre.

Anecdotal information from business owners and traders suggests that the retail catchment includes Fern Bay, Karuah and surrounds, because Medowie shops are closer than Raymond Terrace, are easier to access and find, and are easier to get a park with large surface car parks.

What does this mean for the Medowie Town Centre?

The low proportion of vacant floor space and gaps in business services suggests that there an opportunity to better utilise the existing buildings and land. Maintaining good landscaping, street presentation and surface carparks will continue to make Medowie a desirable shopping destination for the wider catchment.

2.5 Infrastructure and services

Most of the infrastructure and services for the Medowie Town Centre are also providing benefit to the wider Medowie community. The key issues affecting the town centre are:

- Medowie and Ferodale Roads provide the main access to the town centre. Investigations have identified the need to extend Peppertree Road to create an additional connection, and this construction will be undertaken in 2015/2016.
- Bus routes pass the current town centre, but the extension of Peppertree Road will enable buses to come

MEDOWIE TOWN CENTRE MASTERPLAN

into the town centre (Figure 7).

- Pedestrian paths and cycleway ways are not fully connected to the town centre, or from the town centre to the nearby sporting fields, community buildings and schools.
- Public toilets are located on the southern side of Ferodale Drive, adjoining a small park and the community buildings. This is not centrally located to the retail and business areas of the town centre.
- Not all parts of the town centre have kerb and guttering, and stormwater drainage is not always connected and complete.
- There are no known limitations to the supply of utility services for the Medowie Town Centre.

What does this mean for the Medowie Town Centre?

Connected roads are needed to improve the access and movement throughout the Medowie Town Centre. This will also provide opportunity for public buses to better service the Town Centre, and to provide footpaths and cycleways connections too. The limited connections to the adjoining sporting fields (south and west of the town centre) could be improved, and this may include more efficient sharing of carparking, as well as better use of new footpaths, lighting and landscaping. A more centrally located public toilet (on the northern side of Ferodale Road) would benefit the town centre.

2.6 Physical environment

The key physical features of Medowie Town Centre are highlighted in Figure 8;

- There is a significant cross fall slope for the Town Centre from Medowie Road to Peppertree Road which flattens out towards Kirrang Drive. The steepest slopes are on the land to the north of the existing supermarkets. In response to the slope, parts of the Town Centre are built at different levels, creating disconnection and difficult movement within the centre.
- The Town Centre is edged by a green backdrop of tall trees and flood prone land. There are corridors of native vegetation throughout Medowie and these provide habitat for threatened flora and fauna. Bushfire hazard is associated with the existing vegetation.
- Some areas of the Town Centre are subject to flooding from the adjoining creek line, however the majority of the centre is above the flood planning level. Subject to flood risk, commercial development can be located on flood prone land if it is appropriately designed.
- The current arrangement of lots is highly varied, ranging from large regular shaped lots with street frontages and smaller lots with right of way access. Whilst there are no vacant B2 zoned lots, there are sites that are underutilised and under-developed.
- Existing buildings in the Town Centre have been developed and re-developed over a long period of time. Most buildings are adaptable for a variety of business and retail purposes, including large floor plates in the supermarkets and tavern. Some older buildings are less adaptable and may be towards the end of their functional life.

What does this mean for the Medowie Town Centre?

The steepest slopes are on the land to the north of the existing supermarkets, and creating large flat building footprints will need significant earthworks and high retaining walls at property boundaries and street frontages. The vegetation surrounding the Town Centre will help to create an attractive green backdrop. Further investigations will be needed to assess the direct impact of further development on the local ecology and bushfire hazard. Flooding and stormwater drainage management is required to ensure that the lower lying parts of the Town Centre can continue to be used for commercial purposes. There is opportunity for a potential town lake/stormwater quality control structure located to the south of Ferodale Road (subject to drainage strategy). Open spaces like carparking and landscaping areas could be designed to improve the stormwater drainage. Opportunities to renew buildings and re-develop sites are present in the Town Centre.





Figure 7: Existing Bus Routes

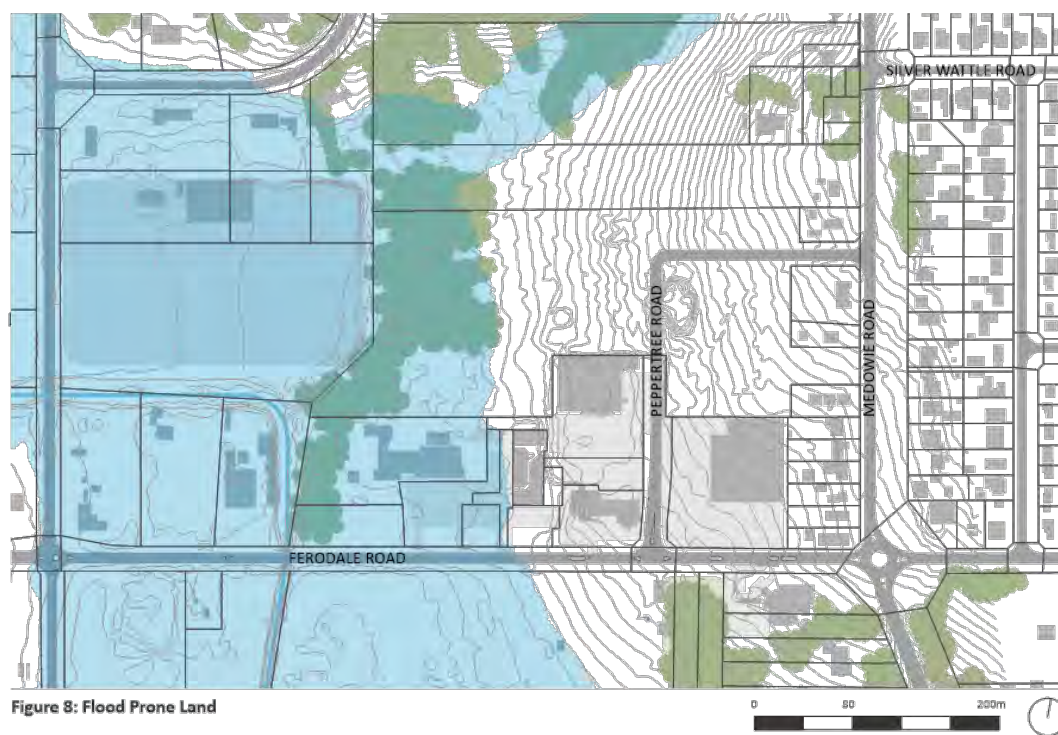


Figure 8: Flood Prone Land

MEDOWIE TOWN CENTRE MASTERPLAN

3. DESIGN**3.1 Vision**

Medowie has a memorable Town Centre and vibrant Town Square, that is supported by appropriate infrastructure. New shops and a diversity of events bring people to Medowie on a daily and weekly basis. The Centre has evolved and adapted to meet the needs of the growing community.

Tall trees create a green backdrop to the Centre. New seating and landscaping entices people to gather and socialise in the Town Square.

Walking within the Town Centre is easy. The paths are wide and safe, and connect to the nearby parks and residential areas.

More people live nearby and enjoy the convenience of everyday shopping and facilities. They are comfortable and feel included as part of the Medowie community.

It is easy to find the shops from main roads, and people can get to the Town Centre on a bike, bus or car. Ample parking is close to the shops.

Medowie Town Centre is a place that enhances the local community, environment and economy.



Figure 9: Town Square Perspective (Looking East)



Figure 10: Town Centre Perspective (Looking North-East)

MEDOWIE TOWN CENTRE MASTERPLAN

3.2 Overview of Masterplan

The principal objective of the Town Centre Masterplan is to create active and attractive places for people. The strategy to achieve this is to create a set of public spaces that are good places to be, because they have busy and active edges: pathways, shop fronts and cafes. Importantly, car parking is located close to the centre without dominating the primary spaces. The objective for Council is to identify where it can contribute to the future of the Medowie Town Centre. This largely relates to activity in the public domain and on land that Council owns; this includes the potential for future commercial development. Other aspects of the plan are dependent on private interests through ownership of land and the development of commercial land uses.

This plan recognises the existing spaces and activities in the town centre. These spaces are generally dominated by car parking and have awkward level changes. The plan preserves most uses in-situ, but strategically introduces new buildings and activities to "tie together" the existing fabric.

One of the key moves is the redevelopment of the Medowie Village site. The existing building is replaced by a two and three storey building which addresses two levels. It has a frontage to same level as the Coles car park with shops or cafe opening to a new plaza (in the area currently occupied by the concrete ramps). The lower level of this proposed building addresses the new street that runs northward from Ferodale Road. At its south end this building makes a busy and attractive corner with cafe or retail along the street-edge. Carparking is located underneath the plaza.

On the facing corner is a significant retail site that would be appropriate for a grocer or other retail. This building should create an attractive frontage to Ferodale Road and the new street. At its northern end this building faces north across the new town square. Note: The development of these spaces is with the private sector.

Medium density housing is part of the current Medowie Strategy. The addition of housing in the town centre will increase the number of people in the service catchment of the shops and businesses. This is intended to bring more vibrancy to the town centre with more customers, more people in close walking distance, and more people using the shared public spaces. The design and density of town houses and small lot houses, gives the opportunity for a larger group of people to be closer to the town centre, community and recreation facilities.

Key Details

- 4,000 sqm of new retail floor space, including replacement of existing floorspace
- 2,000 sqm of new upper floor commercial
- 4,000 sqm of public spaces, including;
 - Town Square - 2,000 sqm
 - Plaza - 1,000sqm
 - Ferodale Forecourt - 1,000 sqm
- 380 car parking spaces (100 additional spaces increase on existing)
- 168 Dwelling sites north (66 semi-detached dwellings, 102 terraces)
- Major site for potential residential development south of Ferodale Rd
- 1,500m linear new footpath and landscaping north of Ferodale
- 700m linear new footpath in centre
- 1,300m linear new footpath and landscaping south of Ferodale
- 400m linear footpath link to Ferodale Sports complex
- New transport connections and bus stops



Figure 11: Masterplan Overview

MEDOWIE TOWN CENTRE MASTERPLAN

3.3 Description of Precincts

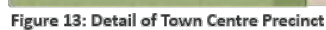
The Town Centre Masterplan as shown in Figure 11 has a number of distinct precincts of activities and land uses. Separate precincts enables the Town Centre to renew and expand over time in an incremental way, or in multiple precincts if there is interest, with accumulating benefit for the Medowie community. This section describes the specific outcomes for each of the Precincts.

3.3.1 Town Square

- A central gathering space for the Medowie community is provided in a new Town Square. The Town Square is enclosed by new retail and commercial buildings, creating activity along its edges whilst also allowing people to move easily between the east and west parts of the Town Centre. There is potential for drinking water and public toilets in this area, as well as installed furniture (seating, lighting, shelters, bins). Public art could also be commissioned for this place.
- There are a number of options for the location of the public toilets in the Town Centre. Within the public area in the Town Square, the public toilets could be sited as a stand-alone facility or a part of a commercial building. Research into other public toilet strategies in Australia and UK indicates a preference for public toilets in town centres to be part of the commercial development rather than a stand-alone amenity, to provide better surveillance and management. Alternatively, the public toilets could be separate to a commercial building, and in order to be well used, they would need to be carefully sited to be safe and conveniently located. Another alternative option is for the public toilets to be located in the Peppertree Road precinct, as part of the new public or commercial space adjacent to the existing supermarkets.
- A new street is to be constructed off Ferodale Road, to be aligned with the current carpark driveway. This is to be a low speed (10km/h) street that serves two-way traffic and has on-street parking. At the Town Square, the street narrows into a shared pedestrian space. The street continues to the north and connected with other streets to form a grid of street connections for the residential precinct.
- New commercial buildings form the built edges to the corners of Ferodale Rd and the Town Square street. These buildings, which may be 2 or 3 storeys, create a sense of arrival to the Town Centre and enclosure to the Town Square, as well as addressing movement including large changes in ground levels across the centre.



Figure 12: Masterplan Perspective (Looking North-East)



MEDOWIE TOWN CENTRE MASTERPLAN

- New car parking is provided fronting Ferodale Road (120 spaces) and new surface carparking (206 spaces) north of the Town Square. Existing carparking in the new Forecourt public space is relocated with the redevelopment of the Medowie Plaza site, and positioned within that new development.
- Redevelopment of the Medowie Plaza site with a 1 – 3 storey building re-aligned to edge the Town Square street. At level one (ground level) there are active frontages and retail uses. Level two is for commercial uses (professional suites and offices for accountants, dentists, and alike), with the potential to open onto a terraced plaza at the same level as the existing Coles carpark. The top level would be commercial.
- A grand and wide staircase would link the terraced plaza to the Town Square, providing another public space feature with opportunities for landscaping and public art. Accessibility from the lower level to the upper level could be achieved with a lift or ramp at the carpark edge.

3.3.2 Residential Village

- The residential area presents as a set of medium density urban blocks. The blocks closer to the centre are slightly higher density (attached townhouses around 200sqm site area). Semi-detached dwellings are on larger sites (around 250sqm).
- The block pattern uses streets and lanes. Streets provide the primary address with front doors, fences, footpaths and nature strips with street trees. The rear lane ensures that the primary street address is not dominated by garage doors. Rear lanes provide access for off-street parking, with garages having the flexibility to be open into the rear courtyard to provide flexibility for caravans and boat trailers. Lanes also provide for garbage collection and services access. Additionally, the rear lane creates the opportunity for a studio or “Fonzie flat” over the garage.
- A central park provides additional amenity for the denser housing areas.



Figure 14: Masterplan Residential Village Perspective (Looking North)

3.3.3 Ferodale Rd South

- The existing community facilities (small playground, community centre, Lions Park) to be retained. Consideration should be given to rezoning this land as RE1 Public Recreation. This area is not recommended to be an expansion of the commercial zoning of the Town Centre.
- New intersections to be constructed at Peppertree Road and the Town Square street provide access to a potential residential development site. Subject to investigations, this could be for seniors housing, or other medium density housing, as it is ideally located adjoining the commercial areas and close to the sports complex.
- Town Lake (subject to drainage strategy).



Figure 15: Existing Conditions (Looking North)

MEDOWIE TOWN CENTRE MASTERPLAN

3.4 Additional Commercial Floorspace Option

Council is currently investigating the rezoning of land north of the existing Woolworths site to B2 Local Centre. Within this zone, residential and commercial development is permitted. Whilst the preferred option (section 3.3) is to reinforce the commercial and retail development around the new Town Square and encourage a more compact residential village, there is an option to create additional commercial floorspace in this area. This option would enable Council to improve this land and provide additional commercial uses in the town centre.

This is illustrated in Figure 17, showing a new large footprint building on the northern corner of the block with Peppertree Road frontage. Carparking would adjoin the northern services edge of the Woolworths site, with loading and services accessing at the east of the building. Active frontage would be to Peppertree Road.

The land slopes steeply falling from the northeast to the west. In order to create an active and accessible frontage to Peppertree Road, there will need to be significant earthworks (in the form of a cut and retaining wall or large embankment) for a level building site. Decked carparking and landscaping could be employed to improve the appearance and interface with residential areas.

A centrally located public toilet facility could be provided in this area as an alternative to the Town Square. It could be provided in combination with new public or commercial spaces or be a stand-alone facility. In order to be well used, the facility would need to be carefully sited to be safe and conveniently located.



Figure 16: Additional Commercial Floorspace Option Perspective (Looking North)

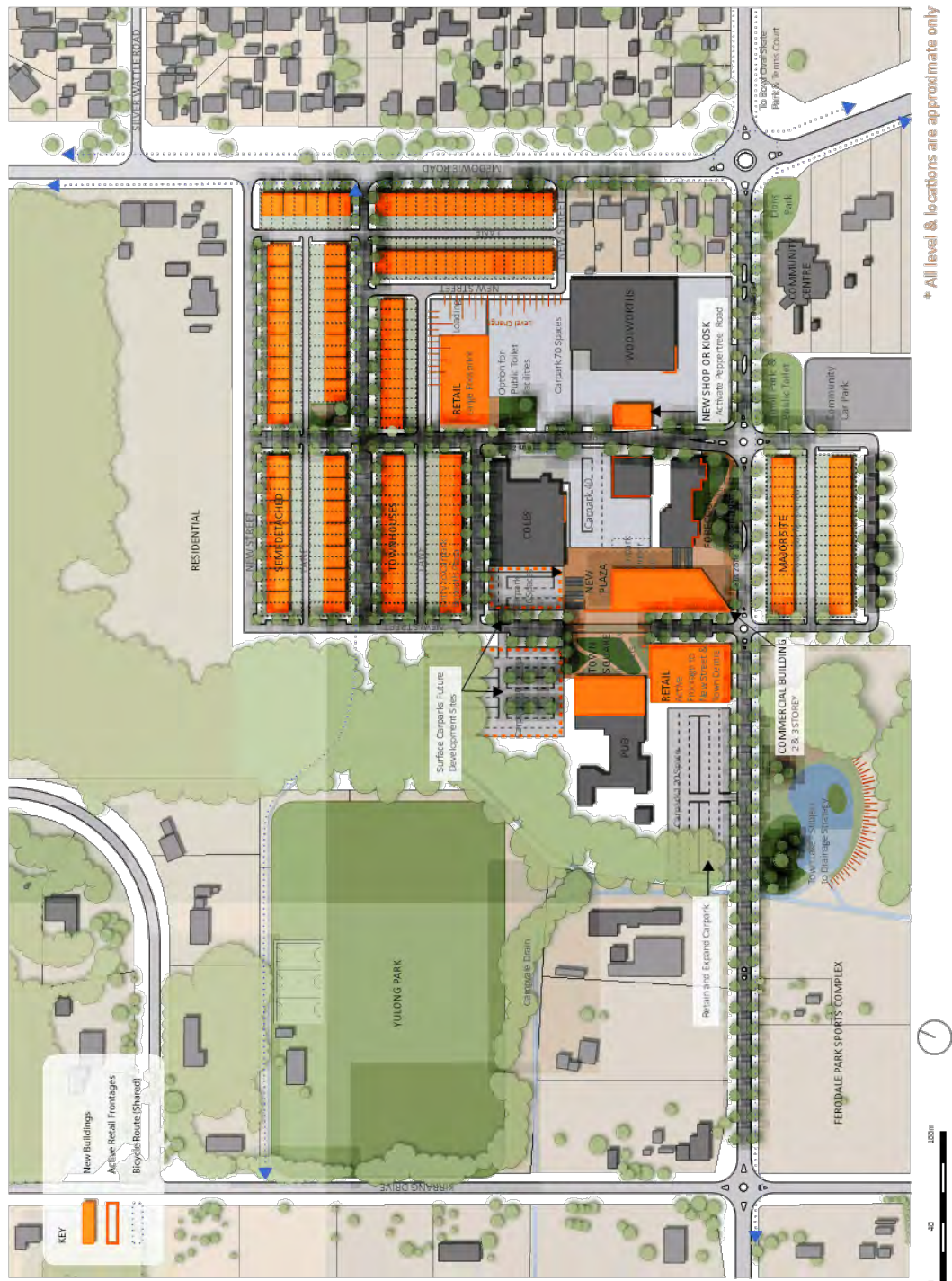


Figure 17: Additional Commercial Floorspace Option Plan

3.5 Built Form Guidelines

The purpose of built form guidelines is to promote good design. Well-designed homes and commercial spaces are enjoyable and comfortable to live and work in, sustainable to run, they provide amenity for residents and neighbours, and they create beautiful streetscapes that communities can be proud of. Good design ultimately enhances the social, environmental and economic value of neighbourhoods and activity centres. This Section outlines principles and guidelines for good design as well as minimum requirements specific elements. It should be read in conjunction with the Port Stephens Development Control Plan 2014. There may be circumstances where these are not relevant and in these cases, projects should be considered on their merits.

Guidelines for the Town Centre

- Raise maximum building height from 2 storeys to 3 storeys (9m) for commercial zone buildings
- Car parking to be located as shown in masterplan
- Loading docks to be located so that they are not visible from Peppertree Road, new streets or residential frontages
- Active street frontages to be consistent with masterplan. Active Street Frontage means a street frontage that enables direct visual and physical contact between the street and the interior of the building. Clearly defined entrances, windows and shop fronts are elements of the building façade that contribute to an active street frontage.
- New roads and intersections to be consistent with masterplan
- Public domain to be consistent with masterplan and future public domain plan
- Guidelines for Medium Density Residential Precinct
- Building heights to be maximum 2 storeys, with attic space (9m) for residential zone
- Minimum lot size for attached dwellings to be 200sqm, for semi-detached dwellings to be 250sqm
- Street and laneways to be consistent with masterplan
- Open space to be consistent with masterplan
- Vehicle access to dwellings to be from laneways, and not streets. Dwellings to front the street.
- Front building setback to be 4m, to accommodate private open space.

3.6 Circulation Strategy

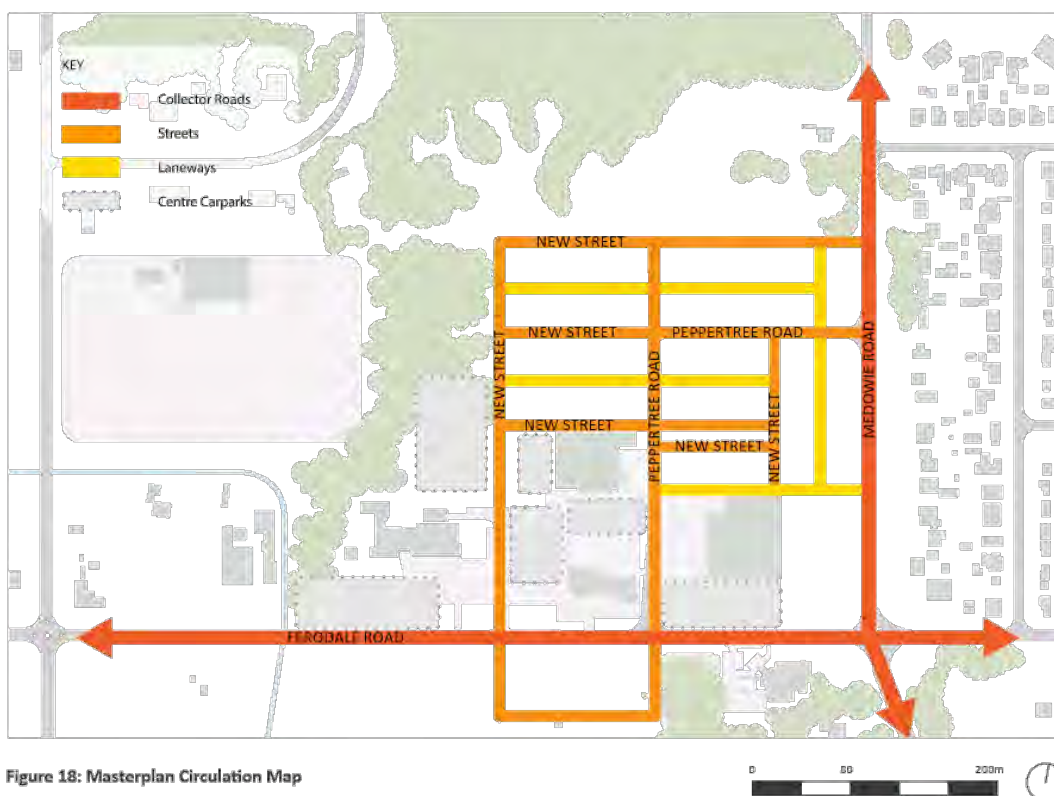
How Medowie Town Centre functions and the experience it provides depends in large part on how people move about and how well connected its various parts are to one another. By definition, a town centre should be highly “walkable”, but given its location and the low density of nearby housing, Medowie Town Centre must accommodate different modes of travel. This Section addresses all aspects of the town centre’s movement systems, focusing on guidelines that will make the town centre more pedestrian and transit friendly.

Guidelines for Roads and Pathways

- New roads (streets and laneways) and intersections to be consistent with the masterplan, and as shown in Figure 18.
- Residential street cross section, to accommodate two travel lanes and on street parking, and to be consistent with the Local Street classification in Council’s engineering standards, with the exception of providing footpaths on both sides of the street.
- Residential laneway cross section, to accommodate two travel lanes, but no on street parking, and to be consistent with the Access Street classification in Council’s engineering standards.
- Commercial street cross section, to accommodate two travel lanes and on street parking, and to be consistent with the Commercial Street classification in Council’s engineering standards.



- Ferodale and Medowie Roads to be consistent with the Collector Road classification in Council's engineering standards, with the dual use path on the southern side of Ferodale Road to connect the local park and sportsfields to the wider cycleway and footpath network.
- Bus stop locations are to be consistent with the masterplan, and as shown in Figure 11.



MEDOWIE TOWN CENTRE MASTERPLAN

4. RECOMMENDATIONS

4.1 Recommendations for Implementation

This draft masterplan is being released for public comment. Following community engagement and feedback, a final masterplan will be produced for consideration by Council. Implementation will be through amendments to the Port Stephens LEP 2015 and DCP 2014, capital works to be considered in the context of future budgets, and uptake opportunities by private business and land availability.

4.2 Implementation

Implementation of development set out in the masterplan will be progressive over time, as it is dependent on capital works funding and investment decisions by private business. Development should always be infrastructure-led (new infrastructure built, followed by buildings) and coordinated amongst landowners (alignment of future roads, provision of carparking in central locations). The immediate development opportunities appear to be the formation of the Town Square street, and the new commercial buildings surrounding the Town Square.

Port Stephens Local Environmental Plan and Development Control Plan

Rezoning of the Council land north of the Woolworths site to B2 Local Centre is consistent with the Local Strategy and Masterplan, and future development of the site should consider medium density residential use. The options for a large floor plate development may need significant earthworks and level changes, which will need to be carefully designed to ensure a coordinated appearance and easy movement within the Town Centre.

In the Ferodale South Precinct, rezoning of the community facilities and Lions Park to RE1 Public Recreation should be considered. The Major Potential Residential site should be subject to more detailed site specific investigations in a Planning Proposal to rezone to R2 Low Density Residential (same as Residential Village Precinct).

The Masterplan (Figure 11) and guidelines on built form and circulation should be adopted into the Port Stephens Development Control Plan.

4.3 Public domain upgrades

Infrastructure and public space improvements are required to realise the vision and some of the outcomes of this masterplan. This masterplan identifies the location and general nature of the public space improvements, which will need to be specifically detailed in a public domain and landscaping plan. A Town Centre design manual would be prepared to accompany the public domain and landscaping plan, which would provide a consistent approach to elements such as paving, seating, lighting, plant species and other installed furniture.

Upgrades to the public domain and new roads, carparks and other infrastructure will be funded through a variety of sources, including Council's capital works budget, local development contributions and works required a conditions of new development. An infrastructure schedule should be prepared to identify the cost and potential funding source for all new and upgraded facilities. This can then be included in the local contributions plan.

Commercial opportunities

Business, commercial developers and the wider community are responsible for taking advantage of opportunities identified within the masterplan. A number of changes indicated in the masterplan are on existing developed sites or require substantial investment. Therefore, implementation of the masterplan will be progressive over time as demand for new retail and residential development occurs in Medowie.



4.4 Council Delivery Plan

The short-term actions that Council can undertake to facilitate the implementation of the Medowie Town Centre Masterplan include:

- Continue to investigate the rezoning of land north of Woolworths to B2 Local Centre
- Rezone community centre and associated facilities to RE1 Public Recreation
- Amend DCP to include masterplan and built form and circulation guidelines
- Prepare public domain and landscaping plan, including a Town Centre design manual
- Prepare an infrastructure schedule for all new and upgraded infrastructure for inclusion in the local contributions plan (where possible).

MEDOWIE TOWN CENTRE MASTERPLAN

5. REFERENCES

Lower Hunter Regional Strategy, 2006, prepared by NSW Department of Planning & Infrastructure

Medowie Local Strategy, Amendment No. 1 April 2013, prepared by Port Stephens Council

Port Stephens Commercial and Industrial Lands Study, Final Report, July 2010, prepared by SGS Economics & Planning for Port Stephens Council

Port Stephens Planning Strategy, 2011, prepared by Port Stephens Council



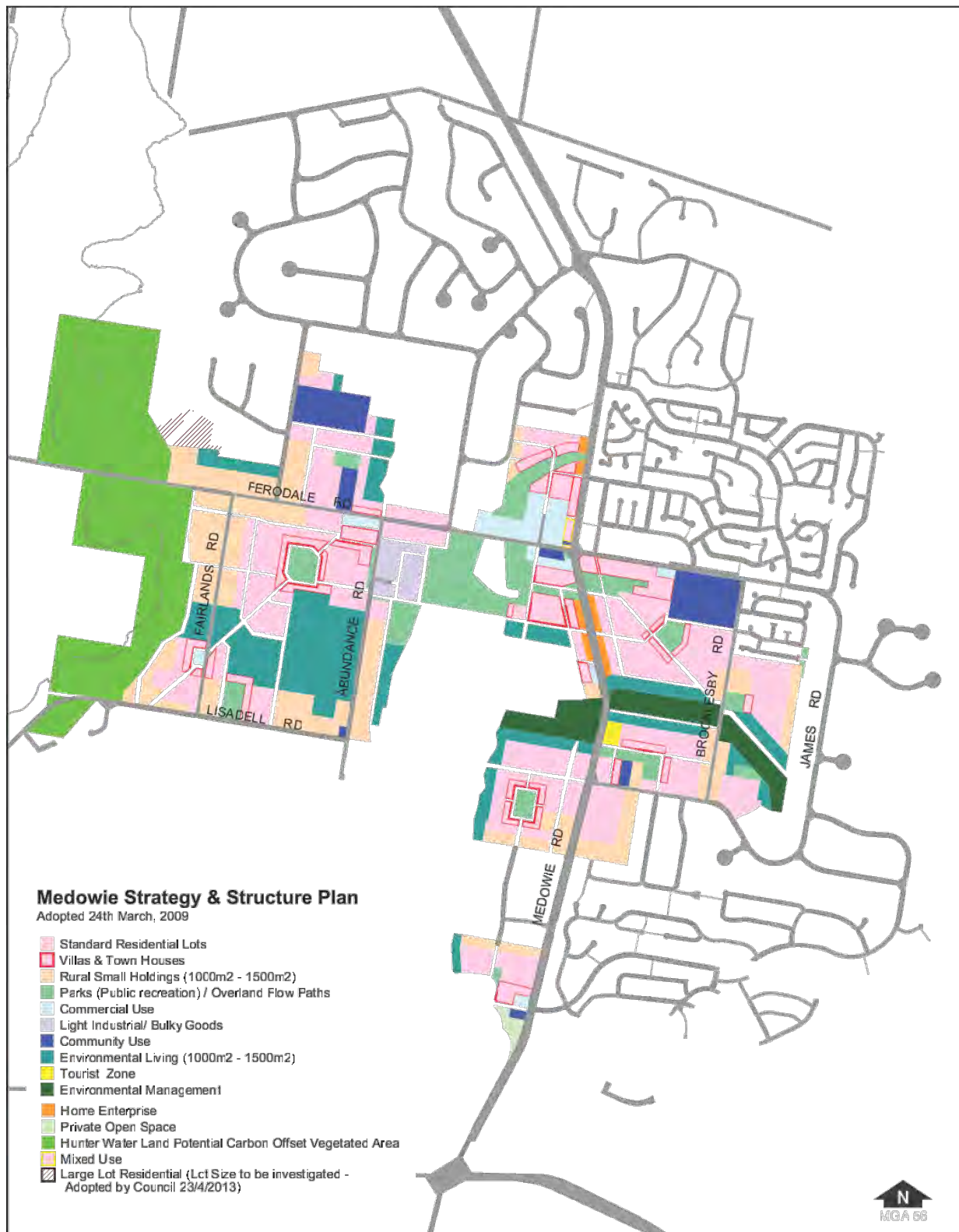
APPENDIX

Appendix 1 - Response to Lower Hunter Regional Strategy Actions for Town Centres

Actions for town centres from Lower Hunter Regional Strategy	How this Masterplan responds
Contain appropriate provisions that reflect the nominated role of particular centres	Reinforces Medowie as a Town Centre, enabling growth for Town Centre functions (additional retail, office, town square, public transport hub).
Do not permit retail and commercial offices outside commercial centres other than where consistent with the adopted State policies.	The extent of the future retail and commercial development to be zoned B2 Local Centre (refer to Figure xx), with the adjoining land to be a combination of residential and recreation zones that do not permit a wide range of commercial uses. No changes are proposed to the land use tables of any zone.
Facilitate the concentration of activities along transport routes and within and adjacent to centre.	Town Centre is edged by main transport routes (main roads and bus routes). Bus stops and a transport hub have been accommodated within the Masterplan.
Maximise redevelopment and infill opportunities for medium and high density housing within walking distance of centres.	Masterplan shows opportunities for attached and semi-attached housing within walking distance of the Town Centre (to the north).
Establish employment and dwelling projections for centres that address urban consolidation and intensification in urban areas.	Commercial floorspace forecasts were established in the Commercial and Industrial Lands Study (2009). This floorspace, plus additional potential floorspace has been accommodated within the Masterplan. The Masterplan illustrates how additional housing (232 in a combination of semis and townhouses) could be provided within the Town Centre.
Ensure that dwelling projections within centres does not impede the ability to achieve employment capacity projections.	Coordinated redevelopment of existing commercial floorspace will more than capably accommodate the forecast growth. If additional floorspace is needed, an option has been shown to extend to the north (along Peppertree Rd) instead of residential development.
Facilitate the revitalisation and renewal of centres through structure planning, masterplanning and other relevant studies.	The purpose of this Masterplan is to encourage renewal and growth of the Town Centre.

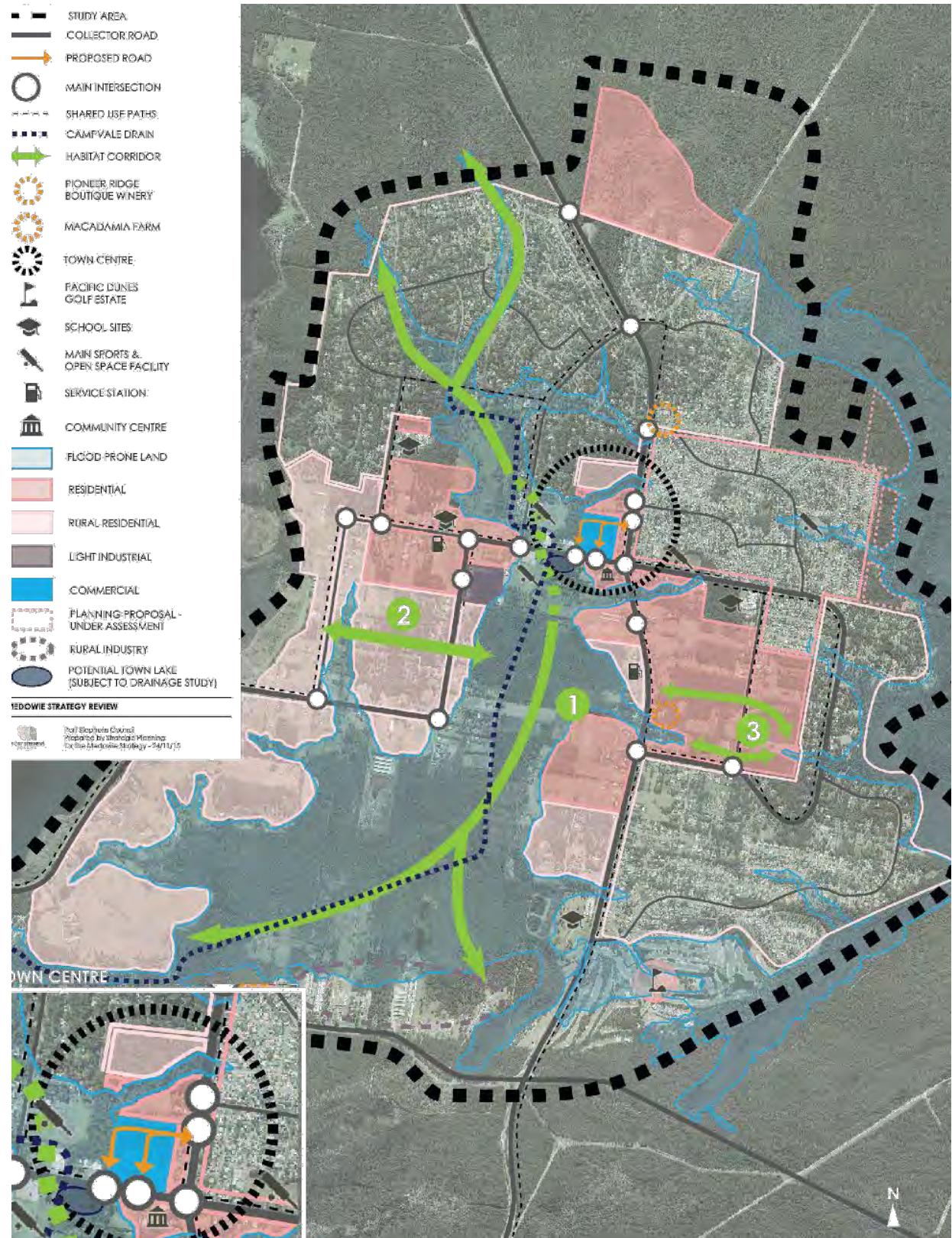
ITEM 3 - ATTACHMENT 3
LAND USE ACTIVITIES.

MEDOWIE STRATEGY 2009 STRUCTURE PLAN -



ITEM 3 - ATTACHMENT 4

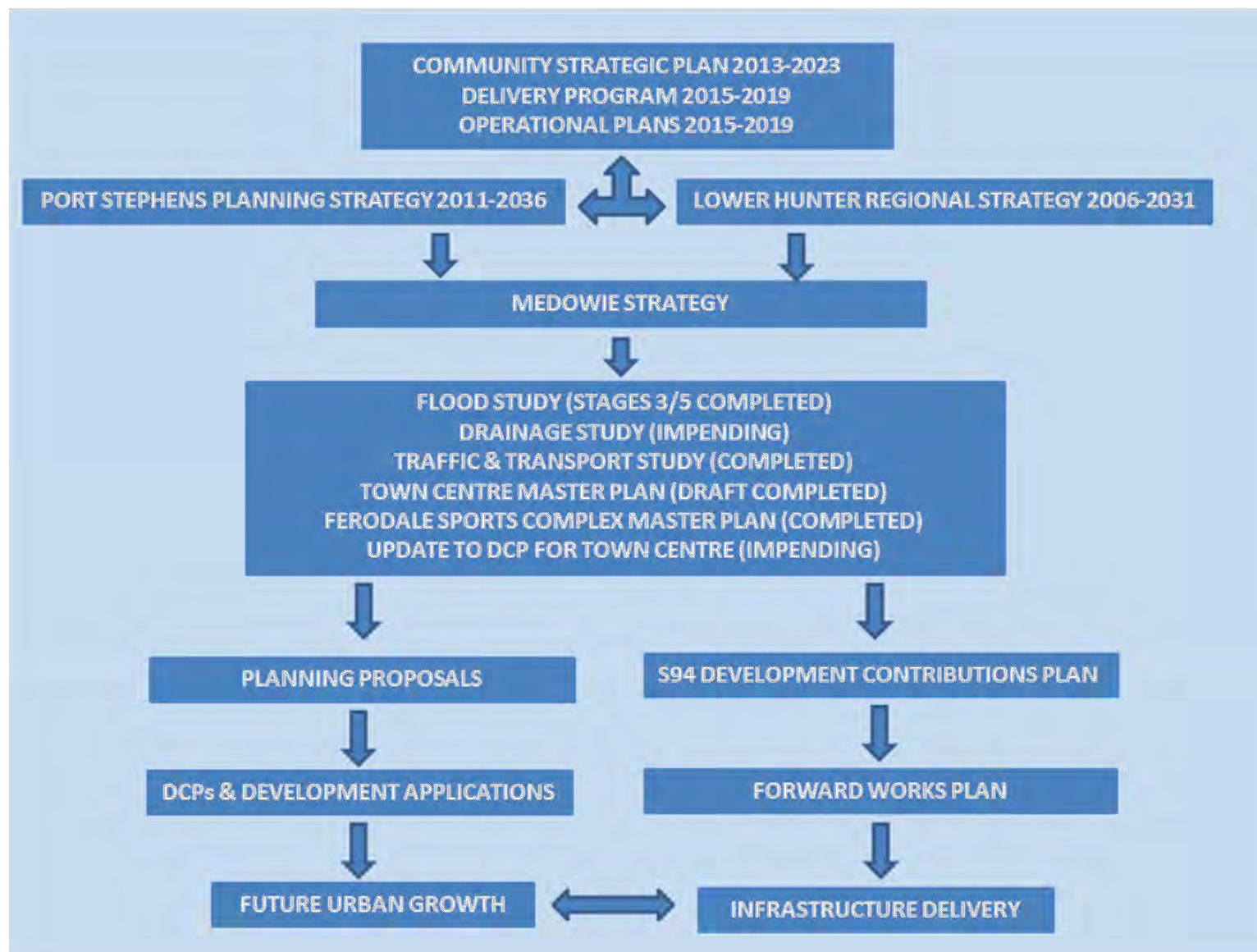
DRAFT REVISED MEDOWIE PLANNING STRATEGY MAP.







ITEM 3 - ATTACHMENT 6 PROCESS.



ITEM 3 - ATTACHMENT 7 SITE SUMMARY.

