

Draft Place Plan **Medowie**



Draft copy for exhibiiton (September 2022)

Guudji Yiigu

(Goo-jee ik-koo)

We welcome you
to Port Stephens –
part of the Worimi
Aboriginal Nation.

We acknowledge the Worimi as the original Custodians
and inhabitants of Port Stephens.

We acknowledge and pay respects to Worimi elders
past and present.

May we walk the road to tomorrow with mutual respect
and admiration as we care for the beautiful land and
waterways together.



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What is a Place Plan

Place plans are a new way of planning for the growth of the unique towns and villages across Port Stephens. Place plans provide a local filter on the Port Stephens Community Strategic Plan and other strategic documents to create actions which improve the liveability and wellbeing of our communities.

Actions

The actions in our local place plans create alignment in the way we plan for future land use, invest in infrastructure, attract investment and bring life to our streets. Place plans recognise the importance of our public spaces in creating great places to live, work and visit.

Community

Most importantly, place plans start with our community. They respond to the community's values and aspirations; they enable partnerships between residents, business and council and guide a collaborative approach to the delivery of great place outcomes.



Our place planning approach



Local values

Through the Port Stephens Liveability Index, we know the values and priorities of our individual communities. This information creates the foundations of our place plans and helps guide planning decision making across our community.



Start with yes

A culture that supports innovation and ideas is critical to the success of our place plans. By starting with yes, we can encourage new thinking, new ideas and attract more people to share in creating great places.



Test and trial

Great places don't appear by accident; they take time and effort and a shared understanding that not every project will work every time. By testing and trialling low cost, short term ideas we learn by doing and create the stepping stones to bigger and better things.



Civic pride

The Port Stephens community is abundant with energy and expertise and people who want to be involved in planning and creating for their place. Place plans will create opportunities for collaboration, foster pride and create connections.



Measure benchmark

When we trial a new idea, launch a new program or invest in our public spaces, we need to understand what works and what does not. Measuring the success of our projects and comparing these to the best possible examples we can find will help build amazing places where people will want to live, work and play.





About Medowie

Just half an hour from the City of Newcastle, 15 minutes from Raymond Terrace and 20 minutes to the Tomaree Peninsula, the rural village of Medowie is growing fast.

Known as the Place of Tall Trees, the open space and bushland setting are central to the identity of the place.

Medowie is located on the edge Grahamstown Dam and surrounded by open bushland, the Medowie State Conservation Area, The Tilligerry State Conservation Area and the Moffatt Swamp Nature Reserve.

Medowie provides a wide range of local community and sporting facilities, and is within close proximity to key employment areas like Williamtown, Raymond Terrace and Newcastle.

The Medowie town centre offers locally owned and operated businesses which provide a range of services to support the growing community. The growth of Medowie has also been identified by National retailers who have established a presence in the town over the past decade.

The rural landscape in Medowie has always been an ideal location for produce farmers. The community has strong ties to this farming

background and celebrates this through regular markets and farm gate sales.

Events are a highlight of Medowie's social calendar, attracting both local residents and visitors to the town centre.

Medowie provides good quality sporting facilities that cater to AFL, Cricket, Rugby Union and Netball that support the local population. However, as the community grows and the demographics change, demand on these facilities will increase.

In 2021, more than 200 residents participated in the Medowie 7 Day Makeover. This project harnessed the passion of volunteers from all across the community who worked to transform the look and feel of the town centre through public art, landscaping and sculptures. This event created a stronger connection to the identity and ownership of the place and was a catalyst to the development of this place plan.

By 2040, Medowie's population is projected to grow to 15,000 people. As new residents choose to live and invest in this community, it is important that new development respects the identity of the place; the open bushland setting, the natural environment and its rural residential character.

Future planning in Medowie will focus on supporting residential development near the town centre, ensuring that community facilities cater for growing demand and the natural assets are protected and enhanced, with the ultimate goal of delivering environmentally neutral development.

To support this population growth in the next 15 years, additional commercial and employment zoned land will also be needed to ensure opportunities for business investment and economic growth.

The Worimi are the traditional custodians of Port Stephens.

Character principles

- Medowie's 'tall trees' strongly contribute to the identity of the place and have ecological, aesthetic and cultural value.
- Protection and enhancement of habitat and corridors, and planning for the conservation of koalas, is a vital consideration for development in Medowie.
- New development respects the semi-rural look and quiet village character that is valued by the community.

- Safe and accessible pathways create a network for pedestrians and bike riders to key shopping, community and social services, and the green spaces that surround the town centre – it is safe and easy to walk or ride in Medowie.
- Pathways are provided in a collaborated approach between Council and developers.
- Quality social and recreational infrastructure is accessible and suitable for the growing town.
- The town centre is the focus for commercial and community activity; proposals outside of this area are unlikely to be supported.
- Local business is supported, and new commercial activity is encouraged to service the growing community.
- A more cohesive town centre continues to provide for the needs of the community and is activated by regular community events and social activities.
- Development will have a neutral or beneficial effect on water quality and no increase in flooding impacts.

The residents of Medowie are unique, knowing who they are helps us understand what they think and what type of community they can create.



Population
10,879

6.9%

Aboriginal & Torres Strait
Islander
population



3,154
Families

629

Active Businesses
trading in Medowie*



Median Age
37

429

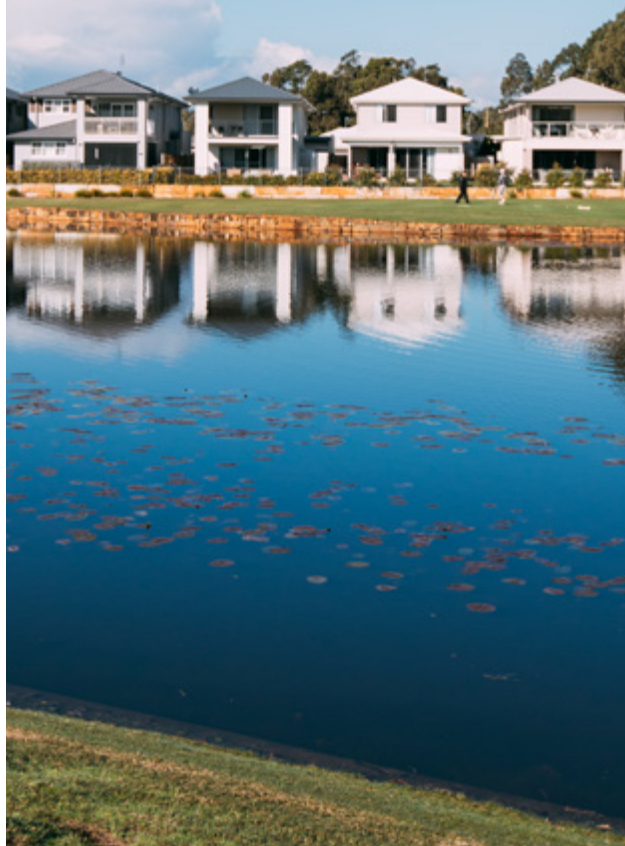
Current Defence
personnel



ABS 2021 Census data; *Remplan data July 2022

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Liveability is simply what a place is like to live in – creating liveable places improves the wellbeing of our communities.



We've been listening

The community explored the future of Medowie through an extensive community engagement process. The following provides a snapshot of the Medowie Place Plan Engagement Report. You can view the full report [here](#).



What makes Medowie a great place to live?

In September 2020, 345 people from Medowie told us through a liveability survey what they value about their community and their priorities for their place. We used this data to shape the Medowie Place Plan, to set the vision, and define the actions that best benefit the wellbeing of Medowie locals.

Key themes

The liveability survey results indicate that the 6 most important themes of liveability for the people of Medowie are:

- **Protection of natural environment**
- **Movement**
- **Character**
- **Quality of open space**
- **Management and safety**
- **Economy**

In Medowie, you most value

These are the things most important to you in your ideal neighbourhood.



Elements of natural environment (natural features, views, vegetation, topography, water, wildlife)



Locally owned and operated business



Sense of neighbourhood safety (from crime, traffic and pollution)



General condition of public open space (street trees, footpaths, parks)



Local businesses that provide for daily needs (grocery stores, pharmacy, banks)

In Medowie, your top strengths are

These are the things you care about most and which you say are performing well. We must continue to celebrate and protect these.



Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)



Locally owned and operated businesses



Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)



Sense of personal safety (for all ages, genders, day or night)



Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)



Sense of belonging in the community

In Medowie, your top priorities are

These are the things most important to you, but you believe they are underperforming. We must work together to improve these.



Evidence of recent public investment



General condition of public open space (street trees, footpaths, parks etc.)



Walking/jogging/bike paths that connect housing to communal amenity



Quality of public space (footpaths, verges, parks etc.)



Access and safety of walking, cycling and/or public transport



Protection of the natural environment



Evidence of Council/government management

Liveability Index – how does Medowie compare?

Medowie



Port Stephens



National Average



Community engagement

Phase 1: Liveability index survey and Town Centre survey

Phase 2: Series of workshops with community and businesses, meetings with key stakeholders, and workshops.

Phase 3: Workshop with community, businesses and schools about the town centre expansion site.

Phase 4: Draft actions and Concept plan for town centre expansion site tested via survey with workshop participants.

Phase 5: Public Exhibition of the draft Medowie Place Plan.

How you value your town centre

A town centre survey for Ferodale Road between Peppertree Road and Medowie Road provided place-specific insights into how the community rates the strengths and weaknesses of the town centre area. These views provide valuable direction for town centre improvement.

Strengths



Vegetation and natural elements (street trees, planting, water, etc.)



Welcoming to all people



General condition of vegetation, street trees and other planting



Sense of safety (for all ages, genders, day/night, etc.)



Overall look and visual character of the area

Improvement priorities



Things to do in the evening (shopping, dining, entertainment, etc.)



Maintenance of public spaces and street furniture



Cleanliness of public space



Walking paths that connect to other places



Ease of walking around (including crossing the street, moving between destinations)



Elements of natural environment (views, vegetation, topography, water, etc.)

Emerging themes for Medowie

Environmental sustainability

Medowie residents place a high value on the natural environment, which should be protected and celebrated.

Medowie provides key habitat corridors for a number of native species, including Koala, Brush-tailed Phascogale, Squirrel Glider and Powerful Owl. These corridors are made up of important vegetation, including Endangered Ecological Communities, like Swamp Sclerophyll Forest and Hunter Lowland Redgum Forest.

To ensure the long term protection of these plants and animals, these corridors need to be maintained, strengthened, and where possible, rehabilitated. This is particularly important at road crossings where traffic management measures can be used to minimise negative impacts.

Grahamstown Dam is a major source of drinking water for the greater Hunter region and improving drainage infrastructure and maintaining or improving water quality is of very high importance.

The protection and conservation of the environment presents opportunity for the community to get involved through education campaigns, citizen science, interpretive signage, trails, and environmental programs, or partnerships between community groups, schools, Council, Hunter Water and state agencies.

More opportunity for walking and cycling

Medowie offers great connectivity for private vehicles. However, poor active (walking and cycling) transport infrastructure and a lack of public transport options are limiting overall liveability. The town centre over caters to cars, which has made moving around the public domain difficult and unsafe for pedestrians. Visitors identify this as one of the biggest issues of the town centre.

Medowie's population growth continues to put connectivity and traffic flow under pressure, with potential bottleneck intersections that will impact movement. These roads and intersections have been identified for further investigation by Council.

Creating streets that give pedestrians and cyclists priority over cars will increase the liveability and appeal of the town centre. We can both increase the use of the town centre and length of time people stay, shop, and interact in this area by slowing down cars, ensuring the connectivity of the shared pathway network, and creating end of trip facilities like bike racks. We can also make streets attractive places for people to be, by adding landscaping, shade, and seating.

Enhance the look and feel of Medowie

Character is what makes a neighbourhood distinctive and shapes the identity of a place. It encompasses the land, people, the built environment, history, culture and tradition, including Aboriginal and non-Aboriginal. These elements create a specific look and feel, and a sense of belonging that a person feels for that place.



The community often refer to Medowie as ‘the place of tall trees’ with a character influenced by a bushland setting and village feel. This has changed over the past few years with a number of large developments and commercial interests in the town centre supporting the increased population growth.

To protect and enhance the character of Medowie while still enabling growth, planning controls need to be established. These controls create consistency and aligns development to the desired character of the place. We can start by identifying in more detail what elements make the character of Medowie.

Create quality open spaces

Medowie has a large amount of open space around the town centre, however this space is used primarily for sports fields or inaccessible bushland space.

Open space is important for exercising, relaxing, playing and accessing the natural environment. Walkable, accessible, well-designed open spaces are integral to a town’s character and promote healthier lifestyles, support diversity and improve wellbeing.

Quality open space needs to be multifunctional, enable group or community activities, provide gathering places, create areas suitable for play and adventure, and encourage wildlife through natural habitat.

The site at 38 Ferodale Road offers opportunity for expansion of the town centre and is critical to the future growth of Medowie. Through strong and collaborative planning and sustained investment, we can create open space that is accessible and accommodates a range of different uses, support events and ultimately, improves the liveability and wellbeing of those that live, work and visit Medowie.

Comfortable, safe and looked after

When we visit a place we like to feel comfortable, safe and welcome. Medowie’s town centre lacks a sense of comfort; it is not always safe for pedestrians to move around, and parts of the public domain feel tired and unloved. While there has been a noticeable shift in the last few years, particularly in the community’s ownership of the public domain following the 7 Day Makeover, more work is still needed.

Improving the public domain is a shared responsibility. It needs ownership from the community, business and Council to create long term improvement.

Business and property owners within the town centre can create a more inspiring environment through improved shopfronts and retail space that encourage people to stay longer and spend more. Council can impact design and development through planning controls and maintenance whilst residents can grow pride and ownership through volunteering, events and activations.

Council can also work with property owners to create a more unified town centre. Grants may be available to kick-start improvement ideas.

The establishment of a Town Team is the first step towards connecting motivated residents, businesses and property owners to develop a clear identity, brand, and vision for Medowie as a great place to live, work and play.

Increase employment land for commercial and industrial uses

Consolidating the town centre as the focus for commercial and community activity is a key feature of this place plan. Commercial uses should be located on land with frontage to, and generally bound by, Medowie Road, Ferodale Road and Peppertree Road.

The community told us that they value the local businesses that service their daily needs, but would like to see more cafes and restaurants, as well as more things to do in the evening (bars, dining, cinema, and live music). Smaller scale shops and businesses are preferred over 'big box' or mall type development.

Creating opportunities for new businesses in Medowie is important. Rezoning additional land for commercial development or redevelopment of the older parts of the town centre can assist in attracting new business. However, even if land is available, some shops and services need a larger catchment area than Medowie can offer and are best located in regional centres like Raymond Terrace.





Planning for the future of Medowie

Council adopted the Medowie Planning Strategy (the Strategy) in 2016 to guide future growth of the town. The Strategy provides local direction for land use planning and sustainable growth, including residential land release, habitat and key corridors, and community facilities. It also sets out the requirements for planning proposals in Medowie.

Since the adoption of the Strategy, a large amount of the land identified for residential development has been rezoned, with new housing estates complete or under construction. More shops and commercial services have moved to the Medowie town centre, but the community tells us that the centre itself is neither functional or inviting.

The Medowie Place Plan will deliver a vibrant town centre which supports the growing community. Actions from this place plan will result in an improved variety of shops, recreation and entertainment opportunities, with better public spaces and improved pedestrian connectivity. Retaining and

enhancing the natural environmental setting of the town centre will create a place that not only provides for the retail and service needs of the community, but also allows people to connect and live their lives.

The Medowie Place Plan has been designed to be considered in conjunction with the Medowie Planning Strategy. The place plan updates the Strategy by identifying additional opportunities for employment lands, recreation and public infrastructure. The place plan does not identify any new residential land in addition to that identified in the Strategy. Where there are any inconsistencies between the place plan and the strategy, the Medowie Place Plan will prevail.

The Future of Medowie map provides guidance and considerations for future growth, while protecting the natural environment and enhancing liveability.

The Future of Medowie

Key

Existing Structure

- Conservation
- Commercial
- Rural Residential
- Residential
- Rural
- Education
- Light Industry
- Pacific Dunes
- Recreation
- Habitat Corridor
- Roads
- Campvale drain

Proposed Structure Changes

- Future residential
- Future commercial
- Future conservation
- Future town centre site (residential, commercial, mixed use, recreation)
- Investigate for future expansion of employment land
- Future connecting road
- Future rural residential
- Rural residential infill
- Existing rural residential zoned land. undeveloped
- Opportunity to improve habitat corridor
- Long term residential investigation
- Refer to Medowie Planning Strategy for details

IMPORTANT NOTE

The Medowie Place Plan has been designed to be considered in conjunction with the Medowie Planning Strategy. Where there are any inconsistencies between the place plan and the strategy, the Medowie Place Plan will prevail.





Biodiversity

Biodiversity and fauna movement corridors are not designed to restrict development but to enhance the liveability of the place, protect local habitat and increase the wellbeing of those that live, work and visit the place. These areas can become an asset for the community, particularly when they can be visited and used for recreation, education or relaxation.

Commercial and employment land

A recent commercial land needs assessment demonstrates that in order to meet demand for commercial land in Medowie over the next 20 years, up to four additional hectares of land needs to be rezoned for commercial development. Land within and near the town centre is identified as being potentially suitable for rezoning.

The town centre expansion site south of Ferodale Road will include commercial land within a mix of residential and recreational uses, with the appropriate land zoning to be determined.

The light industrial area located at Abundance Road is expected to meet demand for employment land in the short term. Land to the north of this area and opposite Medowie Social is identified for the possible future expansion of employment land. Further investigation at the planning proposal stage is required to understand the short and long-term needs and the most suitable use or zone for this land, which could be light industrial, commercial, or other appropriate use.

Residential and rural residential land

The Medowie Planning Strategy identified 14 residential release areas in 2016, and since its implementation, 6 precincts have been rezoned and are at various stages of completion.

Opportunities for future rural residential development are identified to the west of town. This includes infill opportunities on rural residential land that can already be subdivided under current planning controls and rural land that will need to be rezoned in order to allow new development.

The town centre expansion site on Ferodale Road will likely include higher density residential development, mixed with other uses. Further consultation and master planning of the site will determine how this can be achieved in conjunction with other uses proposed for the site.

Planning proposals for future residential development, particularly those close to the town centre, will need to demonstrate how they will achieve housing diversity and higher densities.

This place plan does not identify any future residential or rural residential land in addition to that which is already identified in the Medowie Planning Strategy.

Habitat protection

Habitat corridors dissect Medowie and provide connections for wildlife to various conservation areas. Habitat fragmentation and connectivity is a consideration under the test of significance in the Biodiversity Conservation Act and planning proposals or development applications must demonstrate how the corridors will be managed.

The Medowie Planning Strategy identifies key habitat corridors, which have been reviewed and updated in this place plan. The place plan also demonstrates the importance of improving the north-south corridor through the town centre, which is a dangerous crossing location for wildlife, and actions detail how this corridor can be enhanced in this urban area.

There is high-value vegetation outside of the identified corridors, and the identification of corridors in this plan does not prevent full consideration of the impacts of future development on the biodiversity values of an area during the planning process.

Two sites have been identified for future conservation zoning; the western side of

the town centre expansion site and east of Yulong Oval. The conservation of these sites will contribute to the improvement of the habitat corridor.

Future connecting road

The Medowie Planning Strategy proposes the investigation of a new Brocklesby to Lisadell Road link. This link would reduce pressure and congestion of Ferrodale Road, and contribute to creating a more pedestrian friendly town centre. This requires discussions with landholders and investigation of funding opportunities.

Planning proposal process

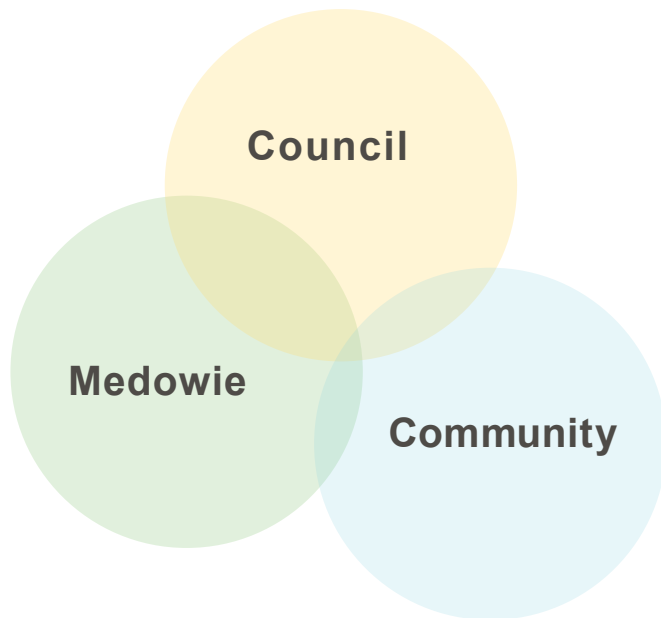
To rezone land, a land owner or developer (the proponent) can request Council to change the planning laws to allow a different type of development on the land. The application needs to provide very specific detail of the proposed use of the site and the potential impacts that this new type of use might have on the place.

Planning proposals will need to address the requirements outlined on [Council's website](#) and the Medowie Planning Strategy.

Planning process



A shared responsibility for our place



Aboriginal community

Place-making activities that are based on strong Aboriginal cultural values, developed in partnership with our Aboriginal community, enhance the nature of place and a sense of community.



Local workers

Port Stephens workers and volunteers contribute to place creation through their work with local business, industry and tourism. Collective working power is a strong resource in place-making activities.



Business and tourism leaders

Businesses have many opportunities to contribute place making, these may include funding community projects, collaborating, sharing resources, training local workers, or simply ensuring up-keep of their slice of the main street.



Port Stephens Council

Council can play one of 4 roles in implementing place plans; as a coordinator by providing guidance and assistance for a project; as a supporter by providing inspiration or project funding; as a partner by working with community groups and business; or as the primary organisation that delivers the project.



Residents

All kinds of residents in Port Stephens make an important contribution to the place they live through individual or collective effort. Residents might plant trees, share their knowledge or skills with community, voice an opinion on a strategic direction from Council or initiate a street party!



Investment stakeholders

A town or city need people who believe in it's potential and celebrate it's success. Investors play an active role in ensuring development aligns with strategic directors and invests in it's future.



Community groups

Community groups have a can-do and proactive attitude which is a highly valued quality in place-making projects. These groups are wide-ranging and may include sports, teams, schools, charities, clubs and social groups.



State Government

State government has three roles in place-making; an authority, a strategic visionary and a funding body. Importantly, they have a significant role in the management of roads, parks and heritage - all important parts of place identity.

Working together

Creating great places requires a collaborative approach and ownership from all those that live, work and visit the place. By working together we can harness people-power to achieve more, and best of all, create lasting connections that improve liveability and increase the wellbeing of the Medowie community.

Town Teams

Town Teams are a group of positive and proactive people that work collaboratively to improve a place or area. The Town Team model is inclusive and open to everyone – businesses, residents, community groups and anyone keen to have a go. Talk to Council about how you can join Medowie's Town Team and connect with other ambitious community members to start delivering outcomes for your town.



Creating better places and spaces in Medowvie

What projects are in the pipeline for Medowvie?

In the next 5 years, we expect a range of projects, as shown on the map, to commence. These projects will improve liveability in Medowvie and include improvements or replacement of existing roads, additional pedestrian and cycle infrastructure, and a range of community and recreational facilities.

Council has already started to budget for these projects and you can find more detail in our [Resourcing Strategy](#), [Local Infrastructure Contributions Plan](#) and [Projects and Works](#) page.

IMPORTANT NOTE

Timing, funding, or locations are subject to change.

Other potential future projects

Potential future projects shown on the map represent opportunities to deliver desired outcomes for Medowvie, but these projects are not yet funded in Council's work program.

There are many other ways to deliver these outcomes – such as grant funding obtained by either Council or community groups, fundraising by individuals or charity groups, donations or sponsorship by businesses, or through voluntary planning agreements.

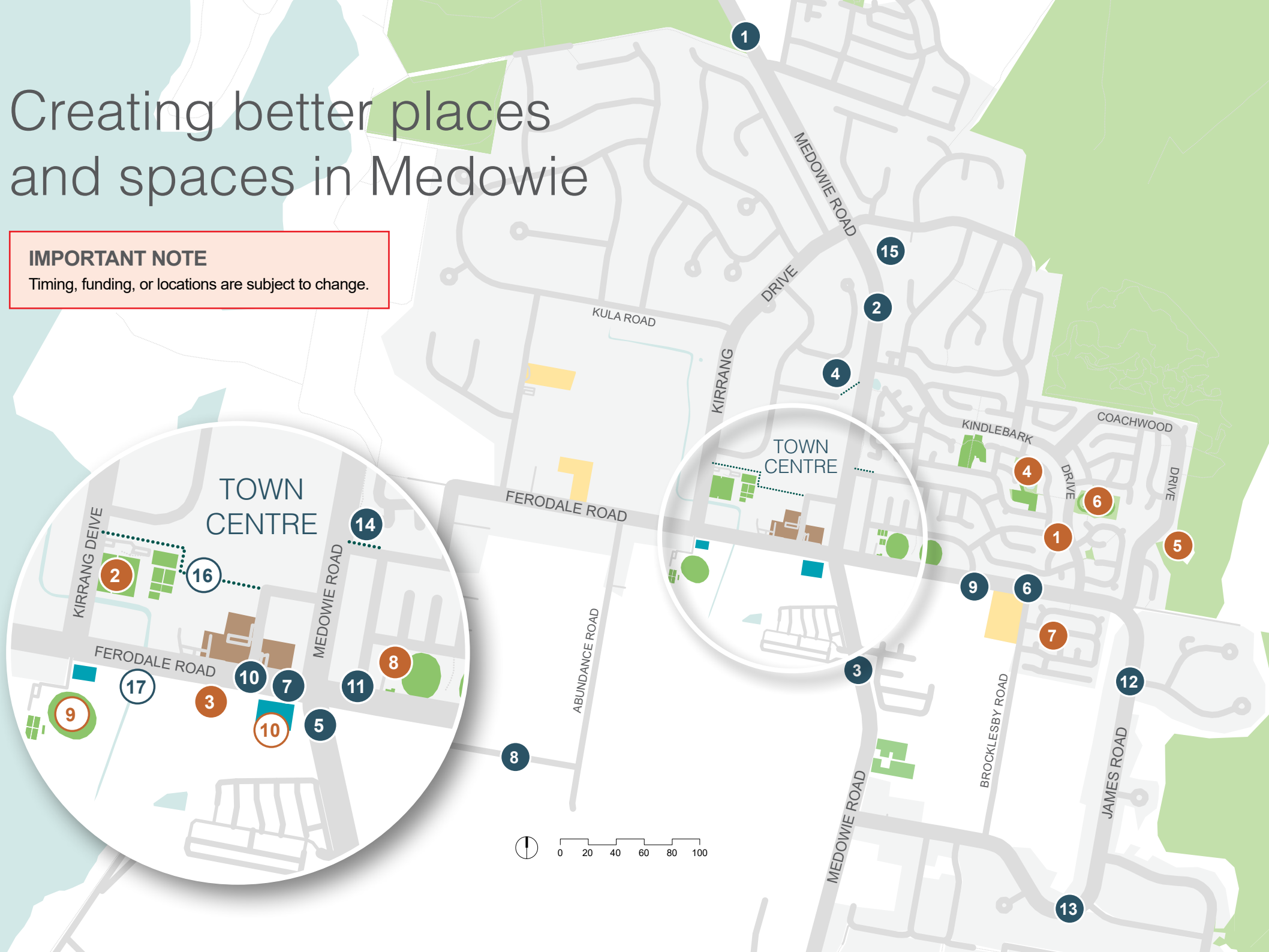
These projects should inspire all of the community (including developers) to get involved in creating a better Medowvie; delivering the best future for Medowvie requires everyone to contribute and work together. Talk to Council if you are interested in delivering one of these projects.



Creating better places and spaces in Medowvie

IMPORTANT NOTE

Timing, funding, or locations are subject to change.



Recreation Projects

- | | | |
|---|---|------|
| 1 | Medowie Childcare Centre shade shelter replacement. | 2023 |
| 2 | Yulong Oval. Sports amenities building replacements with kiosk, change rooms and toilets. | 2023 |
| 3 | 38 Ferodale Road District open space with recreational facilities. | 2024 |
| 4 | Coolabah Reserve. Park furniture, seating and half multi-sport court. | 2026 |
| 5 | Coachwood Reserve. Off-leash dog exercise area improvements. | 2026 |
| 6 | Kindlebark Reserve. Playground replacement. | 2028 |
| 7 | Creighton Reserve. Playground replacement. | 2029 |
| 8 | Medowie Tennis. Facility upgrade. | 2027 |

Potential Future Projects

- | | |
|----|---|
| 9 | Ferodale Oval. Expansion into a 2 oval facility at senior competition standards. |
| 10 | Community Precinct upgrades. |
| 16 | Wilga Road Off-road shared path from Wilga Road to Town Centre including bridge for creek crossing. |
| 17 | Ferodale Road Campvale drain bridge upgrade. |

Location Non Specific

Improve and enlarge existing drains crossing roads, overland flow paths, downstream drainage systems.	2027
Bus facilities.	
Bicycle parking facilities (end of trip facilities).	
Medowie Road. Fitness equipment along shared path.	
Skate park.	
Short term RV parking area.	
Campvale Drain nature walk.	

Civil Projects

- | | | |
|----|--|--------------|
| 1 | Medowie Road Gateway treatment at entrance to Medowie north of Boundary Road. | 2026 |
| 2 | Medowie Road Gateway treatment and change in speed zone north of Kindlebark Drive. | 2026 |
| 3 | Medowie Road Gateway treatment and change in speed zone south of Ferodale Road. | 2026 |
| 4 | Medowie Road Upgrade off-road shared path from Medowie Road to Cherry Tree Close. | 2028 |
| 5 | Medowie Road New pedestrian refuge island south of Ferodale Road. | 2028 |
| 6 | Brocklesby Road New pedestrian refuge island at Ferodale Road. | 2023 |
| 7 | Ferodale Road Upgrade pedestrian refuge island west of Medowie Road. | 2023 |
| 8 | Lisadell Road and Abundance Road Pavement widening from Fairlands Road to Abundance Road. | 2024 |
| 9 | Ferodale Road Road widening with parking at 51 Ferodale Road to 85 Ferodale Road. | 2027 |
| 10 | Ferodale Road/Peppertree Road Upgrade intersection, to be signalised. | 2027 |
| 11 | Ferodale Road Roundabout to 46 Ferodale Road. | 2025 |
| 12 | James Road Pavement rehabilitation and widening from 52 James Road to 76 James Road. | 2025 |
| 13 | James Road Pavement rehabilitation and widening from 90 James Road to 101 James Road | 2027 |
| 14 | Silver Wattle Drive. New path from Medowie Road to Bottle Brush Avenue. | 2027 |
| 15 | Various roads. Restore/maintain, including Medowie Road between Kindlebark Drive and Federation Drive. | 2023 to 2029 |

Investing in your community

In recent years Council has invested over \$10 million in Medowie through road works, new shared paths, sports facility improvements and the construction of Medowie Social. Council is expected to invest over \$8 million in Medowie over the next 5 years.

Key

- Schools
- Community Buildings
- Shopping Centre

Access / Connections

- Upgraded Shared Path

Projects

- Upcoming Recreation Projects
- Upcoming Civil Projects
- Potential Future Projects

Look and feel for Medowie

Creating an attractive streetscape brings people into town and compels people to stay and linger. The use of a consistent colour palette and materials can help to create a beautiful town with its own, unique 'look and feel'.

Small projects such as shop front renovations, fence replacements and street furniture may all present opportunities to create a more cohesive town centre and a sense of belonging to the community.

The colour palette of earthy tones, represents the many attributes of Medowie and celebrates the diversity of the broader Port Stephens Central Ward region.



Yellow for the sandy soil and for the stunning skies at dawn and dusk.

C: 0% **M:** 9% **Y:** 44% **K:** 0%

R: 255 **G:** 229 **B:** 159

Hex: FFE59F



Teal for the community spirit shown during the 7 Day Makeover.

C: 66% **M:** 5% **Y:** 35% **K:** 0%

R: 181 **G:** 211 **B:** 178

Hex: b5d3b2

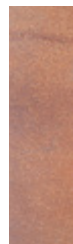


Deep green for the tall trees that form Medowie's name sake.

C: 91% **M:** 44% **Y:** 66% **K:** 35%

R: 0 **G:** 86 **B:** 78

Hex: 00554D



Rusted steel for industrial components of the Central Ward and its surrounds.



Burnt orange for the bright coloured earth found around Medowie.

C: 19% **M:** 69% **Y:** 94% **K:** 6%

R: 193 **G:** 102 **B:** 50

Hex: C16632



Brown for the bark of our trees and shells of our delicious macadamias.

C: 29% **M:** 41% **Y:** 56% **K:** 3%

R: 181 **G:** 146 **B:** 117

Hex: B59275



Deep blue for the cool waters of the Grahamstown Dam.

C: 86% **M:** 58% **Y:** 44% **K:** 26%

R: 43 **G:** 83 **B:** 101

Hex: 2A5364



Clear-finished timber for the natural materials found in and around Medowie.



What can we do?











Creating vibrancy in our town centres and public spaces requires a collaborative approach. It needs shared ownership from business, the community and Council to create places that are resilient, welcoming and inclusive. Place activation is not about big budgets and big infrastructure, it is about creating unique and innovative experiences and testing new ideas. This approach connects local identity both through the built form of the place and the programming of the space.

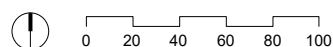
Did you know?

Did you know that Council offers a range of funding streams for our community to create vibrant places and improve the liveability of their town? [Visit our website](#) to find out more or call us on 4888 0255.

Key

Points of Interest

-  Markets
-  Ceremonies & Celebrations
-  Community Centre
-  Entertainment Space
-  Making Memories
-  Walk to School
-  Wayfinding Signage
-  Schools
-  Community Buildings
-  Shopping Centre



Art is in the Heart of Community

Art is an expression of the community... create a public mural or put together a "Walk and Talk" street art trail to enjoy with friends and show off to visitors.



Be Active or Chill Out

Open spaces like ovals and natural reserves make great activation spaces. These areas can be used actively through sport or simply to chill out and enjoy each other's company at a casual outdoor cinema event.



Meet in the Street!

Liven up our streets with unique pop up displays, coffee van or acoustic busker to add vibrancy – little things make a big difference!



Meet the Makers

Do you know someone growing their own produce in Medowie? Consider creating a produce swap or farmers market or take some time to attend an open flower farm tour in your very own backyard.

A vibrant Medowie



Grahamstown Dam



Show us the Medowie Magic!

Do you have a great idea for an event for Medowie? Talk to your friends to see what ideas you can come up with - it could be a food truck fiesta, garden party or as simple as live music for everyone to enjoy.

Painting in the Park

Getting together in the outdoors to do the things that you love doesn't have to be difficult... Areas such as parks are ideal to host smaller classes like painting, tai chi, meditation or even host a book club





Medowie Town Centre Concept Plan

The Medowie Town Centre Concept Plan was prepared in response to what you told us was important in recent workshops, surveys and discussions - to create a great place for the community of Medowie. The concept plan provides an indication of what the town centre expansion site and surrounding streets might look like. This concept will be refined through further consultation and master-planning of the site. Changes to the concept are made as detailed information becomes available.

Council purchased the land at 38 Ferodale Road in 2021. The concept plan shows how this site and immediate surrounds can become a multifunctional space that delivers on the community vision by accommodating a range of community priorities. The site could include retail premises, housing, tourist accommodation, pathways, car parking, recreation and play spaces, and a meeting place for Medowie.

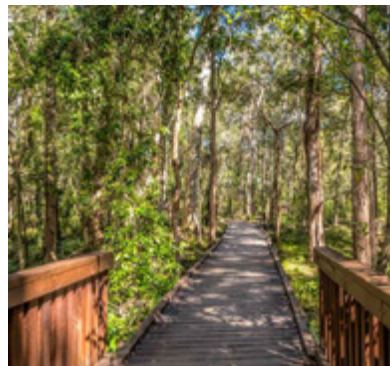
The future development areas represent a higher density style of development, specially designed to fit within and enhance the natural environment. These buildings could provide housing or tourist accommodation on the upper floors, while retail space, catering for businesses like boutique shops and cafes, is provided at ground level to activate the village square. Development controls will be prepared to ensure that future development protects and enhances the highly valued village character of Medowie. A community and cultural precinct contains the existing community centre, to cater for future population growth.

The concept plan aims to improve walkability in and around the town centre expansion site by connecting key destinations with new and better pathways in a more pedestrian friendly environment. An avenue of trees planted

along main roads, as well as other road treatments, will help slow traffic and make it easier to cross the road for both people and wildlife, while contributing to the town's 'tall trees' character.

There will be space for social gatherings, such as picnics, markets, or events. The mix of uses at the village square will create a vibrant place and strengthen the sense of community.

The vegetated land to the west of the site can be reserved as a conservation area. Native vegetation can be rehabilitated and restored, and opportunities to access this area for passive recreation will be explored. The site will be enhanced through carefully selected landscaping, with a strong focus on native species, which will reinforce Medowie's natural bushland setting.



Town Centre Concept Plan

Legend

- ① Village square
- ② Potential Recreation Precinct with play area
- ③ Access road with avenue of trees
- ④ Carparking
- ⑤ Conservation area
- ⑥ Future residential development site
- ⑦ Riparian corridor and drainage upgrade works
- ⑧ Connection paths through site
- ⑨ Upgrades to Ferrodale Road
- ⑩ Upgrades to Peppertree Road
- ⑪ Future mixed use site
- ⑫ Community and culture precinct

Concept Plan

IMPORTANT NOTE

Please note that this is a **DRAFT CONCEPT PLAN ONLY** and does not represent a finalised design. This plan has been completed for the purpose of informing future detailed design development and will develop over time (August 2022).

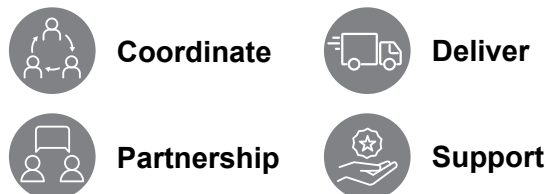


Actions

Key: Emerging themes

Environment	Open Space
Movement	Management and safety
Character	Economy

Key: Council's roles



IMPORTANT NOTE

Cost estimates and delivery timeframes are indicative only and subject to further investigation. The order in which the actions can be completed is flexible and will be based on timing and availability of funding and resources, and community willingness.

Getting our streetscapes right

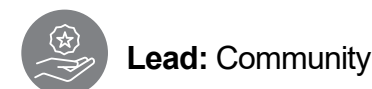
The streetscape has a big impact on the look and feel of a place. The quality of a street affects whether people choose to walk, cycle or take the car and can affect whether people feel safe.

It is important that the right vegetation is planted in the right place and that there is sufficient street furniture like shade structures, rubbish bins, and seating. A streetscape guide will be developed to provide guidance about streetscape embellishments such as landscaping, paving, materials and colours; strengthening the rural character of Medowie and reflecting the town's character as the "place of tall trees". This will guide private landscaping and street tree planting, and provide inspiration for developers.



Enjoy sustainable gardening

There is a growing interest in sustainable gardening, but many would-be gardeners don't know where to start. Together with knowledgeable community groups, a series of education programs and a sustainable planting guide will be developed for Medowie residents to learn about sustainable gardening, the use of appropriate garden varieties, bush tucker, edible species and shade species. Community members could consider creating a community garden or a native edible garden with likeminded people to practice and teach their skills.



Caring for Medowie's environment

Community members could organise a working bee or support conservation group to help care for Medowie's environment. Projects could include looking after native vegetation in reserves to provide a high quality environment for local fauna and native bees, or maintain stormwater quality improvement devices to mitigate risk of pollutants entering waterways. Council can put you in touch with existing groups, or talk to us about setting up a new group. We can also help you access community grant funding for your proposed project.

Reach out the Council's Volunteers Support Officer to express your interest in joining a conservation group.



Lead: Community

Native is best

The town centre extension site is currently dominated by exotic pine trees, which impacts on the ability of native flora to flourish and offers limited habitat for native wildlife. Removal of these pine trees and replanting the site with native species will be a great conservation outcome for Medowie and will create habitat and wildlife movement corridors for our precious native animals. Maintaining this new vegetation would make a great project for a community group.



Lead: Council

Living and working in your community

Medowie's Liveability index results have inspired a series of action items. Port Stephens Council is part of the community and we have various roles in delivering these actions.

As a **coordinator**, we will provide guidance on how to start your project, help by identifying approvals required, advise you about funding opportunities, get you in touch with other organisations, or advocate for your project.

As a **supporter**, we may provide support, permission, inspiration or funding.

In **delivering**, we will fund and deliver the project.

As a **partner**, we will work with the community, business, developers, and state agencies to undertake projects or programs.

Keeping our drinking water clean and safe

Medowie plays a very important role in maintaining healthy drinking water catchments for the region. High value conservation land often coincides with flood prone land or land required for drainage, forming a 'blue-green' corridor. Opportunities to beautify and maintain blue-green corridors can be explored with the aim of achieving both environmental benefits, and community and recreational benefits, by including boardwalks, interpretive signage and seating.

Educational programs can support these projects and inform the community and school aged children about our shared responsibilities for water management and quality. Partnerships between community, schools, Council, state agencies and Hunter Water Corporation would be essential in making these actions successful.



Lead: Community

Smart, green and clean

Medowie has an opportunity to implement a smart, clean and green philosophy by introducing sustainable practices into the design of new public spaces and businesses.

Consideration should be given to including solar panels on public and private buildings, planting trees to provide shade and reduce heat, as well as investigating the inclusion of USB and EV charging stations throughout our public spaces.



Lead: Business

Get back to nature

Residents and visitors highly value the natural setting of Medowie. Opportunities to be immersed in the natural environment in public spaces and along pathways should be provided. This could include aesthetically pleasing boardwalks over flood prone areas, bird hides with educational and interpretive information to increase awareness and encourage environmental responsibility or working with relevant agencies to improve connections to state forests and National Parks.



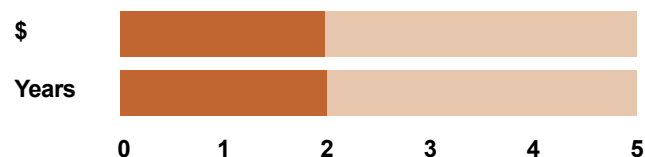
Lead: Council

I like to move it, move it – moving around Medowie

It is important that everyone can move around a place in a safe and convenient way. Medowie has experienced significant growth over the past several years, with new residents and businesses investing in the town.

While various means of transport need to coexist, in some areas pedestrians will have a clear priority over cars. We can trial this idea with occasional road closures for events, markets, or cycling and think about introducing end of trip options. That way we can see what may work and what the response is.

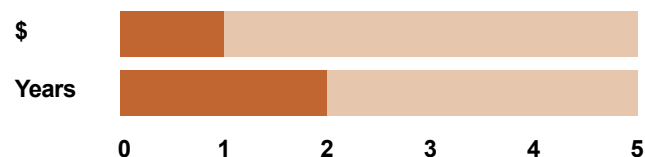
An updated traffic study will guide future infrastructure projects.



Lead: Council

Get fit and have fun

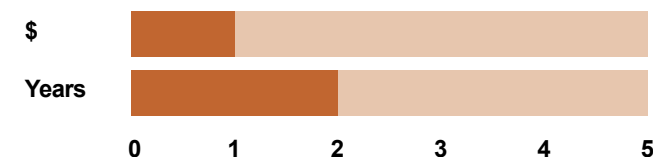
Pathways are more than a piece of infrastructure to get you from A to B. People can discover something new “just around the corner” and walking or cycling becomes an adventure particularly with new or temporary uses popping-up in the area. Pathways can incorporate art, be environmental or historical trails, invite fitness, or play and provide easy and safe access to destinations in the town centre. Enhancing pathways with exercise equipment and activating them through events such as a Medowie Park Run, will open up more opportunities for the community to activate and utilise these routes in different and interesting ways.



Lead: Community

Signpost the town centre

Attracting visitors to the town centre starts with helping them locate it! Update Google Maps and other online mapping systems to label the Medowie Town Centre and consider supplementing these online tools with appropriate signage along Medowie Road or create an attractive town centre map.



Lead: Community

Village loop

The Medowie town centre is car orientated and does not provide a pedestrian or bicycle friendly environment. Consider the construction of a shared pathway loop connecting the town centre to the shared path along Medowie Road, and provide easy access to end of trip facilities and amenities in the town centre.



Lead: Council

Extend and connect cycleways

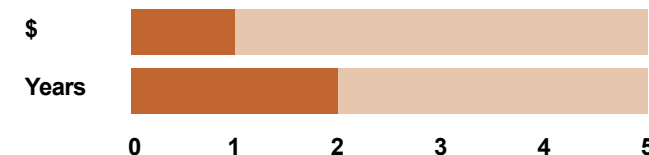
Options for active and more sustainable transport will be encouraged and investigated. Existing shared pathways could be extended and improved to include connections to nearby suburbs, key features and sites. Investigate options and extend the Medowie Road shared path to the RAAF Base (at Williamtown), Newcastle Airport and Raymond Terrace to improve and enable better commuter options.



Lead: Council

Getting to school safely

Giving our kids a safe walking and cycling environment to get to school is great for their physical wellbeing, confidence, independence, and for creating social connections. Shared paths along Ferodale Road to connect to school will benefit Medowie's kids. Regular 'walk to school' and 'safe cycling' days can be organised to encourage the use of these paths.



Lead: Community

Define Medowie's character

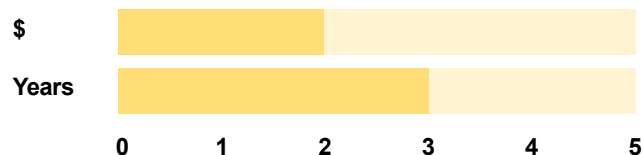
What do we really mean when we refer to Medowie as the 'place of tall trees', or having a 'village feel'? Using liveability data and feedback from community workshops, we can create a more detailed character description for Medowie. This character description can be used in the design of the built environment and celebrated through theming for unique events, public art, community activities, and place making.



Lead: Council

Controls for the look and feel of the Medowie town centre

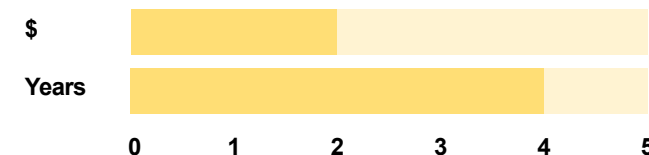
To ensure that Medowie's town centre develops in a desirable way, a site specific Development Control Plan (DCP) for the Medowie town centre will be prepared. The new DCP chapter will include the existing shopping precinct and the town centre expansion site. The DCP will set out the future character of the town centre, including creating a natural setting and a high degree of connectivity. Objectives should include achieving a shady and green town centre, with buildings designed to fit within a natural setting.



Lead: Council

Celebrate trees

To reinforce Medowie as 'place of the tall trees', it is proposed to plant an 'avenue of trees' along Medowie's main roads. To celebrate, a planting day can be organised that includes multiple sites around town. Council will help facilitate partnerships and activities with local schools, community groups and seek corporate sponsors to align efforts with initiatives such as National Tree Day.



Lead: Council

Community connection

Community groups are important to the vitality of a place. They offer encouragement, connection, resources and support. You might want to support some of the efforts and projects that existing groups are doing or talk to council's Vibrant Places team who can provide advice on how to create your own community group.



Lead: Council

Creative solutions for place making

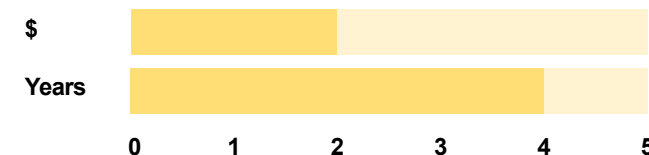
Creating great places doesn't always have to cost large amounts of money or require permanent fixtures. Commercial operators and shopkeepers could consider running a kiosk style business, potentially renting out play equipment, quirky furniture such as beanbags, as well as selling food and souvenirs. There is also opportunity to develop a makers space to support the creative community in Medowie. If this sounds like you, we encourage you to talk to our Vibrant Places team to discuss your ideas.



Lead: Council

Spice up Peppertree Road

Murals, sculptures, landscaping, and interesting street furniture create a sense of place and help reinforce a town's character. Peppertree Road is an ideal location for murals and art installations to increase the visual appeal of the town centre. Some businesses have already made a start, but there is still more to do, like in the surrounding shopping areas. An avenue of street trees and the provision of street furniture and lighting will spice up this street even more.



Lead: Council

Create a Main Street

Medowie's town centre lacks a classic 'country town' main street. Road treatments, building design, pedestrian facilities and landscaping will transform Ferodale Road from a car focussed collector road, to a charming main street that prioritises pedestrians. To reclaim Ferodale Road for pedestrians, a main street public domain plan will be required for the road between the bridge over Campvale Drain to the roundabout at Medowie Road. A main street should provide opportunities for on-street parking, additional street trees, crossing points and new pathways. Ferodale Road will need to be widened to accommodate this change. Investigate opportunities to develop a similar public domain plan for Peppertree Road.



Lead: Council



Let's play!

Building on the great work of the 7 Day Makeover, the community have made clear that they want to spend time with their friends and family in the heart of Medowie. There is an opportunity for a new, integrated recreational precinct close to the shops and community facilities, and well connected by footpaths and cycleways.

A recreational precinct could include elements like a play space, skate park, climbing structures and nature play so that it can be enjoyed by a range of ages. A great community hub integrates with its surroundings and offers amenities for parents and carers such as a comfortable place to sit and watch the kids play, somewhere to grab a coffee, or a bite to eat. The Medowie

community has some great ideas for such a recreational precinct as shown in the engagement report that accompanies this place plan.

Where it will be located, what elements should be included and what it may look like requires further investigation. When the time comes, we want you to get involved and help us design a place that will be exciting for our community as well as friends, families and visitors when they visit the town centre.



Lead: Council

The heart of town

The new town centre expansion will offer quality public space for people to come together, play, socialise and do business. With your help, the open space areas planned for the site will become the new heart of town – the place to be, to meet friends, recreate, dine, or to just relax. The design of the open space, which could include pocket parks to support small group activities, will be determined through the master planning of the site. Would you like to be involved in small tai chi and yoga classes, host regular boot camps, organise a 'movies in the park' event, or have Christmas carols with your community in our open spaces?

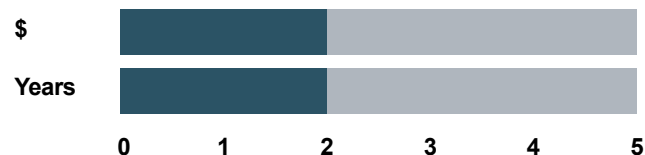
Until such time that the town centre expansion site is ready, you can use an existing park or space for your group activity. Get a group together and talk to Council's Vibrant Places team about your proposed activity.



Lead: Community

Light it up

Creative use of lighting is a great place making tool. It improves safety through passive surveillance and encourages people to stay out longer, supporting the night-time economy. Lighting up pathways, seating, trees and buildings will make the town centre a more pleasant place to be. Lighting needs to be carefully designed to not impose on wildlife habitat, where it can scare away native animals, and the use of sustainable options like solar should be investigated.



Lead: Community / business

Make it happen – rezoning the town centre expansion site

Land at the town centre expansion site requires rezoning to enable future development. Council will prepare a planning proposal to ensure sufficient future supply of residential and commercial land, while also identifying land suitable for environmental conservation (environmental zones) and recreational purposes.



Lead: Council

Has it worked?

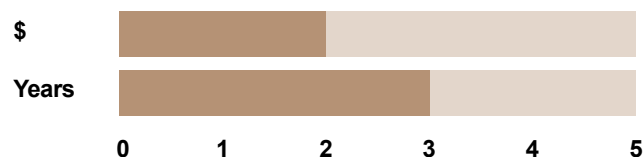
In 2021, a liveability assessment was undertaken for an area along Ferodale Road between Peppertree Road and the Medowie Road roundabout. Visitors provided insight into the strengths and priorities for improvement of this area and these comments were used in the preparation of this place plan. To see if the place plan actions have had a positive impact on the town, an Impact Maximiser assessment will be undertaken in about 5 years.



Lead: Council

Planning the town centre expansion

Medowie has a unique opportunity to plan for an extension to its town centre from scratch. Council, together with other key stakeholders like residents, business, and state government agencies will work together to create a masterplan for the site. The masterplan will incorporate the community vision and priorities, and respond to the Medowie character description and guidelines. It will define the type and best location of commercial, residential, recreation and open spaces required, including supporting infrastructure, pathways and connections to surrounding areas, and environmental and drainage and stormwater quality infrastructure. Staging of development and funding opportunities will also be investigated through this process. Council will undertake comprehensive community engagement during the master planning process.



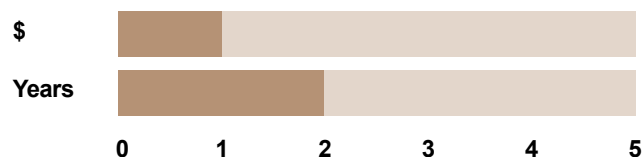
Lead: Council

Linger for longer

The 7-Day Makeover in Medowie demonstrated that communities can shape their own environment. Small-scale projects can create a sense of place when they celebrate the essence and look and feel of Medowie.

Community members and groups can run place based activations and projects, with Council support, that include music, art, sensory gardens, and custom-made street furniture like benches.

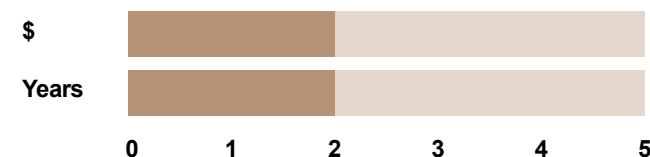
Do you have a great idea for projects that you'd like to see in your town centre and public spaces? Council will work with you to scope out your idea for events and projects that will add vibrancy to Medowie, giving more reasons for people to come together, enjoy each other's company to benefit business and build community.



Lead: Community

A signature event for Medowie

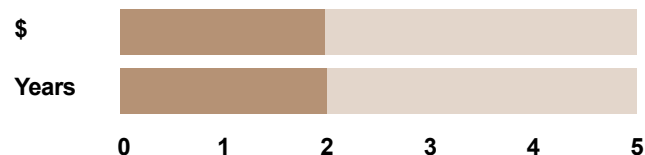
Medowie does not have a signature event that celebrates the town and its people. Consider designing and delivering an annual signature event that is specific to Medowie. We encourage the community to work with Council to identify unique opportunities to create an event that highlights the things you love about your place.



Lead: Community

Celebrate rural

Medowie's soils are rich and fertile and support many small producing farms and local growers. There is opportunity to celebrate the contribution that these farm gate experiences offer the community. Council can work with growers to create an ongoing community food market to showcase local farms and highlight flowers, food and produce. These events could include presentations or local produce dinners. For those a little more established, there is also the option to create farm gate experiences and agritourism opportunities for your business.



Lead: Community

Top spot for a tourist stop

Creating drawcards for tourists to visit, stay and shop in towns takes a dedicated effort. Medowie's proximity to Newcastle Airport and the Pacific Highway makes it a top spot for a tourist stop!

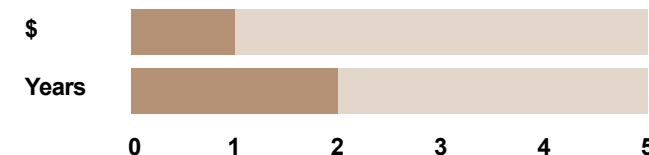
Developing key attractions such as a hedge maze, tree tops adventure, a graffiti wall as well as leafy open space would help draw visitors to Medowie. Diversifying the tourism offering will help attract more visitors from within the LGA as well as from further afield. As day visitors extend their stay, there will be options for Medowie to consider hosting RV friendly vehicles and commercial accommodation options should be explored.



Lead: Community / business

Establish a Medowie Town Team

Align the vision and ambitions of residents and local businesses by creating a local group that can deliver quick wins and progress bigger ideas. One option for doing this could be to establish a Medowie Town Team. This will help local change makers find each other and connect with potential partners across Port Stephens. Establishing this group is also the first step towards developing a clear identity, brand, and vision for Medowie as a great place to live, work and play.



Lead: Community



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