Moss Vale Road North Urban Release Area

Potential Retail Centre Locations

Independent Review
January 2021

Suite 4, Level 1 2-12 Foveaux Street Sydney NSW 2010

T: 9211 1263

www.westonwilliamson.com

Prepared for and on behalf of:



Project Name

Moss Vale Road North Urban Release Area - Independent Review of Potential Retail Centre Locations

Status

For Issue

This document has been issued and amended as follows:

Issue	Description	Date	Prepared by	Reviewed by	Approved by
01	Draft issued for review by Shoalhaven City Council	22.01.2021	VT/DB	WR	DB
02	Final issued to Shoalhaven City Council	29.01.2021	VT/DB	WR	DB

Contents

1	Introduction	4
2	Methodology	5
3 3.1 3.2 3.3	Context Village Centre Objectives Timeline	6 6 6 7
4 4.1 4.2	Assumptions Village Centre Fundamentals Options	8 8 9
5 5.1 5.2	SWOT Analysis Option 1: Oriented towards lake and Bells Lane Option 2: Oriented to western access road	10 10 11
6 6.1 6.2 6.3 6.4 6.5 6.6 6.7 6.9 6.8	Recommendation + Rationale Recommendations Accessibility + Viability Early Provision of Retail + Other Services Destination Retail Form + Density Land Use + Mix Infrastructure Alignment Environmental Principles Staging + Feasibility	12 12 16 16 16 17 17 17 18
7 7.1 7.2 7.3	Considerations Considerations Characteristics Precedents	20 20 20 21
8	References	22



We acknowledge the Traditional Custodians of the communities and land where we work and live. We are inspired to learn from their enduring, rich connection to culture and place. We acknowledge that we are always on Country, surrounded by and part of a living system. We pay our respects to the ancestors who walked before and those who will follow.

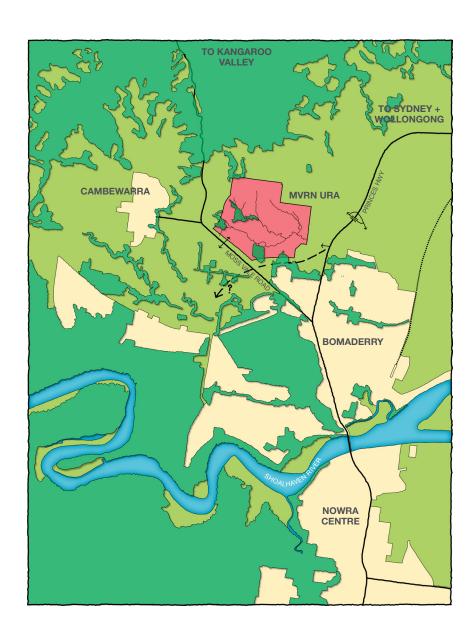
Introduction

Shoalhaven City Council (SCC) has requested independent advice to assess the optimal location for a Retail Centre, from two proposed sites, at the yet to be developed Moss Vale Road North Urban Release Area (MVRN URA).

MVRN is the newest Urban Release Area for Shoalhaven. located east of Moss Vale Road between Bells Lane and Cambewarra Mountain in a rural, riparian landscape north of Nowra. The two proposed options for a Village Centre, from SCC and the Moss Vale Road North Owners Group (MVRNOG), are both the result of extensive analysis and planning by SCC, MVRNOG, with State Government and other stakeholders for the transformation of this 'New Living Area'.

Current work updating SCC's Growth Management Strategy (Shoalhaven Beyond 2030) guides the number and type of new homes, supporting future growth of Shoalhaven over the next 20 years, with population forecast to increase 24.3% by 2041 (id 2021). In support of necessary expanded housing supply in the growing Shoalhaven, Moss Vale Road North was identified in the 2006 Nowra-Bomaderry Structure Plan and confirmed as an Urban Release Area in the 2014 Shoalhaven Local Environmental Plan (LEP).

With the Gateway Determination recently made by Department of Planning, Industry and Environment (DPIE), there is an imperative to finalise the Village Centre site to progress the ensuing statutory steps for the staged delivery of the URA, providing vital housing whilst ensuring that the environmental and community values of the Shoalhaven are protected and enhanced.



Methodology

3 5 Define + Discover Context + Analysis **Final Report** Kick Off Meeting **SWOT Analysis** Single Village Centre Site Recommendation Review SCC References Recommendations + Rationale Review MVRNOG References Considerations **Precedents Draft Report Optional Presentations** Site Visit Council Officers **Local Context** SCC Review + Feedback Council Officers + MVRNOG **Site Orientation Consultation Meeting SCC Elected Council Consultation Meeting MVRNOG**

Context

The scenic 266-hectare MVRN URA site will be home to a future residential population of approximately 7,000 in 3,000 future dwellings, within the rich natural riparian setting of Meroo Meadow below Cambewarra Mountain. This location provides a spectacular natural setting in which to develop a village and community character.

Village Centre

The URA is to be supported by a Village Centre, approximately 1.6 hectares, adjacent to open space and riparian corridors and centrally located to encourage walking and cycling. Currently proposed as a B2 Local Centre, it should "provide a range of retail, business, entertainment and community uses that serve the needs of people who live in, work in and visit the local area".

The optimal location for the Village Centre must respond to commercial viability, the landscape setting, staging (including opportunities to accelerate subdivision activity) and accessibility, to address the objectives of the site as a distinctive new community. The location of the Village Centre must support the delivery of a responsible and sustainable development outcome that meets the needs of the future community, ensuring that significant features and places within and adjacent to site are well defined, and respected.

Funding has been committed to adjacent infrastructure including a roundabout and Western Connector Road at Moss Vale Road, providing arrival into both MVRN and Moss Vale Road South (MVRS). Additionally, construction of the Far North Connector Road is underway, linking Illaroo Road (near the western end of West Cambewarra Road, Bangalee to Moss Vale Road at Bells

Lane). The Far North Collector Road Network project is an integral component of the strategic overarching Preferred Road Network adopted with the Nowra Bomaderry Structure Plan providing a framework for growth across the region.

Objectives 3.2

The two proposed locations for the Village Centre are founded on mutual rationale to create a distinctive community, providing necessary additional and varied housing supply, well serviced by grey, green and social infrastructure, integrated sustainably in a stunning natural settina.

This is reflected in the draft MVRN URA DCP Masterplan Objectives:

- + To ensure development is undertaken in a co-ordinated manner that responds to the topography, views and the natural environment.
- To provide a variety of lot sizes that facilitate a range of housing types in appropriate locations.
- To ensure a well-connected and legible movement network that provides a variety of routes for vehicles, pedestrians and cyclists both within the neighbourhood and externally to surrounding areas.
- To provide public open space that enhances existing landscape values, protects significant and remnant vegetation, provides opportunity for stormwater management and improves the amenity for future residents.
- To provide a "Mixed-Use Village Centre" to serve the locality in terms of retail services, local employment, community facilities and a creative people place for residents and visitors.

Further to these common objectives are particular motivations for each of the proposed locations:

Option 1 - Oriented towards lake and Bells Lane

- Enhanced exposure to passing traffic, aligning with Bells Lane
- New Urbanist principles
- Net-zero village designed within the landscape
- Sale of lands to progress delivery
- Destination oriented opportunities.

Option 2 - Oriented to western access road

- Optimal exposure and ease of access at the intersection of two main roads, elements critical to the feasibility of the centre
- + Early delivery, as the adjacent main road will be delivered during the earliest subdivision stages
- + A walkable catchment (400m walking distance) to service the future community containing about 40 hectares of residential zoned land
- Equitable and early access for the future community of Moss Vale Road South URA (950 households) from the roundabout and associated road, helping to support the early delivery and feasibility of the centre
- Links to public open space and other community uses.

3.3 Timeline

2006 SCC Nowra-Bomaderry Structure Plan MVRN URA identified as a 'New Living Area'	2017 SCC Resolution Accelerate URA delivery	2020 MVRNOG Adjustment Submission Proposed Retail Centre (additional B2 land at the intersection of Bells Lane & Abernethys Lane (additional 0.33 hectares) to allow greater exposure to passing traffic). Workshop Discussion of adjusted development outcome responding to findings of	MVRNOG Revised Indicative Layout Plan Amended 2019 proposal SCC Resolved (MIN20.712) to progress Planning Proposal Both Centre options identified, pending independent report post Gateway.	DPIE Gateway Determination Approval To amend & add provisions to the Shoalhaven LEP 2014 to facilitate residential development & environmental protection of lands within the MVRN URA.	SCC Statutory Preparations Continuing work on: + Development Controls to guide future subdivision & development activity (including Village Centre controls, road typologies, & development staging plans). + Development		
2014	2019	technical studies.	2021		Contributions Framework to fund & deliver infrastructure & facilities to support future community.		2022+
SCC Shoalhaven Local Environmental Plan (LEP) URA confirmed	MVRNOG Submission Alternative outcome (B2 rezoning, bring forward release, move centre with greater east-west orientation, expand dwellings). SCC 'In principle' support for MVRNOG Submission To be used as the basis for the documents guiding the delivery of the URA (LEP amendment, new DCP chapter, and development contributions framework).	SCC Additional Studies Commissioned to augment analysis not included in MVRNOG including: 1. Retail Analysis – (HillPDA) 2. Urban Design Guidance – (Studio GL) 3. Gas Pipeline Safety Management Study 4. Visual Analysis 5. Community Infrastructure Needs Analysis 6. Traffic Study 7. Integrated Water Management Study	WW+P Independent Report Optimal Village Centre location from Option 1 (MVRNOG) and Option 2 (SCC)	SCC Public Exhibition +Planning Proposal (minimum 28 days) +Draft development controls +Contributions framework	TfNSW Roundabout Delivery of Moss Vale Road roundabout in second half of 2021 (funding secured for the design and construction).	SCC Amended LEP December 2021 deadline	MVRN URA Delivery

Assumptions

4.1 **Village Centre Fundamentals**

In providing analysis and making a recommendation for the optimal Village Centre location, the following assumptions have been made:

Character

Landscape led sustainable precinct, walkable, creative community.

Dwellings

- MVRNURA 3.000
- MVRSURA 950

LEP

Proposed Amendments carry.

Gross Leasable Area

1.000-2.000m2 GFA

Reference Material

The evidence base of technical documents provided by SCC and MVRNOG has been reviewed.

Retail

- Per the Retail Centres Impact Study (HillPDA 2020), viability exists for a centre within the MVRNURA (either Option1 or Option 2), at 3,000 dwellings. Demand for this offering would be based on quality amenity and setting, to complement 'chore' shopping in surrounding retail centres (including North Bomaderry, Nowra Town Centre, etc.
- The 'destination' retail opportunities can be delivered before significant on-site residential - as the destination target market is broader than immediate surrounds.
- 'Destination' retail can support adanced amenity, capitalising on the unique landscape setting and allowing for advanced activation with contained investment.
- + Local serving retail providing day-to day services will grow with the extent of local and nearby demand.
- Recently built (and expanding) retail located in the northern area of Bomaderry will provide for some the retail needs of the community.

Site Area

+ 1 - 1.5ha

Staging

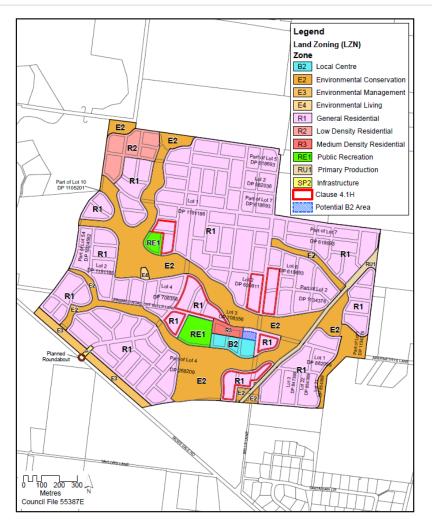
- Stage one of the site redevelopment with begin at the proposed roundabout intersection on Moss Vale Road.
- Market demands and sales rates will be more typically larger allotments with higher-density housing being added over time.

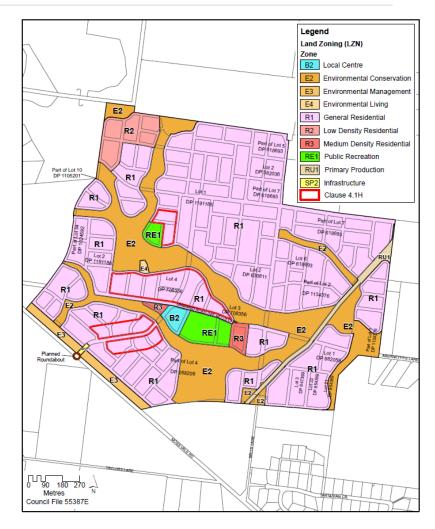
Zoning

- Local Centre B2
- Residential R1, R2, R3
- Environmental Conservation E2
- Public Recreation RE1
- H1 Overlay

4.2 **Options**

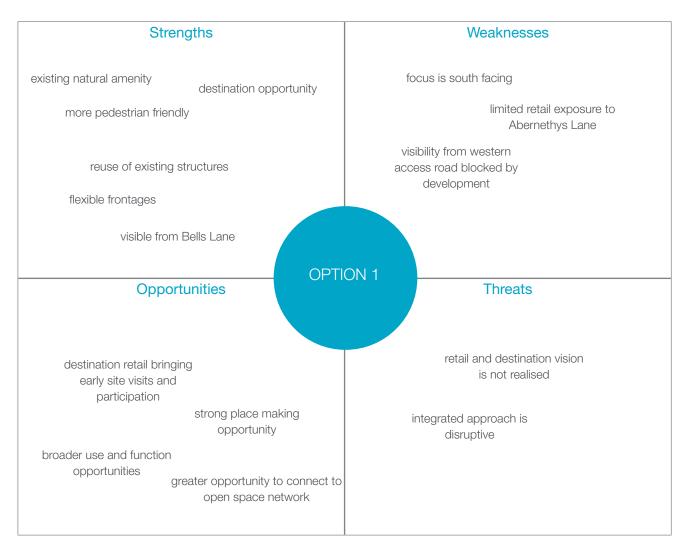
	Option 1: Oriented towards lake and Bells Lane	Option 2: Oriented to western access road
Size	1.6 hectares (Decrease in size from 2.3 to 1.6 hectares)	1 – 1.5 hectares (Decrease in size from 2.3 to 1-1.5 hectares - 1,000 m2 - 2,000m2 of retail floor space)
Zoning	B2 Local Centre (Rezoned from B1 Neighbourhood Centre)	
Location	Abernethys Lane and Bells Lane	Adjacent to Western Collector Road



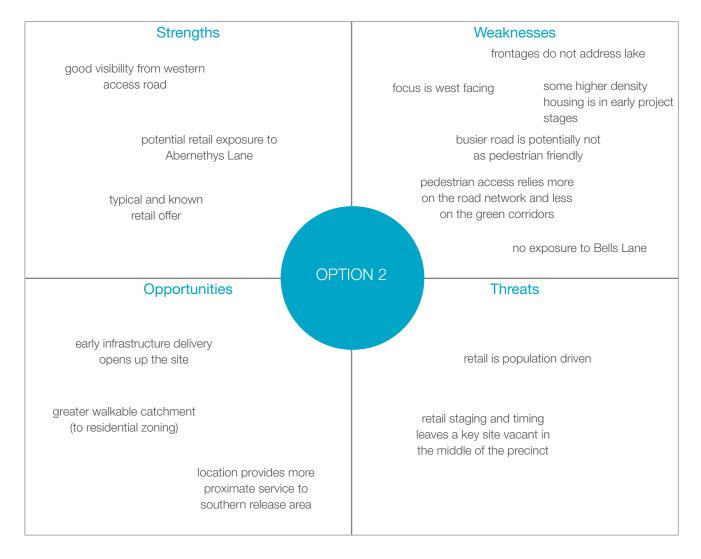


5 **SWOT Analysis**

Option 1: Oriented towards lake and Bells Lane 5.1



Option 2: Oriented to western access road 5.2



6 Recommendation + Rationale

Our independent assessment, analysis and review of two potential Village Centre locations to service the future community of the MVRN URA leads us to support a hybrid option from MVRNOG's Option 1 and SCC's Option 2. This recommendation is founded on delivering a meaningful outcome that will sustain the local economy, environment and character through transformation of the URA.

This recommendation reflects the significant work by both parties to delivery a viable and vital community for the Shoalhaven. Each option has key strengths and weaknesses, that can in fact be aligned into a single scheme - the whole being greater than the sum of its parts, delivering public benefit.

Balancing the clearly stated desire of SCC to encourage the early provision of local services along with MVRNOG's desire to leverage existing landscape amenity and destination appeal, our following recommendations have considered the following issues:

- + Location amenity
- + Access vehicular and active transport (walkability)
- + Precinct staging
- Housing typologies and density
- + Retail offer and opportunity
- + Retail timing and opportunities for early services
- + Visibility
- + Zoning and land uses

6.1 Recommendations

Our recommendations for the location of the Village Centre are documented through the following diagrams. These recommendations suggest modifications in the location of some land uses, the alignment of the western access road, improved exposure to Abernethys Lane, and considering the permissible uses and thus zoning in the centre.



Probable stage 1 plan

The development of the MVRN URA will begin at a new intersection to be built on Moss Vale Road, which also provides access to the MVRS URA. The likely market expectations for the early sales on the project will be typically larger lot subdivision typologies until the precinct starts to become a more established place. The density of this housing is not likely to be aligned with the density expectations closer to the village heart - due to the desire to maximise the population within walking distance to the amenity of the centre.



Probable stage 1 - higher density housing and slope

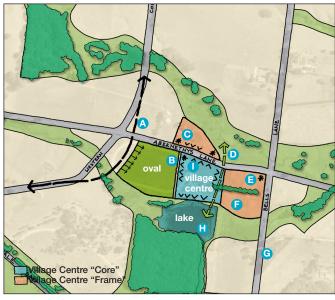
Moss Vale Road generally runs along a ridge, with the MVRN and MVRS URA falling away into flanking valleys. The approximate level change from the new intersection on Moss Vale Road and the crossing of a tributary of Abernethys Creek is 28 metres, with the current western access road alignment cutting across the slope. Due to grade of this road, the provision of higher density housing is likely to be more challenging and cost prohibitive.



Recommended centre location

The recommended Village Centre location is in a position capable of taking advantage of the natural assets of the site, and allows for a greater sense of place to be created, and not dominated by traffic movements. We feel this location, with some minor modifications to the alignment of the western access road, and the removal of the residential located between the oval and this street achieves the visibility required to support a successful centre.

Activation of the centre needs to be carefully considered, and active edges front on to the oval, Abernethys Lane as well as the riparian corridor to the south. The early delivery of amenity on the site is contingent upon two markets - the on-site (MVRURA) residents, and the destination attraction for visitors from much further afield.



Recommended centre location

We feel the beginnings of a centre can be established well in advance of the local population through the creation of destination retail and amenity focused on the natural features of the site, and a location that can leverage this sense of space and tranquillity.

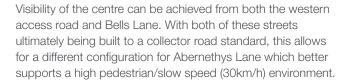
The ultimate successful performance of this centre will be based on this connection to the place - which can only be achieved where long views within a natural environment can be maintained. The SCC location would be a more urban response, which would not provide a point of difference for this community. We feel the design of the centre needs to provide a clear connection between the two riparian corridors.

KEY

- Realign western access road to improve visibility to the oval and Village Centre and to simplify the intersection with Abernethys
- Built form in the Village Centre needs to address the oval and have building elements reinforcing the 'gateway' into the Village Centre precinct.
- С Consider allowing more flexible land uses on the north side of Abernethys Lane (for example live-work housing) and the option for shop-top housing and small scaled retail. A limited scale of around 50 - 100m² in this "frame" zone would complement the "core" Village Centre. For example a cafe fronting the riparian corridor (D).
- Provide a direct connection between the two riparian corridors. This connection could mark the transition from a more retail focus to residential in the centre.
- The Village Centre also need to address Bells Lane through activation and built form.
- The frontage to the riparian corridor is to be activated and passive surveillance provided to the amenity located in this corridor.
- The lake and remnant bushland provide the backdrop and sense of place and space for the centre. The water quality of the lake needs to kept to a high standard and trail access around the lake should be provided if possible.
- Early 'destination' retail provided close to the lake could be serviced from the existing Bells Lane, and pending detailed traffic advice, should be capable of supporting this initial offering before extensive upgrades are required.
- Allow Abernethys Lane to have a more main street feel and ensure some retail is visible from the street. The currently proposed scale of approximately 1.5 hectares (1,000 m² -2,000m²) of retail floor space carries as viable.



Recommended location - views



Council's traffic consultant (Bitzios) advised the future road network (Collector Roads within the release area and the Far North Collector Road) will offer an additional north-south route (instead of the Princes Highway). Bitzios also advised the future road network will also provide attractive options to exit the release area quickly (and access other destinations, including retail centres). There will be equal options and opportunities to drive through and leave the release area – the street may not carry more regional traffic.



Recommended location - higher density housing for the Village Centre

Careful consideration needs to be applied to the appropriate street widths, and consideration for narrowing the road pavement where possible, and providing dedicated parking bays on Bells Lane, Abernethys Lane and the western access road. The active transport mobility for these streets should also limit driveways through the provision of rear lanes within 400-500 metres of the Village Centre. The allowance for higher density housing should be adjusted to where there is ready access to the amenity of the Village Centre. Further, the walkability strategy needs to consider access to adjacent land uses, the provision of safe crossing locations (particularly on the collector and higher order streets). The diagram above needs to be refined in light of the precinct walkability, and it is reasonable to assume a comfortable 5-10 minute walk or 3-4 minute bike ride can connect this housing type with the centre.



Alternative western access road location - option A

Following on from earlier points referencing the western access road, we are suggesting two alternative approaches for the design of this important street in this new community.

Option A looks to bring this street more perpendicular to the slope, removing upside and down side lots and reducing the need for significant cut and fill. Also, this alignment creates a long view along the riparian corridor down to the Village Centre and oval. Additionally, this approach creates a more rational subdivision pattern. A further and more dramatic modification, would be to cross the riparian corridor further west and force a right turn (T-intersection) onto Abernethys Lane - thus slowing traffic and forcing a deliberate decision point.



Alternative western access road location - option B

Option B pulls the western access road further east, again to align the road perpendicular to the slope, and in a location still affording long views to the oval. We do however acknowledge this route brings the road close to the existing home on the property.

6.2 Accessibility + Viability

A centre at Options 1 or 2 was proposed by HillPDA as being viable with scenario 3 population as proposed with the increased dwelling yield in the northern area to a total of 3,000 dwellings.

An equal viability scoring was achieved for both Options 1 and 2 (74/100) across assessment categories of:

- Developable area
- + Location
- + Exposure
- + Accessibility
- + Walkable catchment
- + Flood prone
- + Biodiversity
- + Scenic protection.

Accessibility is critical to the centre's viability and is influenced by location, topography, modality, and orientation. Our recommendation supports active travel, interface with MVRS, MVRN, visibility from the Western Collector Road and Bells Lane, and greater activation of Abernethys Lane.

"The centres amenity is somewhat advantaged by not having a main or arterial road and being positioned in a quieter setting. Some synergy with other land uses such as child minding, open space and visual amenity (water views), etc would also contribute to its success as shoppers prefer a more personal and pleasant experience when shopping rather than 'chore' shopping." HillPDA p39

6.3 Early Provision of Retail + Other Services

During the interviews, site visit and our ongoing desktop research, we heard the clear desire for retail and other services to be delivered as early as possible in the precinct. The late provision of such amenity has been a fundamental flaw in the development of other urban release areas in recent years. This late provision can have the following impact:

- Impacts the sustainability of these locations and need for more car based journeys;
- + The delayed formation of a sense of place and community identity;
- + Retail hierarchy manipulation resulting in a lack of more localised services;
- Poor housing choice and diversity provision due to the lack of amenity;
- + Poor walkability and health outcomes.

The provision of local serving retail is very much population driven. The unique situation in the MVRN URA is the ability to leverage significant scenic amenity verses slightly better visible exposure to a collector road.

The location of the Village Centre at the heart of community provides much better long-term community benefits, even though the perceived benefits of passing trade make the centre appear more viable earlier. Both sites under consideration locate the Village Centre close to heart of the community.

6.4 Destination Retail

Our proposition is, through leveraging the destination appeal of the location closer to the lake, the retail offer is less strictly reliant on precinct population growth. We do acknowledge the character of the retail and services will evolve over time from perhaps more leisure focused to add more day-to-day amenities, however the critical sense of community and place benefits can be potentially realised much earlier in the development of the site.

Further more, there are many good precedents on the south coast of destination types of retail on similar site types, well in advance of the development of the neighbourhood. The key to this success will be clever staging, considered design of the public realm and built form. A recent, and very successful precedent for this type of early destination retail can be seen with Oatlands in Pambula.

The early opportunity for destination retail is that with minimal investment and flexible controls, a swift, responsive and evolving offer can be established. The success of destination retail is based on strong partnership between the public and private sector with tolerances for responsibilities, risk and commitment to delivery and facilitation of the necessary activation. Shared vision and expectations would be based on scale supporting staging.

Surrounding retail centres in fact reduce the pressure on the MVRN URA centre to provide a full line supermarket and supports a village atmosphere. The Woolworths at Bomaderry (320 Princes Highway), and possible ALDI (Princes Highway and Narang Road) support the URA catchments.

"The fact that the Woolworths has gone in at the roundabout has taken the heat off providing a full line supermarket at MVRN URA." WW+P Site Visit 21 December 2020

6.5 Form + Density

Studio GL's Urban Design Report highlights concerns for viability and vitality impacted by sleeving the Village Centre with residential uses along Abernethys Lane and overly dispersing activity along both north south streets and east west links for a centre of this scale. Both observations are endorsed.

Active edges facing north provide improved visibility and solar access. Recommendations for activation, vibrancy, accessibility and feasibility:

- Block Pattern: should address the streets with limited setback to all boundaries
- Block Size: increase plot sizes to be viable. As per Studio GL's suggestion, DCP plans should be to scale to allow this to be clearly interpreted.
- Claret Ash Lane: as a pedestrian walk with activation only at the corners of North-South Oval Street and Bells Lane.
- Size + Shape: 1.0ha and 1.4ha of nett developable land (ie not including roads) will be required (HillPDA and Studio GL).
- Height: The current building height of 11m (3 storeys) is supported. This height is consistent with the majority of character images shown in the MVRN Landowners Group's DCP. However, height needs to also consider development feasibility, housing type and parking. If basement parking is provided, this may warrant the flexibility to add another level is some locations.
- FSR: The DCP proposes no FSR should apply in the Centre and that buildings should be regulated by footprint and height. This is supported.

Land Use + Mix 6.6

"...in a small centre the length of potential active street is very small and to maximise the viability of the centre it is necessary to concentrate it. The risk of trying to spread the activity along both north south streets and east west links is that the activity is too disbursed which discourages activity across the entire centre." Studio GL p20

Ground floor activation should be concentrated along Abernethys Lane from North-South Oval Street towards Bells Lane, along North-South Oval Street from Abernethys to Claret Ash Lane and the riparian connector from Abernethys Lane towards the lake. This level of intensity and orientation fits a centre of this scale.

- + Active edges approximately:
 - Abernethys Lane 100m
 - North-South Riparian connector lane 50m
 - North-South Oval Street 50m
- + Abernethys Lane community and fine-grain independent retail convenience facing the north
- + North-South Oval Street cafés facing the west to interface with lake, oval and public domain
- Live-work and flexible uses on the northern side of Abernethys Lane in the heart of the Village Centre
- Strong interface with open space and lake
- Multi-functional spaces and places providing opportunity for temporary activation at flexible scales and uses and early implementation
- Complementary uses including medical centre + chemist, playground + café, reception and function centre, galleries etc.

6.7 **Infrastructure Alignment**

"Completing the release of this area is a high priority project, confirmed by Council's earlier decisions and in the adopted Strategic Works Program. It will facilitate subdivision activity and the release of residential lots, helping to meet identified housing demand." SCC Development & Environment Committee Report item DE20.101- Tuesday 06 October 2020 p20

The planned roundabout on Moss Vale Road and the Western Collector Road are key funded elements of infrastructure to support the development of the north and south URAs. The Far North Collector Road, under construction brings a focus to Bells Lane (to the intersection with Moss Vale Road only). Both provide options for initial subdivision activity and early access to the Village Centre.

Through roads, possible bypass, the gas pipeline, and collector road network all impact the viability of the URA and feasibility of the Village Centre location.

6.8 Staging + Feasibility

Flexibility and feasibility are required for a new community with staged development over a long time horizon. To ensure commercial viability, identified needs must be adequately met. Factors of flood, biodiversity and scenic protection have been determined to be viable as is with both Village Centre options.

Staging can follow key access infrastructure - along the Western Connector Road and along Bells Line merging at the Village Centre at Abernethys Lane. Increased medium density typologies along both sides of these routes allow for stronger demand for product, services, and community building.

Beyond staging, incremental growth with flexible use of space is supported. Interim residential uses of retail premises are not recommended at ground– rather temporary community, commercial (placemaking) uses are favoured at ground.

Designed using multipurpose elements, providing building stick that avoids single purpose; everything has multiple benefits to the community and environment. Incentives can be made - for rental reductions on pop-up community and cultural uses, aligned with the URA vision - for conditional sales (dwellings above a specific maximum) to trigger approvals for the opening of particular retail and services - for 'green leases' to support both sustainability and curation of tenants.

6.9 Environmental Principles

Environmental principles are critical in shaping form, amenity, and access. Further, for mitigating infrastructure costs in the long term and supporting a regenerative ecological, social and economic community.

There is an opportunity for bolder environmental drivers to justify a point a difference for the URA. This is also highlighted in Studio GL report highlighting on-site stormwater detention/ retention, microclimates along streets and links and minimisation of energy and water consumption.

Net positive communities are increasingly viable with respect to water and energy and the riparian setting of the URA offers a unique opportunity to consider future focused solutions.



7 Considerations

7.1 Considerations

There are clear opportunities for commercial activity to support positive social value, and for social activity to support positive commercial impact.

A series of considerations further support the viability, feasibility and identity for the Village Centre and MVRN URA as a visionary, viable and thriving community:

- + Region and whole of site approach infrastructure alignment and provision, catchment, staging
- Diversity and uniqueness vision, design with nature, lake, riparian corridors, walkability. More ambitious from net zero to net positive with respect to water and energy.
- Project delivery site office, staging to support density and demand, infrastructure rollout
- Exposure and frontages Bells and Abernethys Lanes, view corridors to lake, mountain and centre
- Convenience and community demography, services and mobility
- + Street widths and prioritising active travel

Six key attributes of successful centres:

- 01 Welcoming, unique and memorable
- 02 Vibrant, diverse and lively
- 03 Comfortable, attractive and well maintained
- O4 Safe, convenient and accessible for everyone
- 05 A clear shared vision
- 06 Viable and deliverable

Studio GL p16

7.2 Characteristics

Place + Programming

Active travel paths, communal green space, public art and events programs, cafés, retail and wellbeing spaces provide foundations for a sustainable, creative urban village. Pop-Up, seasonal and temporary uses in the public domain and ground floor provide incentives and activation to build community and market presence.

Community Infrastructure

The Village Centre will not just be the first element of the MVRN URA, it will also create the first impression people will have of the community. This means that the site has high symbolic and commercial value, which will be realised with design that is welcoming and flexible, and retail and services that speaks of the future community.

Village Convenience

Each face of the Village Centre has its own urban character that intuitively supports a particular type of retail: convenience, community and fine-grain independent retail convenience towards the north, cafés on the west. Retail that reflects its surrounds is resilient as a general rule. The north–south orientation streets provide optimal orientation for outdoor, year round offerings.

Cultural + Culinary

Taking lengths to engage the supportive community, local attractions, food and wine production and renowned natural setting, enables activation through farm to table offerings, events and celebrations - temporary and permanent.

Precedents 7.3



Acre, Camperdown NSW



New Acton, ACT



Brito Mart, Auckland, New Zealand



Olive Tree Market, Newcastle



Pop-up Christmas Market, Maitland Regional Art Gallery, NSW



Sculpture on the Farm, Dungog, NSW



The Grounds, Alexandria, NSW



Outdoor Cinema, Homebush, NSW



Oaklands, Pambula, NSW

References 8

Moss Vale Road North Owner's Group

- Draft Zoning Boundary Adjustment 1.
- 2. Draft Proposed Zones Map
- Draft Development Control Plan (DCP) 3.
- 4. Bushfire Constraints Report
- Infrastructure Report 5.
- 6. Visual Impact Assessment
- Biodiversity/Flora & Fauna Report 7.
- Fauna Survey Spring/Summer 8.
- Spring/Summer Survey Results 9.
- 10. Stage 1 Contamination Assessment
- 11. Dam Stability Assessment
- 12. Landscape Study
- 13a. Flood Study
- Flood Maps Existing 13b.
- Flood Maps Design 13c.
- 14. Aboriginal Archaeology Report
- 15. Transport Report
- 16. PP Justification and Background

Shoalhaven City Council

- 17. Retail Centres Impact Study
- 18a. Internal Traffic Analysis Report
- External Traffic Analysis Report 18b.
- 19. Integrated Water Cycle Assessment
- Urban Design Review Report 20.
- Land Use Change & Encroachment SMS Workshop 21.
- 22. Visual Assessment Peer Review
- Community Infrastructure Study 23.

Accessed via: www.shoalhaven.nsw.gov.au/Council/Access-to-Information/Planning-Proposals-Pre-gateway



Sydney	Melbourne	<u>Lo</u> ndon	Toronto
Suite 4, Level 1 2-12 Foveaux Street Sydney NSW 2010 Australia	Level 1, 137 Flinders Lane Melbourne VIC 3000 Australia	12 Valentine Place Southwark, London SE1 8QH United Kingdom	Canada Square 2200 Yonge Street Suite 1004, Toronto ON M4S 2C6, Canada
T: +61 (0)2 9211 1263	T: +61 (0)3 8639 9005	T: +44 (0)20 7401 8877	T: +1 416 312 5944