

Medowie Place Plan



Guudji Yiigu

(Goo-jee ik-koo)

We welcome you to
Port Stephens – part of
the Worimi Aboriginal
Nation who speak the
Gathang language.



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

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 way of planning for the growth of unique towns and villages across Port Stephens. Place plans provide a local filter on the Port Stephens Community Strategic Plan and other important planning 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 play.

Community

Most importantly, the development of place plans starts with talking to our community. They respond to the community's values and priorities for their place aspirations; they enable collaborative partnerships between residents, business and Council to deliver 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 provides the foundations of our place plans and helps guide planning and 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, 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 provide opportunities for collaboration, foster pride and create meaningful community connection.



Measure and 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 doesn't. Measuring the success of our projects and comparing them to the best possible examples we can find will help build amazing places where people will want to live, work and play.



About Medowie

Medowie is a town on the move – within minutes of Williamstown RAAF base and major employment zones of Tomago and Williamstown. Medowie is just half an hour from the City of Newcastle, 15 minutes from Raymond Terrace, and 30 minutes from the beaches and bays of the Tomaree Peninsula.

Affectionately known as the ‘place of tall trees’, Medowie is surrounded by large areas of open space. It’s bordered by the unique natural environment of the Tilligerry State Conservation Area, the Medowie State Conservation Area, Moffatts Swamp Nature Reserve and Grahamstown Dam.

This open space and rural setting has been home to growers and producers for many years. The community has strong ties to this farming background, from flowers and fruit and vegetables to macadamias and mushrooms. Regular markets and local farm gate stalls celebrate this community connection to the land.

Over the past few years, Medowie’s population has grown with more and more families attracted by a choice of public and private schooling along with a close proximity to employment zones.

This in turn has changed the town centre, which now includes multinational retail chains operating alongside locally owned and operated business.

Medowie is home to 2 private high schools, 3 primary schools and hosts a range of well supported sporting facilities catering to AFL, Cricket, Rugby Union and Netball. Events are high on the community calendar and attract both residents and visitors to the town centre.

In 2021, more than 200 residents participated in the Medowie 7 Day Makeover. This community based project harnessed the passion of volunteers from across Medowie who worked to transform the look and feel of the town centre through public art, landscaping and sculptures. The event highlighted the community’s connection to their place and was a catalyst to the development of this Place Plan.

By 2040, Medowie’s population is projected to grow to approximately 15,000 people. As new residents choose to live and invest in this community, it’s important that new development embraces the identity of Medowie – the open space, the natural environment and the unique rural residential character of the place.



Future planning in Medowie focusses on enhancing the natural assets and supporting residential development near the town centre, which in turn will drive investment in community facilities that cater to the growing population.

To support this population growth over the next 15 years, additional commercial and employment zoned land is identified to enable opportunities for business investment and economic growth.

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's 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's 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 and proposals outside of this are unlikely to be supported.
- Local business is supported, and new commercial activity is encouraged to service the growing community.
- A 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 their values and priorities.



Population
10,879

6.9%

Aboriginal & Torres Strait Islander population



3,154
Families

629

Active Businesses trading in Medowie*



Median Age
37

429

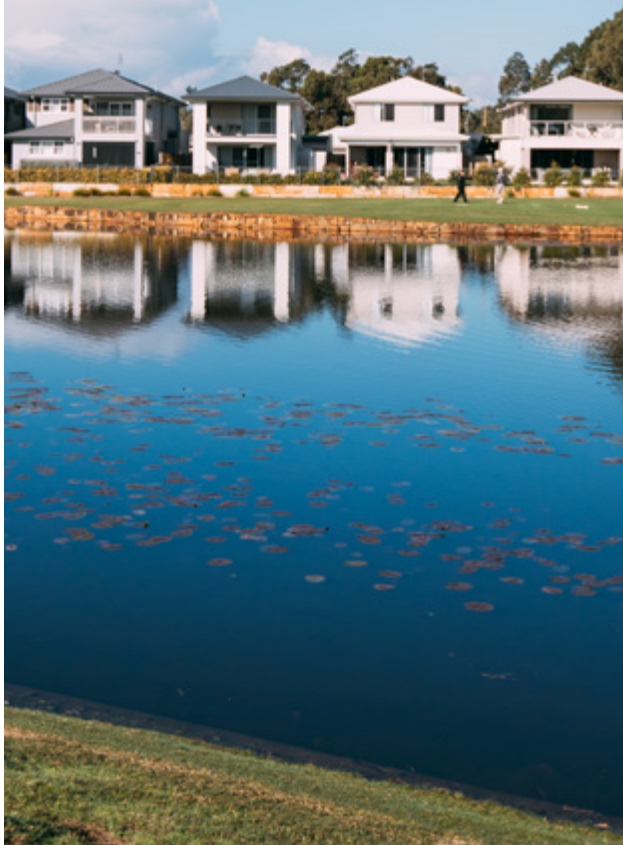
Current Defence personnel



ABS 2021 Census data; *Remplan data July 2022

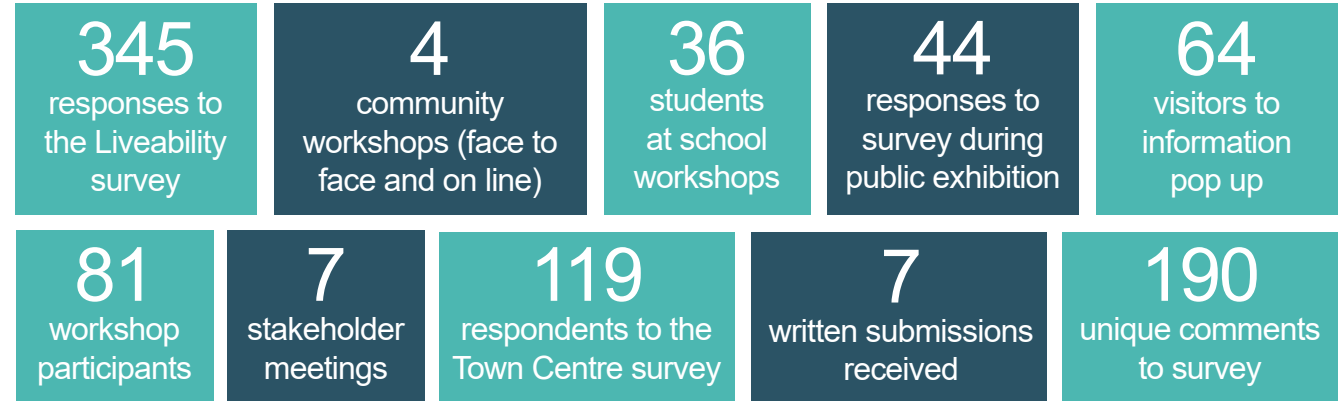
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Liveability is simply what a place is like to live in – creating liveable places improves the wellbeing of our communities.



We've been listening

The community explored the future of Medowie through an extensive community engagement process. Here's a snapshot of the **Medowie Place Plan Engagement Report**.



What makes Medowie a great place to live?

In September 2020, 345 people from Medowie completed the Liveability survey, telling us 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 deliver the best outcomes for the Medowie community.

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'll continue to celebrate and protect these.

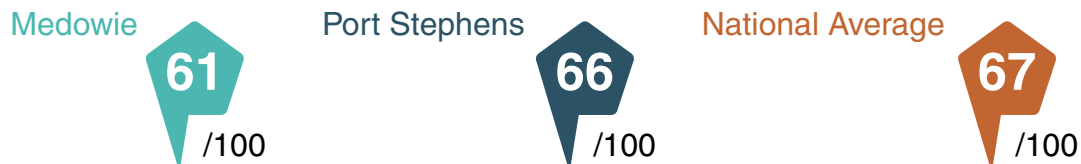
-  Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
-  Locally owned and operated businesses
-  Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)
-  Sense of personal safety (for all ages, genders, day or night)
-  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're underperforming. We'll 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?



Community engagement

Phase 1: Liveability survey and Town Centre survey

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

Phase 3: Series of workshops 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 and some landowners in the town centre.

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 provided 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 Medowvie

Environmental sustainability

Medowvie residents place a high value on the natural environment.

Medowvie 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 to maintain or improve water quality is of critical importance for the Greater Hunter Region.

The long term protection and conservation of the environment requires collaboration between the community and all levels of government. We could achieve this 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

Medowvie offers great connectivity for private vehicles, however the overall liveability is limited because of poor active transport (walking and cycling) infrastructure and a lack of public transport options.

The design of the current town centre prioritises cars over pedestrians, making movement around the public domain difficult and unsafe for pedestrians. Visitors identify this as one of the most important issues for the town centre.

Medowvie'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 attract people to the streets by adding landscaping, shade, and seating.

Enhance the look and feel of Medowvie

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 open space, a bushland setting and village feel. This has changed over the past few years with a number of large housing developments and commercial investment in the town centre driving population growth.

To protect and enhance the character of Medowie while still enabling growth, planning controls need to be established. These controls ensure consistency, consideration for the character of the place and most importantly, a balanced approach to development in Medowie.

Create quality open spaces

Medowie has a large amount of open space around the town centre, some of which is used for sporting fields or is currently inaccessible bushland.

Access to open space is vitally important for exercising, relaxing, playing and connecting to the natural environment. Walkable, accessible, well-designed open space is integral to a town’s character and promotes healthier lifestyles, supports diversity and improves wellbeing.

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

To support ongoing population growth and ensure the delivery of high quality public spaces, Council recently purchased land in the Medowie town centre for a mix of commercial, recreation and residential development.

The 7.6 hectare site at 38 Ferodale Road was identified in the 2016 Medowie Planning Strategy as a catalyst site and is critical to supporting future growth. In consultation with the community, Council will develop a masterplan for the site which, over time, will see the delivery of recreation facilities, improved connectivity, housing and employment land.

Safe and secure public spaces

We want to feel comfortable, safe and secure when we visit a place. We need to feel welcome so we stay and explore.

Medowie’s town centre lacks a sense of comfort; it’s not always safe for pedestrians to move around, there’s minimal space for

gathering and parts of the public space feel tired and unloved.

While there's been a noticeable improvement in the last few years, particularly in the community's ownership following the 7 Day Makeover, more work is still needed.

Improving public spaces is a shared responsibility. It needs ownership and action 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 encourages people to stay longer and spend more. Council can impact design and development through planning controls and maintenance and residents can grow pride and ownership through volunteering, events and activations.

The vision and ambitions of residents and local business can be aligned by creating a local group to deliver quick wins and progress bigger ideas. This could be through the establishment of a Medowie Town Team, helping local change makers connect and collaborate with potential partners across Port Stephens.

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 they value the local businesses that service their daily needs, but would like to see more cafés 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.

A recent study identified the need for more businesses in Medowie in coming years to support a growing community. 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, water quality and flood impacts, 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 isn't 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, and improved pedestrian connectivity. Retaining and enhancing the natural

environment that surrounds 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 commercial development, recreation facilities and public infrastructure. These opportunities are shown on The Future of Medowie map. 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 inform decision making.

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

Key

Existing Structure

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

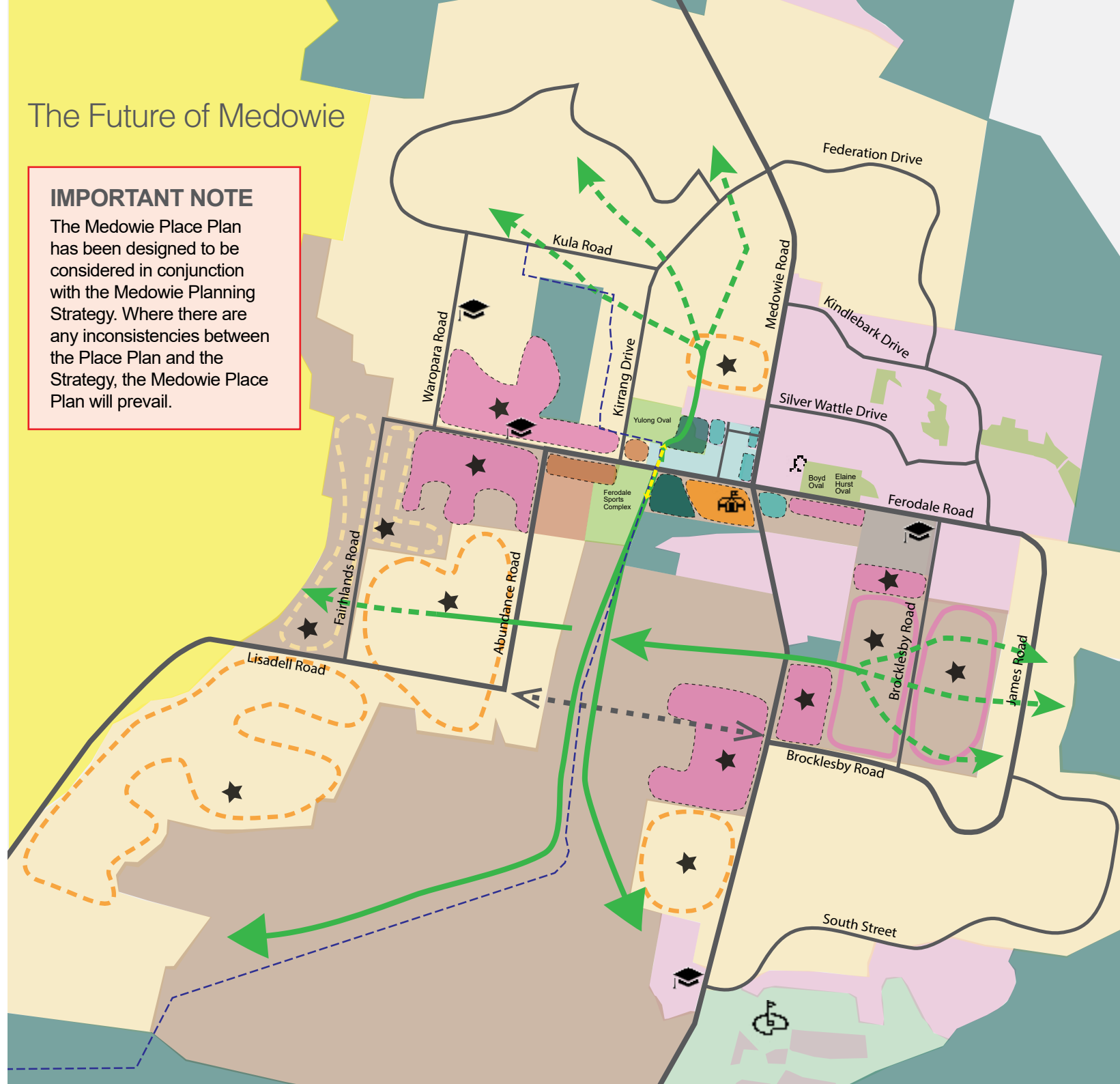
Proposed Structure Changes

-  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
-  Opportunity to improve habitat corridor
-  Long term residential investigation
-  Refer to Medowie Planning Strategy for details

The Future of Medowie

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 aren't designed to restrict development but to enhance liveability, protect local habitat and increase the wellbeing of those that live, work and play in the place. These areas can become an asset for the community, particularly when they could be used for recreation, education or relaxation.

Commercial and employment land

A recent commercial land needs assessment highlighted that to meet demand for commercial land in Medowie over the next 20 years, up to 4 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 through the planning proposal process.

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 another 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 at 38 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 need to demonstrate how they'll achieve housing diversity and higher densities.

This Place Plan doesn't identify any future residential or rural residential land in addition to what has already been identified in the Medowie Planning Strategy.

Habitat protection

Habitat corridors in Medowie 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 all 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.

Two sites have been identified for future conservation zoning; the western part 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.

Although this Place Plan identifies key habitat corridors in Medowie, there's also a number of other high-value vegetation sites in and around Medowie.

Full consideration of the impacts of future development on all biodiversity values will be

a fundamental consideration of the planning process.

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 on Ferodale Road, and contribute to creating a more pedestrian friendly town centre. This requires discussions with landholders and investigation of funding opportunities.

Planning proposal process

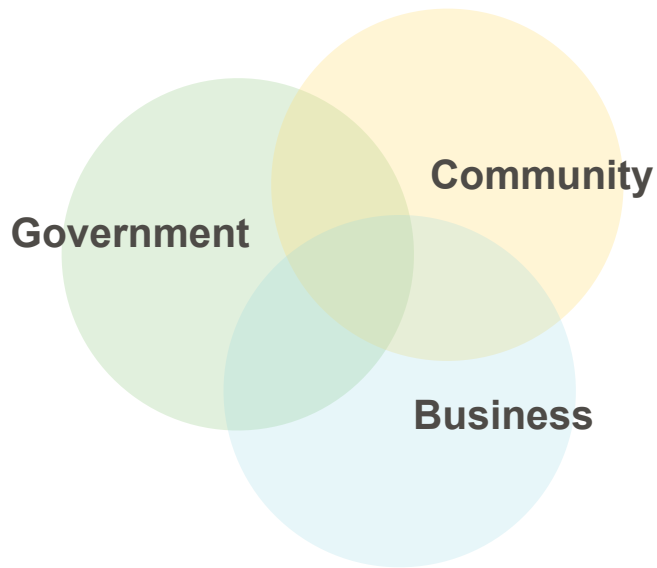
To rezone land, a land owner or developer (the proponent) can request Council to change the planning laws to allow a different type of development on the land. The application needs to provide very specific detail of the proposed use of the site and the potential impacts this new type of use might have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



Individual responsibilities but opportunities for partnerships



Residents

Residents make an important contribution to their place through individual or collective efforts. The impact on the look and feel of a place is through the diversity of people; their rich heritage, lived experience and their sense of ownership of public and private space. Place making activities are developed in partnership with the residents and reflect strong cultural values, in particular with the Traditional Owners of the Land, the Worimi people.



Local workers

Local workers contribute to a place in many ways, and have a connection to a place even if they don't live there. Their presence activates a place and makes it vibrant and they support local business. Some workers even volunteer their time to activities that improve the place.



Visitors

Visitors and tourists, including day trippers, overnight visitors, or those just passing through, play an important role in a place. They provide a customer base that may result in new local business like cafés and restaurants, or key attractions that also benefit residents by offering a larger variety of things to see and do.



Business

Businesses have many opportunities to contribute to placemaking. These could include funding and supporting community projects, collaborating with other businesses, sharing resources or training local workers. Businesses make a vital contribution to the character of the place. Maintaining an attractive shopfront that presents positively to the streetscape contributes to an appealing and welcoming town centre.



Port Stephens Council

Council has 4 different roles in implementing place plans – as a coordinator by providing guidance and assistance for a project; as a supporter by providing permission, inspiration or project funding; as a partner that works with community groups and business to undertake projects; or as the primary organisation that funds and delivers the project.



Investors and developers

A town or city needs people and organisations that believe in its potential, and who are able to invest in its future. Investors, including families, businesses, and developers play an active role in ensuring that development aligns with the strategic direction of a place. They're in a position to deliver and maintain housing, infrastructure, and business opportunities that improve and grow places.



Community groups and volunteers

Community groups and volunteers with a can-do and proactive attitude are vital for placemaking projects. They include sporting clubs, schools, charities, churches, clubs, social groups and environmental custodians. Community groups and volunteers contribute significantly to their community.



State Government

State Government has 3 roles in placemaking – as an authority, a strategic visionary and a funding body. Importantly, they have a significant role in the management of roads and other infrastructure, parks and heritage, which are all essential contributors to the identity of a place.

Working together

Creating great places requires a collaborative approach and ownership from all those that live, work and play in 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, Council expects 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 may be 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's many other ways to deliver these outcomes – such as through grant funding secured by either Council or community groups, fundraising by individuals or charity groups, donations or sponsorship by businesses, or through voluntary planning agreements with developers.

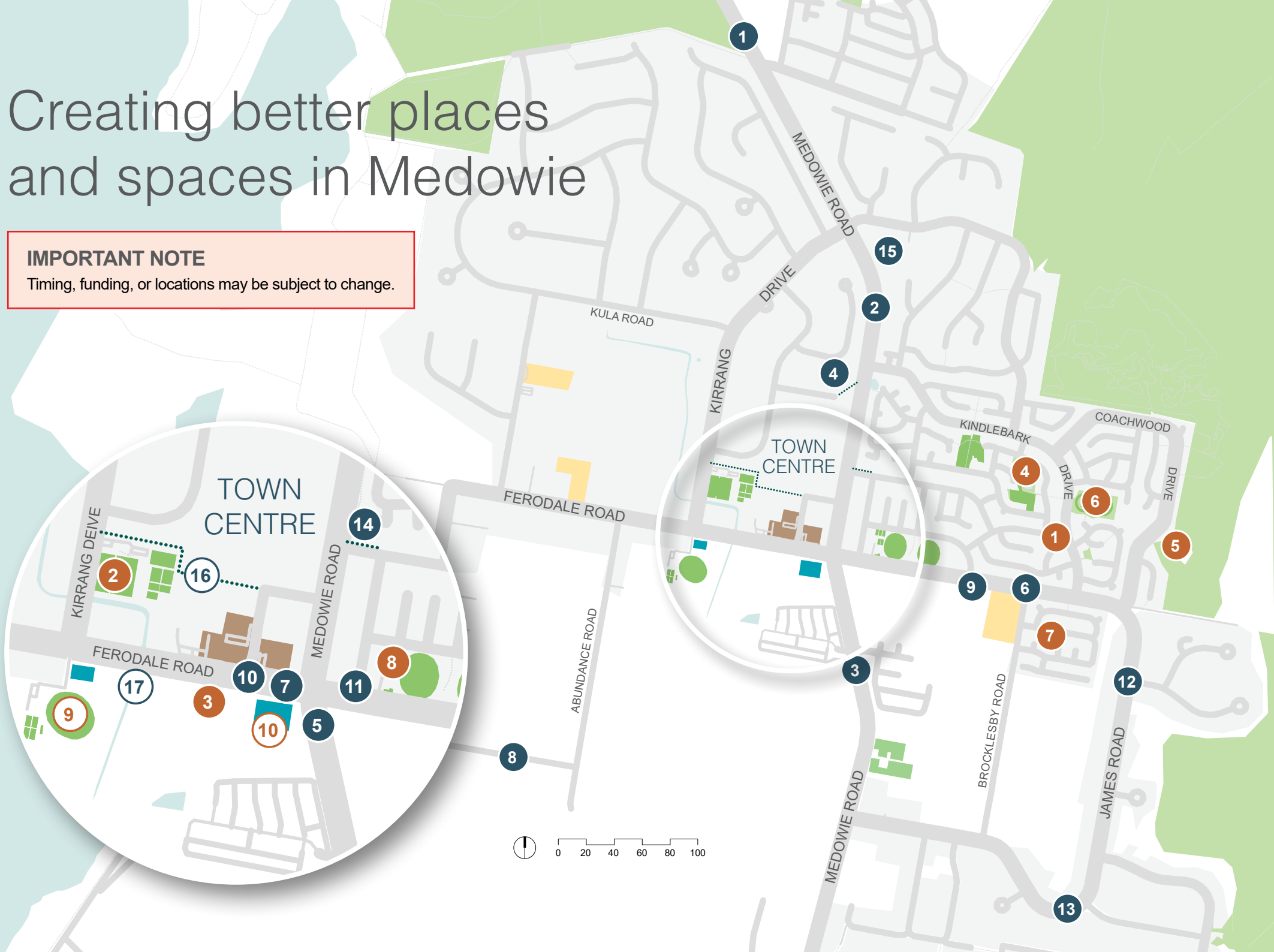
These projects should inspire all of the community (including developers) to get involved in creating a better Medowvie – delivering the best future for Medowvie requires everyone to contribute and work together. Talk to Council if you're interested in delivering one of these projects.



Creating better places and spaces in Medowvie

IMPORTANT NOTE

Timing, funding, or locations may be 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 Medowvie

Creating an attractive streetscape brings people into town and makes people want to stay longer. 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, 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 Medowvie 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



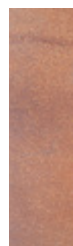
Teal for the community spirit shown during the 7 Day Makeover.

C: 66% **M:** 5% **Y:** 35% **K:** 0%
R: 181 **G:** 211 **B:** 178
Hex: b5d3b2



Deep green for the tall trees that form Medowvie'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 Medowvie.

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 Medowvie.



What can we do?











Creating vibrancy in our town centres and public spaces requires a collaborative approach. It needs shared ownership and action 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's 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.

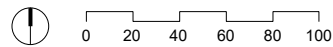
Did you know?

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 and 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 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 a unique pop up display, 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 in Medowie? Talk to your friends to see what ideas you can come up with – it could be a food truck fiesta, garden party or simply live music for everyone to enjoy.

Painting in the park

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





Medowie Town Centre Concept Plan

The Medowie Town Centre Concept Plan was developed in response to what you told us was important in 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 masterplan can explore the link with the existing shopping centre to the north to create a Main Street at Ferodale Road.

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, could be 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.

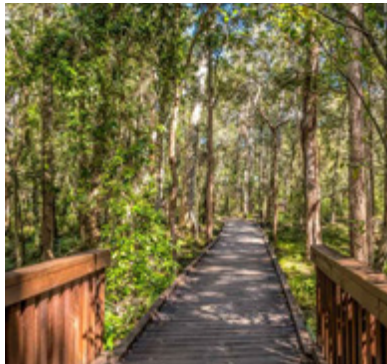
There'll be space for social gatherings, such as picnics, markets, or events. The mix of uses at the village square will create a vibrant place and strengthen the sense of community.

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 to reinforce Medowie's natural bushland setting. The western part of the site may also offer opportunity for integrated stormwater management.

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 Ferodale 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 doesn't represent a finalised design. This plan has been completed for the purpose of informing future detailed design development and will change over time (March 2023).



Actions

Medowie’s Liveability Index results have inspired a series of action items. Port Stephens Council has 4 roles in delivering these actions.

Coordinate

As a **coordinator**, we’ll 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.

Support

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

Deliver

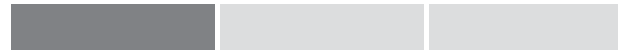
In **delivering**, we’ll fund and deliver the project.

Partner

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

Cost indicates whether an action is a relatively cheap or a costly undertaking.

Low



Medium

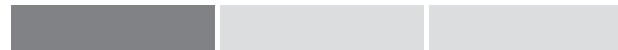


High



This Place Plan has a planning horizon of 5 years. **Timeframes** denote when delivery of an action is expected to start.

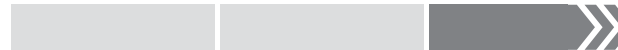
Short term – 0 to 2 years



Medium term – 2 to 4 years



Long term – 4 to 5+ years



Emerging themes

Environment	Open Space
Movement	Management and safety
Character	Economy

IMPORTANT NOTE

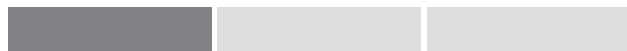
Cost estimates and delivery timeframes are indicative only and subject to further investigation.

The order for commencement of actions is flexible and will be based on timing and availability of funding and resources, and community initiative.

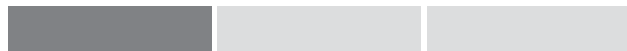
1. Enjoy sustainable gardening

There's 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 could 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 share their skills.

Timeframe



Cost



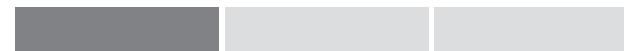
Lead: Community **Council role:** Support

2. Caring for Medowie's environment

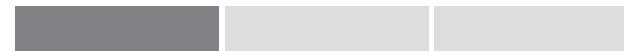
Community members could organise a working bee or support a conservation group to help care for Medowie's environment. Projects could include looking after native vegetation in reserves to provide a high quality environment for local fauna and native bees, or maintaining stormwater quality improvement devices to mitigate risk of pollutants entering waterways. Council can put you in touch with existing groups, or you can 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.

Timeframe



Cost



Lead: Community **Council role:** Support

3. Getting our streetscapes right

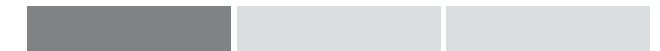
The streetscape has a big impact on the look and feel of a place. The quality of a street affects whether people choose to walk, cycle, or take the car and can affect whether people feel safe.

It's important that the right vegetation is planted in the right place and that there's sufficient street furniture like shade structures, rubbish bins and seating. A Medowie Streetscape Guide will be developed to provide direction about streetscape elements such as landscaping, paving, materials and colours, and will aim to strengthen the rural character of Medowie and reflect the town's character. We'll focus on strengthening the rural character of Medowie to reflect the town's character as the 'place of tall trees'. This will help guide private landscaping, street tree planting, and provide inspiration for developers.

Timeframe



Cost



Lead: Council **Council role:** Deliver

4. 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 smart city technology in our public spaces. Third party providers could install and maintain electric vehicle infrastructure.

Timeframe



Cost



Lead: Business **Council role:** Support

5. Keeping our drinking water clean and safe

Medowie plays an 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.

Exploring opportunities to beautify, maintain and improve blue-green corridors can help achieve environmental, water quality, community and recreational benefits. This could be through the inclusion of boardwalks, interpretive signage, stormwater quality improvement treatments 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.

Timeframe



Cost



Lead: Council **Council role:** Partnership

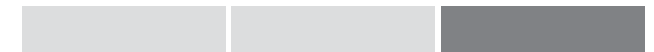
6. Native is best

The town centre expansion site is currently home to many non-native 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 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.

Timeframe



Cost

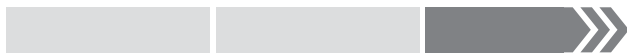


Lead: Council **Council role:** Deliver

7. 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 explored. Things like 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.

Timeframe



Cost

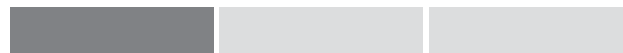


Lead: Council **Council role:** Coordinate

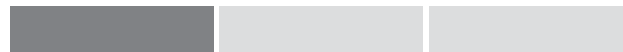
8. Signpost the town centre

Attracting visitors to the town centre starts with helping them find it! Google Maps and other online mapping systems need to be updated to label the Medowie Town Centre. These online tools could be supplemented with appropriate signage along Medowie Road or an attractive town map, to provide a sense of arrival.

Timeframe



Cost

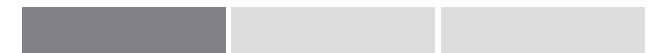


Lead: Community **Council role:** Support

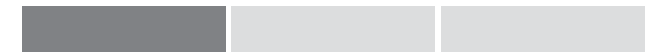
9. Get fit and have fun

Pathways are more than a piece of infrastructure to get you from A to B. People can discover something new just around the corner. Walking or cycling can become an adventure, particularly with new or temporary uses popping-up in the area. Pathways can incorporate art, environmental or historical trails, invite fitness or play and provide easy and safe access to destinations in the town centre. Enhancing existing 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.

Timeframe



Cost

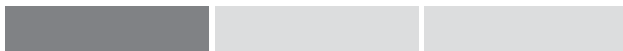


Lead: Community **Council role:** Support

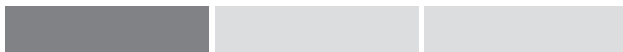
10. Getting to school safely

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. Future 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.

Timeframe



Cost



Lead: Community **Council role:** Support

11. Village loop

The Medowie town centre is car orientated and doesn't provide a pedestrian or bicycle friendly environment. As part of the review of the Medowie Traffic and Transport Study, we'll consider the construction of a shared pathway loop. This would connect 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.

Timeframe



Cost



Lead: Council **Council role:** Deliver

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

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

While various means of transport need to coexist, in some areas pedestrians 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 like bike storage and drinking fountains. We'll test and trial to see what might work and what the response is.

The Medowie Traffic and Transport Study will be updated to guide future infrastructure projects and will review and prioritise the timing and funding of pathways connecting to schools, recreation areas, and the town centre.

Timeframe



Cost



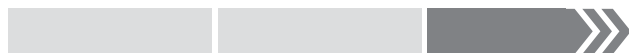
Lead: Council **Council role:** Deliver

13. Extend and connect shared pathways

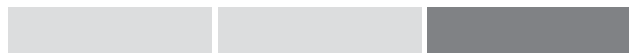
Options for active and more sustainable transport will be encouraged and investigated.

Existing shared pathways, for walking and cycling, could be extended and improved to include connections to nearby suburbs, schools, key features and sites. We'll investigate options and grant opportunities to extend the Medowie Road shared path to the RAAF Base (at Williamstown), Newcastle Airport and Raymond Terrace to improve and enable better commuter options.

Timeframe



Cost

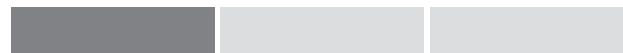


Lead: Council **Council role:** Partnership

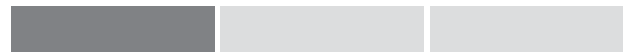
14. Creative solutions for placemaking

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 play equipment or quirky furniture such as beanbags, as well as selling food and souvenirs. There's 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 Council's Vibrant Places team to discuss your ideas.

Timeframe



Cost



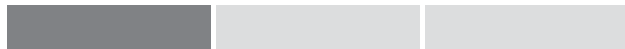
Lead: Business **Council role:** Support



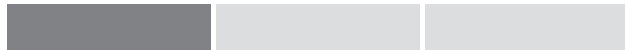
15. Community connection

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.

Timeframe



Cost

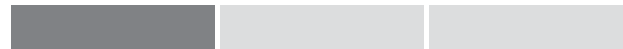


Lead: Community **Council role:** Support

16. 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's still more to do 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.

Timeframe



Cost

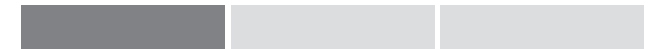


Lead: Business **Council role:** Support

17. Celebrate trees

To reinforce Medowie as 'place of tall trees', it's proposed an 'avenue of trees' be planted along part of Ferodale Road. We'll also investigate opportunities along other main roads and key sites. 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.

Timeframe



Cost



Lead: Council **Council role:** Coordinate

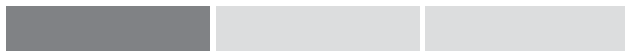
18. Controls for the look and feel of the Medowie town centre

To ensure the Medowie town centre develops in a desirable way, a site specific Development Control Plan (DCP) for the 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. The DCP will focus on a shady and green town centre, with buildings designed to fit within a natural setting.

Timeframe



Cost



Lead: Council **Council role:** Deliver

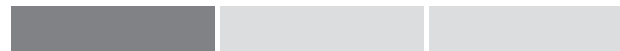
19. Define Medowie's character

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 document can be used in the design of the built environment and celebrated through theming for unique events, public art, community activities, and placemaking.

Timeframe



Cost

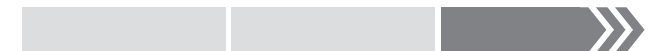


Lead: Council **Council role:** Deliver

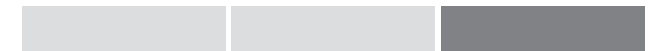
20. Create a Main Street

We want to create a Medowie town centre with a classic 'country town' main street feel. 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. We'll investigate opportunities to develop a similar public domain plan for Peppertree Road.

Timeframe



Cost



Lead: Council **Council role:** Deliver

21. Let's play!

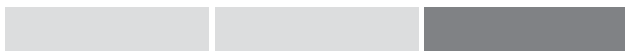
Building on the great work of the 7 Day Makeover, the community are keen to spend time with their friends and family in the heart of Medowie. There's an opportunity for a new, integrated recreational precinct, close to the shops and community facilities, and well connected by footpaths and cycleways.

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.

Timeframe



Cost



Lead: Council **Council role:** Deliver

Further investigation and masterplanning is required to determine where it'll be located and what elements should be included. 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.

This action includes multiple projects with specific time frames and various stages like consultation, planning, design and construction. Some projects can start in the short term, but may be delivered in the medium or longer term.

22. The heart of town

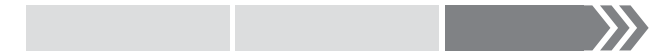
The new town centre expansion will offer quality public space for people to come together, play, socialise and do business. With your help, the open space areas planned for the site will become the new heart of town – the place to be, to meet friends, recreate, dine, or relax. The design of the open space, which could include pocket parks to support small group activities, will be determined through the master planning of the site.

In the meantime, you can use an existing park or space for your group activity!

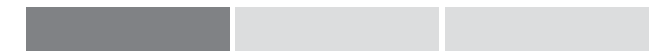
Would you like to be involved in small tai chi and yoga classes, host regular boot camps, organise a 'movies in the park' event, or have Christmas carols with your community in our open spaces?

Get a group together and talk to Council's Vibrant Places team about your proposed activity.

Timeframe



Cost

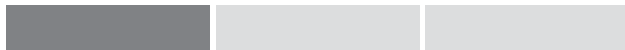


Lead: Community **Council role:** Support

23. Light it up

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

Timeframe



Cost



Lead: Community/Business

Council role: Partnership

24. Make it happen – rezoning the town centre expansion site

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

Timeframe



Cost



Lead: Council **Council role:** Deliver

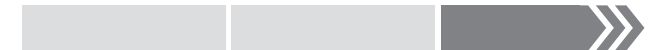
25. Has it worked?

A 2021 Medowie Town Centre survey provided place-specific insights into how respondents rated the strengths and weaknesses of Ferodale Road (between Peppertree Road and Medowie Road roundabout).

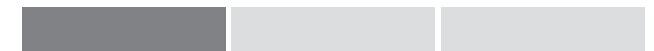
The feedback provided valuable insights for town centre improvements and were used in the preparation of various actions in this Place Plan.

A new survey will be scheduled in 5 years (2028) to see if these actions have had a positive impact on how people experience the town centre.

Timeframe



Cost

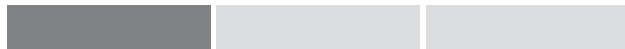


Lead: Council **Council role:** Deliver

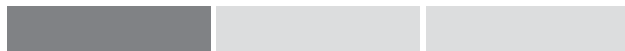
26. Establish a Medowie Town Team

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.

Timeframe



Cost



Lead: Community **Council role:** Coordinate

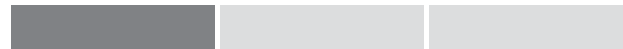
27. Linger for longer

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, look and feel of a place.

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. Let's provide more opportunities for people to come together and enjoy each other's company and be of benefit to business and build community.

Timeframe



Cost

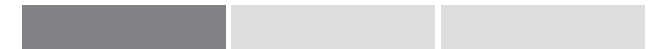


Lead: Community **Council role:** Support

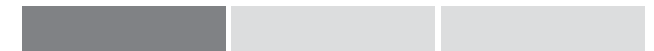
28. Celebrate rural

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

Timeframe



Cost



Lead: Community **Council role:** Support

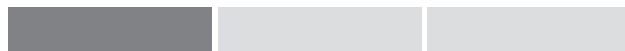
29. A signature event for Medowie

Medowie is already home to some successful small scale events and could build on this by developing a signature event that celebrates the town and its people. Consider designing and delivering an annual signature event that's specific to Medowie.

The Medowie Christmas Carols have previously been funded by Council's Community Funding Program. This event has been a highlight for many residents and flagged as a must have for coming years.

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.

Timeframe



Cost



Lead: Community **Council role:** Support

30. Planning the town centre expansion

Medowie has a unique opportunity to plan for an expansion to its town centre. Council, residents, business and state government agencies will work together to create a masterplan for the site.

The Concept Plan for the town centre expansion site at 38 Ferodale Road will be the starting point, but part of the privately owned land in the shopping centre north of Ferodale Road could also be included.

The masterplan will incorporate the community vision and priorities and will respond to the Medowie character description and guidelines. It'll define the type and best location for commercial, residential, recreation and open space uses. This includes supporting infrastructure, such as pathway connections to surrounding areas and drainage and stormwater infrastructure. Staging of development and funding opportunities will be investigated through this process. Council will undertake comprehensive community engagement during the master planning process.

Timeframe



Cost



Lead: Council **Council role:** Deliver

31. 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 or a graffiti wall, as well as leafy open spaces would help draw visitors to Medowie. Diversifying the tourism offering will help attract more visitors from within Port Stephens and further. As day visitors extend their stay, there'll be options for Medowie to consider hosting RV friendly vehicles and commercial accommodation options should be explored.

Timeframe



Cost



Lead: Community/Business **Council role:** Support



PORT STEPHENS
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council@portstephens.nsw.gov.au | 02 4988 0255 | **PORTSTEPHENS.NSW.GOV.AU**    