# Dapto Town Centre Plan 2017 - 2027



## Acknowledgements

Wollongong City Council would like to show its respect and acknowledge the Traditional Custodians of the Land to which this Plan applies, of Elders past and present, and extend that respect to other Aboriginal and Torres Strait Islander people.

This Plan was developed in partnership with the Dapto Futures Group representatives of the Dapto Chamber of Commerce, Neighbourhood Forum 8 and interested community members. Wollongong City Council would like to acknowledge the time and effort and the ongoing contribution of these groups and their partners to the revitalisation of Dapto.

Wollongong City Council would like to thank members of the community who contributed to this plan by providing feedback in engagement activities.



Cover image: Janne Atron aka Krimsone, (artwork commissioned by Chase Murray)

# Contents

Background	4
Links to West Dapto	5
The Dapto Town Centre	6
About Dapto	7
Analysis	8
A traffic dominated town centre	8
A compromised walking environment	9
Busy town centre where activity is indoors	10
An underutilised Town Square	11
The Vision for Dapto	12
Strategies	14
Our unique and welcoming place	16
An accessible pedestrian-friendly centre	18
An attractive, vibrant centre	20
Where to from here?	22

# Introduction

The role of this Plan	The	role	of t	his	Plan
-----------------------	-----	------	------	-----	------

The Dapto Town Centre Plan 2017-2027 is a Plan for everyone who lives in, works at or visits Dapto.

The Plan sets a strategic direction to deliver the following Vision:

- Our unique and welcoming place
- A pedestrian-friendly centre
- An attractive, vibrant centre

Future projects for the Dapto Town Centre, whether driven by Council, the State Government, businesses, or community groups should consider the strategies within this Plan, as they have been informed by community and other stakeholder feedback and are alogned with the community's Vision for the future of Dapto Town Centre.

## A focus on public space

The Dapto Town Centre Plan emphasises the need to make public spaces welcoming and attractive. Fundamental to the success of a place is attracting people to visit, interact and spend time in public areas.

Successful town centres put people and public life at the forefront of planning.

Interesting streets are lined with a mix of shops and interesting displays. They provide places to enjoy a coffee or some food. Popular places are designed to allow for children to play and with areas to simply sit, relax and soak in the atmosphere.

By analysing how the Dapto Town Centre functions from the perspective of the people who use it, this document plans for a refreshed and inclusive town centre that displays all of the above attributes.



# Background

### Reviewing Dapto Town Centre Revitalisation Strategy 2006

In 2006, Council prepared the Dapto Town Centre Revitalisation Study with planning consultants Rohan Dickson + Associates. The primary role of the Study was to review town centre planning controls. This study was not finalised after the public exhibition period.

This report builds on the 2006 study and consultation themes, as well as the work undertaken by the local Neighbourhood Forum, and what we heard from community engagement activities.

#### Alignment with Illawarra Shoalhaven Regional Plan

Dapto is classified as a 'Major Urban Centre' in the Illawarra Shoalhaven Regional Plan (Department of Planning and Environment 2015).

The Dapto Town Centre is named as a regionally-significant centre offering a wide variety of high-order services and is a focal point for future jobs and housing growth.

#### Developing the Dapto Town Centre Plan 2016

To inform this project, a lot of data was about how people walk around and use the town centre. The quality of public streets and places has also been assessed. This data is presented in the 'Analysis section' and will be used to measure change into the future.

The Draft Dapto Town Centre Plan was placed on public exhibition between 6 March and 3 April 2017. A wide variety of community engagement activities were carried out and over 1400 comments were received (including 790 survey responses).

## What we heard from the community

The comments received during the community engagement were mostly supportive of the Draft Dapto Town Centre Plan.

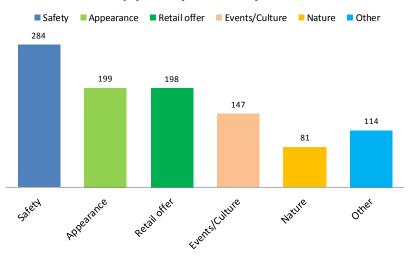
The most common themes identifed in the feedback were the desire to see more shops and services in Dapto, making Dapto Square feel safer and more attractive, reducing traffic congestion and celebrating Dapto's heritage and history. For more information see the Dapto Town Centre Plan Engagement Report. In late 2016, the Dapto Futures community group ran a survey of Dapto residents and visitors and collected an amazing 790 responses.

The survey asked questions about why people visit Dapto, how they get there and focused on what people would like to see in Dapto Square. The most common themes are shown in the graph below.



Dapto Square, facing west.

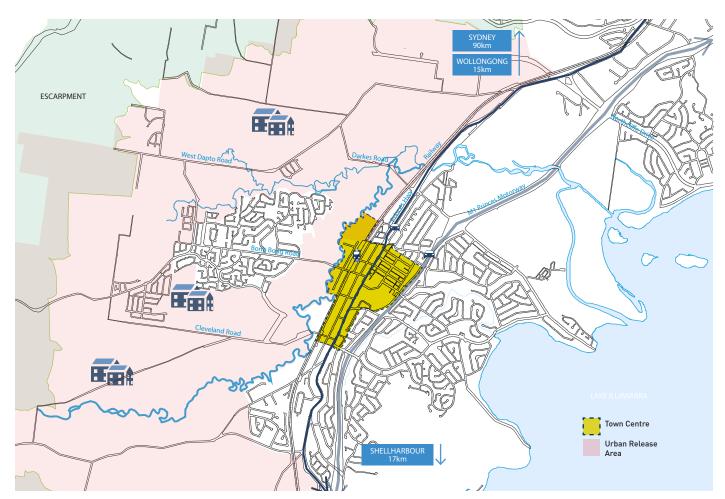
## What is one thing you would change about Dapto Square?



## Top priority for the Square...



# Links to West Dapto



Dapto as an urban centre has a large capacity for growth. Dapto will need to provide a point of difference to emerging West Dapto centres.

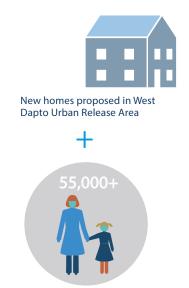
## Links with West Dapto Urban Release Area

The West Dapto Urban Release Area is one of the largest new greenfield housing areas outside the Sydney Metro area and is expected to house over 55,000 people over the next 50 years.

Dapto is ideally positioned to meet the regional centre needs of this new population. However, providing efficient east-west connections between Dapto and West Dapto is very important.

It is important to attract West Dapto residents to Dapto for shopping, essential services and recreation. West Dapto will have its own new town and village centres, which will provide convenience for local residents. Dapto Town Centre will therefore need to offer more than just convenience to attract shoppers and visitors.

Dapto Town Centre needs to grow with the population by providing adequate capacity for more retail and service growth and additional opportunities for leisure, community and cultural pursuits. Refreshing Dapto's streetscape could also assist with attracting more businesses and visitors to the Town Centre.



Additional people living in West Dapto Urban Release Area

# The Dapto Town Centre

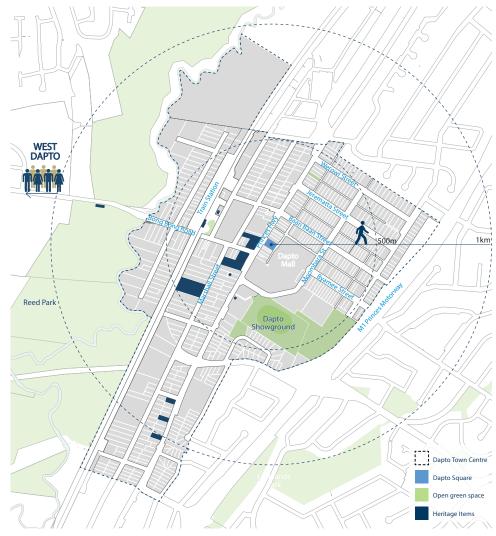
Indigenous people have lived in Dapto and cared for Country for thousands of years. The Illawarra Escarpment, Mullet Creek and Lake Illawarra are especially important cultural and resource sites.

In the 1800s, the original Dapto Town Centre was located in Brownsville, and serviced a farming population dispersed over a wide area. With the coming of the railway line in 1887, the area's businesses relocated to be near the railway station, taking with them the name 'Dapto'. The former town centre was renamed Brownsville.

The larger Dapto Town Centre enabled new social connections from the coming together of a number of rural villages including Avondale, Yallah, Marshall Mount and Kembla Grange.

During the 1970s, there was a significant shift in retail offer with the opening of Dapto Mall. Dapto now provides a mix of large (big box) and small-scale retail along the Princes Highway and Bong Bong Road, as well as popular Sunday bric-a-brac markets at the Showground.

The largest job sectors in the suburb of Dapto are health care & social assistance, followed by retail, and manufacturing.



## The people

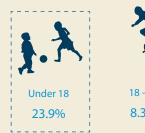
## Dapto has a population of 22, 933 people in 2011\*

Dapto has a higher proportion of children and young people, compared many suburbs in Wollongong LGA. Dapto is also home to a relatively large proportion of people aged 65 and older. Age is important when considering housing and service needs. 83% of people in Dapto live in a detached dwelling (separate house) mostly with three bedrooms. 16% of people live in medium-density housing and very few people (0.4%) live in high-density housing (defined as blocks three storeys or higher).

West Dapto is forecast to primarily provide detached homes with some medium-high density in and around some centres. 3.2% of the suburb population are Aboriginal or Torres Strait Islander, representing the third largest Indigenous population in Wollongong.

Dapto has a smaller percentage of people born overseas (17.8%) and people with a non-English speaking background (7.7%) than Wollongong LGA.

\*(2011 Profile Id Areas Dapto-Penrose-Brownsville, Koonawarra, Kanahooka).









19.4%





65 and older 23.6%

# About Dapto

Dapto has evolved over time from a natural area to a series of farming villages and is now a large urban centre. Population growth will continue this evolution. Buildings and places contribute to our understanding of Dapto, and public places should tell stories about its history and ongoing evolution.

## Dapto has a rich Aboriginal, cultural and built history requiring preservation and celebration

Interesting buildings and places are scattered throughout the Town Centre. These buildings are generally 'hidden' behind alterations or disrepair. Dapto's public spaces too, could interpret stories unknown to many, and other successful town centres have been able to share their unique features in the streets and plazas through art, street furniture, events, and in other creative and informative ways.

'Dapto' is an indigenous word meaning 'water plenty' .



Indigenous artwork on the Ribbonwood wall. Artists N.Thomas, L.Brown, Trainees S.Brown, L.Bloomfield.

## A town centre with strong visual connections to the escarpment setting.

The escarpment provides a dramatic backdrop to Dapto Town Centre, reinforcing its natural setting. It is important to the identity and overall quality of the town.

Views are generally protected by the existing road corridors, however providing places to enjoy these views is also important.





Despite the origins of its name, water is not a noticeable feature of the Dapto Town Centre. Mullet Creek is an asset that is disconnected from the centre.

## Did you know, Dapto?

#### Dapto Radio Astronomy

Revolutionary astronomy revealing the secrets of the sun was undertaken at a Dapto dairy farm.

The observations of scientist John Paul Wild at Dapto Dairy completely changed our understanding of the sun.

#### **Famous Sporting Identities**

Dapto has a strong sporting tradition, with many famous sports stars originating from the area. William "Bill" Beach was an international rowing champion in the late 1800s.

## Illawarra Cattle Breed

The Illawarra is a cattle breed originating in Dapto, and remains one of the top ranking dairy cattle breeds in Australia today. Dapto has a long farming history and was the food basket of the region for a very long time.



For more stories visit: www.facebook.com/DaptoHistoryInPhotos





# A traffic dominated town centre

## Prioritising cars over people

Successful streets are an important part of a vibrant town centre. They need to accommodate public life (e.g. footpaths for people walking, seats for resting, trees for shade, lights for safety) as well as catering to transport functions. Dapto's busy traffic has a significant impact on how people use and experience the Town Centre.

## A town centre very busy with traffic

Mall re Portes Monore

## Strong road network but traffic becomes a barrier to walking

Dapto Town Centre supports a wellstructured network of roads and lanes. However, current traffic acts as a barrier to safe and comfortable walking.

The main roads are noisy and footpath areas are in poor condition, negatively affecting the look and feel of the centre. Under a business-as-usual scenario, as Dapto grows, more serious congestion issues are likely to arise.

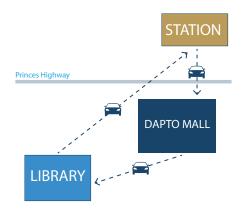
#### Inconvenient public transport offer

The town centre offers opportunities to travel by both bus and rail. However, walking connections from public transport nodes are poor and bus stop infrastructure (seating and weather protection) is lacking.

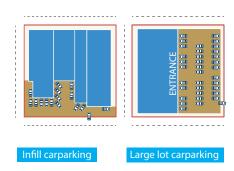
#### Cycle network bypasses the Town Centre

The cycle network sits at the edge of the Town Centre, and does not feed into or connect to key destinations. There is limited infrastructure (such as secure bike parking) in the Town Centre to support cycling.

## Roads and car parks invite driving between close places



# Convenient carparking at a cost to the pedestrian experience



### Key destinations seem further away

The Town Centre's poor pedestrian environment gives the perception that walking distances are a lot longer than they really are. There are many conflict points between people walking and vehicles, such as wide driveway crossings.

#### Drive, arrive, park. Repeat.

The town centre currently offers convenience for people travelling by car. This encourages driving between nearby destinations generating even more traffic. As traffic levels increase, this convenience for people driving will decrease, highlighting the need to make walking short distances a more attractive option.



Some shops place more emphasis on car parking than a welcoming street presentation.

## At - grade parking dominates the streetscape

Vehicle convenience comes at a cost, having a negative impact on the quality of the streetscape. Some shops only have entries from their rear car parks, making the main street uninviting and pedestrian access more difficult.

## Car parks are an opportunity for renewal

Large areas of sites are covered by car parking, often in front of shops and buildings. These arrangements reduce opportunities for other uses such as outdoor dining, green space or welcoming building entries. The larger car park areas currently act as land banks and present opportunites for infill development in the future to cater for the projected growth of the Town Centre.



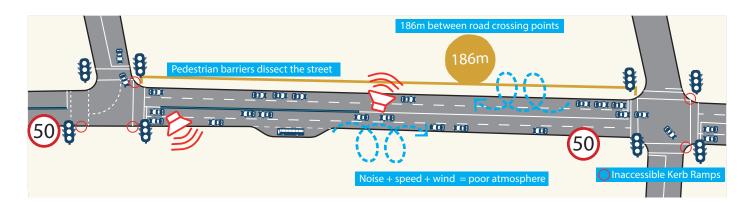
At-grade car parking is an obvious feature of the Dapto streetscape.

# A compromised walking environment

## Accessibility and amenity at risk

Everyone walks at some stage in their journey. Improving walkability benefits everyone, but especially people with a disability, parents with prams and children, and elderly people. Dapto is generally flat which lends itself to being a walkable town centre. Dapto also has many laneways, used as important walking connections.

## The rhythm of streets are dictated by traffic



The Princes Highway has a good scale, however the busy traffic is impacting the amenity of the street. Ideally, the Highway should act as the main street attracting people to stop and visit Dapto with plenty of interesting and active shopfronts. Barriers such as pedestrian fences, lack of crossing points, inaccessible kerb ramps coupled with long wait times to cross the road, creates an unfriendly walking environment.

## Streets lack comfort, pleasant atmosphere and experiences

Dapto Town Centre offers a good range of retail and services, but is largely lacking in elements that provide an inviting and safe environment. These elements include comfort, activity and protection from traffic and weather.

Noise and pollution generated by the constant traffic has a negative effect on the Centre's atmosphere, as does the intimidating volume and speed of cars moving through. The footpath areas offer little respite from this busyness. Dapto has few street trees, and seating is sporadic and in poor condition. The Centre can get hot, and there is no provision of water (bubblers or fountains).

Dapto also has few high quality shopfronts that invite people to window shop and contribute to an attractive streetscape.



This laneway is a convenient shortcut, but offers no shade or footpath.



An inactive street frontage which is unpleasant to look at and encourages people to hurry past.



There are not many places to cross busy roads nor many cues for vehicles to slow down.



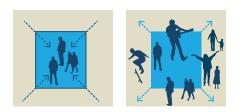
An active street frontage which is pleasant to look at and spend time beside.

# Busy town centre where activity is indoors

## Resulting in a streetscape lacking public life

While Dapto Town Centre is very busy, activity mostly happens within buildings. With most people indoors, Dapto's streets feel deserted, and can seem unsafe. Greater interactions between buildings and the outdoors can create more active and lively streets.

# Activity takes place indoors, leaving streets empty



#### Activity is internalised

Streets are vital to the appearance and function of town centres. They make up the majority of public space, however their role in shaping town centre experiences is often not fully appreciated.

Dapto Town Centre currently attracts a large number of people, however these people are notably absent from the streets and public spaces.

The Town Centre lacks offers that invite activity outside of buildings and into streets and public spaces. An example of this is illustrated by the current scarcity of outdoor dining opportunities within the Town Centre.



A lot to offer, based around

the consumer

## A town centre providing attractive retail and service offers

Dapto offers a diverse mix of retail, medical, government services and community facilities. There are opportunities for Dapto to capitalise on housing growth by attracting new retail types such as household and electrical goods (bulky goods) to the Town Centre.

## Lacks recreation, play and green spaces

Open space, recreation and play elements sit on the periphery of the Town Centre, with weak pedestrian connections to and between destinations. The Town Centre does not provide opportunities to play or hang out that are cost free.

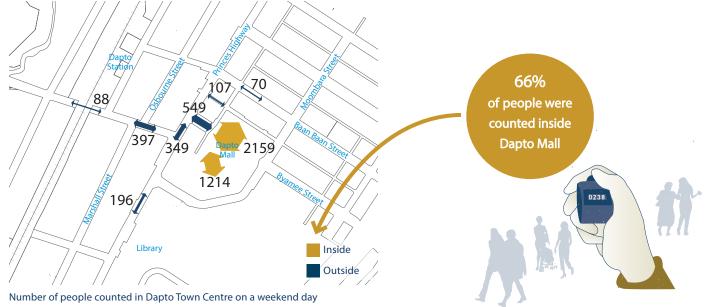
# Shopfronts are a vital part of the street environment



## Shops close themselves off to the street

The variety of retail and services available in Dapto attracts people to the town centre, but most shopfronts are designed with limited interaction with the street. Many shopfronts are blank or opaque with oversized signage which together create a dull and uninviting streetscape. Car parking in front of buildings also impacts negatively on the streetscape overall.

People are drawn to well-kept, detailed and appealing shops. Attractive and transparent shopfronts that include direct access from the street are good for business, increase the value of neighbouring businesses and improve the quality of the street and the look of the whole Town Centre.



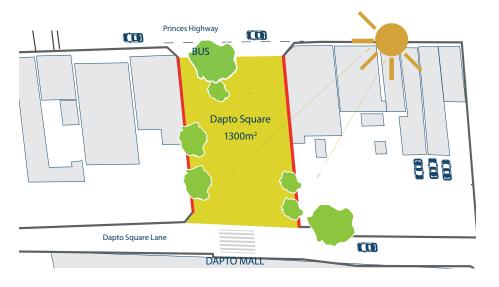
# An underutilised Town Square

With the potential to become a meeting place

The Dapto Town Square is a large public space located at the heart of the Town Centre. This space provides an opportunity to establish a community meeting place that displays a strong identity.

Dapto Square is the largest, open public space in the Town Centre

313 pedestrians walk through Dapto Square on a weekday





The large expanse of paving creates a sparse environment with limited opportunity or incentive for activity.

The Square is underutilised and the absence of people across such a large space gives the perception of the area being an unsafe place.

The Square is well-connected, contains a bus stop and is close to retail offers, services and a series of laneways.

Facing west, the Square is hot in summer, with the only shade along the edges and no water available.

A sense of community spirit is present as the Square already supports a time capsule and community led memorial. However, the Square lacks an identity and things to do, such as play.

Buildings located along the edges do not interact with or open up to the Square. There are many people close to the Square, but very few people within it.



The interface between buildings and the Square is poor, with no or limited interactions.

## The role of town squares

Town squares offer protection against cars, the weather and the busy pace of urban areas. Well-designed town squares operate similarly to parks, offering comfortable places to sit, rest, eat, read, play and interact. Importantly, they also introduce green spaces and nature into centres.

Successful town squares provide a variety of things to do, and businesses leverage off these busy places and will often open out to face the square. Town squares are democratic spaces, that offer space for people to be without having to spend money. Town squares may also be home to artworks, fountains, gardens and events, and often reflect a sense of community, becoming important focal points and meeting places.



Active town squares encourage people to use public space in a many ways.

# Vision

In the future, Dapto Town Centre will be a friendly, inclusive and healthy place that has pride in its history and embraces a growing population.

The following Vision statements aim to inspire and inform change within the Dapto Town Centre into the future.

## Our unique and welcoming place



Dapto Town Centre offers a range of recreation spaces that cater well for the community's current and future needs.

Recreation spaces host a variety of activities and invite informal meetings to take place.



Dapto Square is a safe, inclusive and lively meeting place that hosts activities and events.

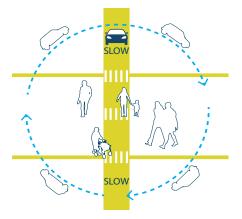
Dapto Square offers a comfortable space to spend time and reflects Dapto's unique identity.



Stories telling the history and heritage of Dapto are shared and continue to shape the identity of Dapto.

Natural features such as trees and water are incorporated into the Town Centre, reflecting Dapto's unique natural setting.

## A pedestrian-friendly centre



Traffic in the Town Centre is calmed by reducing the speed and volume of vehicles moving through the centre.

As a result, main streets provide a pleasant pedestrian environment and no longer act as a barriers to people walking.

Connections to West Dapto continue to be strengthened, offering improved links with the Dapto Town Centre.



Walking is made easy. Pedestrian routes are clear, accessible and safe for all ages and provide comfort with shade, seating and water.

Public transport patronage is encouraged through the provision of integrated and well- linked services and high- quality infrastructure



Laneways in the Town Centre are inviting public spaces and accommodate a range of activities.

Laneways offer safe and comfortable pedestrian connections within the Town Centre and cater for the shared needs of people walking and driving.

## An attractive, vibrant centre



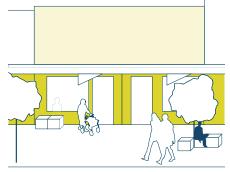
Growth that provides job opportunities, places to live and a diverse retail offer is supported.

The role of the Dapto Town Centre is strengthened, attracting new types of retail and services and establishing a clear point of difference.



Well designed developments are high quality, environmentally sensitive and built to last.

The scale of buildings is well proportioned for Dapto's setting and contributes to an attractive comfortable streetscape.



Streets and public places are beautifully landscaped, host a range of activities and foster a sense of civic pride.

The streetscape boasts street trees and landscape treatments to beautify and increase levels of comfort in the Town Centre.

# Strategies

Strategies are intended to align with the community's Vision for Dapto Town Centre.

Strategies provide overarching guidance for a range of Town Centre improvements to be delivered over the next ten years.

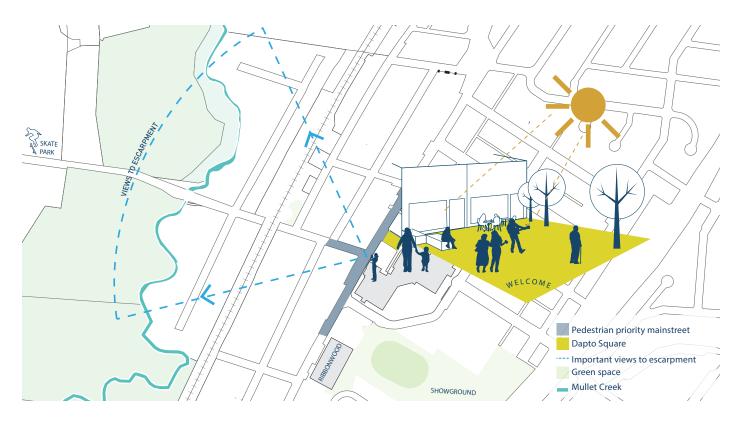
Key Steps set out actions to be undertaken to realise the future potential of the Dapto Town Centre.



Dapto Markets, Dapto Showground

# Our unique and welcoming place

In the future, open spaces and recreation areas in Dapto Town Centre provide meeting places that are lively with a variety of activities taking place. Dapto's history and heritage is visible and shared, and along with its natural setting, contributes to Dapto's unique identity.



## **Precedent Images**



A play offer provides a reason to visit and spend time in town centres creating a friendly welcoming atmosphere.



Markets bring life, colour and interest and invite people to engage with a place.



Dapto's history and heritage is shared on the streets and in public places.



With a large population of young people, the Dapto Town Centre needs places for teenagers to hang out.



Temporary and permanent water refill stations are installed in the Town Centre.



Public spaces introduce water through elements such as sculpture and play.

## **Strategies**

The following three strategies guide priorities to make Dapto Town Centre a unique and welcoming place

## Spaces for recreation

Dapto Ribbonwood Centre opens up and has a welcoming interface with its surrounds.

A new outdoor community space at Dapto Ribbonwood Centre allows a diverse range of programs to spill out and offers a comfortable place to sit, meet and play.

The needs of a growing population of young people are considered in recreation planning (e.g. skate park).

Dapto Showground connects and integrates with the Town Centre, offering a range of recreation and entertainment uses.

#### Dapto Square - a meeting place

Dapto Square becomes a safe and inclusive central meeting space for people of all ages. It encourages various activities and events to take place.

Dapto Square is renewed to become an attractive and functional space offering seating, shade, water, lighting, colour and reflects Dapto's character.

Buildings along the sides of Dapto Square are built to an appropriate scale, allowing for natural light. These buildings offer a pleasant interface and support uses that interact with the space.

#### People, places, stories

Intergenerational and cross cultural stories are told and celebrated. These stories reveal insights into the Dapto community past and present, and communicate a sense of civic pride.

Dapto's history and heritage is shared and visible on the streets and in public places, including Dapto Square.

Views to the escarpment form an important part of Dapto's identity with views protected along existing steet corridors.

## **Key Steps**

Key steps outline actions linked back to the strategies and will deliver improved outcomes for the Town Centre.

#### Spaces for recreation

Encourage Dapto Ribbonwood Centre and Dapto Library programs and community projects to be delivered outside in public places around the Town Centre.

Investigate opportunities for Dapto Ribbonwood Centre to provide a new outdoor space that is designed to facilitate spontaneous social interactions, such as play.

Consult with young people in Dapto and surrounding suburbs to understand what infrastructure and programs could be provided to better cater for their needs.

#### Dapto Square - a meeting place

Undertake a safety audit of Dapto Square to help inform future use and design of the space.

Re-design Dapto Square to improve comfort and amenity by adding elements such as shade, seating, lighting and public art to increase activity levels. The re-design should incorporate historical interpretation and story-telling.

Amend planning controls to ensure that buildings and laneways provide a positive interface with Dapto Square (e.g. natural light).

Support temporary events and activities such as markets, food trucks and performances to take place in Dapto Square.

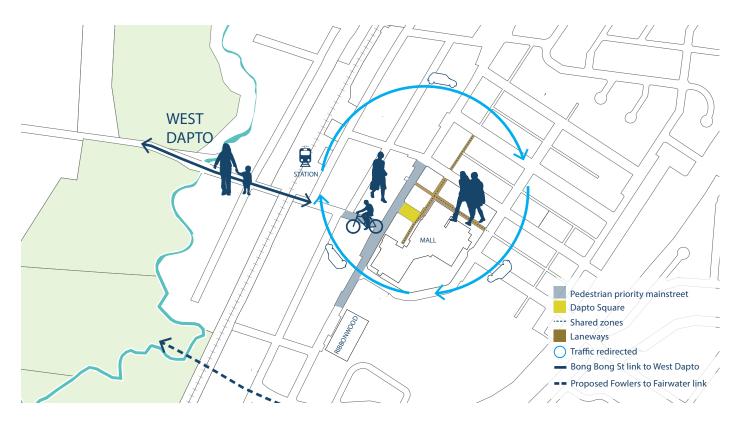
#### People, places, stories

Facilitate community-based projects that focus on celebrating local identity, culture, history and heritage. E.g. "Dapto Stories" Oral History Project.

Public art tells Dapto's stories in unique and creative ways.

# A pedestrian-friendly centre

In the future, Dapto will be a people - prioritised town centre, with slower vehicle speeds and fewer barriers to people walking. Dapto will offer a choice of accessible, safe and inviting walking routes that connect key destinations providing health and environmental benefits.



## **Precedent Images**



High quality bus stops offer comfort and shade.



Main streets are pedestrian friendly offering places to walk, sit and meet.



Wayfinding assists people walking by providing directions to key destinations.



Inviting laneways provide pedestrian connections and encourage walking.



Buildings open out onto laneways.



Good main streets provide shade, easy crossing points and wide footpaths.

## Strategies

The following three strategies guide priorities for achieving a pedestrian-friendly centre.

#### Redirect traffic moving through the Town Centre to relieve congestion.

Continue to investigate and progress ways to redirect through traffic around the Town Centre to help relieve congestion.

Traffic calming, particularly along the Princes Highway, allows the opportunity to reclaim pedestrian and cycle friendly main streets.

Connections to the emerging West Dapto area continue to be strengthened, offering improved links with the Town Centre.

# Pedestrians are prioritised in the main streets of the Town Centre.

The Princes Highway and Bong Bong Road will be pedestrian and cycle friendly main streets with comfortable places to walk, cycle, sit and meet.

Main streets are accessible, safe and limit interruptions such as driveways.

Pleasant streets intuitively link key destinations, encouraging people to walk.

Use of public transport is encouraged by providing integrated, well linked services and improvements to transport facilities.

## Attractive laneways connect key places and spaces.

Laneways are inviting public spaces that provide pedestrian connections and incentivise walking within the Town Centre.

Laneways transition to shared zones designed to provide space that is safely shared by vehicles and pedestrians.

Buildings bordering laneways take advantage of their location, opening out and engaging with public space.

## **Key Steps**

Key steps outline actions linked back to the strategies and will deliver improved outcomes for the Town Centre.

## Redirect traffic moving through the Town Centre to relieve congestion

- Investigate measures to improve pedestrian and vehicle safety at the railway crossing and improve traffic flow.

- Construct Baan Baan Street extension to relieve traffic congestion along the Princes Highway.
- Investigate options to create a 'ring road' around the Town Centre to further relieve traffic congestion and to create pedestrian friendly main streets.
- Construct Fowlers to Fairwater Drive connection to improve East-West links to West Dapto and relieve pressure on Bong Bong Road.

#### Pedestrians are prioritised in the main streets of the Town Centre

Deliver wayfinding signage to encourage walking between Ribbonwood and Dapto Station.

- Upgrade bus stops to be more attractive and comfortable and encourage the use of public transport.

Re-design and upgrade main streets and key walking links in the Town Centre to improve footpaths and infrastructure (e.g. seating, lighting, shade) to make a more accessible, pedestrian-friendly environment.

Promote walking and usage of public transport by providing high quality infrastructure to support comfortable and convenient use of trains and buses.

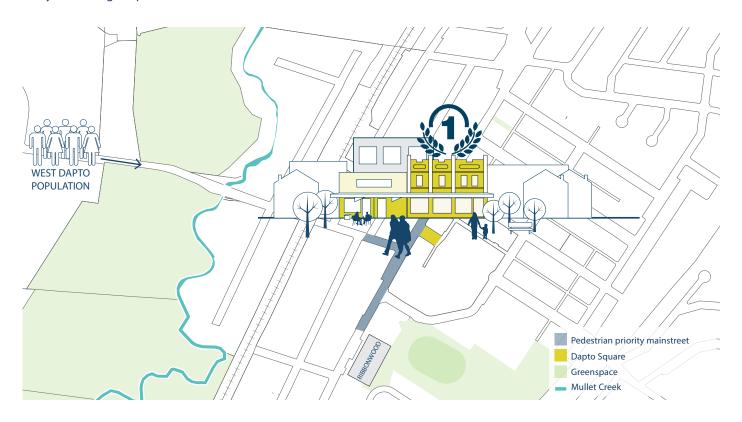
Plan new cycleway to link directly into the Town Centre and provide secure bicycle infrastructure e.g. parking.

#### Attractive laneways connect key places and spaces

Re-design laneways in the Town Centre to improve appearance and amenity including footpaths, lighting, seating and landscaping.

# An attractive, vibrant centre

In the future, Dapto will attract a mix of people by providing opportunities for residential, commercial and employment growth. The Town Centre will be beautified, with wider footpaths, street trees and quality buildings that provide many interesting shopfronts.



## **Precedent Images**



Narrow shopfronts add interest to the street and encourage walking.



Streets host a range of activities and invite people to stop and spend time.



Renewal starts with less permanent change in vacant and underutilised sites.



Plants and shrubs respond to Daptos' unique natural setting and attract wildlife.



Trees improve the experience of streets and public places.



Landscaping softens the urban environment, introduces colour and improves amenity.

## **Strategies**

The following three strategies guide priorities for achieving an attractive, vibrant centre.

## The right growth

Continue to attract higher order services to Dapto Town Centre and establish a point of difference from the new centres of West Dapto.

Capacity for growth in the Town Centre is possible under current planning controls. Future retail, employment and residential growth is delivered by renewal and developing the gaps created by vacant and underutilised sites, such as car parks.

Cater for population increase by attracting a unique offering of retail and services to Dapto Town Centre, supporting and contributing to a vibrant Town Centre.

#### **Design excellence**

Promote high quality design of buildings that contribute to an attractive and environmentally sustainable Town Centre.

Buildings are well proportioned, have a comfortable scale at street level and boast well maintained and attractive shopfronts.

All buildings connect with the street. Large scale (big box) developments along main streets incorporate narrow, smaller tenancies with active edges.

#### Streets as places

A high quality public domain reflects civic pride, with streets in the Town Centre providing comfort, catering for a diverse range of activities and encouraging people to stop and spend time.

The experience of streets and other public places is improved by introducing trees and landscaping to provide relief from heat and to soften hard surfaces.

Introduce trees and shrubs to the Town Centre using local species from the Escarpment, Mullet Creek and Lake Illawarra where practical.

## **Key Steps**

Key steps outline actions linked back to the strategies and will deliver improved outcomes for the Town Centre.

## The right growth

Explore incentives to beautify and make better use of vacant lots and underutilised areas.

- Undertake an economic analysis to investigate ways the Dapto Town Centre can offer a point of difference and support new retail offers.

 Undertake Housing Strategy to understand future housing needs and ensure high quality housing outcomes in and around Dapto Town Centre.

• Work with local business and the Chamber of Commerce to support entrepreneurship, promote economic diversity and investment in the Town Centre.

#### **Design excellence**

Support Town Centre upgrades by introducing a streetscape and laneway improvement program.

Review Business Centre Development Control Plan (DCP) Chapter and prepare site specific DCP Chapter for Dapto Town Centre to promote high quality, environmentally sustainable and adaptable building design, active shopfronts and high-quality public space.

#### Streets as places

A Street Tree Masterplan will guide planting of trees and shrubs within the Dapto Town Centre and make walking links attractive and comfortable.

Develop a Dapto Public Domain Technical Manual to ensure street upgrades are designed to allow for greater opportunities for easy and comfortable social interaction and activities.

Design projects and streetscape upgrades to include landscaping and tree planting to provide shade, aesthetic improvements and soft surfaces.

Continue to support Bushcare sites within the Dapto Town Centre

For more information on these key steps, refer to the Dapto Town Centre Implementation Plan

# Where to from here?

## **Next Steps**

The draft Dapto Town Centre Plan February 2017 was prepared by Wollongong City Council with the assistance of the Dapto Futures community group.

The draft Dapto Town Centre Plan was placed on public exhibition between the 6 March and 3 April 2017. Over 1400 comments were collected from Dapto residents, businesses, community groups and other stakeholders. More information on what was heard can be found in the Dapto Town Centre Plan Engagement Report 2017. This feedback was incorporated into the final Plan, and the accompanying Implementation Plan.

The Dapto Town Centre Implementation Plan 2017 elaborates on the Key Steps within this Plan. The purpose of the Implementation Plan is to guide the delivery of key projects and actions in a collaborative and coherent way to promote best outcomes for the community. As such the Implementation Plan remains flexible and will be reviwed annually.

The Dapto Town Centre Plan is intended to guide change and growth in Dapto for aligned with the community's Vision for the area. In this respect, the Plan will be used to guide projects, including infrastructure, planning and community projects over the next ten years and can also be used as a mechanism to attract grant funds for projects aligned with the Vision and Strategies. For more information please call the Land Use Planning Team on (02) 4227 7111

## The suite of documents





For more information visit www. wollongong.nsw.gov.au