

# **Mogo Village Place Activation Plan**

A roadmap to build a stronger, more sustainable and vibrant Village

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**CONTACT**

Brendan Hoskins – Associate Director, Planning  
Daniel Pantelas – Principal, Design

bhoskins@ethosurban.com  
dpantelas@ethosurban.com

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This document has been prepared by: Daniel Pantelas

This document has been reviewed by: Brendan Hoskins

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**ETHOS  
URBAN**

ABN 13 615 087 931   ACN 615 087 931  
173 Sussex Street Sydney NSW 2000  
T. +61 2 9956 6962   W. [ethosurban.com](http://ethosurban.com)

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# Acknowledgement of country

*Eurobodalla Shire Council and Ethos Urban recognise Aboriginal people as the original inhabitants and custodians of all land and water in the Eurobodalla and respect their enduring cultural and spiritual connection to it. Eurobodalla Shire Council and Ethos Urban acknowledge the Traditional Owners of the land in which we live. Council pays respect to Elders past, present and future.*

*Dhurga speaking people are the traditional custodians of the land we now know as Eurobodalla Shire. Dhurga people have lived in the area for thousands of years and have an enduring custodianship and connection over the land and waterways of Eurobodalla.*

*Council and Ethos Urban continue to work with these traditional landholder groups to support the celebration of Aboriginal history and culture in Eurobodalla.*







Mogo has a community  
with a strong passion  
and resilience to rebuild



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# Executive Summary

Mogo is a hidden gem in the New South Wales far south coast. The Village is an important retail centre that offers an eclectic mix of artisan outlets and an architectural style dating back to the gold rush and early pioneering eras. Its distinct character and identity make it a place endeared by the locals and popular among visitors.

Mogo was devastated by bushfires in January 2020, resulting in significant impacts to property with the loss of homes and businesses in the town and surrounding area. Following on from the bushfire recovery efforts, this Mogo Village Place Activation Plan is an opportunity to rebuild Mogo and build back better for a more sustainable and better planned future that adapts to the needs of Mogo and supports local livelihoods.

Through aligning multiple projects underway and building upon the opportunities of transformative projects such as the Mogo Adventure Trails, the Plan establishes clear actions and projects that will activate the local economy, strengthen community resilience, and reinforce Mogo as a key destination.

Once the plan is in place, Eurobodalla Shire Council and the community will have a shared vision to implement the work together.

Council and Ethos Urban have undertaken an extensive consultation process with the local Mogo community to ensure the Plan is informed by community aspirations and priorities. By engaging with the people who live and work in Mogo, the Plan can evolve authentically with the initiatives most important to the community.

Implementation of this plan will require a coordinated effort between Council, stakeholders, agencies and the community that can adapt to how Mogo grows over time. This document is intended to be a dynamic document that can be adjusted over time in tandem with the community.

Council and Ethos Urban are pleased to present the Mogo Village Place Activation Plan as a roadmap to build a stronger, more sustainable and vibrant village.









# 1 Introduction

The Mogo Village Place Activation Plan focuses on the opportunities to further activate the local economy, strengthen community resilience and reinforce Mogo as a key destination after the 2019/20 bushfires.

## What is a Place Activation Plan?

This Place Activation Plan is a document that gathers and aligns everything that is planned for or proposed in Mogo Village. Developed in collaboration with Council, the community and key stakeholders, this Place Activation plan presents Mogo as it is today before identifying a vision and principles that will help guide the Villages future. The Plan then determines what are important actions or projects Council, the community and key stakeholders and agencies can take to realise the vision and principles. Leveraging the town's strengths such as the communities love and care for the Village, their resilience as well as transformational projects underway, the plan provides a roadmap for the Village to implement in the short term right through to 10 years and beyond.

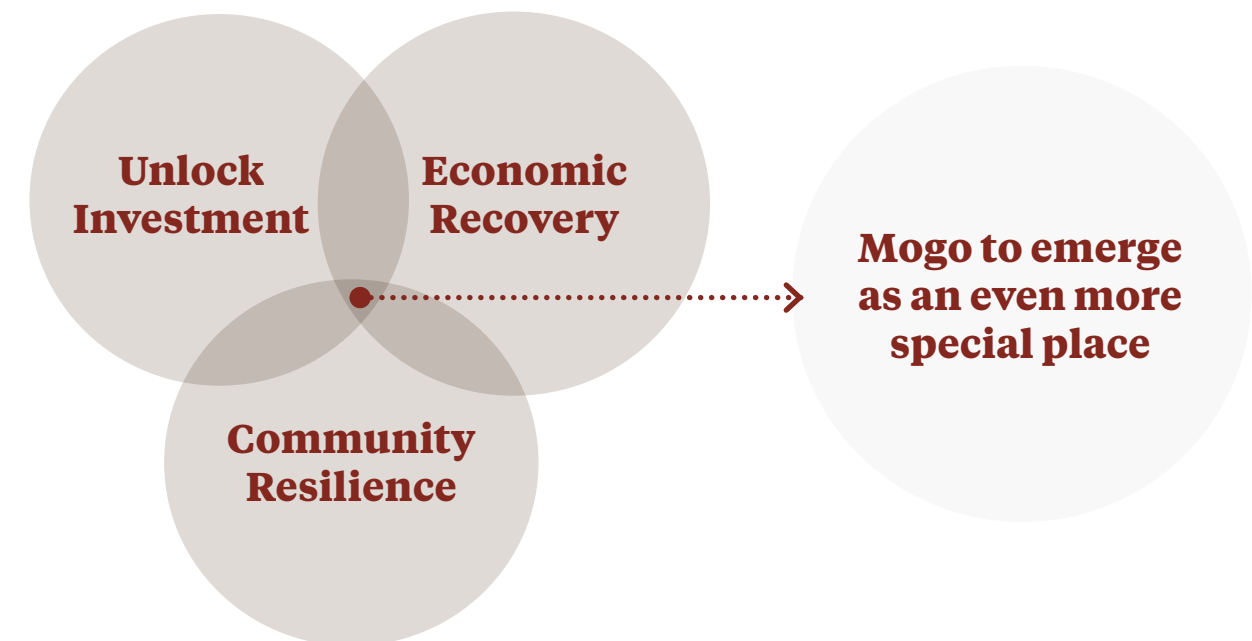
## The Unique character of Mogo

Mogo is a small, regional visitor destination located in the Eurobodalla Local Government Area. Mogo Village is defined a diverse mix of commercial activity along the Princes Highway, with a collection of artisan stores, all set against a spectacular backdrop of a coastal bushland setting adjacent Cabbage Tree Creek. Residential land uses are mixed throughout the Village and rim the periphery of the commercial core. Mogo is a host community full of passionate, friendly, welcoming hosts that attracts regular and returning visitors. It also includes a small surrounding residential population focused near Mogo Recreation Park to the south-west of the commercial Village with a supporting School and Preschool.

The region is characterised by the natural environment rich with Aboriginal and non-aboriginal history and culture and primary industry that relies on healthy ecosystems. Protecting and enhancing the natural environment to ensure ecosystems remain resilient as well as continuing to provide cultural experiences that attract residents and visitors will be vital to the success of Mogo.

## Aspirations for the future

There is a tremendous opportunity to plan for the future of Mogo that builds on projects already underway at various stages of approval and funding including the transformative Mogo Trails. This Plan acknowledge the strength and tenacity of the local community that will further shape Mogo in ways that celebrate and complement both existing and future opportunities, all of which Mogo is well placed to economically and socially benefit from.





## Our Approach to Place Planning

The process of developing this Mogo Village Place Activation Plan has been underpinned by the following:

- 1 Involving the community by creating a collaborative, accessible and inclusive environment.**
- 2 Developing a strong understanding of 'place' founded in social, economic and environmental analysis.**
- 3 Define a vision and set of principles for Mogo that everyone can aspire to.**
- 4 Finding feasible solutions to the spatial challenges of Mogo.**
- 5 Prioritising what's important to the community, stakeholders and Council and sharing accountability for actions.**
- 6 Serving as a living document to measure the growth and prosperity of Mogo.**

## Place Activation Plan Champions

We are now looking for Place Activation Plan Champions to help bring this plan to life. This plan serves as a living document, to be used by the community, Council, businesses and other stakeholders as a roadmap for future projects and/or actions.

To ensure continued momentum of this Place Activation Plan, Council and the community is to appoint Place Activation Plan Champions to work with Council, the community and stakeholders and lead the implementation of the plan. Further information about this can be found on pg. 57 in Chapter 12.

## How to nominate a Place Activation Plan Champion?

To nominate yourself or others to become a Place Activation Plan Champion:

Email: [council@esc.nsw.gov.au](mailto:council@esc.nsw.gov.au)

Call: Angie Radford

Coordinator Strategy and Place

t 02 4474 1202 m 0448 434 987





## 2 Understanding Mogo

Mogo is a regional visitor destination located in the Eurobodalla Local Government Area (LGA) which forms part of the broader south east and tablelands region. Mogo is 8.5km (10-minutes) from Batemans Bay, which is the retail and commercial hub for the area and a key mid-South Coast visitor hub. At a regional scale, Mogo forms part of an iconic nature-based and regional arts and crafts destination just 7km from the coast.

**4 hours**

South-east of  
Sydney

**10 mins**

South of  
Bateman's Bay

**7 km**

From the coast

**1.5m**

Visitors to the LGA in  
2018/19

**25%**

Increase in visitation  
to the LGA in the last  
5 years

**270**

Persons living in  
Mogo & 700 persons  
within a 5km radius





The region has a strong bushland and coastal heritage and Aboriginal culture. Protecting and enhancing the natural environment to ensure ecosystems remain resilient as well as continuing to provide cultural experiences that attract residents and visitors will be vital to the success of Mogo.

Socio-economic Profile

In 2019, Mogo Village had an estimated resident population (ERP) of 270 persons with the SA1 (Statistical Area 1 as defined by the ABS), with some 700 residents estimated within a 5km radius of the Village. The socio-economic profile of the SA1 that represents the township of Mogo is summarised as follows:

Income

Household incomes in Mogo are significantly lower than the Regional NSW benchmark with the median household income of \$48,100 being -21.4% below the Regional NSW benchmark (\$61,200). Additionally, household incomes in the Eurobodalla LGA (\$49,000) are 19.9% lower than the Regional NSW benchmark.

Age Profile

The Mogo SA1 has an age profile broadly in-line with the Regional NSW benchmark, with a median age of 43.5 compared to 42.0. Conversely, the Eurobodalla LGA has a notably older age profile with a median age in the LGA of 53.1 years.

Origin

Aboriginal and/or Torres Strait Islander people make up 25% of the Mogo population which is relatively high in comparison to the region and state. The vast majority of the residents in the Eurobodalla LGA and Mogo SA1 are Australian born (85.4% and 93.8% respectively), which is broadly in-line with the Regional NSW benchmark (89.3%). Both the Eurobodalla LGA and Mogo SA1 area contain notable populations from New Zealand (1.3% and 5.4% of population respectively) and England (2.2% and 1.8%).

Household Composition

63% of households in the Mogo SA1 and 66.6% in the Eurobodalla LGA are family households. This is slightly lower when compared to the Regional NSW average of 69.2% for family households.

Dwelling Structure

The dwelling occupancy rate in the Mogo SA1 and Regional NSW (92.5% and 86.8% respectively) is notably higher than the Eurobodalla LGA average (68.4%), the lower occupancy rate of the Eurobodalla LGA compared to the Mogo SA1 and Regional NSW benchmark reflects the nature of the major townships in the LGA as likely containing a large share of holiday homes.

Tenure Type

The share of dwellings owned with a mortgage in Mogo (35.7%) and Eurobodalla LGA (24.5%) are broadly in-line with the Regional NSW benchmark (31.6%), likely reflecting investment and holiday homes in the LGA with Mogo containing family and traditional homes.

Occupation of Employment

Of the employed residents in the Mogo SA1 the main occupations include ‘Community and Personal Service Workers’ and ‘labourers’ (17.9% and 17.9% respectively).



Residents shop at supermarkets and discount department stores in Batemans Bay.



Two-thirds of all visits are for holidays.



98% of all visitors the Shire were domestic overnight, or domestic day-trip visitors and 94% of visitors to Eurobodalla Shire travel to the region by car.



The majority of spending in Mogo (65.8%) comes from outside the shire.



Spend in Mogo has grown since July 2018, with the peak season being summer.

Aspirations for Mogo’s future



Bushfire recovery & resilience



Tourism & diversifying the economy



Heritage values & strengthening natural and cultural experiences



Support for an ageing community



Allow for business growth through a diversity of offerings



Supporting an iconic local destination that is vibrant and diverse



Support for the local Aboriginal community to live and work in Mogo





## Mogo Village

The Study Area for the Place Activation Plan has been focused on the existing commercial area, Cabbage Tree Creek and Mogo Recreation Park.





# The unique character of Mogo

Mogo is an artisan craft Village where visitors can find beauty in the historic Australian character and uniqueness of the Village, all set against a spectacular backdrop of coastal bushland.

A thorough assessment of the Village from both an urban design, social and economic perspective has been completed to understand the constraints, and recognise the opportunities available for Mogo.

## Constraints

### Natural Hazards

- Mogo is in a bushfire prone area.
- Flooding risks exist on both the eastern and western sides of the Princes Highway.

### Pedestrian Connectivity

- Challenging crossing exists across the Princes Highway.
- Older footpaths and inconsistent footpath design reduces walkability and connectivity. Informal Paths currently provide access to the Village from the Charles Street Car Park.
- On-site parking, driveway crossovers and limited crossings create safety and conflict risks.

### Inconsistent Streetscape

- A strong, cohesive image of Mogo is lost from inconsistent streetscapes and landscaping.
- The streetscape shifts and transforms along the length of the Village due to inconsistent footpaths and landscaping relationships.

### Amenity and Gathering

- Community facilities and amenities are fragmented in different locations. For example the public toilet is isolated and is not accessible.
- The Local Aboriginal Land Council building lost in the bushfires provided a community gathering place in the centre of the Village.

## Opportunities

### Rebuilding

- The rebuild offers the chance to reimagine the streetscape and pedestrian experience currently lacking at the northern end of the Village.

### Tourism

- Existing attractors and Mogo's central location provides a great opportunity to leverage tourist trade.
- The Mogo Wildlife Park is an existing asset nearby which anchors tourism, and Mogo can service this tourist trade.
- It is also an established and central location to offer a hub for the new mountain bike network.

### Historic Character

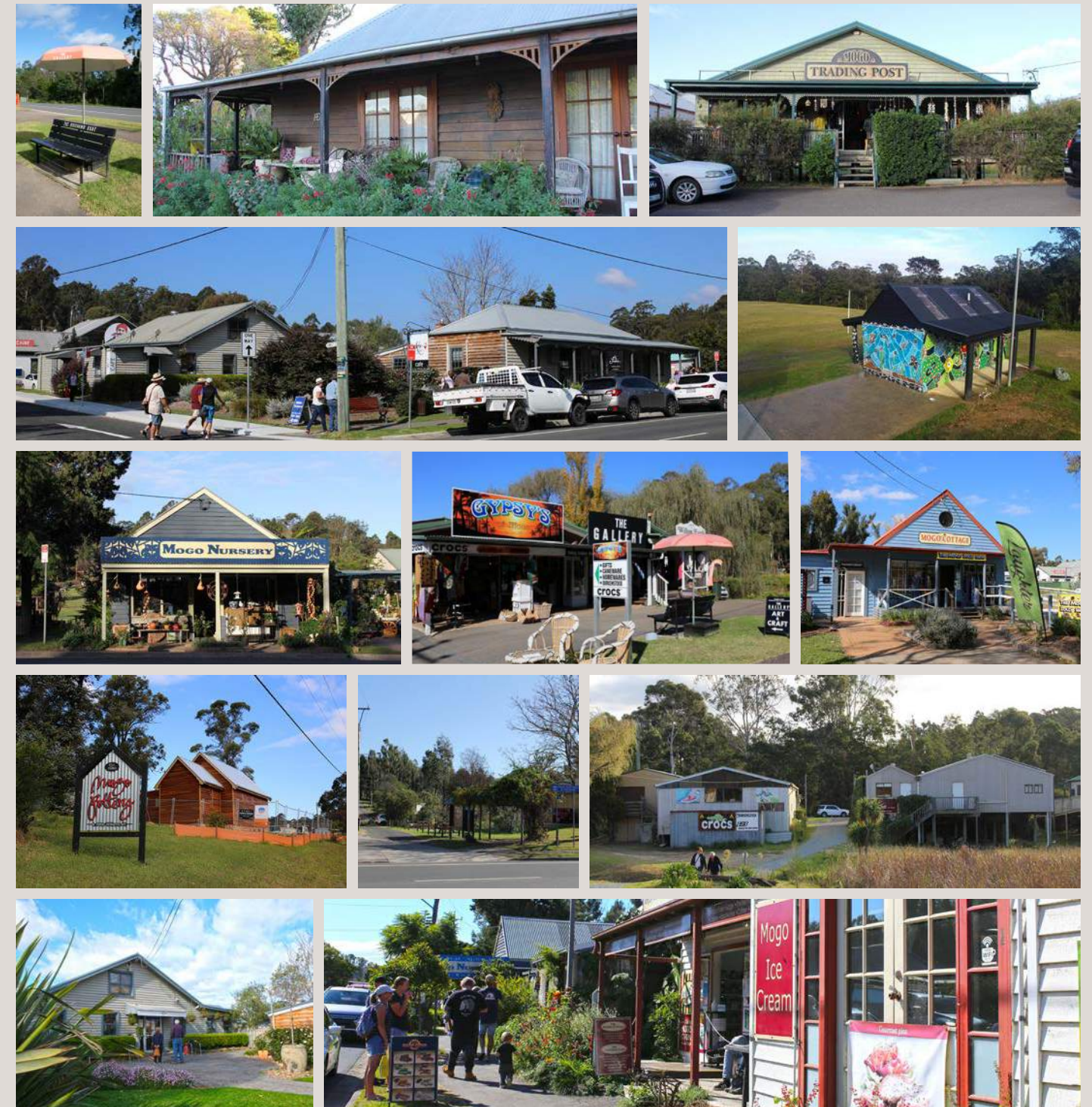
- The rich historic character of buildings contributes to a sense of place and character which the rebuilt properties can capitalise on.

### Natural Assets

- Cabbage Tree Creek offers a tremendous opportunity for natural connections and an attractive interface.
- Existing green pockets, such as the John Street Reserve, offer chances for the creation of more organised and attractive gathering spaces.

### Parking Solutions

- Charles Street car park offers a critical mass of parking spaces close to the Village, but can be better connected to the Village.
- Removing driveway cross-overs, consolidating crossings and evaluating existing linemarkings may allow for more efficient on-street parking spaces.



Select images of Mogo's existing character and landscape



# 3 The Rebuilding Mogo Study

## A study to support bushfire recovery and rebuilding



### Summary of the Study

After the devastating bushfires in the Summer of 2019–2020, Ethos Urban and Eurobodalla Shire Council collaborated to develop the 'Rebuilding Mogo Study'. The study provides a flexible framework to guide the recovery and rebuild efforts in Mogo, importantly providing cost and time savings for landowners impacted by the bushfires.

The Rebuilding Mogo Study was developed as a direct response to the bushfire impacts on the Mogo community, and in turn created a unique opportunity to unlock future grants for rebuilding.

The Study is also an example of how collaboration between designers, planners, and the community can forge a shared guide to rebuilding and resilience.

Despite the loss faced by the community, there was a willingness to participate and dedication to highlight what makes Mogo special which was important given the devastating impact of the bushfires. Taking the time to stop, remember, and celebrate place in light of this loss was a key outcome of the Study which gained community trust.

### What did the study achieve?

The Rebuilding Mogo Study is based on a shared vision and principles which has been developed as a direct response to the bushfire impacts on the Mogo community. The Study takes a people first approach, with a focus on rebuilding the destroyed commercial properties, improving pedestrian safety, enhancing connections and rehabilitating the landscape. The Study focuses on creating a framework for rebuilding and recovery in Mogo and is intended to provide a flexible plan for Council staff, landowners, and the community to use for the ongoing enhancement of Mogo.

An important principle and objective of the Study was to bring balance to the opportunity and risk of the bushland setting of Mogo. Addressing climate change and promoting resilience were fundamental objectives of the Study. While a significant asset, the natural setting was a contributing factor to the natural disaster of the bushfires. The Study acknowledges heightened bushfire protection measures are necessary, but incorporates aspirations for enhanced vegetation management to deliver a safer and sustainable setting. A clear 'buildable zone' is identified on damaged commercial properties considering an Asset Protection Zone, and a stronger streetscape focus now allows properties to be rebuilt closer to the street.

The Study is innovative as it offers an optioneering approach that gives property owners a range of rebuild options. Through the use of flexible solutions and design guidance, a single outcome has not been prescribed, rather a 'how-to-guide' was developed to cater to the varied needs of impacted landowners.

Change and adaption are at the heart of the Study, with guidance available to landowners who look to rebuild in a contributory and sensitive manner in their own time. The Study suggests a range of built form typologies and outcomes, promoting diverse building types, siting, and parking which contribute to the character of Mogo, but not being overly prescriptive to allow for individual expression.

Mogo and the surrounding region also have strong rural and coastal heritage, as well as a strong Aboriginal culture with a local Indigenous community; therefore it was inherent that the design was guided by important historic and cultural elements. This included responding to the unique historic charm which has been shaped by the gold rush era, and earlier Indigenous traditions. Recognising what had been lost in Mogo over time was important in establishing the fundamental principles of the Study.

Importantly, the Rebuilding Mogo Study facilitated a shared outcome and to test ideas which resonate for the property owners and the Mogo community. Through using design solutions to demonstrate commercial benefits, such as reduced parking requirements, the Study was successful in gaining landowner support. The 'demonstration plan' delivered with the Study is an easy-to-use tool for anyone in the community, and allows an appreciation of how the guidelines in the Study could be adopted in flexible ways. The flexibility offered through this demonstration plan, along with the certainty of the design guidance and options allows for a lower cost and efficient planning process, with ready-made and agreed solutions.

### Development Applications

Many of the fire affected businesses in Mogo have benefited by the plan resulting in changes to building codes for car parking and building set-backs and making development applications simpler.

More detailed built form guidance in the form of building elevations and sections was also provided to support business owners in preparing their development applications.

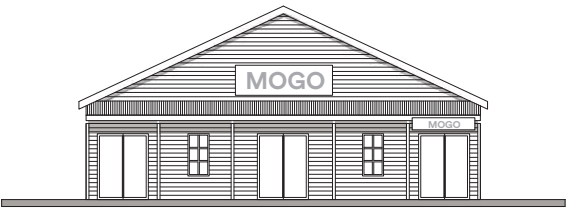
Five of destroyed properties along the highway have now submitted development applications with four of those applications approved.

Bushfire rebuild development applications across the shire:

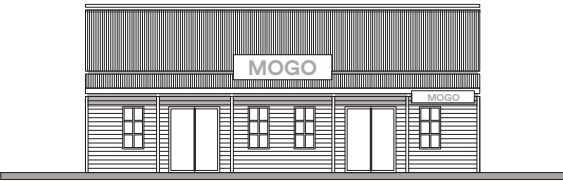
- 303 applications by 11<sup>th</sup> June 2021 with 255 of those approved.



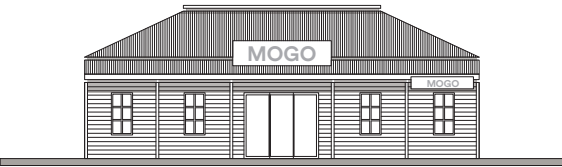
Gabled front option



Gabled side option



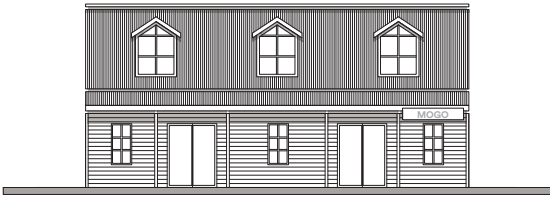
Hipped option



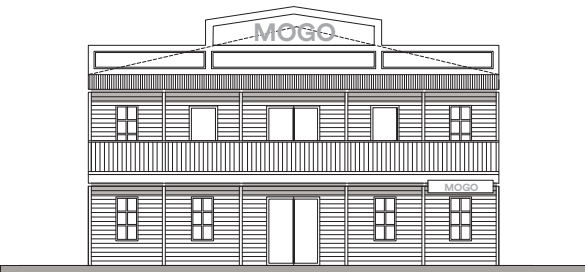
Gabled front option



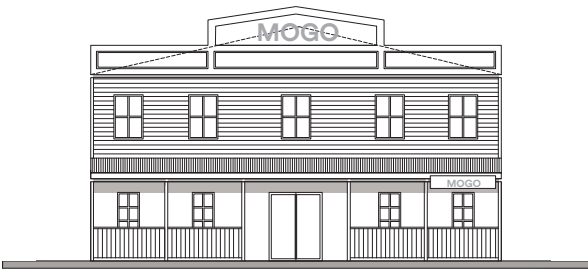
Gabled side option



Balcony option



Saloon option



*Using the flexible solutions and design guidance provided in the The Rebuilding Mogo Study, a demonstration plan was prepared showing one potential outcome of the rebuild. The ultimate building siting, typologies, and parking solutions can be flexibly applied to each property to suit landowners needs.*





# 4 Strategic Planning & Policy Context

The Mogo Village Place Activation Plan aligns with the following strategic plans and policy framework

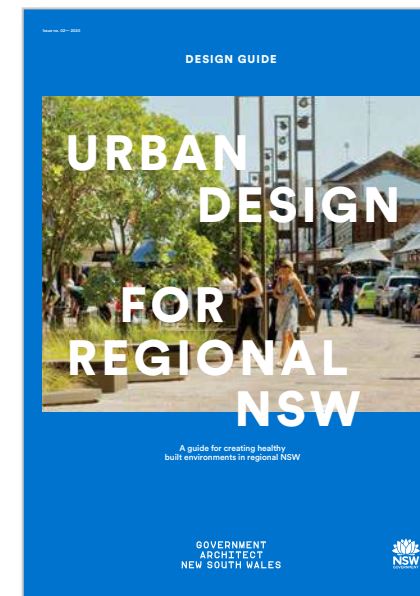


Department of Planning and Environment NSW, 2017

## South East and Tablelands 2036 Regional Plan

This document establishes a framework for regional and local planning decisions in the South East and Tablelands Region over the next twenty years. The coordination of transport infrastructure and nature-based tourism is promoted as a prime opportunity to strengthen communities across the region. Mogo sits on a key transport link from the Illawarra Region connecting through to Batemans Bay, Moruya Airport and Narooma. This means that Mogo has the potential to become a key tourist attraction and place of rest as it provides a gateway from Moruya Airport to the further Illawarra Region.

While there is no direct action for Mogo in the Regional Plan, key directions 9 & 10 focus on the economic growth of the region. The Place Activation Plan reinforces Mogo as a key destination through the addition of value-added activities and projects which will importantly promote Mogo as a place for tourism.



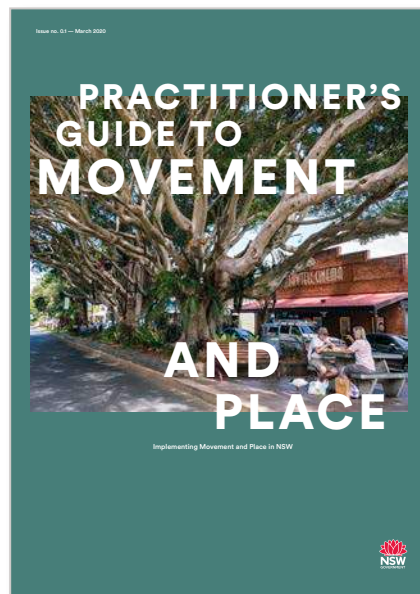
Government Architect NSW, 2020

## Urban Design for Regional NSW

The Urban Design for Regional NSW Guideline explains and links urban design objectives to a regional scale. In relation to Mogo, the developed design principles align with the seven design strategies and four implementations for Regional NSW. The Design Strategies for Regional NSW outlined in this Guideline and relevant to Mogo include:

1. Engage with history and culture of places
2. Integrate with the natural environment and landscape
3. Revitalise main streets and town centres
4. Prioritise connectivity, walkability, and cycling opportunities
5. Balance urban growth through economic opportunities
6. Increase options for diverse and healthy living
7. Respond to climatic conditions and their impacts





*Government Architect  
NSW, 2020*

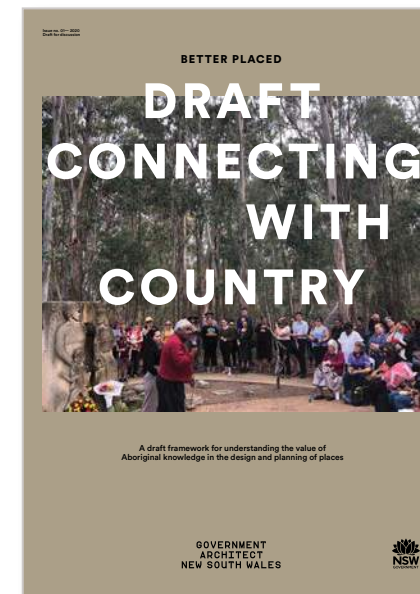
## Guide to Movement and Place

The Guide to Movement and Place has been prepared collaboratively by Government Architect NSW (GANSW) and Transport for NSW (TfNSW) with input from a range of NSW Government agencies and local government representatives. The role of the guide is to provide a common structure for place-based transport and city and town planning across NSW.

The objective of Movement and Place is to achieve roads and streets that:

- Contribute to the network of public space within a location, where people can live healthy, productive lives, meet each other, interact, and go about their daily activities.
- Are enhanced by transport and have the appropriate space allocation to move people and goods safely and efficiently, and connect places together. Balancing movement and place recognises that trade-offs may be required to achieve a best fit for the objectives.

The Guide to Movement and Place is especially important for Mogo as it has assisted in our analysis of place and understanding the relationship of movements types in Mogo. The guide has also assisted in evaluating and testing the Mogo Village Structure Plan and aligning multiple projects to take advantage of Mogo's built and natural environment.



*Government Architect  
NSW, 2020*

## Draft Connecting with Country Framework

The Draft Connecting with Country Framework was prepared by Aboriginal professionals within the NSW Government in collaboration with Aboriginal Traditional Custodians and knowledge-holders. The draft Framework focuses on Countries in and around the Sydney basin, and provides an Aboriginal and Torres Strait Islander perspective to inform planning, design, government infrastructure, and the delivery of the built environment. While this framework has a focus on the Sydney basin, 25% of the Mogo population consists of Aboriginal and/or Torres Strait Islanders with a strong coastal heritage and Aboriginal Culture, therefore the strategies of the draft Framework may provide guidance for the Place Activation Plan.

The three long term strategic goals in the Connecting with Country Framework include:

1. Reduce the impact of natural events (bushfires, flooding, etc.)
2. Value and respect Aboriginal Cultural knowledge (co-leading design)
3. Ensure the country is cared for appropriately

These three long-term strategic goals serve as the main aspirations for the Place Activation Plan. Bushfire recovery and resilience is the starting point of the Mogo Study, shaped by the potential opportunities that are driven by place-led design approaches.





*Eurobodalla Shire Council  
NSW, 2017*

## Destination Action Plan

The Eurobodalla Destination Action Plan (EDAP) was prepared in 2018 and aims to guide the development, management and marketing of tourism across the Shire.

Although the EDAP does not explicitly address tourism in Mogo, the Plan establishes a vision to strengthen the visitor economy by increasing visitor expenditure and overnight stay by 25% by 2021. This vision is highly relevant to the future planning of Mogo and has influenced the Place Activation Plan which seeks to facilitate and promote tourism opportunities. The EDAP proposes a strategy of achieving this vision by promotion of towns and villages as important destination, increasing visitor awareness and satisfaction, attracting new investment opportunities for infrastructure, and lastly integrating tourism across Council's suite of strategies planning initiatives.



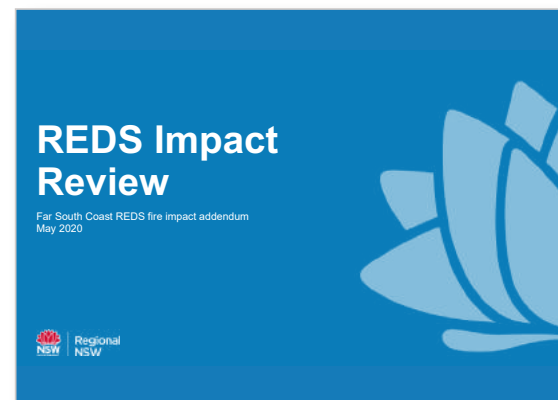
*Bega Valley Shire Council &  
Eurobodalla Shire Council  
NSW, 2018*

## Far South Coast - Regional Economic Development Strategy

The Far South Coast Regional Economic Development Strategy 2018-2022 (the Strategy) sets an economic vision for the local government areas of Bega Valley and Eurobodalla (the Region). The Strategy builds on the Region's endowments and specialisations to guide investment over the next four years, as well as taking account of regional risks. The Strategy includes sector-specific and general cross-sector strategies for the region, and are as follows:

- Support the development and growth of the tourism sector and overall lifestyle appeal.
- Continue to grow the agricultural, aquaculture and food production sectors.
- Grow the participation and supply of skill labour and enhance regional economic resilience.
- Improve the reliability of infrastructure, utilities and telecommunications.

In relation to Mogo, the Strategy identifies opportunities to develop tourism products based on national Parks and State Forests, which coordinates with the proposed Mogo Mountain Bike Adventure Trails Hub.



*Department of Regional NSW,  
2020*

## Far South Coast - Regional Economic Development Strategy, Bushfire Addenda

Following the unprecedented 2019-20 bushfires, the Department of Regional NSW undertook a review of the REDS for 22 regions that were most affected by the bushfires to identify economic impacts, how strategic priorities in each REDS have been affected and key levers and focus areas for economic recovery.

The Bushfire Addenda was developed in consultation with local communities, industries and local government to reflect localised needs. The Bushfire Addenda is not a replacement of the Regional Economic Development Strategy however is to accompany it for the affected regions.

This is of particular importance for Mogo which has a diverse range of business that rely on tourism and was heavily affected during the bushfires. The Bushfire Addenda will be used to guide funding for local economic recovery and has already influenced works actioned or underway.

Strategic priorities put forward for the far south coast include:

- Support the development and growth of the region's tourism sector and overall lifestyle appeal. This was the highest priority put forward.
- Continue to grow the sector's agriculture, aquaculture and food sectors.
- Grow the participation and supply of skilled labour and enhance regional economic resilience.
- Improve reliability of infrastructure and telecommunications.



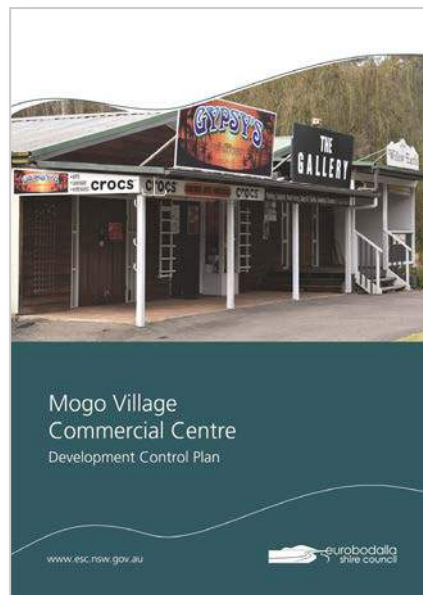


*Eurobodalla Shire Council  
NSW, 2020*

### Local Strategic Planning Statement (LSPS)

The Eurobodalla LSPS was adopted by Council in 2020, and provides a 20-year vision for land use planning across the Shire. It outlines how growth and change will be managed to ensure high levels of liveability, prosperity and environmental protection are achieved. The vision of the LSPS is to create great places through more liveable, sustainable, productive and collaborative communities.

In relation to Mogo, the LSPS seeks to bolster Mogo's potential to serve as a future trail centre and provide new business opportunities by actioning the implementation of the Mogo Adventure Trail Hub Strategy and Masterplan (Action 10.1). The LSPS also identifies opportunities to develop smaller niche employment land in the villages of Mogo and Bodalla.



*Eurobodalla Shire Council  
NSW, 2019*

### Mogo Village Commercial Centre Development Control Plan (DCP)

The Mogo Village Commercial Centre DCP was adopted by Council in 2018 after extensive community consultation. The DCP aims to:

- Support the economic development of Mogo
- Encourage Mogo as a unique tourist and commercial centre
- Encourage development that respects the historic character of the village
- Improve pedestrian safety and access
- Minimise risk to life and property damage by flooding

The DCP is strongly focused on the retention of historic character embedded in the Village, and achieves this by highlighting examples of original building stock and provides design guidance on, roof forms, façade treatments, veranda treatments, materiality and landscaping. The DCP provides detailed built form guidance which should be considered and applied in all new development within Mogo.



*Eurobodalla Shire Council  
NSW, 2019*

### Mogo Adventure Trails Masterplan

The Mogo Adventure Trails Hub Masterplan was created in response to further progress the concept of a destination trail network within Mogo. The Masterplan has strong tourism and economic development focus, with the view to utilising mountain biking as a major component of the economic revival of the region post bush fires. A focus on event potential also builds upon the economic development potential of the proposed trail network.

The Masterplan lays out a nationally significant trail network, including 125.6km of new track and major entry hub at Mogo. It is anticipated that the network will receive 45,000 visitors and indirect economic impact of \$10.5m in the first year alone. This will be a significant component of economic recovery for fire affected regions of Mogo and Batemans Bay.

In relation to Mogo, the overall masterplan identifies an access point to the Mogo Adventure trail Hub northeast of the village centre via the village carpark, it also identifies a suitable location for the bike hub. This access point has been considered and accommodated in the Place Activation Plan.



# 5 Aligning Multiple Projects

This Place Activation Plan will look to coordinate planned projects in Mogo Village with new projects proposed in this plan.

## Transformational Project: Mogo Trails

The Mogo Adventure Trail Hub Masterplan aims to realise the potential of adventure trail tourism in the region, and establish the Mogo area as a premier adventure trail destination.

Eurobodalla is renowned for its unspoilt natural environment and the region has an endless number of trails that weave through bushland, creeks, wetlands and rainforests. These informal trails offer significant potential in further developing adventure trail tourism in the region, and this has been further highlighted by trail event organisers commenting on the untapped potential in Eurobodalla.

The Mogo Trails are set to become a mountain biking mecca, with a new \$5 million grant to complete the \$8 million project. This follows the \$3 million Growing Local Economies Fund grant for the first stage of the project.

Eurobodalla Council was successful in attracting additional money under Stage Two of the joint NSW and Australian Governments' Bushfire Local Economic Recovery Fund. The Adventure Trail Hub is set to help grow Eurobodalla's visitor economy into the future.

This new funding lets Eurobodalla Shire Council complete the 150 kilometre trail system envisaged in the master plan prepared by trail experts Dirt Art. Its proposed that the trails extend out from the south-east side of Mogo into Mogo state forest and adds amenities. This cements the NSW south coast as a go-to MTB destination that will soon host world class trails.



### Key Benefits for Mogo:

- **Community and social benefits:** providing opportunities for families and friends to enjoy events, time together and enhancing quality of life.
- **Infrastructure and amenity benefits:** providing associated facilities and services such as shuttles, showers, lockers, charging stations and signage.
- **Educational benefits:** providing an outdoor classroom for physical activity, sport, nature, culture and history.
- **Health and fitness benefits:** improved health and physical well-being for both individuals and communities, reduced health care costs and enhance productivity.
- **Economic benefits:** increased tourism revenues through diversified visitor experiences, greater business investment including accommodation and enhanced property values.
- **Environmental benefits:** enhanced environmental awareness, improved understanding of our natural heritage and stewardship of the environment.
- **Heritage and cultural benefits:** recognition and respect for aboriginal culture and historical values.

An important aspect of this Place Activation Plan will be in how it responds and coordinates opportunities to align with this transformational project.



## Restoration of Cabbage Tree Creek

Eurobodalla Shire Council have commenced the rehabilitation of Cabbage Tree Creek by removing weeds and developing a weed control plan collaboratively with the Mogo Village Business Chamber, Local Aboriginal Land Council and South East Local Land Services.

Cabbage Tree Creek and surrounding area was severely damaged during the 2019–2020 bushfires, with majority of the vegetation growing back being weeds. Rehabilitation of the creek area is a priority of the Mogo community, as the creek runs throughout the length of the Village.

Ownership of the creek area is shared between private properties and Crown Land, and is not managed by Council. The consent from the NSW Crown Land and the property owners has been obtained enabling restoration works.

Restoration work will be along the creek from Mogo Public School in the south, and the bridge opposite Dog Trap Road in the north. The works will be staged across four stages beginning in John Street Reserve and extending north. It is anticipated all four stages will be completed by the end of 2021.

Council's initial efforts for restoring the creek, creates potential coordination and alignment of actions put forward in this place activation plan. There are opportunities to foster ongoing maintenance strategies that ensure the future health of the creek is cared for and maintained. As well as opportunities to strengthen the community by implementing community planting.



## Signage and Wayfinding

Eurobodalla Shire Council have developed a shire-wide signage and wayfinding strategy to ensure cohesion of current and future signage that facilitates safe and positive journeys for visitors and their connection to the places. The new wayfinding and tourism signage aims to enhance visitor experience by helping visitors move through Eurobodalla easily and enhance their experience.

The community were engaged in the design process of the town entry signs to ensure the new signs would reflect the identity of the all of Eurobodalla and provide a sense of arrival to destinations. An example of successful implementation of the strategy are the new Village signs for Mogo designed and created by Yuin artist Teresa Trevor. The new signs acknowledge the traditional custodians and Aboriginal heritage by featuring a laser cut representation of Umbarra (the black duck), a Yuin Nation totem and the traditional Dhurga welcome walawaani njindiwan, ('safe journey everyone').



## Installation of New Pathways, Road Reconstructions, Road Sealing and Carpark Additions

New paths have been sought by the community requesting that Council connects key parts of the residential community and provides accessibility for community members to walk into the Mogo commercial area and also visit the Mogo Recreation Park, playground and picnic/BBQ facilities comfortably. The construction of the footpath from the Princes Highway west along Church Street and Park Street will enable safe access and serve to connect the community from the village and school to Boomerang Place, the Mogo Recreation Park and playground and residents in the broader village. The short length of pathway extending across the Veitch Street culvert will allow a safe crossing with a new railing added to address concerns recently raised by the Mogo community.

Annett Street from the Princes Highway to Charles Street and Queen Street west of Park Street have been reconstructed. These projects have included upgrades to stormwater drainage, reconstruction of the road pavements, installation of kerb and gutter and new footpaths. The work in Queen Street has also seen the addition of 10 new parking spaces adjacent to Mogo Recreation Park.

A section of Short Street has now been sealed with bitumen surfacing west of Veitch Street.





# 6 Our Approach to 'Place' Planning

People make places diverse and unique. Therefore our approach to 'place' is a flexible process that builds strong relationships with everyone involved. The aim of this process is to enable change and empower people to create places and experiences they love.

1



## Involving the community by creating a collaborative, accessible and inclusive environment

- Community engagement is a core part of the process. We try to involve the community in all stages of the project to provide opportunities to voice their needs and to test ideas.
- Undertake early community and stakeholder engagement in order to understand their needs and priorities in the initial stages of the project to build upon them and ensure the final result reflects or goes beyond their needs.
- Adapting and responding to challenges presented by Covid-19 by providing a range of formats (online and in person) for the community to be involved in the process of preparing this Place Activation Plan.
- Ensuring a diversity of stakeholders are engaged to provide a cross-section of the community and ensure all voices are heard and everyone has the opportunity to share their ideas, needs and concerns.

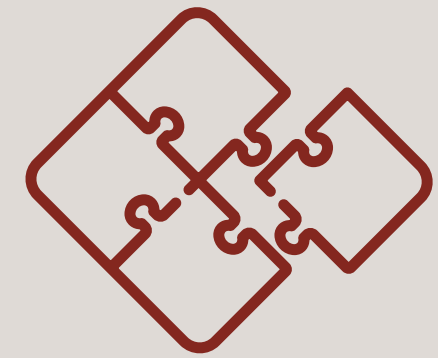
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## Developing a strong understanding of 'place' founded in social, economic and environmental analysis

- Immerse ourselves in all aspects of the place by going into the field and investing time and energy to connect with the land and community through observations and meaningful conversations.
- Identifying tangible and intangible connections to land through consultation with the indigenous community.
- We work to understand a place's identity and character by collaborating with key stakeholders and through observations to figure out what makes a place special or unique.
- Explore the opportunities and constraints of a place through a social, economic and environmental lens (Site Analysis).
- Observe and analyse the culture of the community by understanding their interactions, relationship and challenges.

3

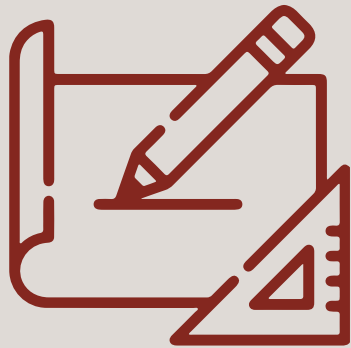


## Define a vision and set of principles for Mogo that everyone can aspire to

- A collaborative approach is adopted when preparing the vision and set of principles to reflect the core values and priorities of the community and capture their common aspirations for the place.
- Create a strong and central vision that resonates and inspires everyone involved in the project to live up to and uphold.
- Ensure the vision is well-defined, captures the present as well as looks to the future to help guide decision-making.



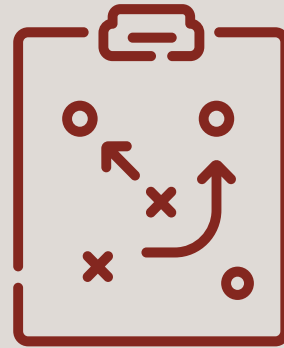
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### Finding feasible solutions to the spatial challenges of Mogo

- Structure Planning, drawing upon a range of disciplines and expertise (Urban Design and Planning) to skilfully create a framework that captures the character, identity and culture that will enable community life to flourish.
- Explore and test different design and planning solutions through optioneering that unpacks and addresses the opportunities and constraints of the place, whilst balancing key considerations such as cost and time.
- Create a Village that is people-focused and responds to human behaviour and provides a unique sense of place that has strong connection throughout and to the surrounding natural environment.
- Coordinating projects so they are delivered effectively and efficiently.
- Identify areas for growth and improvement that will complement and build upon existing characteristics.

5



### Prioritising what's important to the community, stakeholders and Council and sharing accountability for actions

- Roadmap for how and when the plan can be delivered and aligned to achieve the vision and principles.
- Ensuring actions are realistic with ground for funding and can be delivered within a certain timeframe.
- Coordinate and take advantage of projects underway as well as transformational projects to leverage opportunities for future development and growth.
- Guide the community, Council and other stakeholders to take ownership for the delivery of specific projects and actions.

6



### Serving as a living document to measure the growth and prosperity of Mogo

- Ensure the plan is actively used and not forgotten.
- A document to be celebrated and proud of, as it is co-authored by Council and the community.
- Effectively implement the plan by ensuring all actions are measurable and can be delivered in the specified timeframe.
- Ensuring there is a periodic review of the plan to evaluate the effectiveness of the plan at key timeframe milestones.
- Create a culture of governance by appointing Place Activation Plan Champions to work with Council, the community and stakeholders and lead the implementation of the plan.
- Put forward the best possible approach to guide future decision making and actions.



# 7 Community Engagement

An extensive consultation process with the local Mogo community has been completed to ensure the Village Action Plan is informed by community aspirations and priorities.



There has been a whole of community opportunity to input into developing a vibrant and thriving guide for Mogo's future that maintains the cultural and community qualities of the much loved area.

The consultation has been facilitated by Council and Ethos Urban and was conducted in four phases:

**Phase 1: Vision and Principles** – that established the aspirations and guiding priorities for how Mogo should evolve into the future

**Phase 2: Emerging ideas and prioritising actions** – that sought ideas from the community on the types of projects and actions that would realise the vision and principles

**Phase 3: Draft Mogo Village Place Activation Plan** – that shared a working draft of the Plan for feedback and comments

**Phase 4: Public Exhibition** – the Plan was placed on Public Exhibition for comment.

The Draft Mogo Village Place Activation Plan has been shaped by the Mogo community, through ongoing consultation at each key milestone. Key consultation activities throughout the process included:

- Three Drop-in Information Sessions.
- Two community feedback surveys.
- Door knocking.
- Two workshops with local businesses and leaders.
- 12 stakeholder meetings.
- Two letterbox drops throughout Mogo.
- Website updates.
- Two online Community Information Workshops.
- Video update.



## Phase 1

### Vision and Principles



Drop-In Sessions



Online and Paper Survey



Community and Stakeholder Workshops



Door Knocking

## Phase 2

### Emerging ideas and prioritising actions



Community and Stakeholder Workshops



Online and Paper Survey



A Letterbox Drop



Video Update

## Phase 3

### Draft Mogo Village Place Activation Plan



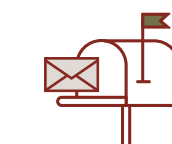
Community and Stakeholder Workshops



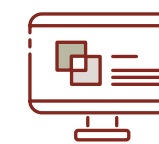
Online Community Information Sessions

## Phase 4

### Public exhibition

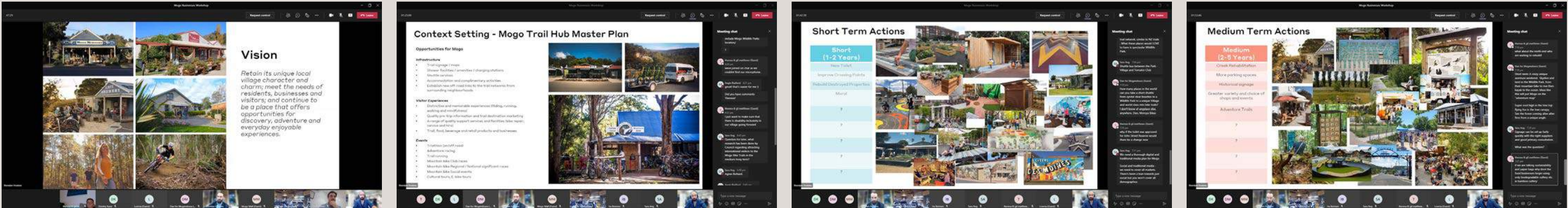


A Letterbox Drop



Website





Photographs of engagement undertaken



Who was engaged

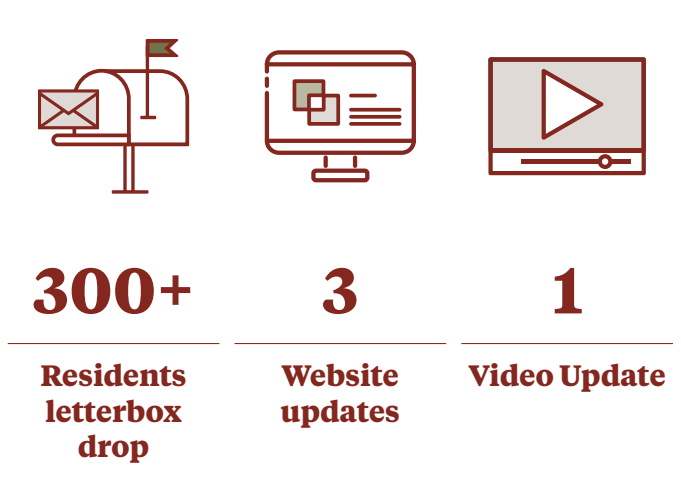
- Throughout the consultation process, we undertook extensive engagement activities with the local Mogo community, including:
- Local residents and business.
  - Local community groups (Eurobodalla Woodcraft Guild/Mens Shed, Moruya Antique & Machinery Association).
  - Landowners (NSW Government agencies, Crown and Mogo Local Aboriginal Land Council).
  - Traditional Owners and the local Indigenous community.
  - Government authorities (Transport for NSW, Rural Fire Service, Resilience NSW).
  - Elected Officials (relevant local government members).
  - Eurobodalla Shire Council (various relevant Departments).

What we heard

- Eurobodalla Shire Council received valuable community feedback during each consultation event. Key themes of common feedback from the community included:
- Broad community support for the draft Vision and Principles.
  - Improving pedestrian connectivity, accessibility and safety.
  - Respecting the Mogo’s history and natural landscape and celebrating the Indigenous culture.
  - Desire for upgraded public amenity/recreation spaces and supporting infrastructure such as crossing points and toilets.
  - Providing for long term economic opportunity and visitor attractions.



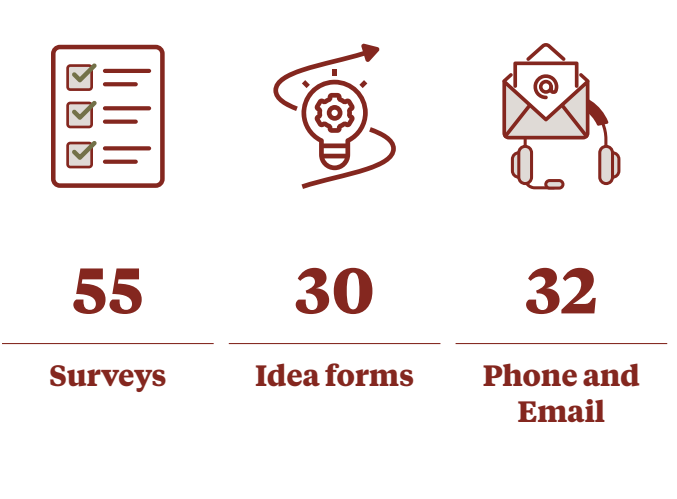
Notification



Engagement Activities



Feedback Received











Theme	What we heard	The Structure Plan responds by
<b>Celebrate Mogo’s history and culture, and contribute to its unique community &amp; village identity and character</b>	<ul style="list-style-type: none"><li>• Retain the existing character of Mogo</li><li>• Recognise the Aboriginal and mining history</li><li>• Consider having footpaths and signage that promote history and culture</li><li>• Install a banner system to promote events</li></ul>	<ul style="list-style-type: none"><li>• Ensuring fire-affected rebuilt properties are designed in accordance with the local character and DCP</li><li>• Establish a Cultural Interpretation Walk to capture historical, cultural and natural values of Mogo</li><li>• Install furniture and fixtures that reference the cultural identity of the Village</li><li>• Create an annual program that support the local celebrations and events</li><li>• Encourage and support local artists through the installation of public art</li></ul>
<b>Create a better connected and accessible village that enables safe movements and clear legibility for pedestrians</b>	<ul style="list-style-type: none"><li>• Create a cohesive and attractive streetscape</li><li>• Improve pedestrian connectivity, legibility and safety through improvements to the road network and crossing points</li><li>• Provide greater public transport options</li><li>• Focus on pedestrian safety for elderly and children with slowed traffic movements</li></ul>	<ul style="list-style-type: none"><li>• Upgrading the footpaths connecting to Mogo Recreation Park and Mogo Public School</li><li>• Annett Street to transition into a pedestrian friendly / High Pedestrian Activity zone with a reduced speed limit</li><li>• Advocate to Transport for NSW to provide a formalised crossing of Princes Highway at Tomakin Road and advocate to reduce speed limits</li><li>• Install new lights to enhance safety and security</li><li>• Explore transport options available to businesses to link Mogo with nearby facilities</li></ul>
<b>Connect with Country and protect natural as-sets of Mogo while becoming a leader in sustainability</b>	<ul style="list-style-type: none"><li>• Maintain and control vegetation at Cabbage Tree Creek</li><li>• Environmentally sustainable features are important for the future</li><li>• Provide opportunity for the local Aboriginal population and recognition of Country</li></ul>	<ul style="list-style-type: none"><li>• Install bicycle racks and signage to promote green travel</li><li>• Facilitate ongoing maintenance of Cabbage Tree Creek</li><li>• Explore opportunities for best practice sustainability initiatives</li><li>• Collaborate with Mogo LALC to provide a Cultural Hub and associated uses for Mogo</li></ul>
<b>Focus Mogo as a place for discovery and facilitate opportunities for experience and adventures that attract economic growth and investment</b>	<ul style="list-style-type: none"><li>• Mogo should continue as an activity hub and a place or community, residents and visitors</li><li>• Provide recreational spaces for the youth</li><li>• Facilitate local economic opportunities</li><li>• Leverage off the Trails Hub</li></ul>	<ul style="list-style-type: none"><li>• Install a business registry board for visitors and the wider community</li><li>• Capitalise on mountain biking opportunities to strengthen the diversity of business in Mogo</li><li>• Expand and deliver the Village green in the centre of Mogo</li><li>• Encourage opportunities to restore and repurpose Old Mogo Town as a contributor to the tourism economy or short-stay accommodation</li><li>• Investigate a new recreational facility at Mogo Recreation Park</li></ul>
<b>Deliver infrastructure and facilities to support the needs of the community and visitors</b>	<ul style="list-style-type: none"><li>• Consider further tourism accommodation facilities</li><li>• Provide public toilets closer to the commercial centre along Princes Highway</li><li>• Increase the provision of parking and tourist bus drop off areas</li><li>• Upgrade John Street reserve and provide areas for people to sit and rest</li></ul>	<ul style="list-style-type: none"><li>• Deliver more parking throughout the village and shuttle bus connections</li><li>• Advocate agencies/providers for better access to digital infrastructure such as town Wi-Fi</li><li>• Deliver a new integrated toilet/amenity facility connecting to Charles Street car park which connects also to the Trails Hub</li><li>• Integrate public transport services that connect Mogo to other key destinations</li></ul>





### Feedback on Wider Strategic Initiatives

During the consultation process, a number of ideas were heard which have not been able to be accommodated in the Place Activation Plan. While all efforts have been made to accommodate the breadth of ideas received, there are a number which fall beyond the scope of the Plan and are the responsibility of others. It is important that the Place Activation Plan maintains a focus which allows clear actions that are implementable, measurable and overall achievable.

The following important ideas we heard are supported, and it is recommended that these are pursued through separate analysis by the responsible parties:

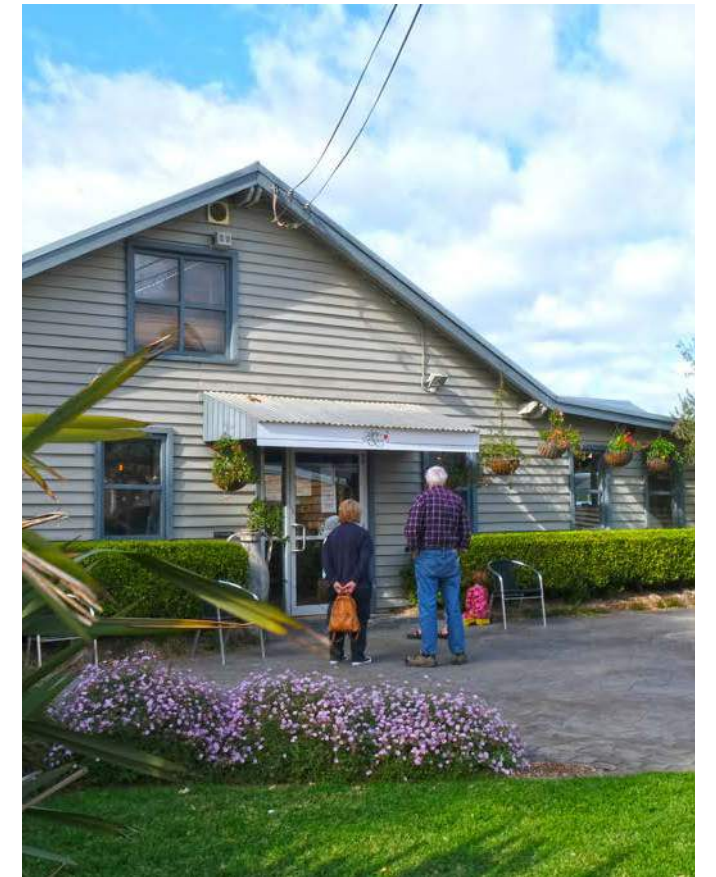
- Integrating cultural art into the Mogo Adventure Trails.
- Safer transport mobility to and from Mogo School.
- Development of a Bushfire Management Plan.
- Development of a Social Inclusion Plan for Mogo.
- Investigating affordable housing in Mogo.
- Determining a Mogo Bypass route.

These ideas contribute to Mogo being a better and more inclusive place, and therefore while they do not strictly fit within the scope of the Place Activation Plan, it is important that they are recognised.



# 8 Mogo Vision

*“Retain its unique local Village character and charm; meet the needs of residents, businesses and visitors; and a place that offers opportunities for discovery, adventure and everyday enjoyable experiences”*





Mogo's vision speaks to the uniqueness and charm of the place including aspects of the Village that the community finds important to them. This includes:

- Village character and atmosphere
- Strong community
- Variety of unique businesses
- Tourism experiences including Mogo Wildlife Park and artisan shops
- Natural beauty of surrounding bushland and coast
- Cultural heritage and history.

The vision statement has been developed with the community through the place activation plan process and represents how the community want the Village to thrive now and into the future.

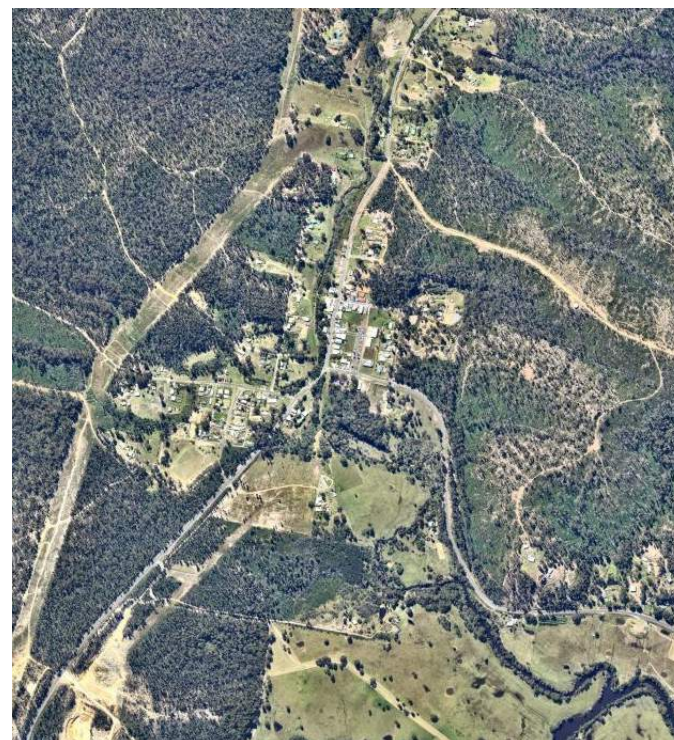


# 9 Principles for Mogo

The following five Principles have been developed through the community engagement process with the aim to capture the key guiding principles to measure the success of achieving Mogo's visions. Building on the vision, these principles are unique to Mogo and bring a clear set of beliefs that everyone can understand and work towards.

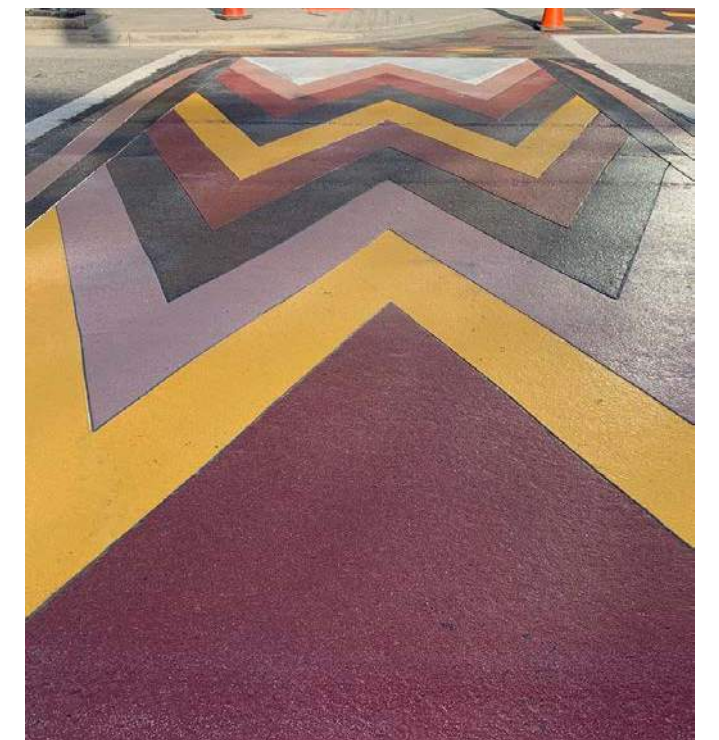
1

**Celebrate Mogo's history and culture, and contribute to its unique community & Village identity & character.**



2

**Create a better connected and accessible village that enables safe movements and clear legibility for pedestrians.**





3

Connect with Country and protect the natural assets of Mogo while becoming a leader in sustainability.



4

Focus Mogo as a place for discovery and facilitate opportunities for experiences and adventures that attracts economic growth and investment.





5

Deliver infrastructure and facilities to support the needs of the community and visitors.





# 10 Mogo Village Structure Plan

The Mogo Village Structure Plan is shaped by three key moves, defining the structure for this Place Activation Plan and implementation of the Vision.

## What is a Structure Plan?

A Structure Plan provides a framework for the future development of an area by coordinating strategic planning and urban design to manage urban development and growth opportunities and provide sustainable outcomes. This includes social, community and physical infrastructure for existing and future visitors and residents.

## The role of the Mogo Village Structure Plan

The priority of the Mogo Village Structure Plan is to guide decision making at a higher level and to provide a spatial framework for the Village's future. Looking beyond 10 years, the plan combines the collective knowledge and aspirations of the community, Council and key stakeholders.

To better understand the plan, we have identified three key moves. This is expanded upon in dedicated sections following the Mogo Village Structure Plan.



1

### An integrated Hub in the centre of Mogo

The Hub is a 'collective' of spaces for the community to enjoy in the centre of Mogo. It is a flexible space that integrates multiple projects including new infrastructure and amenities in a strategic location central to the Village in close proximity to the future trails and the gateway into Mogo State Forest.



2

### Relocating the toilets to a more central location

This key move directly addresses feedback heard from the community about making toilets central located so they are easy to find as well as safe and accessible, for visitors and locals. An amenities block is proposed north of Charles Street carpark and integrated with the Hub. This allows greater flexibility in terms of scale with the opportunity for an amenities block that provides toilets, showers, bike wash, sheltered seating or an event space.



3

### Reimagining John Street Reserve as a meeting place

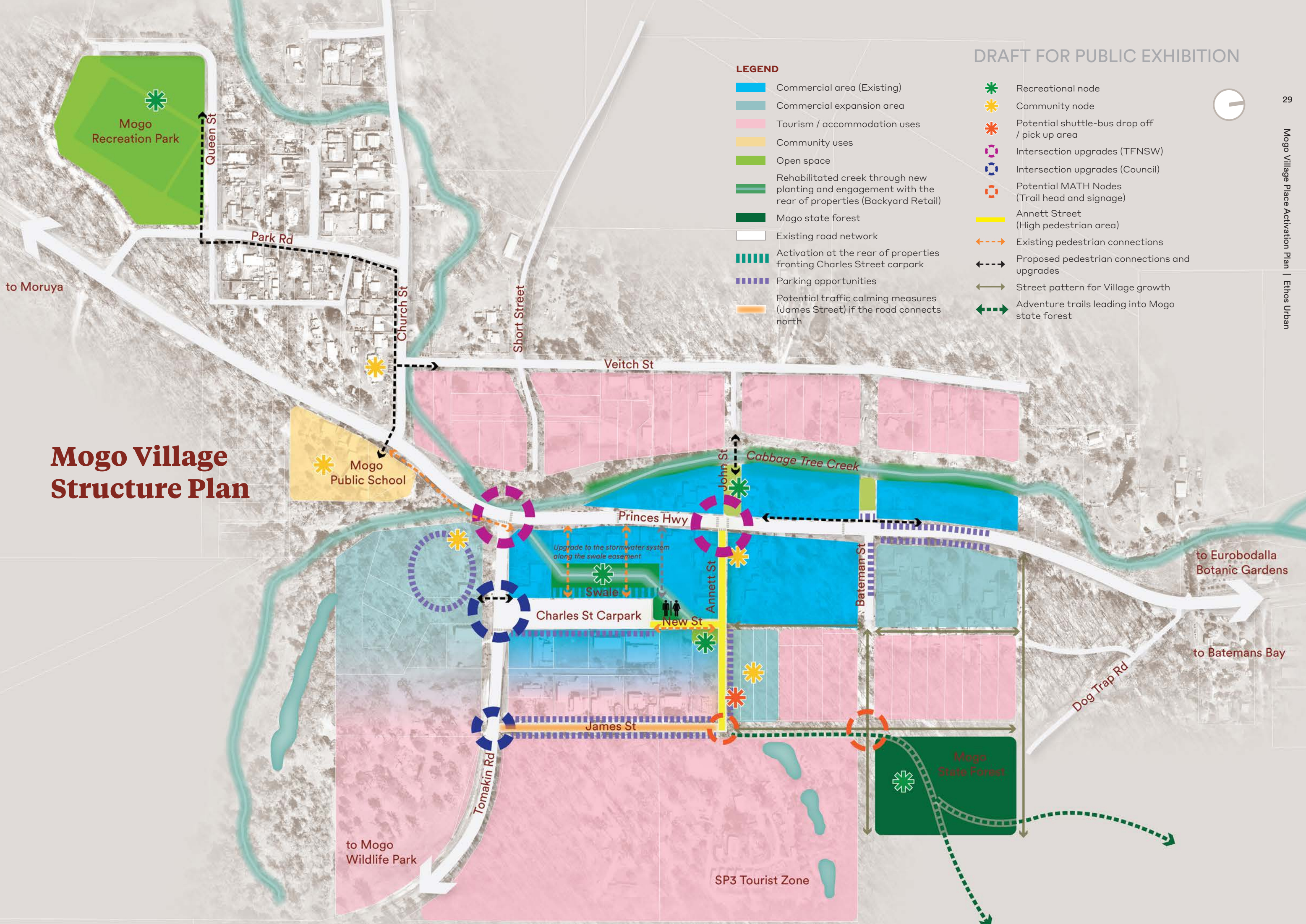
John Street has the potential to be a meeting spot for the community and visitors which may include public art, a business registry board, flexible seating, gardens and shade structures. John Street also has the potential to become an important junction for movement within the Village connecting to and from the surrounding residential neighbourhood via a pedestrian bridge over Cabbage Tree Creek.



# Mogo Village Structure Plan

## LEGEND

- Commercial area (Existing)
- Commercial expansion area
- Tourism / accommodation uses
- Community uses
- Open space
- Rehabilitated creek through new planting and engagement with the rear of properties (Backyard Retail)
- Mogo state forest
- Existing road network
- Activation at the rear of properties fronting Charles Street carpark
- Parking opportunities
- Potential traffic calming measures (James Street) if the road connects north
- Recreational node
- Community node
- Potential shuttle-bus drop off / pick up area
- Intersection upgrades (TFNSW)
- Intersection upgrades (Council)
- Potential MATH Nodes (Trail head and signage)
- Annett Street (High pedestrian area)
- Existing pedestrian connections
- Proposed pedestrian connections and upgrades
- Street pattern for Village growth
- Adventure trails leading into Mogo state forest













**A sketch perspective of the Hub. The perspective is taken from the intersection of Annett Street and the new street connecting to Charles Street carpark. Annett Street is shown as a pedestrian friendly area with a reduced speed limit, signage and wayfinding elements. A new toilet and amenities block is shown in the distance closer to the carpark.**





2

Relocating the toilets to a more central location

Relocating the existing toilets south of Tomakin Road to a more central location has been a key move. This key move directly addresses feedback heard from the community about making toilets safe and accessible. An amenities block is proposed north of Charles Street carpark and integrated with the Hub. The amenities block becomes so much more than a ‘toilet’ and can be architecturally designed to be highly functional, aesthetically pleasing and incorporating sustainable building practices such as:

- Improved pedestrian amenity through increased tree canopy cover to streets and footpaths to provide shade and a reduction in heat Island effects commonly associated with urban environments.
- Locally sourced and sustainable materials such as recycled hardwood timbers reflective of a bushland setting.
- Water recycling and rainwater collection initiatives.
- Sustainable energy sources.

The amenities block, including the toilets, provides the opportunity to provide an architecturally striking addition to Mogo which becomes a symbol of Mogo and is able to raise awareness of the Village.



Key benefits of the Charles Street Location

A thorough analysis and assessment of the Village has resulted in the toilets / amenities block being located central to the Village north of Charles Street with the following benefits:

- The spatial requirements of amenities block could not be accommodated elsewhere in the Village.
- This location is accessible and strategically positioned adjacent the Charles Street carpark where many people that visit Mogo choose to park. Therefore this location is safer for pedestrian and cyclists that don't need to cross the Princes Highway.
- This is a convenient location central to the Village that can support pedestrians who are walking around the Village as well as cyclists who are venturing in and out of the Mogo Trails.
- An integrated solution in this location means there is greater opportunity for supporting infrastructure and facilities which may be funded through grants. Associated infrastructure could include picnic tables, shelters and pockets of open space. All of which can benefit from the convenience that a toilet /amenities block brings to the community.
- The amenities block also has the potential to accommodate a gathering space which could host events.





The spatial requirements of an amenities block could not be accommodated in John Street Reserve. This creates other opportunities for John Street reserve that are explored in the following key move.



An amenities block (350-400m<sup>2</sup>) is better located in Charles Street on vacant land integrating with the hub. There is sufficient space this location and considers the new street linking the carpark to Annett Street.





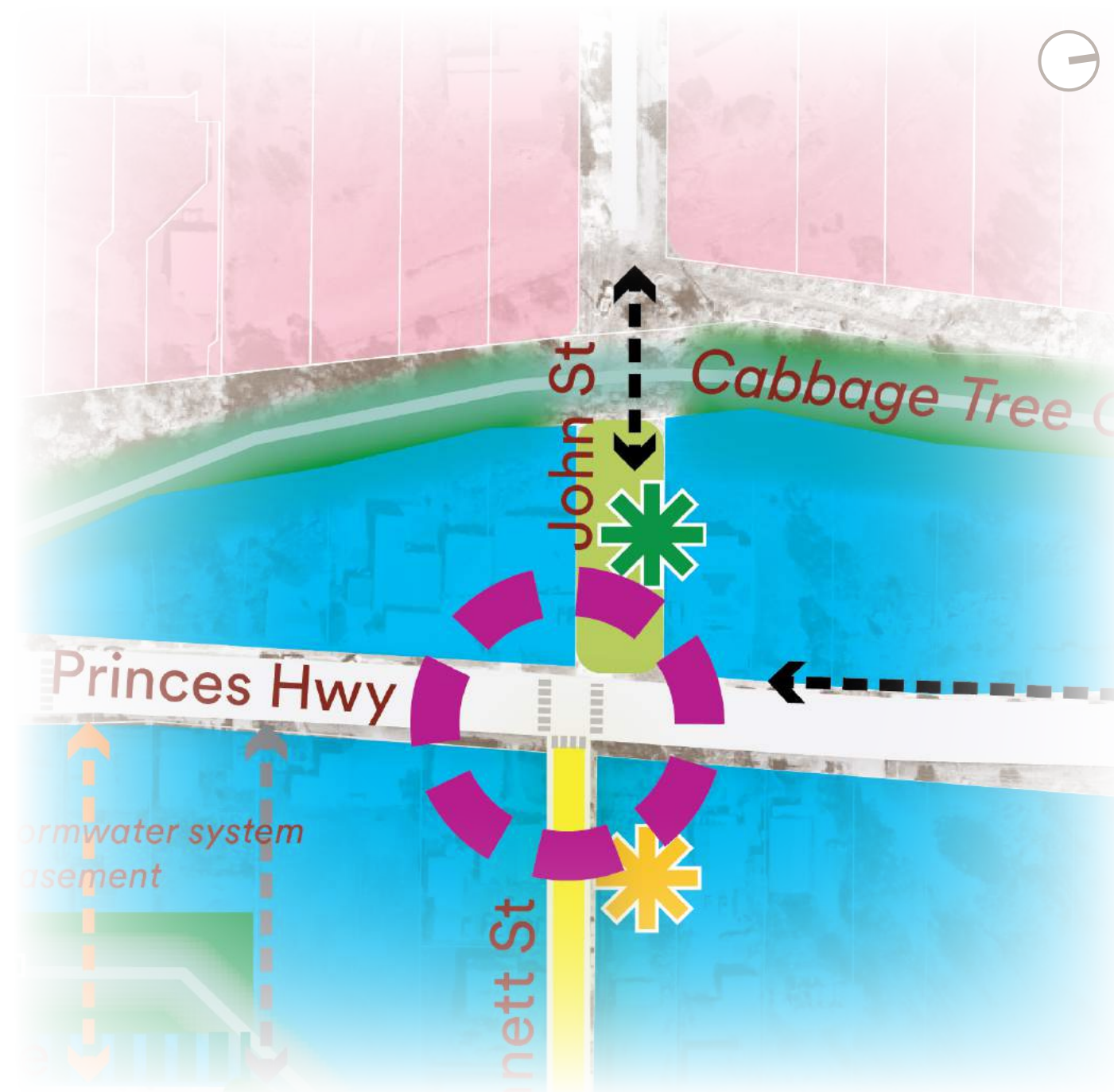
# 3

# The potential of John Street Reserve as a meeting place

A reimagined John Street Reserve is a key move that has informed the Structure Plan. John Street Reserve is a valued space in Mogo that has recently seen the delivery of BBQ facilities further supporting John Street as a meeting place. Like other aspects of the Village John Street Reserve should continue to reinforce moments of discovery and be a flexible space that the community and visitors like to gather, linger and rest. Therefore John Street Reserve has the potential to undergo further enhancements which may include public art, a Village information board, flexible seating, gardens and shade structures. John Street also has the potential to address feedback from the community such as the need for a safe creek crossing. A pedestrian bridge at John Street Reserve can significantly improve walkability for residents of Mogo making the journey to a from the Village safer and more accessible.

Enhancements to John Street reserve should also look to incorporate sustainability initiatives such as:

- Retaining existing trees.
- Potential shade structures and seating to use re-purposed / recycled materials to create a Village patio look and feel.
- Lighting that is sustainably sourced (LED, solar, micro-hydro).
- Use of soil towards the creek for gardens, ponds or other community-led initiatives.
- Pedestrian bridge that is built from locally sourced materials, craftsmanship interweaves public art and can accommodate both pedestrians and cyclists.



## Key benefits of Reimagining John Street Reserve

There are many benefits of regaining John Street Reserve including:

- Add to the identity and moments of discovery for Mogo. It's important that the Village retains moments of relief and recreational areas that can be used by residents and visitors. Putting a toilet / amenities block here would take away from this experience due to the space requirements. Therefore its important that John Street Reserve makes the most out of a small space.
- A flexible space for the community to interact and drive low cost initiatives. This may include temporary seating, murals painted by local artists, pontoon lighting, community gardens and the upkeep of a business registry/ community notice board.
- Improving connectivity from the surrounding residential neighbourhood via a creek crossing.
- Becomes a key east-west movement corridor and collective of community spaces suitable for pedestrians and cyclists that can continue via a potential crossing of the Highway and connect through to Annett Street and the Hub.







**A sketch perspective of John Street Reserve. The perspective shows further activation of this space including informal and formal seating, lighting, public art and a business registry board.**



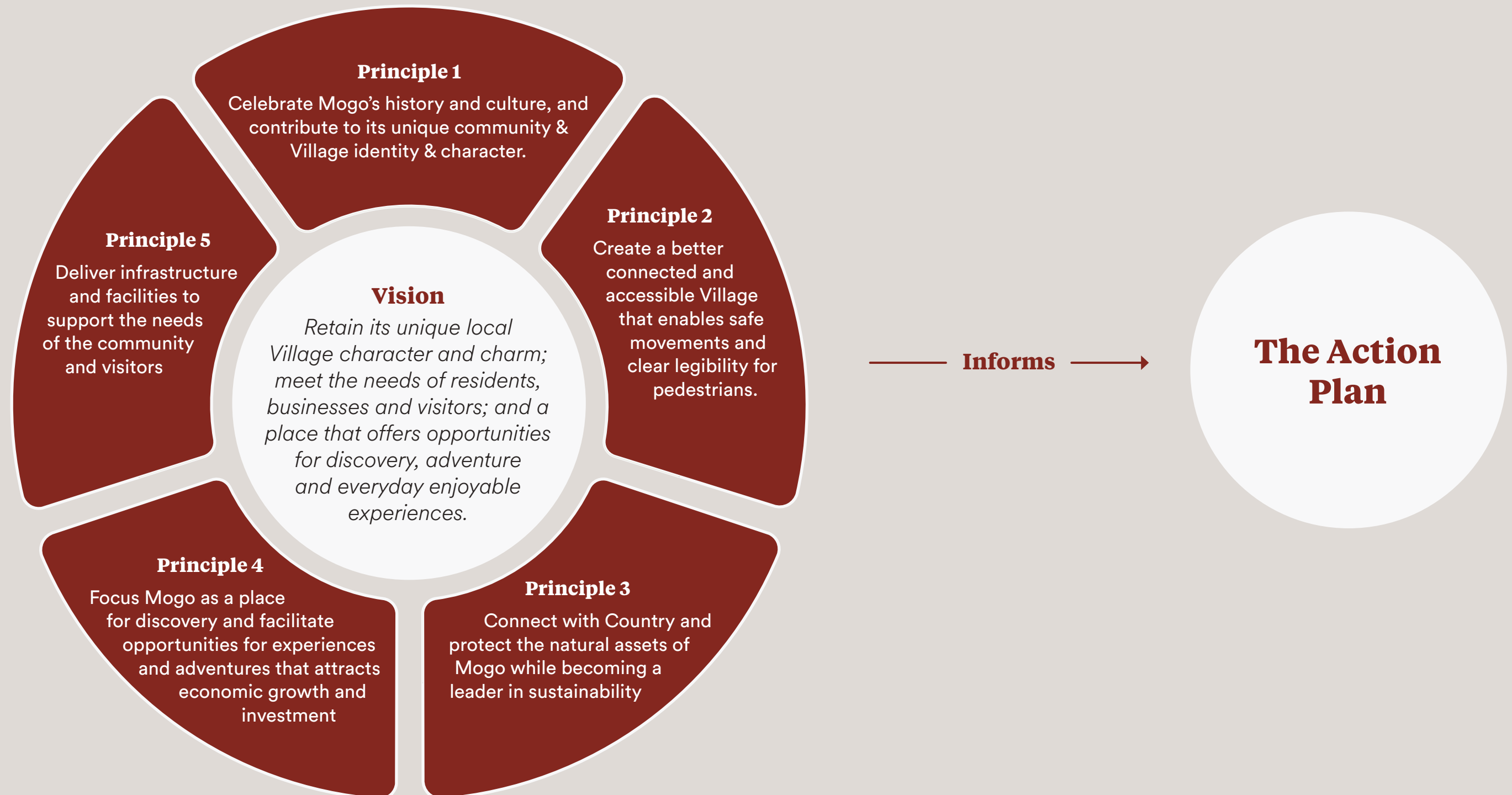


**A sketch perspective of the Charles Street Swale. The perspective is taken from Charles Street carpark looking towards accessible crossings across the swale towards the highway. The perspective highlights the opportunity for temporary activation of this interface along the car park after upgrading the stormwater system.**





# 11 This Place Activation Plan





**The following table describes how to read the action plan. The actions are organised by the delivery timeframe: High Priority, Medium Priority and Long Term actions.**

Action	Cost	Partner	Economic	Social	Total
<p><b>1.1 Deliver a new integrated toilet / amenities facility</b></p> <p>A new integrated amenities facility should be delivered in the central location of the Charles Street car park. The amenities facility should be accessible and integrate best practice sustainability measures, contributing a new and distinct architectural gem in Mogo. The amenities facility should cater to the needs of the Village and the Mogo Adventure Trails.</p>	<p><b>Funding:</b></p> <ul style="list-style-type: none"> <li>- Toilet renewal fund</li> <li>- Grants</li> </ul>	Council	<p>3</p>	<p>4</p>	<p>7</p>

*Low cost = 3 so that the total score identifies projects that have a low cost for a high return. These projects are usually quick wins.*

*Social / Environmental*

**8+**

*Total*

*Actions with a total of 8 or more have the highest economic / social / environmental return for the lowest cost.*



# High Priority Actions

- 1.1** Deliver an integrated toilet / amenities facility.
- 1.2** Establish the Mogo Tails and Trail Hub.
- 1.3** Upgrade the stormwater system/swale on Charles Street to improve drainage, reduce flood risk, provide open space opportunities during dry weather.
- 1.4** Activate John Street reserve as place to meet and rest when exploring the Village.
- 1.5** Install a Village information board in John Street reserve
- 1.6** Rebuild destroyed properties to contribute to the re-establishment of the northern end of the Village.
- 1.7** Improve existing footpaths at the northern end of the Village along the destroyed properties.
- 1.8** Transition Annett Street into a pedestrian friendly street.
- 1.9** Establish an accessible connection from Charles Street carpark to the Princes Highway that can be used after rain.
- 1.10** Provide a new vehicle connection and enhance the existing pedestrian connection from Charles Street to Annett Street.
- 1.11** Investigate the role of Annett Street during events.
- 1.12** Upgrade footpaths connecting Mogo Recreation Park and Mogo Public School.
- 1.13** Investigate providing additional shade at Mogo Recreation Park.
- 1.14** Install furniture and fixtures that reference the culture, character, identity and interest of the Village.
- 1.15** Prepare a Pedestrian Wayfinding Plan and design for wayfinding signage throughout the Mogo Village.
- 1.16** Encourage and support local artists through the installation of public art.
- 1.17** Plant new trees to increase canopy cover.
- 1.18** Continue rehabilitation of Cabbage Tree Creek.
- 1.19** Undertake a parking study to investigate demand for further parking and identify into areas for EV charging stations and RV parking.
- 1.20** Deliver more parking throughout the Village.
- 1.21** Investigate shuttle bus connections to help alleviate parking pressures.
- 1.22** Continue to advocate TfNSW to reduce speed limits in the Village.
- 1.23** Continue to advocate TfNSW to provide formalised crossings of the Princes Highway at Annett Street and Tomakin Road.
- 1.24** Advocate to TfNSW to improve parking on eastern side of highway in front of Primary School.
- 1.25** Advocate agencies/providers for better access to digital infrastructure such as town Wi-Fi.





High Priority  
Actions

Only actions that can be spatially  
represented are included on this plan.







Precedent image of an integrated toilet and amenities facility.



Precedent image of an integrated toilet and amenities facility.



Precedent image of the trail hub and associated facilities such as shade structures and seating.

Action	Cost	Partner	Return			
			Eco	Soc /Env	Total	
<div>1.1</div> <div>Deliver an integrated toilet / amenities facility</div> <div>A new integrated amenities facility should be delivered in the central location of the Charles Street car park. The amenities facility should be accessible and integrat<sup>e</sup> best practice sustainability measures, contributing a new and distinct architectural gem in Mogo. The amenities facility should cater to the needs of the Village and the Mogo Trails.</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>Funding:</div> <div>- Toilet renewal fund</div> <div>- Grants</div>	Council	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>6</div>
<div>1.2</div> <div>Establish the Mogo Tails and Trail Hub</div> <div>The establishment of the trails provides a great opportunity and catalyst to many aspects of the Plan. As put forward in the Mogo Village Structure Plan, the Trail Hub will be an important ‘collective’ of spaces and projects that will support the community and future ambition as a premier adventure trail destination.</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>Funding:</div> <div>- Grants</div>	Council Crown Lands Forestry Mogo LALC	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>6</div>
<div>1.3</div> <div>Upgrade the stormwater system/swale on Charles Street to improve drainage, reduce flood risk, provide open space opportunities during dry weather</div> <div>Suggest the title for this action is simpler and the context of improve drainage, reduce flood risk, provide open space opportunities during dry weather included in the action detail.</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>Funding:</div> <div>- Grants</div>	Council Landowners	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>6</div>
<div>1.4</div> <div>Activate John Street reserve as place to meet and rest when exploring the Village</div> <div>John Street reserve provides a tremendous opportunity to build upon the BBQ and tables already there, and further activate the space. John Street can provide a sense of community purpose incorporating community led initiatives and experiments including public art, gardens, informal seating, lighting that coincide with a future pedestrian bridge/entry in and out of the Village.</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>Funding:</div> <div>- Council grants</div>	Council Landowners Business Chamber Non-for-profits	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>8</div>
<div>1.5</div> <div>Install a Village information board in John Street reserve</div> <div>A Village information board which includes a business registry board should be provided in the John Street reserve to orientate visitors and assist in wayfinding. The registry board may also include social media details or digital integration that allows real-time and updated information</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>Funding:</div> <div>- Business Chamber</div> <div>- Grants</div> <div>- Spornsorship</div>	Business Chamber	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>5</div>
<div>1.6</div> <div>Rebuild destroyed properties to contribute to the re-establishment of the northern end of the Village</div> <div>Rebuild the destroyed properties in line with the Rebuilding Mogo Study and Mogo Village DCP, but also in ways that support the vision for Mogo as described in this Plan.</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>Funding:</div> <div>- Grants</div> <div>- Private sources</div>	Landowners	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>7</div>
<div>1.7</div> <div>Improve existing footpaths at the northern end of the Village along the destroyed properties</div> <div>The footpath along the destroyed properties should be upgraded and improved with landscaping as identified in the Rebuilding Mogo Study.</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>Funding:</div> <div>- Council grants</div> <div>- Landowners</div>	Council TfNSW Landowners	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>5</div>



Action		Cost	Partner	Return		
				Eco	Soc /Env	Total
<div>1.8</div> <b>Transition Annett Street into a pedestrian friendly street</b>  Annett Street should be established as a High Pedestrian Activity Zone with a 30km/hr speed limit to enhance pedestrian safety. This may include a threshold treatment (Strip section) at Princes Highway a different road surface could be distinguished from the rest of the streets to increase driver awareness that Annett Street is pedestrian and cycle friendly. Changes should not detract from access to the preschool.	<div>\$</div> <div>\$</div> <div>\$</div>	<b>Funding:</b> - TfNSW - External grants - Council	Council TfNSW	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>6</div>
<div>1.9</div> <b>Establish an accessible connection from Charles Street carpark to the Princes Highway that can be used after rain</b>  A series of level paths and boardwalk bridging the swale should be provided to allow for a direction and formal connection between the Charles Street car park and the Princes Highway.	<div>\$</div> <div>\$</div> <div>\$</div>	<b>Funding:</b> - Private Investment - Grants	Council (for grant writing) Landowners	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>6</div>
<div>1.11</div> <b>Investigate the role of Annett Street during events</b>  Identify the possibility for Annett Street to function in a temporary capacity for events. This action should look to prepare a schematic layout for temporary closure of the street, tent locations, power and a marshalling areas.	<div>\$</div> <div>\$</div> <div>\$</div>	<b>Funding:</b> - TfNSW - External grants - Council	Council TfNSW	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>8</div>
<div>1.12</div> <b>Upgrade footpaths connecting Mogo Recreation Park and Mogo Public School</b>  See the delivery of better pedestrian connections which have currently been planned for Mogo that encourage walkability and enhance connections between two community nodes in Mogo.	<div>\$</div> <div>\$</div> <div>\$</div>	<b>Funding:</b> - Grants	Council	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>6</div>
<div>1.13</div> <b>Investigate providing additional shade at Mogo Recreation Park</b>  Increased tree canopy cover at Mogo Recreation Park to streets and footpaths to provide shade and reduce the impact of the increasing number of hot days as the climate adapts and changes in future.	<div>\$</div> <div>\$</div> <div>\$</div>	<b>Funding:</b> -	Council LALC Local residents	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>7</div>
<div>1.14</div> <b>Install furniture and fixtures that reference the culture, character, identity and interest of the Village</b>  Install bicycle lockers, bins, benches, and signage that reflects the culture and identity of the Village. There is an opportunity to deliver this infrastructure in a unique way that showcases Mogo. Cultural symbolism and wayfinding may also take place through stenciling of streets and pathways. Install bicycle lockers and signage that reflects the culture and identity of the village. This infrastructure should be distributed throughout public and private land in the Village.	<div>\$</div> <div>\$</div> <div>\$</div>	<b>Funding:</b> - Grant funding - Stokes businesses - Sponsorship - Business plan, business chamber grant - Contributions Plan	Council Landowners Business Chamber LALC	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>6</div>



Further activation and community led initiatives at John Street Reserve - the ‘Village Patio’.





Example image of public art in the form of a mural.



Precedent image of Creek rehabilitation works

Action	Cost	Partner	Return		
			Eco	Soc /Env	Total
<div>1.15</div> <div>Prepare a Pedestrian Wayfinding Plan and design for wayfinding signage throughout the Mogo Village</div> <div>A Wayfinding Plan should be prepared to identify the ideal location and junctions for signage, markings and displays that navigate people throughout Mogo and to the trails. Wayfinding should be clear and legible for a range of mobilities including pedestrians, cyclists and vehicles. The particular style of wayfinding should be unique to Mogo while aligning with the brand identity of Eurobodalla and the Mogo Trails, leveraging off the success of this established branding.</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>Funding:</div> <div>- Grants</div> <div>Council</div> <div>Landowners</div> <div>Business Chamber</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>7</div>
<div>1.16</div> <div>Encourage and support local artists through the installation of public art</div> <div>Commission public art that celebrates the Aboriginal and non-Aboriginal culture and history of Mogo. Include a range of artforms that contribute to places, including artfully designed infrastructure elements. Public art in Mogo would align with the principles, guidelines and locations described in Council's adopted Public Art Strategy.</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>Funding:</div> <div>- Grants</div> <div>- Sponsorship</div> <div>- Contributions Plan</div> <div>Landowners</div> <div>Businesses</div> <div>Business chamber</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>7</div>
<div>1.17</div> <div>Plant new trees to increase canopy cover</div> <div>A Mogo Village Landscaping Plan should be developed to support where canopy trees should be located in the public domain. Development should include landscaping that enhances the historic character and provides a vegetated commercial centre as described in the Mogo Village Centre Development Control Plan.</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>Funding:</div> <div>- Grants</div> <div>- Contributions Plan</div> <div>Council</div> <div>Landowners</div> <div>Business Chamber</div> <div>Non-for-profits</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>6</div>
<div>1.18</div> <div>Continue rehabilitation of Cabbage Tree Creek</div> <div>Prioritise the rehabilitation of the creek as currently underway to preserve the natural and ecological values of the creek by increasing native vegetation, etc. Property owners to maintain their properties to further support the maintenance of Cabbage Tree Creek.</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>Funding:</div> <div>- Grants</div> <div>Crown Lands</div> <div>Council</div> <div>Landowners</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>6</div>
<div>1.19</div> <div>Undertake a parking study to investigate demand for further parking and identify into areas for EV charging stations and RV parking</div> <div>Investigation to also be given to a suitable location for an EV charging station and RV Parking. Additional parking would need to assess demand and supporting evidence for when additional parking would be required and should consider the vision for Mogo and apply the NSW Movement and Place Framework.</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>Funding:</div> <div>- Grants</div> <div>- Stim funding</div> <div>- Contributions Plan</div> <div>Council</div> <div>TfNSW</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>7</div>
<div>1.20</div> <div>Deliver more parking throughout the Village</div> <div>A combination of on- and off-street, formal and informal parking opportunities should be explored and delivered. Optimise parking in discrete areas including accessible parking at Bateman Street (West) and On Street Parking Princes Highway North as identified on structure plan. Parking to also be explored along Annett Street with traffic calming measures.</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>Funding:</div> <div>- Grants</div> <div>- Stim funding</div> <div>- Contributions Plan</div> <div>Council</div> <div>TfNSW</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>6</div>



Action		Cost	Partner	Return		
				Eco	Soc /Env	Total
<b>1.21 Investigate shuttle bus connections to help alleviate parking pressures</b>	<p>Shuttle services that connect Mogo with other destinations such as Batemans Bay and Tomakin have the opportunity to alleviate parking pressures through providing an alternative mode of transport.</p>	\$ \$ \$	Funding: - Contributions Plan  Council Services and tourism operators such as Mogo Wildlife Park Landowners Private operators	\$ \$ \$	♥ ♥ ♥	6
<b>1.22 Continue to advocate TfNSW to reduce speed limits in the Village</b>	<p>Advocacy of TfNSW is a focus to deliver lower speed limits should be investigated such as (40km) along the Princes Highway to create a safer environment for pedestrians by slowing vehicles approach into the Village.</p>	\$ \$ \$	Funding: - TfNSW  Council TfNSW	\$ \$ \$	♥ ♥ ♥	6
<b>1.23 Continue to advocate TfNSW to provide formalised crossings of the Princes Highway at Annett Street and Tomakin Road</b>	<p>A new crossing of the Princes Highway should be provided at Annett Street to improve pedestrian safety and accessibility. Advocacy of TfNSW is a focus to deliver this outcome. A new crossing of the Princes Highway should be provided at Tomakin Road to improve pedestrian safety and accessibility. Advocacy of TfNSW is a focus to deliver this outcome. This should also include advocating for widened and safer pedestrian movement across the bridge to and from Mogo school to the Village centre when it is up for renewal/upgrade.</p>	\$ \$ \$	Funding: - TfNSW  Council TfNSW	\$ \$ \$	♥ ♥ ♥	6
<b>1.24 Advocate to TfNSW to improve parking on eastern side of highway in front of Primary School</b>	<p>Improvements to parking along the highway should be coordinated with TFNSW and Mogo Primary school during peak times such as drop off / pick up so that pedestrian safety and accessibility can be improved.</p>	\$ \$ \$	Funding: - TfNSW  Council TfNSW	\$ \$ \$	♥ ♥ ♥	6
<b>1.25 Advocate agencies/providers for better access to digital infrastructure such as town Wi-Fi</b>	<p>Advocate technology providers for better infrastructure and faster and more reliable high speed internet and to build digital literacy.</p>	\$ \$ \$	Funding: - N/A  Council Landowners Business Chamber LALC Local residents	\$ \$ \$	♥ ♥ ♥	7



Example image of street crossing / pavement types for pedestrians and cyclists.



Example image of Electric Vehicle (EV) charging stations to explored in the Village.



## Medium Priority Actions

- 2.1** Establish a Cultural Interpretation Walk that captures the historical, cultural and natural values of Mogo.
- 2.2** Use the Eurobodalla Tourism Brand and Mogo Trails Brand to showcase Mogo's identity as a destination.
- 2.3** Capitalise on mountain biking opportunities to strengthen the diversity of business in Mogo.
- 2.4** Provide a pedestrian crossing of Cabbage Tree Creek at the John Street reserve.
- 2.5** Identify and designate a shuttle drop off area.
- 2.6** Continue to install furniture and fixtures that reference the culture and identity of the Mogo.
- 2.7** Continue to deliver more parking throughout Mogo.
- 2.8** Investigate road upgrades, traffic calming and parking along James Street.
- 2.9** Review zoning on James Street to support land uses that are consistent with this plan.
- 2.10** Facilitate ongoing maintenance of Cabbage Tree Creek.
- 2.11** Install new street lighting to enhance safety and security.
- 2.12** Create an annual program that support the local celebrations and events.
- 2.13** Explore opportunities for best practice sustainability initiatives.
- 2.14** Provide educational opportunities to residents and businesses on sustainable rebuilding and improvement opportunities.
- 2.15** Investigate opportunities for sporting events at Mogo Recreation Park.
- 2.16** Capitalise on digital integration by adopting technology in all aspects of Mogo and promoting a digitally engaged Village.



## Medium Priority Actions

2.15

Mogo Recreation Park

Queen St

Park Rd

Church St

Short Street

Veitch St

2.4

2.10

Cal Tree Creek

Mogo Public School

Princes Hwy

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Charles St Carpark

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Precedent image of a creek crossing over Cabbage Tree Creek.



Example of business diversity in Mogo to accommodate and service visitors.



Example of shuttle services that can transport riders to and from the Village from hubs within the shire.

Action	Cost	Partner	Return		
			Eco	Soc /Env	Total
<div>2.1</div> <b>Establish a Cultural Interpretation Walk that captures the historical, cultural and natural values of Mogo</b>  An Interpretation Plan for Mogo village should be developed with Elders to map a cultural walk and support the meanings and relationships of the culture, history, and nature, past and present. The Interpretation Plan is to identify experiences, objects, artifacts, landscapes, and sites of significance that can be revealed to a visitor, as well as mapping a walk and signage locations. The Plan should also identify what infrastructure in required to support the Cultural Interpretation Walk.	\$ \$ \$	Funding: - Grant funding  Council Mogo LALC Historical society	\$ \$ \$	♥ ♥ ♥	7
<div>2.2</div> <b>Use the Eurobodalla Tourism Brand and Mogo Trails Brand to showcase Mogo’s identity as a destination</b>  The brand of Mogo should be aligned with the brand identity of Eurobodalla and the Mogo Trails, leveraging off the success of this established branding. Establishing and sustaining an investment prospectus, a sponsorship program, a promotions and marketing plan including a website and a social media presence.	\$ \$ \$	Funding: - Sponsorship State services Business support DNSW grants Private investment  Sponsors, businesses, DNSW, Business chamber, NSWBC	\$ \$ \$	♥ ♥ ♥	8
<div>2.3</div> <b>Capitalise on mountain biking opportunities to strengthen the diversity of business in Mogo</b>  Work with Invest NSW to encourage new entrepreneurs and creative industries to establish in Mogo and strengthen the local economy by diversifying the range of goods and services offered. This may include businesses that range from artisan local craft and retail to food convenience, dining, bike service/hire, entertainment, eco resorts and bespoke accommodation.	\$ \$ \$	Funding: - Private investment  Investors Private landowners Sponsors	\$ \$ \$	♥ ♥ ♥	6
<div>2.4</div> <b>Provide a pedestrian crossing of Cabbage Tree Creek at the John Street reserve</b>  A pedestrian link over Cabbage Tree Creek should be delivered to establish greater east / west permeability for neighbouring residents to access the commercial Village. Providing a central connection at John Street is a priority to connect with the John Street reserve and Annett Street.	\$ \$ \$	Funding: - External grants  Council Crown Lands	\$ \$ \$	♥ ♥ ♥	6
<div>2.5</div> <b>Identify and designate a shuttle drop off area</b>  Work with tourism providers and operators to provide a shuttle drop off area with parallel parking on the east end of Annett street. Shuttles may connect to other key destinations such as Botanic Gardens, Mogo Wildlife Park, Moruya and Batemans Bay with regular loops.	\$ \$ \$	Funding: - Grants  Council Services and tourism operators such as Mogo Wildlife Park Landowners Private operators	\$ \$ \$	♥ ♥ ♥	8



Action	Cost	Partner	Return		
			Eco	Soc /Env	Total
<div>2.6</div> <div>Continue to install furniture and fixtures that reference the culture and identity of the Mogo</div> <div>Install benches, bicycle racks, signage, and lighting that reflects the culture and identity of Mogo. Cultural symbolism and wayfinding may also take place through bespoke elements that display local craftsmanship.</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>Funding:</div> <div>- Grant funding – stokes businesses – business plan, business chamber grant</div> <div>Business owners Council</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>6</div>
<div>2.7</div> <div>Continue to deliver more parking throughout Mogo</div> <div>Deliver parking as identified in the Parking Study (High priority action)</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>Funding:</div> <div>- Grants Stim funding</div> <div>Councillors, Infrastructure TfNSW</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>6</div>
<div>2.8</div> <div>Investigate road upgrades, traffic calming and parking along James Street</div> <div>Upgrades to James Street would retain access to existing homes and businesses (including for trucks where business require it). Residents in James Street should be invited to participate during the design of the upgrades to provide local knowledge and values related to drainage, amenity and access needs.</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>Funding:</div> <div>- Contributions Plan</div> <div>Council TfNSW</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>6</div>
<div>2.9</div> <div>Review zoning on James Street to support land uses that are consistent with this plan</div> <div>James Street currently contains a mix of businesses and residences. Due to the proximity of James Street to the commercial village centre and the Mogo Trails, there is an opportunity and review the land use zoning to encourage other complimentary uses.</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>Funding:</div> <div>- Contributions Plan</div> <div>Council</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>7</div>
<div>2.10</div> <div>Facilitate ongoing maintenance of Cabbage Tree Creek</div> <div>A plan is to be developed to ensure ongoing maintenance of Cabbage Tree Creek to preserve the natural and ecological values of the creek. Develop a management plan agreement between Crown, Council (Landcare), Mogo LALC (rangers) and other volunteers. Investigate community interest to form a Landcare group which would be eligible for council support and Landcare grant funding. Investigate other funding sources such as from Local Land Services to fund Mogo rangers to undertake ongoing works on the creek. Opportunities for community days and/or school led initiatives may be useful approaches to deliver this action.</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>Funding:</div> <div>- Community / grants</div> <div>Community Business chamber Crown Lands</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>7</div>



Example of unique Village furniture and fixtures that display local craftsmanship.



Example of activation at the rear of properties referencing the culture and identity of Mogo.





Example image of events including markets and food vendors who showcase local produce.



Example image of businesses with greater awareness of landscaping / sustainability initiatives.

Action	Cost	Partner	Return			
			Eco	Soc /Env	Total	
<div>2.11</div> <b>Install new street lighting to enhance safety and security</b>  New street lighting is to be installed throughout Mogo, specifically in Charles Street car park, and along the main pedestrian and vehicle thoroughfares to enhance safety and security.	<div>\$</div> <div>\$</div> <div>\$</div>	<b>Funding:</b> - Grants / Council	Council	<div>\$</div> <div>\$</div> <div>\$</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>7</div>
<div>2.12</div> <b>Create an annual program that support the local celebrations and events</b>  Plan for and undertake yearly events such as festivals, community activities and markets. Locations including Annett Street and Charles Street could be explored as well as the opportunity for night events in the longer term. Build on existing events such as Mogo Family Fun Day, etc.	<div>\$</div> <div>\$</div> <div>\$</div>	<b>Funding:</b> - Grants / NGOs	Private / business Community, government and Non-for-profits, chamber and market committee	<div>\$</div> <div>\$</div> <div>\$</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>9</div>
<div>2.13</div> <b>Explore opportunities for best practice sustainability initiatives</b>  Opportunities for sustainability initiatives should be explored, and may include the installation of EV charging stations, introduction of new shade structure, energy efficient agreements for private businesses, etc.	<div>\$</div> <div>\$</div> <div>\$</div>	<b>Funding:</b> - Grants - Private Investment	Council Developers	<div>\$</div> <div>\$</div> <div>\$</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>6</div>
<div>2.14</div> <b>Provide educational opportunities to residents and businesses on sustainable rebuilding and improvement opportunities</b>  Council and developers should look to hold sessions for residents and businesses to further develop their knowledge of sustainable building practices. Focus areas may be renewable energy, water recycling, composting, landscaping and recycled materials. This may also provide a platform for businesses and residents to share their ideas and current practices in this space.	<div>\$</div> <div>\$</div> <div>\$</div>	<b>Funding:</b> - Grants - Private Investment	Council Developers	<div>\$</div> <div>\$</div> <div>\$</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>7</div>
<div>2.15</div> <b>Investigate opportunities for sporting events at Mogo Recreation Park</b>  For example this may include a sporting event such as the Koori knockout, with temporary facilities brought in for the weekend.	<div>\$</div> <div>\$</div> <div>\$</div>	<b>Funding:</b> - External grants	Council	<div>\$</div> <div>\$</div> <div>\$</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>6</div>
<div>2.16</div> <b>Capitalise on digital integration by adopting technology in all aspects of Mogo and promoting a digitally engaged Village</b>  Investigate ways the Village can incorporate digital technology. This may include smart data apps or QR codes linked to valuable information about the Village, community batteries / charging stations or on demand transport and shuttle services.	<div>\$</div> <div>\$</div> <div>\$</div>	<b>Funding:</b> - Grants - Private Investment	Business Chamber Private / business	<div>\$</div> <div>\$</div> <div>\$</div>	<div>\$</div> <div>\$</div> <div>\$</div>	<div>6</div>



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## Long Term Actions

- 3.1** Collaborate to realise the potential of the Mogo LALC land to provide a Cultural Hub and associated uses in the centre of Mogo.
- 3.2** Investigate a multi-function cultural / community space on the corner of Tomakin Road and Princes Highway.
- 3.3** Expand and deliver the Village green in the centre of Mogo.
- 3.4** Investigate the feasibility in increasing recreational activities at Mogo Recreation Park.
- 3.5** Investigate connections between the Mogo Village, Mogo Wildlife Park, Botanic Gardens and other key destinations.
- 3.6** Integrate public transport services that connect Mogo to other key destinations.



## Long Term Actions

Only actions that can be spatially represented are included on this plan.







Precedent image of a cultural hub in the heart of Mogo Village.

Action		Cost	Partner	Return		
				Eco	Soc /Env	Total
<div>3.1</div> <b>Collaborate to realise the potential of the Mogo LALC land to provide a Cultural Hub and associated uses in the centre of Mogo</b>  The Mogo LALC has land well-positioned in the village which could provide a cultural centre and multi-use function. The LALC land could also accommodate tourism, accommodation and/ or housing uses to contribute to the vibrancy and diversity of Mogo.	<div>\$</div> <div>\$</div> <div>\$</div>	<b>Funding:</b> - Grant	Mogo LALC State Government Agencies Council	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>7</div>
<div>3.2</div> <b>Investigate a multi-function cultural / community space on the corner of Tomakin Road and Princes Highway</b>  This location provides an opportunity for a cultural and community space given the seperation from the commercial heart of the Village. Opportunity for additional parking should also be explored.	<div>\$</div> <div>\$</div> <div>\$</div>	<b>Funding:</b> - Grant	Community Groups Crown Mogo LALC Council	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>7</div>
<div>3.3</div> <b>Expand and deliver the Village green in the centre of Mogo</b>  Continue to expand and contribute to the Hub and establishment of a village green which can include a range of community features such as an outdoor classroom, seating and shade structures.	<div>\$</div> <div>\$</div> <div>\$</div>	<b>Funding:</b> - Council and grants and maintenance	Council LALC	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>6</div>
<div>3.4</div> <b>Investigate the feasibility in increasing recreational activities at Mogo Recreation Park</b>  Investigate and evaluate the best and feasible recreational activities for all-ages, aligning with the recreational use of Mogo Recreation Park. Further consideration to supporting recreational activities at Mogo Recreation Park will be considered in Council's future review of the Recreation and Open Space Strategy. This will include assessing existing infrastructure and open space across the Shire, usage rates (including residents and visitors), community demographics, and current population and predicted growth.	<div>\$</div> <div>\$</div> <div>\$</div>	<b>Funding:</b> - Grants - Developer Contributions	Council Local residents Business Chamber	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>7</div>
<div>3.5</div> <b>Investigate connections between the Mogo Village, Mogo Wildlife Park, Botanic Gardens and other key destinations</b>  Support councils integrated transport strategy by providing accessibility within settlements and connections between towns and villages. Explore transport options available to businesses to link Mogo with nearby facilities and destinations.	<div>\$</div> <div>\$</div> <div>\$</div>	<b>Funding:</b> - Grant - Developer Contributions	Mogo Wildlife Park Tomakin Sports Club Botanic Gardens Business Chamber Council	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>7</div>
<div>3.6</div> <b>Integrate public transport services that connect Mogo to other key destinations</b>  Public transport services should be integrated and established into Mogo and align with a Eurobodalla Integrated Transport Strategy as identified in the Local Strategic Planning Statement and the NSW Place and Movement Framework. The purpose of public transport services is to foster greater accessibility and connectivity between Mogo and other key destinations within the Shire.	<div>\$</div> <div>\$</div> <div>\$</div>	<b>Funding:</b> - Developer contributions	Council	<div>\$</div> <div>\$</div> <div>\$</div>	<div>♥</div> <div>♥</div> <div>♥</div>	<div>7</div>



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# 12 Implementation

## Next steps

This plan serves as a living document, to be used by the community, Council and stakeholders as a roadmap for future projects and/or actions.

To ensure continued momentum of this Place Activation Plan, Council and the community should appoint Place Activation Plan Champions to work with Council, the community and stakeholders and lead the implementation of the plan.

## What are Place Activation Plan Champions?

The purpose of the Place Activation Plan Champions are to be drivers for change, ensuring the place experience of Mogo reflects the vision and principles, and to measure the success of this plan.

This includes actively developing relationships with internal and external stakeholders, advocating to key agencies and gathering the information needed to apply for grants /secure funding.

It is important that this leadership group be established and given the support and assistance of Council and the community to deliver the initiatives of this Place Activation Plan.





## Monitoring and Reporting

This Place Activation Plan plays an important role in defining the future of the Mogo and setting a framework for achieving the vision.

This section describes how the Plan should be used and maintained to guide decisions on actions and growth opportunities. It includes recommendations for how the plan can be implemented, administered and used to guide specific projects. It also includes details on how the plan can be amended to ensure it remains relevant.

The Plan should be regularly reviewed and updated to ensure that it continues to meet the needs of the Mogo.

The following may be used to aid the monitoring and reporting process:

- The Department of Planning Industry and Environment - NSW Great Public Spaces Toolkit which can be used to evaluate public space and public life.
- Spendmapp Data.
- Visitation Data.
- Place Score.

### Monitoring

This Place Activation Plan provides a strong understanding of the present context and sets a roadmap for the future. Despite this, it is unable to account for all potential eventualities. It is essential that a system is established for the Plan to be regularly reviewed, updated and/or amended as necessary to ensure that it remains a relevant guide to deliver opportunities and accommodate positive change.

A review system should be adopted for the monitoring of the Plan, with Council staff taking a lead role. The Plan should be reviewed on an annual basis, with a focus on projects and actions which have been completed/commenced, and comment on any changes which may influence the Plan and future implementation. This report should be produced and provided to Councillors, and also made available to community members.

### Review and Update

This Place Activation Plan should be regularly reviewed to determine the ongoing relevance of the actions and to reflect progress achieved. It is recommended that the Plan be reviewed every five years, with an update to ensure that achieved actions can be showcased, progress highlighted, and new actions developed. Updates, amendments and elaborations of this Place Activation Plan should be endorsed by Council.

### Smart Technology

Smart technology and real-time data should be used to enhance the regularity and accuracy of reporting. The use of digital techniques and real-time collection and analysis of data will ensure the context of Mogo is better understood and the outcomes and aspirations of the Plan can be delivered.





### Find out more:

To keep up to date and find out more:

Website: [www.esc.nsw.gov.au/mogo](http://www.esc.nsw.gov.au/mogo)

Email: [council@esc.nsw.gov.au](mailto:council@esc.nsw.gov.au)

Call: Angie Radford

*Coordinator Strategy and Place*

**t** 02 4474 1202 **m** 0448 434 987



ETHOS  
URBAN