

JURY PANEL REPORT - Aug 2007.

Executive Summary

The competitive process run for the development of Stockland Vincentia Corner of Wool Road and Jervis Bay Road was successful in engaging three architects to submit impressive conforming and non conforming schemes in the spirit of the Department of Planning's objective to achieve design excellence through competition and through achieving the selection of a preferred solution/or architect, which will contribute greatly to the amenity of the Vincentia Coastal Village.

The jury panel has commended the standard of submissions, which provided a solid field of master plan and design amendment proposals. Ultimately the panel was unanimous in their decision, utilising two assessment periods in the competitive process; the first to provide direction and focus the architects, the second to review and form a final position on the preferred scheme or architect from a conforming and non conforming perspective and document the Jury Panels expert recommendation.

The essential challenge on this site is to find a relationship between the Main Street, car parking and retail areas that is not only clear and legible, but also has a sound retail and urban design logic. The challenge is further complicated by the staging programme, land form and environmental constraints.

In all conforming schemes, activation along the length of Main Street remained unachievable until the distant Stage 3, and even then the claimed activation was questionable. Partly because of its length, so often Main Street seemed to hinder good retail activity, rather than serve as a vibrant contributor. It is important to note that, on this site, the only residential development adjacent the Centre occurs to the North West — Main Street, as shown on the conforming schemes, is therefore not a natural pedestrian route.

The Jury Panel nominates Rice Daubney (Referred to as CES through the assessment process) as the preferred architect, for their exceptional presentations and considered alternatives that exhibited the attributes required for a project as complicated and costly as the Vincentia Coastal Village. The Jury believe that although their master plan in its current form requires some amendments, it has the potential to provide an excellent amenity for the people of Jervis Bay and the Vincentia Coastal Village. It more sensitively addressed the unique nature of the site, related well to the existing land form, and facilitated a far less disruptive staging sequence.

The winning scheme (CES non-conforming) made the big fundamental move of treating Moona Creek Road as the "Main Street". Along this street all the more "local" facilities were positioned. There is a great logic behind this decision, and it results in a much more compact centre, and one that works well at each stage of development. This scheme also displayed a greater respect for the land form, minimising cut and fill, and allowed the creek to retain a strong identity in the centre. The infrastructure needs are also more realistically distributed over the various stages of growth in this proposal, and the architecture seemed to relate more comfortably to the coastal character of Vincentia. The disposition of the various retail providers around the site was however not particularly good, the conforming scheme in some ways superior, and distances from carpark to shops excessive in places.



However these relationships can be the subject of further development work between architect and client, and the necessary rearrangements need not destroy the basic concepts that underlie this Scheme.

* The Jury Panel recommends further development for the following aspects of the design:

- Combining several of the Rice Daubney concepts into one master plan to achieve a more workable retail master plan
- Improving connectivity to carparking areas and ensuring convenience to majority of customers
- * D - Review of open air areas in key retail locations to ensure customer amenity and to enable best practice environment for retailers

We look forward to Stockland presenting the final master plan and project approval to the community and the outcomes of this process being realised and importantly thank the competition participants for their efforts in a very tight timeframe.

Keith Cottier, Chairperson

