Rye Town Centre

URBAN DESIGN FRAMEWORK

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## CONTENTS

<table>
<thead>
<tr>
<th>LIST OF FIGURES</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. INTRODUCTION</td>
<td>4</td>
</tr>
<tr>
<td>1.1 PROJECT BACKGROUND</td>
<td>4</td>
</tr>
<tr>
<td>1.3 BACKGROUND INFORMATION – REVIEW OF PREVIOUS STUDIES</td>
<td>7</td>
</tr>
<tr>
<td>2. STRATEGIC PLANNING CONTEXT</td>
<td>9</td>
</tr>
<tr>
<td>2.1 THE STATE PLANNING POLICY FRAMEWORK</td>
<td>9</td>
</tr>
<tr>
<td>2.2 MUNICIPAL STRATEGIC STATEMENT</td>
<td>10</td>
</tr>
<tr>
<td>2.3 ZONES</td>
<td>12</td>
</tr>
<tr>
<td>2.4 PARTICULAR PROVISIONS</td>
<td>14</td>
</tr>
<tr>
<td>2.5 GENERAL PROVISIONS</td>
<td>14</td>
</tr>
<tr>
<td>2.6 RYE BUSINESS PLAN, 1996</td>
<td>14</td>
</tr>
<tr>
<td>2.7 POPULATION PROFILE</td>
<td>15</td>
</tr>
<tr>
<td>2.8 POPULATION FORECASTS</td>
<td>16</td>
</tr>
<tr>
<td>2.9 TOURISM PROFILE</td>
<td>16</td>
</tr>
<tr>
<td>3. URBAN DESIGN ANALYSIS</td>
<td>19</td>
</tr>
<tr>
<td>3.1 FORESHORE CONTEXT</td>
<td>19</td>
</tr>
<tr>
<td>3.2 CLIMATE, ASPECT, VIEWS</td>
<td>23</td>
</tr>
<tr>
<td>3.3 REGIONAL ACCESSIBILITY</td>
<td>27</td>
</tr>
<tr>
<td>3.4 TRAFFIC AND CARPARKING</td>
<td>30</td>
</tr>
<tr>
<td>3.5 SERVICES AND INFRASTRUCTURE</td>
<td>36</td>
</tr>
<tr>
<td>3.6 URBAN CHARACTER</td>
<td>39</td>
</tr>
<tr>
<td>3.7 PEDESTRIAN PATHWAYS</td>
<td>46</td>
</tr>
<tr>
<td>3.8 LANDSCAPE</td>
<td>49</td>
</tr>
<tr>
<td>3.9 AVON STREET</td>
<td>52</td>
</tr>
<tr>
<td>3.10 TOOTGAROOK COMMERCIAL PRECINCT– CARMICHAEL STREET</td>
<td>52</td>
</tr>
<tr>
<td>4. URBAN DESIGN FRAMEWORK</td>
<td>53</td>
</tr>
<tr>
<td>4.1 TRAFFIC MOVEMENT</td>
<td>53</td>
</tr>
<tr>
<td>4.2 PEDESTRIAN CIRCULATION AND AMENITY</td>
<td>59</td>
</tr>
<tr>
<td>4.3 URBAN LANDSCAPE ELEMENTS</td>
<td>60</td>
</tr>
<tr>
<td>4.4 VEGETATION</td>
<td>64</td>
</tr>
<tr>
<td>4.5 GUIDELINES FOR BUILT FORM</td>
<td>67</td>
</tr>
<tr>
<td>4.6 AVON STREET SHOPPING CENTRE – ROLE STATEMENT</td>
<td>70</td>
</tr>
<tr>
<td>4.7 CARMICHAEL STREET, TOOTGAROOK – ROLE STATEMENT</td>
<td>71</td>
</tr>
<tr>
<td>4.8 PLANNING SCHEME AMENDMENTS</td>
<td>70</td>
</tr>
<tr>
<td>4.9 DEVELOPER CONTRIBUTIONS</td>
<td>73</td>
</tr>
<tr>
<td>4.10 OUTLINE MARKETING PLAN</td>
<td>75</td>
</tr>
<tr>
<td>4.11 PARKING PRECINCT PLAN</td>
<td>76</td>
</tr>
<tr>
<td>5. PRIORITY PROJECTS</td>
<td>85</td>
</tr>
<tr>
<td>5.1 PRIORITY PROJECTS</td>
<td>85</td>
</tr>
<tr>
<td>5.2 COMMUNITY ART PROJECTS</td>
<td>86</td>
</tr>
<tr>
<td>APPENDIX A</td>
<td>87</td>
</tr>
<tr>
<td>APPENDIX B</td>
<td>91</td>
</tr>
</tbody>
</table>
LIST OF FIGURES

Figure 1: Rye Town Centre Study Area .................................................................................................................. 4
Figure 2: Rye Town Centre Zones .......................................................................................................................... 12
Figure 3: Design and Development Overlays in the Rye Town Centre ................................................................. 13
Figure 4: Rye Foreshore Key Activity Generators .................................................................................................. 20
Figure 5: Climate, Aspect and Views ...................................................................................................................... 25
Figure 6: Regional Access to Rye .......................................................................................................................... 27
Figure 7: Local Access ............................................................................................................................................ 29
Figure 8: Circulation, Traffic and Carparking ......................................................................................................... 33
Figure 9: Extent of Sewer ....................................................................................................................................... 36
Figure 10: Existing Services ..................................................................................................................................... 38
Figure 11: Pedestrian Amenity and Activities ......................................................................................................... 41
Figure 12: Existing Vegetation ................................................................................................................................. 50
Figure 13: MP 1: Masterplan ................................................................................................................................. 54
Figure 14: MP2: Key Actions - Circulation ............................................................................................................. 58
Figure 15: Civic Square ............................................................................................................................................ 59
Figure 16: MP3: Key Actions - Urban Elements .................................................................................................... 62
Figure 17: MP4: Key Actions - Vegetation .............................................................................................................. 65
Figure 18: Suggested DDO Control Area ................................................................................................................ 71
Figure 19: MP5: Proposed Land Use Plan ............................................................................................................... 76
1. INTRODUCTION

1.1 PROJECT BACKGROUND

The Rye Town Centre Urban Design Framework (UDF) has been commissioned by the Mornington Peninsula Shire with a view to improving the Town Centre’s attraction, accessibility and amenity.

Urban Design is essentially about adopting a creative and practical design approach to the development and improvement of urban environments. Hence, Urban Design Frameworks are effective tools for integrating design and planning visions and translating these into the development of places, such as Rye Town Centre.

In accordance with the Project Brief, the UDF for Rye is intended to address a range of issues and provide a range of benefits including:

- improved local amenity
- a safer environment for pedestrians and cyclists
- more effective public transport
- protection of the local environment
- better definition of the preferred future form and function of the centre
- enabling an effective response to emerging issues, including evaluation of development proposals
- encouraging the local economy through better capture of local expenditure and attraction of more visitors.

Figure 1: Rye Town Centre Study Area
1.2 PROCESS

The approach to the Rye Town Centre Urban Design Framework has taken the following general steps:

1. REVIEW OF BACKGROUND LITERATURE

2. ANALYSIS: EXISTING CONDITIONS REVIEW

This phase of the project involved a physical and functional analysis of the project study area, and included:

Site Context Review

Physical Characteristics, including:
- Topography
- Visual character and form
- Key views
- Micro-climatic influences
- Infrastructure
- Gateway locations
- Existing landscape themes

Built Form and Land Use, including:
- Land-use patterns.
- Identification of community focal points and linkages
- Circulation patterns
- Quality of Built Form
- Quality of existing infrastructure (street furniture, pavements, traffic management, open space, drainage facilities and other public services etc.)
- Proposed developments within the township area

Vehicular and Pedestrian Circulation, including:
- Existing road hierarchy
- Car parking
- Existing carriageway characteristics, and the impact upon opportunities for streetscape works
- Pedestrian/vehicle conflicts
- Signage
- An assessment of existing and potential bicycle and pedestrian pathways and parking facilities.

The existing conditions review including a Community Walk and Discussion, held on 21st August 2001.
3. ANALYSIS: TOWN CENTRE HEALTH CHECK

At the same time as the physical analysis of the Town Centre was being undertaken, a review of the Mornington Peninsula Shire’s ‘Town Centre Health Check’ methodology was also carried out. The review focussed on the primary aims of the Health Check, and identified appropriate indicators to match these aims. From this review a range of refinements to the Health Check methodology were recommended. The methodology was then applied to the Rye Town Centre. The findings of this process are contained in separate reports, “A Methodology for Town Centre Health Checks” and “Rye Town Centre Health Check”.

4. SYNTHESIS: IDENTIFICATION OF ISSUES AND OPPORTUNITIES

The Existing Conditions Review and the Town Centre Health Check resulted in the identification of a range of issues and opportunities to be addressed in the Urban Design Framework. These were outlined in the “Background and Issues Discussion Paper”, issued to the Project Steering Committee in December 2001. The contents of the Discussion Paper have now been included in this report, under “Section 4 Urban Design Analysis”.

5. CONSOLIDATION: PREPARATION OF URBAN DESIGN FRAMEWORK

The preparation of the Urban Design Framework, as outlined in this report and plans, followed Steering Committee comment on the Discussion Paper and the Key Strategies and Actions. The Key Strategies and Actions were also discussed at a 2nd Community Walk and Discussion, conducted on 25th January 2002. The community response to the Key Strategies and Actions is summarised in Appendix A of this report.
1.3 BACKGROUND INFORMATION – REVIEW OF PREVIOUS STUDIES

Mornington Peninsula Shire has developed numerous community development, infrastructure and planning strategies that are relevant to the development of the Framework. In particular the following studies have been reviewed, and where appropriate the recommendations and strategic directions have been referenced within this Issues Paper:-

**Mornington Peninsula Shire – Health and Wellbeing Survey (including Part A and Part B)**

The Health and Wellbeing survey is a comprehensive study examining lifestyle issues of the local Mornington Peninsula community. The emphasis of the survey was a range of health issues affecting the wider community, and the results will be incorporated into the Council's Health planning processes.

Of key relevance is the connection between community perceptions of health and well being and public amenity, facilities and community development. Also linked were the effects of the built environment and transport facilities. Importantly, the survey highlighted the need to include the community in strategy development.

Relevant to the preparation of the Urban Design Framework are the responses to the issues regarding:

- **Healthy environments**
  In summary, most respondents believed the Mornington Peninsula was a healthy environment, with an important balance between the natural and built environments. Potential threats to this balance were perceived for the future, as were concerns about over crowding, over development and infringement on the natural environment and open space. Written comments also focussed on the need for strategies to embrace both planning controls, to maintain open space and green belts, and on creating and sustaining safe, clean and healthy environments.

- **Community Wellbeing**
  Respondents indicated participation was a major factor in determining community involvement, and the level of community spirit.

- **Community Safety**
  Improved infrastructure was a key response to community concerns regarding safety. It was perceived that better maintenance of infrastructure including safe paths and roads, improved lighting, tree and shrub cutbacks for better visibility, safer access for people with disabilities and people with mobility problems, was required.

- **Community Development and Support**
  There was a perception that older and younger people missed out on access to services, facilities and opportunities on the Peninsula. Lack of public transport was also a common theme. A fear was the loss of access to local neighbourhood shops and facilities as well as a loss of amenity in shopping areas.

Community development and support is important to the Mornington Peninsula Community.

- **Environment and Planning Issues**
  Concerns were raised that the Peninsula is taking on many attributes of Melbourne, and is under pressure from metropolitan creep. There was a perception that planning and policy making is unable to keep up to date with developments taking place on the Peninsula.
Mornington Peninsula Shire – Community Plan

The Community plan outlines the Mornington Peninsula Shire’s Community Vision, Mission Statement and Values. While there is no specific recommended action for the development of the Rye Urban Design Framework, the Framework will respond to several of the key goals of the Community Plan, including:

- Protection of the environment
- Guiding development and Land Use Activities
- Encouraging Energy Conservation and Waste Minimisation
- Planning Future Business Development
  (Specific Action – Town Centre commercial condition check for Rye)
- Supporting and Strengthening Communities
- Enhancing Leisure and Recreational Opportunities
- Encouraging Community Safety
- Maintain and Enhance the Road Networks
- Consulting with the community

1999 Rye Traffic Study Review

This study is reviewed in more detail within the Analysis – Traffic and Carparking section, discussed further in this report.

Rye Shopping Centre Business Plan 1996

This study was reviewed in light of the preparation of the Town Health Check Methodology. This Plan also makes recommendations regarding streetscape improvements, foreshore management, visual links, public amenities, carparking and transport. These recommendations have been reviewed in terms of current planning and design strategies, and where appropriate these will be incorporated into the Framework (and noted as such).

Further comment on this report is included in Section 2 Strategic Planning Context.
2. STRATEGIC PLANNING CONTEXT

This section outlines the strategic planning context in respect of the Rye Town Centre, including:

- Relevant planning policies;
- Planning scheme provisions;
- Infrastructure considerations;
- Population profile;
- Population forecasts; and
- Tourism profile.

This strategic planning context provides a basis to identify strategic planning directions for Rye and its possible future role.

The components of the planning scheme are described in the following sections:

2.1 THE STATE PLANNING POLICY FRAMEWORK

The State Planning Policy Framework forms part of every planning scheme in Victoria, and applies to all land in the State.

The State Planning Policy Framework (SPPF) provides a context for spatial planning and decision making by planning and responsible authorities. The SPPF seeks to ensure the fair, orderly, economic and sustainable use and development of all land in Victoria.

The SPPF includes seven statements of general principles that describe the factors that influence good decision making in land use and development planning. The statements relate to the following factors:

- Settlement
- Environment
- Management of Resources
- Infrastructure
- Economic well-being
- Social needs
- Regional co-operation

The SPPF contains the objectives, a statement of general implementation, and the policies and strategies for each of the above principles.
2.2 MUNICIPAL STRATEGIC STATEMENT

The Municipal Strategic Statement of the Mornington Peninsula Planning Scheme outlines issues, strategies and policies that are relevant to the consideration of an urban design framework for the Rye Town Centre.

The Municipal Strategic Statement provides guidance on future township development with key points summarized as follows:

Population

Overview:
The Mornington Peninsula Strategic Framework Plan anticipates an increase in the Shire's population by approximately 26,000 people over the next 20 years. The intention expressed in the Framework Plan is to contain this growth within defined areas of the Peninsula's major townships, including Mornington, Hastings, Somerville, Dromana/Safety Beach and Rosebud.

Growth

Strategy:
Direct growth to major townships to give these towns the population base necessary to support a wider range of infrastructure, facilities and services and to encourage the development of a stronger employment base.

Housing & Development

Strategy:
Provide for the development of greater housing diversity in new growth areas and through appropriate consolidation within established areas. Require that major new development areas be connected to reticulated sewerage.

Ensure that infill development proposals which will result in new or increased waste water discharge are approved only where connected to reticulated sewerage or where wastewater discharges will meet State environmental standards and will not contribute further to the pollution of groundwater or surface waters.

Local Character

Overview:
It is critical to identify areas where change to the residential environment may be both appropriate and desirable; areas where some change is possible without adverse impact; and areas where minimal change is appropriate. One of the key challenges in this process is to identify local area character.

Overview:
The concept of local area character is still in the process of being defined and translated into operative planning principles and provisions. However, planning on the Peninsula has sought to reinforce the sense of place associated with different townships, and different areas within townships. To this end, efforts have been made to maintain the relationship between townships, coastal areas and rural landscapes by containing expansion and preserving the non-urban areas between and around townships.

Key Issue:
It is appropriate to accommodate demand for greater diversity of housing to the extent that is compatible with the achievement of other planning objectives for the Peninsula.

1 Mornington Peninsula Planning Scheme, Clause 21.07
Location
Policy:
Sites within walking distance (approximately 400 metres) of commercial activity centres have a locational advantage for medium density housing and redevelopment, but such development should be subject to consideration of environmental, township character and infrastructure factors.

Commercial Activity Centres
Overview:
The existing pattern of commercial activity forms an effective hierarchy of centres serving different (but overlapping) catchment areas and providing access to different (but complementary) levels of retail service.

Strategy:
A strategy of consolidation is more sustainable and equitable, and will result in net community benefits.

Overview:
Enhancing the quality of urban design in the town centres, including the relationship with Foreshore areas, is a key factor in maintaining the attraction of these areas for both visitors and residents, and therefore is central to the economic performance of the centres.

Strategy:
A strategy of consolidating new retail and commercial activity within existing town centres and in support of the existing commercial hierarchy is considered to best achieve long term community benefit and will reinforce the overall strategic framework plan for the Peninsula.

Key Issue:
Areas for non-retail commercial activity will be provided in support of town centres but must not undermine the commercial strategy. Strategies to achieve these objectives include:

- Encouraging development which provides a range of amenities for shoppers and other visitors and which includes design features that improve pedestrian access through commercial centres, including all weather arcades and walkways to off street parking areas;
- Maintaining a continuous retail frontage in core retail areas / shopping streets;
- Encouraging professional offices and residences to locate in upper floors.

Tourism
The State Planning Policy Framework provides direction on the development of Tourism in the State2.

Objective:
To encourage tourism development to maximise the employment and long-term economic, social and cultural benefits of developing the State as a competitive domestic and international tourist destination.

General Implementation:
Planning and responsible authorities should encourage the development of a range of well-designed and sited tourist facilities, including integrated resorts, motel accommodation and smaller scale operations such as host farm, bed and breakfast and retail opportunities. Facilities should have access to suitable transport and be compatible with and build upon the assets and qualities of surrounding urban or rural activities and cultural and natural attractions.

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2 Mornington Peninsula Planning Scheme, Clause 17.04
2.3 ZONES

The map below (Figure 2) shows the existing zoning of the Rye Town Centre.

The Rye Town Centre is predominantly zoned Residential 1 under the Mornington Peninsula Planning Scheme, with the exception of the strip of land fronting Point Nepean Road, between Weeroona and Dundas Streets, that is zoned Business 1, and some parcels of land that are zoned Public Use.

The Business 1 zone is generally confined to the properties fronting Point Nepean Road, with the exception of one section extending to Nelson Street, and one extending southwards along Ozone Street.

![Rye Town Centre Zones Map]

R1Z Residential 1 Zone
PUZ Public Use Zone
B1Z Business Use Zone
PPRZ Public Park and Recreation Zone

Figure 2: Rye Town Centre Zones
The Rye Town Centre is generally affected by Design Development Overlay controls (DDO1 and DDO2), as shown on Figure 3 below.

**Figure 3: Design and Development Overlays in the Rye Town Centre**

The design objectives for the DDO1 overlay include, inter alia:

- Ensuring that new development has regard to the established streetscape and development pattern in terms of height, scale and siting;
- Protecting shared viewlines;
- Ensuring that buildings are designed and sited to avoid being visually obtrusive;
- Ensuring that subdivision and development has regard to heritage values;
- Ensuring that buildings do not encroach visually on Foreshore areas;
- Ensuring that traffic generated by medium density development does not detrimentally affect the safety, amenity and efficiency of existing residential streets.

The DDO1 overlay generally encourages a building wall height of 5.5 metres, or a building height of 6.0 metres and limits the height of buildings to 10.0 metres and no more than 2 storeys above ground level.

The design objectives for the DDO2 overlay include, inter alia:
• Ensuring that development densities are compatible with the environmental and infrastructure capacities of the area, including local streets, drainage and sewerage systems;

• Ensuring that new development has regard to the established streetscape and development pattern in terms of height, scale and siting;

• Protecting shared viewlines;

• Ensuring that buildings are designed and sited to avoid being visually obtrusive;

• Recognising areas where a lower intensity of residential activity and traffic movement contributes to the amenity of the area.

The DDO2 overlay generally encourages a building wall height of 5.5 metres, or a building height of 6.0 metres and limits the height of buildings to 8.0 metres and no more than 2 storeys above ground level.

Generally, the average area of all lots in a subdivision must not be less than 1300 square metres within the area covered by the DDO2 overlay. It appears that this provision aims to ensure that new development can adequately treat and contain all effluent on-site.

2.4 PARTICULAR PROVISIONS

The Particular Provisions section of the planning scheme provides further requirements on specific categories of use and development in the planning scheme. These include requirements relating to subdivision, advertising, medium density housing, and advertising signs.

2.5 GENERAL PROVISIONS

The General Provisions section of the planning scheme sets out provisions about the administration of the planning scheme, existing uses, decision guidelines, referral of applications and other matters.

2.6 RYE BUSINESS PLAN, 1996

A Business Plan was prepared for the Rye Shopping Centre in 1996, for the Mornington Peninsula Shire Council and Rye Traders. According to community representatives and Council officers, very little of this Business Plan has been implemented. It is useful, however, to summarise the key findings of the Business Plan in respect of the role of the shopping centre. These findings are still relevant for Rye. The Business Plan concluded that:

• Rye has a dual role, servicing the surrounding residential area and acting as a popular tourist destination;

• The retail facilities are focused on a traditional, strip-style centre servicing both the local residents and holidaymakers. The retail centre has a broad spread of convenience-oriented businesses geared to the local catchment;

• Rye is also a business centre and community centre, with the number of banks and real estate agencies and entertainment facilities being a strength. It should be noted that one of the banks has closed since 1996;

• Rye is well situated to combine with other tourist attractions, such as wineries;

• Despite the popularity of Foreshore camping, and the existence of boating infrastructure, tourism is an untapped possibility in Rye.

Helene Armour & Assoc, Peter McNabb & Assoc, Rye Shopping Centre Business Plan, 1996
2.7 POPULATION PROFILE

The characteristics of the existing population are summarised from census data collected from 1981-1996. It should be noted that this data relates to Rye, but includes the areas of Blairgowrie, St Andrews Beach and Fingal.

Total Population and Population Growth

The population in the small area of Mornington Peninsula Shire known as Small Area 14, which consists of Rye, Tootgarook and St Andrews Beach, was estimated (as at 1996) at 9,640 persons. This estimate was in the order of 11,000 persons in 2001.

Age Structure

The dominant age groups of the population are the 5-17 year olds (17.7% of the population); 35-49 year olds (20.2%); and the 60-74 year olds (19.8%).

Since 1981, there has been a significant increase in 25-49 year olds (from 24.5% to 32.1% of the population) and a significant reduction in people aged over 50 years (from 45.1% to 37.7% of the population).

Birthplace

84% of the population were Australian born. Of those born overseas, most came from the UK (8%). 2% came from Italy and 0.6% came from Greece.

Household Type

Most households are one and two person households (68.4%). There has been little change to household type since 1981.

The proportion of couples with or without children has fallen since 1981. The proportion of lone person households and single parent families has increased in that time.

Mobility

In 1996, 52% of the population were living at the same address five years earlier.

This is much higher than 1981 (44%), 1986 (37%) and 1991 (43%).

Dwellings

In 1996, 61% of the dwellings were unoccupied on census night. This proportion has steadily decreased from 66% in 1981.
2.8 POPULATION FORECASTS

The forecast changes in population profile are summarised from data collated for the Mornington Peninsula Shire Council. It should be noted that these forecasts relate to Rye together with the areas of Tootgarook and St Andrews Beach. Growth between 1996 and 2016 is anticipated at an annual rate of just over 1 percent. This growth rate is much less than that experienced between 1981 and 1996, which was just over 4 percent. The future growth rate is based on assumptions in respect of residential development potential in the area as well as conversions of holiday homes to permanent residences.

By 2016 the population is expected to be just over 13,000 persons. The majority of the population in 2016 will be over 50 years of age. Household types are expected to be mainly mature families, older middle-aged people, retirees and empty nesters.

Although there are over 5000 dwellings in the area less than half of these (42%) were occupied in August 1996. The population increases in the warmer month and peaks during the summer school period with both day trippers and holiday makers.

2.9 TOURISM PROFILE

Data does not exist in respect of the number of visitors attracted to Rye itself. However, the latest available data for the Mornington Peninsula indicates that the Peninsula is the most popular day trip destination and second most popular overnight destination outside Melbourne. In 1999 the Peninsula attracted 4.1 million day trippers and 1.2 million overnight visitors (excluding overseas visitation). The profile of these visitors is summarised as follows:

- 95% of day trippers are from Melbourne;
- Overnight visitors are primarily visiting for “holiday/leisure” purposes;
- The most popular activities are “visiting friends and relatives”, “visiting the beach” and “eating out”.

Research conducted in relation to the health of the tourism industry on the Peninsula indicates that employment, capital investment and business income, in respect of the tourism industry, have all grown strongly since 1998. Research conducted for Mornington Peninsula Tourism (MPT) indicates that tourism is the most significant industry on the Peninsula. The Tourism Development and Marketing Plan prepared for Mornington Peninsula Tourism (MPT) in 1999 aims to increase the yield from visitation to the Mornington Peninsula by:

- Encouraging higher levels of expenditure by visitors whilst they are visiting the Peninsula;
- Encouraging visitors to stay longer, whilst they are on the Peninsula;
- Achieving higher levels of mid-week and off-peak visitation, rather than more visitors on weekends and in peak periods.

The identified target markets include visitors that have a higher propensity to spend, including the Tourism Victoria value segments – Visible Achievers, Socially Aware and Young Optimists – as well as international visitors.

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5 i.d. consulting, Small Area Population Forecasts 1996-2016
6 Urban Enterprise Pty Ltd, 2001 “Tourism Indicators for the Mornington Peninsula”
7 ibid
8 Urban Enterprise Pty Ltd, 2001 “The Health of Tourism on the Mornington Peninsula, 2000”
9 Urban Enterprise Pty Ltd, 1999 “The Value of Tourism to the Mornington Peninsula Economy”
10 Urban Enterprise Pty Ltd, 1999 “Mornington Peninsula Tourism Development and Marketing Plan”
11 Derived from research for Tourism Victoria by Roy Morgan in association with Colin Benjamin.
2.10 STRATEGIC DIRECTIONS FOR RYE

Analysis of the current position of Rye and the strategic planning context indicates a number of strategic directions for the future planning and development of Rye.

Population Growth
Census data indicates that population growth in Rye has been strong, and there has been a long-term trend towards the conversion of holiday homes to permanent residences. This is supported by data showing the reduction in the number of unoccupied dwellings on census night (a high proportion of these dwellings are assumed to be holiday homes).

Anecdotal evidence from real estate agents supports the data, through reports of:

- High levels of residential real estate transactions in the past two years in particular;
- A large majority of house purchasers in the past two years being permanent residents, moving to Rye for lifestyle reasons, and either working from home, or commuting to nearby suburbs;
- A reversal of previous trends where the large majority of house purchasers were purchasing the dwelling as a holiday home;
- Large increases in the value of residential property in the past two years;
- Investment in redevelopment or refurbishment of older properties.

Residential Development
Although Rye is not identified as a major township, in the Council’s Municipal Strategic Statement, for the purposes of directing the majority of urban growth, it has a number of properties that have potential for redevelopment.

These properties are characterised by:

- large lots;
- single detached, older style holiday homes, in poor-average condition;
- close proximity or adjacent to, the commercial area;
- close proximity to the Foreshore;
- availability of reticulated sewerage.

In these cases, the value of the land generally exceeds the value of the improvements.

The ability to connect to the reticulated sewerage system is consistent with policies within the Municipal Strategic Statement (MSS) and the provisions of the planning scheme. In addition, South-East Water relies on properties connecting to the system, to recover the investment it has made in constructing the system.

The ability to increase residential densities within close proximity to the commercial area is also consistent with the MSS, and would provide support to the commercial area through increased custom.

In addition, Rye has a number of residential properties that are ripe for refurbishment and renovation. This trend has been experienced in the recent past, particularly with the conversion of holiday homes to permanent residences by owner-occupiers attracted to Rye for lifestyle and amenity reasons.
Tourism Development

The Rye Town Centre has an important role to play in attracting and catering for visitors, and assisting in the achievement of MPT’s tourism objectives.

In particular, this role could include providing or strengthening:

- A range of accommodation opportunities for visitors, which assists in increasing the length of stay. Properties with re-development potential close to the commercial area, would be candidates for the provision of short-term accommodation such as serviced apartments or self-contained cottages and B & Bs;

- A range of food and dining opportunities for visitors. The existing commercial area has a number of food outlets and restaurants, but these could be increased and the range of dining experiences expanded;

- A range of entertainment and tourist retailing opportunities as supplementary attractions for the visitor. The existing commercial area has a range of existing entertainment facilities. Tourist retailing would be enhanced through the proposed market development on Point Nepean Road.

The quality of the accommodation, dining and entertainment products that are developed needs to reflect the aim of attracting a higher yield visitor market to Rye.
3. URBAN DESIGN ANALYSIS

3.1 FORESHORE CONTEXT

The Rye Foreshore is significant in determining the landscape character of the Town. The Foreshore contributes to the landscape and visual amenity of the Town Centre and determines the coastal character of the Town. It is, in fact, the reason for the Town Centre.

The Foreshore attracts visitors, which in effect determine the mix and success of commercial facilities. The seasonal influences and attraction of the Foreshore, also determines visitation peaks. It is significant that the key activity generators on the Rye Foreshore are located immediately opposite the commercial centre. These activity generators include:

- the Foreshore trailer park
- the main car park
- the secondary car park
- the Rye Carnival site
- the Rye main beach
- the Foreshore picnic/play area

These key areas are indicated on Figure 4.

In addition to these, Foreshore camping is a major activity occurring during the summer months, particularly from late December to late January. This activity obviously has a major impact upon the commercial centre, in both visual and functional terms.

The significance of the Foreshore must be recognized, and its influence on the functioning of the Rye Town Centre understood. The Rye Foreshore Reserve Masterplan Study is a report commissioned by the Council. It is in the process of being finalised, after completion of a public display and comment period. This study provides a comprehensive review of the Foreshore. The main focus of this Foreshore study will not be duplicated by this Framework. However, the key recommendations of the Foreshore study impacting on the Town Centre, require integration into the Framework. These include:

- Improvements to the Foreshore picnic/play area
- Improvements to the Carnival site, to encourage year round activity
- Construction of a Foreshore skatepark
- Re-organization of camping areas
- Liaison with local power agency regarding undergrounding of Foreshore power lines
Figure 4: Rye Foreshore Key Activity Generators
Summary of issues and opportunities of Rye’s Foreshore Context.

- The Foreshore is the key determinant of the landscape character of the Rye Town Centre.

- The Foreshore generates considerable activity and therefore access demands across Point Nepean Road.

- The Foreshore needs to be better integrated with the Town Centre. This could be achieved through a range of urban design actions, including:
  - the use of common urban design details for pavements and furniture
  - modification of view lines to connect the Foreshore with the Town Centre, particularly down residential streets and from the central commercial area
  - careful selection of plant material common to both the Foreshore and the Town Centre
  - improving physical connections between the Town Centre and the Foreshore, to be both clearer and more easily accessible

Refer to Key Strategies/Actions in Sections 4.2, 4.3, 4.4.
RYE FORESHORE IMAGES

Shared access west of Rye Pier

Open space east of Rye Pier

Shared access east of Rye Pier

Proposed White Cliffs picnic area

Central Rye Foreshore with proposed skate park site (Note prominence of Norfolk Island Pines)
3.2 CLIMATE, ASPECT, VIEWS

Rye is very fortunate in its location and climate. Its location on the southern Foreshore of Port Philip Bay and, subsequently its northern orientation, have contributed to its popularity as a coastal Town. In summer it enjoys slightly milder weather conditions than Melbourne, aided by the Foreshore conditions. In hot conditions, however, the Town Centre suffers from a general lack of shade.

Rye can also experience strong winds from the north-west across the Bay. The Foreshore screen planting only goes some way in providing protection, and the Town Centre can be buffeted by these winds. This has been evidenced in the past by sand blown from the Foreshore to the front of shops on Point Nepean Road.

During autumn/winter Rye is still an attractive place. Even if the weather is unsuitable it is enjoyable to watch a storm coming across the bay, and pleasant to walk along the beach in the rain.

Views to Port Phillip Bay are limited where Foreshore screen planting is dense, and also by the location of built structures such as the several Toilet Blocks. Generally the area opposite the Rye Pier, the central car park, and the Rye Carnival site has good visual connection with Port Phillip Bay, while other areas east and west have poor visual connection. Capitalizing on views to the Foreshore, where possible, is important in reinforcing the coastal character of the Town Centre.

Views when travelling along Nepean Highway are long and uninterrupted. This 'gunbarrel' effect raises pedestrian safety issues, as it encourages increased vehicle travel speed, and tunnel vision, in terms of registering pedestrian activity or vehicles entering from side streets.
Summary of issues and opportunities relating to Climate, Aspect and Views.

- The climate and Port Philip Bay aspect make Rye attractive as a year round destination. The northerly orientation of the Point Nepean Road commercial strip, in particular, makes the footpath a popular and attractive space in the right weather conditions. However there are amenity issues in regards to weather protection and the lack of shade in the Town Centre.

  These may be overcome by a range of potential actions including:
  - installation of pedestrian wind screens along Point Nepean road, particularly adjacent appropriate commercial properties;
  - strategic tree planting along Point Nepean Road, where allowed by infrastructure and car parking;
  - co-ordinated awnings/shade structures/street umbrellas.

- Views to the Bay and the Foreshore Reserve are very important, and should be capitalized on where possible to reinforce the coastal character of Rye, and to draw the Foreshore into the character of the Town Centre. Despite their importance, many views from North-South residential streets to the bay are obscured by introduced Foreshore vegetation and, in summer, Foreshore camping.

- While the long views along Point Nepean Road do create a safety issue, they also provide the opportunity to create a stronger image and identity for the Town Centre, through design actions such as:
  - improved thematic street lighting within the Town Centre, perhaps from Weeroona Street to Elgan Avenue
  - improved and co-ordinated signage
  - co-ordinated and thematic use of colour to delineate the Town Centre
  - strong tree planting

Figure 5 illustrates the key points relating to climate, aspect and views.

Refer also to Key Strategies/Actions in Sections 4.2, 4.3, 4.4, 4.5
Figure 5: Climate, Aspect and Views
3.3 REGIONAL ACCESSIBILITY

Access to the Rye Town Centre from Melbourne is typically made by one of two routes. Both routes carry high traffic volumes.

- The “Inland” route
  This comprises Monash Freeway connecting to Moorooduc Highway and Mornington Peninsula Freeway by either Springvale Road and Frankston Freeway, or Frankston-Dandenong Road. The Mornington Peninsula Freeway ends at Rosebud so that all traffic moves to and through Rye via Point Nepean Road.

  The Town Centre is approximately 120 km from central Melbourne via this route. Most of this route is along the Freeway, which reduces travel time to around 90 minutes.

- The “Bay” route
  This comprises Nepean Highway, Mornington Peninsula Freeway, and ultimately Point Nepean Road through Rye Town Centre.

  The Town centre is approximately 90 km from central Melbourne via this route. Travel along this route takes about 90 minutes.

Rye Town Centre has direct regional connections and access to a wide range of other tourist destinations, particularly the various town centres on the Port Phillip coast of the Mornington Peninsula. In addition it is well connected with the Mornington Peninsula Ocean beaches and Westernport Bay. Key points of regional and local access are indicated on Figures 6 and 7.

![Figure 6: Regional Access to Rye](image)

Figure 6: Regional Access to Rye
Figure 7: Local Access
Summary of issues and opportunities relating to Regional Accessibility.

- Rye is very accessible from Melbourne via two routes. Both routes carry high traffic volumes.

- Rye is well connected with the many town centres along the Mornington Peninsula as well as the Ocean beaches and Westernport Bay. These connections make Rye an integral part of a regional tourism route.

- Rye should build upon its “captive market” of passing vehicles by improving its appeal to “day-trippers” and opportunistic visitors. This will include not only improved amenity (discussed in further detail later in this report), but also improving the overall image of the Town Centre from Point Nepean Road. By creating a unique identity for Rye, the Town will be distinct from the other towns along Point Nepean Road.

3.4 TRAFFIC AND CARPARKING

1999 Traffic Study Review
This report provides some relevant background information on traffic and parking conditions during the summer holiday peak period of 1998/1999. The report includes data on traffic volumes, parking demands and pedestrian counts. Traffic volumes along Point Nepean Road were recorded together with the percentages of local and through movements. Volume data was presented for major roads in the area including Browns Road, Dundas Street and Melbourne Road.

The data collected in this 1999 Study is considered still relevant, and will be used for reference within this Framework study. Other aspects of this earlier study still considered relevant are:

- high traffic volumes on Point Nepean Road during the summer peak period
- pedestrian safety when crossing Point Nepean Road
- decreased amenity and economic viability of the commercial centre
- supply of on-street and off-street parking is insufficient to cater for peak demands

The relevant data collected includes:

- peak hour volumes on Point Nepean Road are 1200 – 1400 v.p.h in the peak direction
- daily flows (summer peak) are 24,000 – 37,000 v.p.d.
- “off-summer” daily volume is approximately 18,000 v.p.d.
- Foreshore parking (summer) peaks at 104%
- shopping centre parking peaks at 80 – 90%
- peak parking time is 1pm – 5pm (during the summer peaks)
- Rye Town Centre contains a total of 1,278 parking spaces
- average occupancy, length of stay is less than one hour
• nearly 10,000 pedestrians crossed Point Nepean Road during an 8 hour survey period (summer peak)
• peak pedestrian period is 3pm - 6pm
• an average of 150 pedestrians cross at Napier Street, per hour during the peak (1pm – 5pm) period. Traffic volumes were avg. 2,300 v.p.h
• over 40% of pedestrians cross mid block along Point Nepean Road (i.e. not at signalled crossings)
• there are no defined pathways on the Foreshore side, directing pedestrians to safe crossing points

Traffic
VicRoads plan to extend the Mornington Peninsula Freeway from Rosebud along the Back Beach road, thus bypassing Rye. This bypass will help ease traffic volumes on Point Nepean Road, by transferring peninsula through traffic away from the main shopping centre and Foreshore, relieving traffic congestion and pedestrian /vehicle conflicts. VicRoads currently consider this plan as a long-term strategy.

At both east and west of Rye, Point Nepean Road is defined as single lane (for each direction) with side parking. The speed limit is 70 km hour. At Government Road, Point Nepean Road widens to two traffic lanes, each way, with side parking. The speed limit is 60 km hour. This continues through Rye Town Centre, until just west of Dundas Street.

There is no raised central median through the Town Centre, though there are linemarkings defining turning lanes and a flush central median. This central median has been observed as an ‘overtaking lane’ for through traffic to pass parking vehicles, a turning lane and as an informal pedestrian refuge.

There are noted congestion problems at the intersection of Napier Street and Point Nepean Road. This intersection is not signalled, and there is often queuing, and cars entering the oncoming traffic, when turning right. At this intersection vehicles are also able to enter the Rye Pier carpark from Napier Street and Point Nepean Road.

Cycling
There is a defined bicycle route along the Foreshore reserve. No other routes have been defined through the Town Centre. There are no defined crossing points between the Foreshore path and the Town Centre.

No bike lane is defined on Point Nepean Road.

There is only one bike rack located within the Town Centre, near the intersection of Napier Street and Point Nepean Road.

Public Transport
The regional Bus route 788 travels along Point Nepean Road. Bus Stops are located on both sides of this road. On the Foreshore side there are two bus shelters, however none are located on the shop side.

A Community Bus travels along Nelson Street, with a bus stop at Lyons Street.

Car Parking
High demand, on-street parking locations are:
• south (shop) side of Point Nepean Road
• Foreshore car parks
• Lyons and Napier Street
Nelson Street, each side, particularly in front of the Rye RSL

Off-street car parking demand is at:
- Safeway
- Rye RSL
- Rye Hotel
- Front of shops, corner Lyons Street and Point Nepean Road.
- Back of shops between Dundas and Napier Street

Car parking locations are summarized on Figure 8.
Figure 8: Circulation, Traffic and Carparking
Summary of Traffic and Carparking issues and opportunities

- There is an extremely high volume of traffic using Point Nepean Road in the peak holiday periods and on sunny weekends. The impact of this traffic includes delays in local vehicle access to Point Nepean Road, operational difficulties with adjacent parallel parking, increase in the potential for accidents and a decrease in the amenity and the economic viability of the commercial centre.

- Supply of on-street and off-street parking is insufficient to cater for peak period demands. The Foreshore parking demand often exceeds the supply and it can be difficult to find a vacant space within the commercial area.

- Public Transport services provided by buses are infrequent and costly compared to metropolitan areas. This has lead to a reliance on private motor vehicles for transportation in the area.

- The Mornington Peninsula Freeway extension has the potential to ease traffic volumes on Point Nepean Road, by transferring peninsula through-traffic away from the main shopping centre and Foreshore, thus relieving traffic congestion and pedestrian/vehicle conflicts. The interim provision of an arterial road link would significantly reduce the amount of traffic on Point Nepean Road.

- From Government Road, Point Nepean Road widens to two traffic lanes each way with side parking, although a reduced speed limit of 60 km hour applies.

In considering opportunities for calming traffic through the Town Centre, a wide single lane (as exists beyond Government Road) could be introduced along Point Nepean Road. This would also allow for a bike path, footpath extensions and a central median. The reduction in the number of traffic lanes (to one each way) provided through the Town Centre may be best achieved in conjunction with providing an alternative through-route. A single lane through the Town Centre can provide sufficient capacity to cater for the existing peak traffic volumes of up to 1,550 vehicles per hour

- Safety is a key issue for the very high number of pedestrians crossing Point Nepean Road between the shops and the Foreshore. Over 40 percent of pedestrians have been observed to cross Point Nepean Road at midblock locations without the assistance of signals or pedestrian refuges. Key elements affecting pedestrian safety include:
  - the use of the existing line-marked centre median by both turning vehicles and pedestrians.
  - the section of Point Nepean Road west of Napier Street, which experiences particularly high numbers of pedestrians crossing without the assistance of any signals or pedestrian refuges.
  - the section of Point Nepean Road between Lyons Street and Weir Street which has no signals or pedestrian refuges. Future development in Weir Street is also likely to increase pedestrian demands for crossing of Point Nepean Road.
  - the high numbers of pedestrians who cross Point Nepean Road near the Rye Pier car park, without the aid of signals or a line marked centre median.
Opportunities exist to overcome some of these issues through defining safe pedestrian crossing points with signs, fencing or streetscaping treatments, and to construct paths linking Point Nepean Road pedestrian crossing points to the existing bicycle path along the Foreshore reserve. This will encourage greater utilisation by pedestrians and cyclists of the designated crossing points.

The introduction of a separate speed limit for this section of Point Nepean Road would increase motorists' awareness that they are entering a high pedestrian area.

Signage to off-street and on-street parking areas could be improved, to encourage visitors to more fully utilise the off-street car parks to the south of the commercial area, which are not at capacity even during peak periods.

There are noted congestion problems at the intersection of Napier Street and Point Nepean Road. With the entry to the main Foreshore car park directly opposite, this intersection is the only cross intersection in this section of Point Nepean Road. Options should be considered for amending this entry and intersection to improve both vehicle and pedestrian safety.

Surveys indicate that except for the Foreshore area, the majority of parking spaces in the Town Centre are only required for less than one hour. Appropriate parking restrictions, and perhaps pay parking, should be applied to reflect this usage, encourage a higher turnover of spaces at peak times, and decrease the demand for premium spaces.

Consideration should also be given to encouraging visitor parking in the more accessible car parks south of Point Nepean Road. These are currently 2P and 4P areas, and are typically underutilised. A number of these parks, closest to shops, should be considered for 1P parking.

There is the potential to develop additional parking along Weir Street (preferably with central road parking similar to Lyons and Napier Streets) and along Hunt Street. There is also potential to develop parking links between off street and back of shop car parks, to reduce traffic looping around onto Point Nepean Road. The laneways behind the shops could be better utilized for this circulation purpose.

Signage on the Point Nepean Road approaches to the Town Centre should be improved, to increase driver awareness that they are approaching a high pedestrian precinct.

Public Transport services provided by buses are infrequent and costly compared to other areas closer to Melbourne. Consideration could be given to extending the community bus operation to provide an improved service within the Rye Town Centre.

Consider a central bus stop location, in association with other public amenities within the centre of town and remove redundant bus parking zones. Redundant bus zones could then be replaced with additional on-street parking.

Although a bike path exists along the Foreshore, cyclists within the Town Centre are not well catered for. A bike route could be developed and linemarked along Point Nepean Road between Hygeia Street and the crossing at the Rye Shopping Centre, to connect to the Foreshore bike path. Bike racks can also be placed near these crossing points. Improvements to footpaths and bicycle paths will encourage more local residents to walk and ride to the Town Centre instead of driving.

Refer further to Key Strategies/Actions in Section 4.11.
3.5 SERVICES AND INFRASTRUCTURE

Sewerage

Historically, one of the main infrastructure limitations in Rye, in terms of supporting development, has been the lack of a reticulated sewerage system. This has driven concerns regarding the potential for pollution of the Bay through inadequate on-site wastewater treatment.

South-East Water has progressively installed a reticulated sewerage system in recent years. The current extent of the sewered area within the Rye Town Centre is between Point Nepean Road and Collingwood/Sullivan Street (north-south) and Elgan and Government Roads (east-west).

Figure 9 shows that a substantial portion of the Rye Town Centre can now be connected to reticulated sewerage.

Much of this area is characterized by low-density residential development. There are a number of properties currently supporting single, detached, older-style holiday homes on large lots immediately adjoining the commercial area of Rye, that are now capable of being sewered.

The location of sewer lines is also a significant constraint upon potential street tree planting locations.

Figure 9: Extent of Sewer
Water, Gas

Water and gas services have long been supplied to the Rye Town Centre, and are not seen as a significant constraint upon further physical development. The location of the underground service lines is of major importance when considering the location and type of potential street planting.

The location of water and gas service lines is indicated on Figure 10.

Electricity and Telecommunications Cables

Traditional overhead electricity services have a negative impact upon physical urban design in two key ways. They restrict the potential for tree planting and the poles and wires have a detrimental visual impact. The Rye Town Centre has already benefited from having had overhead powerlines placed underground on a section of Point Nepean Road, between Lyons and Dundas Streets. Elsewhere throughout the Town Centre, powerlines remain overhead and present the visual impacts and constraints to tree planting outlined above.

In addition to electricity transmission lines, the Town Centre contains a range of underground cables, including telecommunications cables. While not presenting overhead constraints these underground cables nevertheless present constraints to tree planting in the same way as other underground services.

The location of underground cable is indicated on Figure 10.

Summary of issues and opportunities relating to Services and Infrastructure.

- The physical location of services is an important influence upon physical improvement opportunities, particularly tree planting and structures such as bus shelters and canopies.

- There is opportunity to investigate the undergrounding, or façade mounting, of existing overhead powerlines, to reduce the detrimental visual “clutter” existing within the Town Centre and to increase tree planting opportunities. This would particularly occur from Weeroona Street to Elgan Avenue coinciding with suggested installation of thematic street lighting
Figure 10: Existing Services
3.6 URBAN CHARACTER

Built Form

Historically, settlements usually develop along identifiable patterns, influenced by natural and social phenomena such as topography and landscape features, transportation methods, security, preferred density. Rye Township is a defined linear pattern of development occurring between the Port Phillip Bay Foreshore, and the coastal dunes of the ocean beaches.

In its development as a Township, Rye has expanded from its original commercial core between Dundas Street and Lyons Street to now extend eastwards to Hygeia Street. Its residential zones now meet the neighbouring Townships of Tootgarook and Blairgowrie. The boundaries between these Towns are no longer clearly defined.

Typically, shops along Point Nepean Road are small scale, and mostly single storey, single fronted developments. Definite use pockets have developed along Point Nepean Road. Typically, the commercial core lies between Dundas and Lyons Streets. Mainly food outlets exist between Ozone and Weir Street, with 'professional suites' between Weir Street and Hunt Avenue.

Exceptions to this are the large developments of Safeway, which has attracted other small commercial business, the Rye Hotel and Rye RSL. A further potentially large development (a community market) is proposed for the corner of Weir Street and Point Nepean Road.

A strong and quite consistent built form character has developed in the main commercial strip, between Dundas Street and Lyons Street, characterised by:

- Verandahs, without posts
- Zero setback from the title boundary
- Single shop frontages with full size windows
- Single storey development

Typical Street Character between Napier and Hunt Streets

![Typical Street Character between Napier and Hunt Streets](image-url)
These characteristics are less consistent in the newer commercial areas, east of Lyons Street. Consequently built character is not well defined. While the Point Nepean Road edge is very active, the side streets are less vibrant. This is due in part to the “inactive frontages” of businesses on corner sites, particularly facing Napier Street, Lyons Street and Hunt Avenue. The Ozone Street development has partly addressed the issue of inactive side streets, through the development of side shops with associated parking.

Newer developments are not consistent with the established character of the main precinct.

Figure 11 illustrates development pattern and the character of pedestrian activity in the Town Centre.
Figure 11: Pedestrian Amenity and Activities

MAIN SHOPPING STREETS
- POOR AMENITY FOR PEDESTRIANS
- LACK OF PLANTING
- INEFFICIENT WEATHER PROTECTION
- LACK OF STRONG AND INTEGRATED VISUAL THEMES
- NO SEPARATION FROM TRAFFIC
- POOR CONNECTION WITH PIER/SHORE
Amenity

There is a perceived lack of pedestrian amenity and character in the Rye Town Centre. A number of factors contribute to this perception, significantly the lack of a Town ‘hub’ or social meeting place other than the commercial outlets.

There is also a lack of public seating within the main commercial precinct, except for outdoor cafe areas connected to commercial premises (which are considered private facilities). The limited number of bench seats along Point Nepean Road, are in varying states of repair and are not well located, being close to the road, and to parked cars. Shade and weather protection have generally not been considered in the location of this seating.

The Foreshore reserve has several picnic and sitting spots, though these are disassociated from the commercial precinct. A public meeting space could become a major focal point for the Town.

Furniture is in ad hoc locations and in varying states of repair. The large wheeled bins are designed to limit large bags of rubbish being deposited, and as a result are difficult to access. They are also unsightly.

There is insufficient lighting in high activity areas and key circulation zones.

Most seating in the town centre is provided by businesses and is not for public use

Public seating is limited and is often poorly sited.
Signage

Retail/Commercial
Advertising signage proliferates along Point Nepean Road. A wide variety of type, form and materials, as well as size, style and mounting height occurs.

Tourist Beach
The Rye Beach Action Group have worked with the Shire in introducing banner signage on light poles to celebrate events in Rye. While these add to the streetscape, the limited number, and the distance between them, do not create a strong presence. Larger banners, closely spaced, or in groups would provide greater impact.

Other signs include standard tourism route signage for the Mornington Peninsula Tour Route.

Street and Directional Signage
The presence of a large number of street, parking and directional signage in locations such as Lyons and Napier Street corners, is difficult to read and confusing. Rationalisation and simplification of signage in these locations, and throughout the Town Centre is seen as a priority.
Public Facilities

Public facilities (such as toilets, shelters, and visitor information) are mainly located along the Foreshore side of the Town Centre. These are considered sufficient to meet average visitor requirements. However, difficulties in crossing Point Nepean Road limits their accessibility. There can be also be constraints during summer peak when such facilities are shared with campers.

Entry and Approach

As Rye Township has developed it has merged with the adjoining townships of Blairgowrie and Tootgarook. This has resulted in a lack of definition of arrival into Rye, or any indication that Rye is a distinct Peninsula Town in its own right.
Summary of Urban Character issues and opportunities

- There is a lack of public seating within the main commercial precinct, except for private commercial premises. The Foreshore reserve has several picnic and sitting spots, though these are disassociated from the commercial precinct.

- There is a perceived lack of pedestrian amenity and character in the Rye Town Centre. A number of factors contribute to this perception, significantly the lack of a Town ‘hub’ or social meeting place other than the commercial outlets. There is opportunity to create a public meeting space as a major focal point for the Town Centre.

- Advertising signage proliferates along Point Nepean Road. A wide variety of type, form, materials as well as size, style, and mounting height occur. There is a potential to consolidate these into a simplified standard approach, adding consistency and integrity to this important component part of the visual landscape.

- The presence of a large number of street, parking and directional signs makes reading these signs difficult and confusing. Rationalization and simplification of these signs throughout the Town Centre should be a priority.

- There are public toilets on the Foreshore, although the difficulties in direct access across Point Nepean Road limits their accessibility. There can be constraints on during the summer peak, when the facilities are shared with campers. A toilet located in the Town Centre would help overcome these difficulties.

- The variation in built form and character between new and older developments can be integrated through the use of strong, common urban design elements, such as pavements, planting, furniture and colour.

- “Inactive edges”, particularly facing North-South streets, can be enlivened as pedestrian spaces. This may be achieved through:
  - externalization of businesses
  - improved seating/shelter on these frontages to encourage pedestrian use
  - tree planting to improve amenity

- The Town Centre lacks a defined and obvious visual character. This can be developed through a range of integrated design initiatives, including:
  - consistent planting themes which define the Town Centre and distinguish it from other centres along Point Nepean Road
  - consistent furniture with a style which is suited to both commercial and public application
  - thematic colours which are distinctive and unique to Rye
  - manipulation of particular views to highlight connections which the beach, which makes to greatest contribution to the character of Rye
  - unifying pavement treatments

- There is insufficient lighting in high activity areas and key circulation zones. There is opportunity to provide thematic lighting at key activity points, within the framework of the streetscape design.

- Point Nepean Road acts as a “dividing element”, separating the Town Centre from the Foreshore, which is the key character generator for Rye. All possible means should be considered to make crossing of the road simple and safer (see further Actions/Strategies within section 4.1 and 4.2).
### 3.7 PEDESTRIAN PATHWAYS

Analysis of land uses and observation of pedestrian behaviour indicate that the main pedestrian desire routes within the Rye Town Centre are:

- across Point Nepean Road, from the shops to the Foreshore
- along the Foreshore
- along the shop frontages, on Point Nepean Road
- from car parks along Napier Street, Lyons Street

Point Nepean Road footpath varies in width, depending on the building setbacks. Generally the footpath is at its narrowest between Lyons Street and Napier Street, and the eastern end of the block between Dundas Street and Napier Street. In this section shop fronts have no setback from the title boundary. The presence of signage, retail stock and cafe furniture also diminishes the apparent width of the path. These items reduce accessibility, and congestion can be a problem in peak times.

Parallel parking along Point Nepean Road results in people opening doors and alighting directly onto the footpath. This can also create problems, as there is already minimal clear space for pedestrian through traffic.

Streetscape works undertaken approximately 15 years ago included the installation of brick paving between Government Road and Dundas Street, with the exception of the Safeway block frontage where coloured concrete was installed.

Along the side streets (Ozone, Weir, Lyons, Napier, Dundas) there are paths of asphalt and concrete in varying states of repair.

Along Nelson Street there is no path on the northern (beach side) of the street between Lyons and Napier Street, although there is a worn track indicating a desire route for pedestrians.

There are signalized pedestrian crossing points along Point Nepean Road at:

- Hygeia Street
- Mid block, Napier and Lyons Street
- Dundas Street

Other pedestrian crossing points along Point Nepean Road, are defined by kerb extensions, and central median ‘havens’ in three locations:

- Ozone Street
- Weir Street
- Lyons Street

There is no crossing defined at Napier Street, although there is a strong desire here for crossing to the Jetty. There are no defined crossings to the public toilets opposite Hunt Avenue and Safeway.
The use of footpaths for signage and commercial displays can cause access problems.

A typical pedestrian crossing point over Point Nepean Road with localised central median. There are no signals and no connection to the existing Foreshore trail.

Inconsistent pavement treatments occur throughout the Rye Town Centre.
Summary of issues and opportunities relating to Pedestrian Pathways.

- Ad hoc crossing of Point Nepean Road by pedestrians is very common. There are only three pedestrian crossing points within the main Town Centre, and no defined path on the Foreshore side directing pedestrians to these crossing points. The safety and control of pedestrians crossing between the shops and the Foreshore is therefore a major issue to be considered.

- Point Nepean Road footpath varies in width, depending on the building setbacks. The footpath is at its narrowest between Lyons Street and Dundas Street. The presence of signage, retail stock and café furniture diminishes the footpath width and reduces accessibility. A minimum footpath width could be defined, with kerb widening / extension installed where feasible without significant impact upon parking.

- Point Nepean Road footpath is not well connected with the formal Foreshore path. This should be overcome by:
  - modifications to the Foreshore path to meet formal pedestrian crossing points
  - informal crossings through pedestrian havens to meet the existing Foreshore path
  - improved visual connection between the commercial centre and the Foreshore path
3.8 LANDSCAPE

The Foreshore vegetation has been highly modified, with only small areas of remnant indigenous vegetation remaining. The native vegetation remaining is dominated by Coastal Banksia (*Banksia integrifolia*), Drooping Casuarina (*Allocasuarina verticillata*), Moonah (*Melaleuca lanceolata*), Coast Tea Tree (*Leptospermum laevigatum*).

There are no street trees on the shop side of Point Nepean Road. There is a mix of shrub vegetation in various states of health found in small round concrete planters placed sporadically along the road edge. Some planting occurs within private developments. In front of Safeway is a line of screen planting, including Bottlebrush (*Callistemon sp*.), Melaleuca (*Melaleuca sp*), Norfolk Island Pine (*Araucaria heterophylla*) and Sheoke (*Casuarina sp*.).

In Nelson Street there is a mix of large shrubs and small trees within the road reserve. None are significant contributors to the streetscape landscape.

There is no tree planting for the street parking areas on Napier Street and Lyons Street.

There are also ad hoc locations of planters, and garden beds generally provided by commercial owners. These do not contribute to the landscape amenity of the Town.

Figure 12 illustrates the main vegetation areas, highlighting the lack of street tree planting within the main commercial precinct.
Figure 12: Existing Vegetation
Summary of Landscape issues and opportunities.

- The lack of street trees on Point Nepean Road detracts from the image of the Town Centre.
- The lack of street trees on Point Nepean Road also separates the Town Centre from the Foreshore in terms of visual character, due to a lack of integration between the two.

A potential response to the above street tree issues would be to undertake consistent and integrated tree planting on the Foreshore side of Point Nepean Road for the length of the Town Centre. This would provide consistency, but also draw attention to the Foreshore as a key character generator. A potential approach would be to extend the use of Norfolk Island Pines (*Araucaria heterophylla*), which already make a strong contribution to the character of the Rye Foreshore. An indigenous alternative would be the use of the Dropping She-oke (*Allocasuarina verticillata*), which is also a prominent feature of the Rye Foreshore.

The provision of such new street trees will need to be balanced against potential impacts on car parking.

- There is a lack of co-ordinated street tree planting in residential streets leading from Point Nepean Road. This also contributes to the lack of a definable character for the Town Centre, and could be easily overcome with the planting of a single distinctive tree species. Such planting would also provide valuable shade for both vehicles and pedestrians.

- There are clear opportunities to implement a co-ordinated strategy of lower level feature planting in a number of locations throughout the Town Centre, including:
  - nature strips;
  - the end of divided streets (Lyons Street, and Napier Street);
  - around car parks;

  Such planting needs to be simple, yet provide a strong visual feature, adding a definable character to the Town Centre. Planting should be robust in order to deal with climatic conditions, pedestrian traffic and vandalism.

- Some existing planting should be considered for removal, based on health, and also any detrimental impact upon amenity and public views. This would particularly apply to existing Monterey Cypress trees on the Foreshore.

Refer further to Key Strategies/Actions in Section 4.4
3.9 AVON STREET

The small shopping precinct on Avon Street, near the back beach is also to be considered within the Framework study. It is a popular shopping area, containing two food take away outlets, a Bakery, Milk Bar, Surf Shop and a Drafting business.

The parking area in front of the shops is unsealed, and poorly graded.

There is very limited amenity provided, except for a phone box, one seat outside the Milk Bar and a bin. There is a limited paved area for pedestrians along the shop edges.

![Avon Street Precinct](image)

Refer further to Key Strategies/Actions in Sections 4.5, 4.6

3.10 TOOTGAROOK COMMERCIAL PRECINCT– Carmichael Street

The small commercial precinct on Carmichael Street, Tootgarook is to be considered within the Framework study for its close association with the Rye Town Centre. This area is potentially a gateway to the Rye Town Centre.

Importantly there is a signalized pedestrian crossing at this location. The type and number of commercial activity is limited, consisting only of a Boat and Outboard shop, a General store, and a Surf Shop. There is a phone box located on the corner, however there are no other public amenities such as furniture or bins. The existing concrete paving is in a poor state. There is no shade or weather protection. Parking is available along both Carmichael Street and Point Nepean Road.

![Carmichael Street and Pont Nepean Road intersection](image)

Refer further to Key Strategies/Actions in Sections 4.5, 4.7
4. URBAN DESIGN FRAMEWORK

The Rye Urban Design Framework is based on the premise that Urban Design is about more than trees and seats. Urban Design should, rather, define the basic elements which create a sense of place, and explore ways of expressing these elements, using the “tools” of Urban Design, including vegetation, views, circulation systems, pavements and so on.

In Rye, a sense of place is created by the interplay of a number of factors, including:

- its natural setting - the town centre has a strong relationship with the Foreshore and the bay.
- the Town Centre's southern Mornington Peninsula setting - reinforcing its position.
- the Town's strong sense of community.
- the Town's low scale built form

These factors underpin the Urban Design Framework which outlines a range of strategies and actions aimed at reinforcing Rye's sense of place.

Key elements of the Framework include:

- improved pedestrian connection between the Town Centre and the Rye Foreshore
- improved pedestrian circulation around the Town Centre
- creation of a range of shaded pedestrian seating and resting areas
- additional car parking capacity catering for both Town Centre and Foreshore demand
- downgrading of Point Nepean Road, following the creation of an alternative inland route around Rye
- using special design treatments to highlight and differentiate the Rye Town Centre from other “villages” along Point Nepean Road
- a co-ordinated tree planting strategy to physically and visually define the Town Centre

In developing these initiatives, the following have been key goals:

- preserving the quality of life, reinforcing the sense of community, and improving facilities for the local community and visitors;
- protecting the environment and the visual aspects of Rye;
- fostering sustainable development which is beneficial for Rye, and reinforces its characteristics as a coastal town.

The key elements of the Urban Design Framework, as described in this section, are illustrated on drawings MP1 - MP5.
4.1 TRAFFIC MOVEMENT

The analysis of vehicle movement and parking around the Rye Town Centre has identified a wide range of detailed traffic management issues. These issues can be summarised into four main areas.

1. The extremely high volumes of traffic utilising Point Nepean Road in the peak holiday periods and on most sunny weekends. The impact of this traffic includes delays in local vehicle access to Point Nepean Road, operational difficulties with adjacent parallel parking, increase in the potential for accidents and a decrease in the amenity and the economic viability of the commercial centre.

2. Safety of the very high number of pedestrians crossing Point Nepean Road between the commercial and residential areas and the Foreshore. Over 40 percent of pedestrians have been observed to cross Point Nepean Road at midblock locations without the assistance of signals or pedestrian refuges.

3. Supply of on-street and off-street parking is insufficient to cater for peak period demands. The Foreshore parking demand often exceeds the supply and the demand overflows into the commercial parking areas. Subsequently it can be difficult to find a vacant space within the commercial area.

4. Public Transport services provided by buses are infrequent and relatively costly compared to other areas in metropolitan Melbourne. This has lead to a reliance on private vehicles for transportation in the area.

**Key Strategies / Actions**

In response to these issues, a number of traffic management strategies have been developed by further investigation of the issues. The development of these strategies has also lead to the formulation of associated actions as follows:

**Strategy**

1. Council and the community continue to lobby the government for the completion of the extension to the Mornington Peninsula Freeway to Melbourne Road, thus providing a bypass of Rye. Even the interim provision of an arterial road link along the existing freeway reserve would significantly reduce the amount of traffic on Point Nepean Road. The cost of an arterial road link would be significantly less than a dual carriageway freeway.

**Action**

a) Lobby VicRoads to undertake a traffic study of the area to determine the most appropriate staging and likely benefits and costs of providing an arterial road link. Stage one of such a link is recommended to be the section between Melbourne Road and Dundas Street along the freeway reservation. This link road together with Browns Road may provide a suitable bypass at a reasonable cost.
Strategy

2. Downgrade Point Nepean Road through the Town Centre by reducing the capacity of the road. This downgrade to be in conjunction with providing a suitable bypass route. The extent of the downgrade will depend on the amount of traffic bypassing but the provision of only one traffic lane in each direction and a lower speed limit are desirable from a road safety perspective.

Action

a) Council requests VicRoads to commit to a future downgrading of Point Nepean Road when a suitable bypass road is completed.

Strategy

3. Further improve pedestrian safety when crossing Point Nepean Road by providing designated safe crossing points at regular intervals through Rye. This may include the construction of a raised centre median to control vehicle-turning movements and provide a safer pedestrian refuge area.

Action

a) Council commits to improve the definition of existing pedestrian crossing points with signs, fencing or streetscaping treatments. Highly visible, designated, crossing points will improve pedestrian and cyclist safety and mobility.

b) Council commits to construct shared paths linking Point Nepean Road pedestrian crossing points to the existing bicycle path along the Foreshore reserve. This will encourage greater utilisation by pedestrians and cyclists of the designated crossing points.

c) Council, together with VicRoads, undertake a study of pedestrian safety along Point Nepean Road in Rye to determine the type and location of pedestrian safety treatments including refuges, pedestrian signals and intersection signals.

d) Council requests VicRoads to commit funding for the provision of pedestrian safety treatments along Point Nepean Road.

e) Council commits to improving signage on the Point Nepean Road approaches to the shopping centre to increase driver’s awareness that they are approaching a high pedestrian precinct.

f) Council considers the introduction of a 40-km/h speed limit within the shopping centre along Point Nepean Road during the peak holiday period. The introduction of a separate speed limit for this section of Point Nepean Road would increase motorists’ awareness that they are entering a high pedestrian area.

Strategy

4. Encourage visitors to more fully utilise the off-street car parks to the south of the commercial area, which are not at capacity even during peak periods. This will reduce the demands on the Foreshore parking areas during peak periods. These are currently 2P and 4P areas and a number of these parks, closest to shops, should be considered for 1P parking.

Action

a) Council commits to improve the signage to all off-street and on-street parking to clearly define vehicle entry points and the number of spaces in each parking area.
Strategy
5. Provide sufficient conveniently located parking for locals to access the commercial area during peak periods.

Action
a) Council commits to implement mostly 1P restrictions within the shopping centre to encourage a higher turnover of spaces at peak times. Surveys indicate that except for the Foreshore area, the majority of spaces are only required for less than one hour.

b) Council considers the introduction of pay parking for all longer-term parking areas within the precinct. Pay parking to only apply December-April. This will decrease the demand for premium “free” spaces. It is intended that this will also encourage visitors to park in the car parks south of Point Nepean Road. These are currently 2P and 4P, and are recommended to have some 1P restrictions in areas closest to shops.

c) Council considers the construction of alternative off-street and on-street parking locations. For example, with major development approved in Weir Street, fully construct the street with centre of the road parking similar to Lyons and Napier Streets.

d) Council considers providing a central bus stop location within the centre of town, associated with other amenities, and removing redundant bus stops. Redundant bus zones can be replaced with additional on-street parking.

e) Council considers footpath and bicycle path improvements to encourage more local residents to walk and ride to the Township instead of driving private vehicles.

Strategy

Action
a) Council considers extending the Community Bus operation to provide an improved service within the Rye Township and a viable alternative to using private vehicles.

Drawing MP2 illustrates the Actions concerning circulation.
Figure 14: MP2: Key Actions - Circulation
4.2 PEDESTRIAN CIRCULATION AND AMENITY

While the Rye Town Centre does at times experience considerable pedestrian traffic, pedestrians are generally not well catered for. Pedestrian amenity is poor, crossing of Point Nepean Road is hazardous and connection with the shared Foreshore trail is minimal. Key actions to improve the pedestrian experience of Rye are outlined below. Drawing MP2 further illustrates these actions.

**Key Strategies/Actions**

1. Undertake strategies outlined in Section 41 to allow safer crossing of Point Nepean Road by pedestrians.
2. Provide new path connections linking Point Nepean Road pedestrian crossings with the Foreshore trail.
3. Widen kerbs at the corners of Napier and Lyons Streets, to create additional seating opportunities.
4. Provide new path connections from the northern edge of Point Nepean Road, opposite residential streets, linking with existing facilities (toilets, BBQ's etc.) and the Foreshore trail.
5. Develop a new public seating/meeting area a 'Civic Square' outside the Civic Hall in Napier Street. Interim option is to encourage use of the existing toilets within the Community Hall. Ideally new public toilets in a more open and accessible location would form part of this space. Refer to Figure 15 below.
6. Establish a shared pedestrian/vehicle zone at the rear of Point Nepean Road shops, between Lyons and Napier Streets. This will enliven these “back of house” areas, and improve general pedestrian amenity within the town centre.
7. Construct continuous footpaths along the streets of the Town Centre, to improve its general “walkability”

**Figure 15: Civic Square**
4.3 URBAN LANDSCAPE ELEMENTS

The landscape character of the Rye Town Centre is strongly derived from its Foreshore setting. It is the bayside location that makes Rye the attraction that it is. The urban landscape of the Town Centre however, does not reflect or build upon this coastal character. The elements of the urban landscape – pavement, furniture, buildings, lights etc – are not co-ordinated and do not make a positive contribution to the visual image of the Town Centre.

Key Strategies / Actions

1. Place existing overhead powerlines underground, a priority being along Point Nepean Road between Weeroona Street and Elgan Avenue, approximately 1200 metres. This will extend the existing “open” character already achieved between Dundas and Lyons Streets.

2. With the undergrounding of powerlines, install thematic street lighting as part of the “visual signature” of Rye, between Weeroona and Dundas Streets (refer to images to follow for proposed light standard – VicPole “Promenade” light with attached banners).

3. Provide pedestrian wind screens on the Point Nepean Road footpath, in association with public seating areas and outdoor cafes.

4. Provide shade structures at appropriate locations, in conjunction with additional seating, where verandahs are not present. These will not only provide additional shade and seating opportunities, but will add a strong visual element as part of the unique “visual signature” of the Rye Town Centre (refer to images to follow for typical shade structures).

5. Implement guidelines to control the proliferation of signage along Point Nepean Road. This would include eliminating freestanding, sandwich board type signage, and encouraging signage on buildings, or within built elements, and encouraging signage directly on awnings.

6. Develop design guidelines for new development to determine preferred built form (scale, setback, verandahs/shade etc.)

7. Design a co-ordinated suite of street furniture for use specifically in the Rye Town Centre.

8. Install a consistent pavement on the Point Nepean Road footpath, forming part of the Rye “visual signature” between Weeroona and Napier Streets. Such a treatment should be long lasting and be easily replicated in case of damage or maintenance. An appropriate treatment would be a mix of in-situ coloured concrete with pre-cast paver inserts. This new pavement should be installed in stages, on a block by block basis, as required by public safety issues arising from deterioration of the existing pavement.

9. Install bike racks adjacent to pedestrian crossing points.

10. Install seating (seats with backs preferred) in suitable locations, particularly at high activity nodes. Seats should be located away from poles, crossovers, verandah posts, bins etc, and preferably face towards a view.

11. Select a colour palette for use in all urban design elements within the Rye Town Centre. In response to community consultation, these colours should reflect the beach location and natural environment of Rye. (Refer to colour samples to follow).

12. Reduce the clutter of signs, posts and other structures at the entry to the Pier car park. This would clarify the important views from Point Nepean Road to the Pier, and allow more effective use of the existing banner poles.
13. Establish strong visual “gateways” near the corner of Weeroona Street and Point Nepean Road and near the corner of Elgan Avenue and Point Nepean Road. Since space is limited in each of these locations, the suggested gateway treatment is to install groups of banner poles announcing arrival at the Town Centre, with banners reflecting the Rye theme colours.

14. Construct formal kerb and channel drainage to residential streets within the Town Centre, to reduce the incidence of surface ponding during wet periods.

Drawing MP3 illustrates these Urban Elements.
Figure 16: MP3: Key Actions - Urban Elements
Typical Shade Shelters

Proposed Light Standards

Proposed Colours for Urban Elements

smoky blue  sea green  sandy yellow  limestone white

The colour schemes proposed reflect the distinctive and unique environment of Rye. Encourage the use of this range as the dominant colours used through the Town Centre. (For example smoky blue, navy blue, sea green – typical of the Bay colours; limestone white – reflecting the limestone cliffs; and sandy yellow – typical of the beach.)
4.4 VEGETATION

The use of vegetation is one of the key urban design tools whereby landscape character can be established and strengthened. The appropriate use of vegetation is particularly important in locations where the basic context of a place is its natural, or environmental setting, such as at Rye.

The lack of a co-ordinated approach to vegetation, particularly tree planting, has contributed to a number of the negative spatial and physical characteristics of the Rye Town Centre, such as the lack of an identifiable landscape character, the lack of shade, the lack of informal gathering spaces, and the lack of pedestrian amenity generally.

The following actions are recommended to develop an integrated vegetation framework for Rye.

**Key Actions / Strategies**

1. Develop a single line of signature trees along the northern edge of Point Nepean Road. This location will avoid conflicts with services and car parking, and also contribute to the visual amenity and integrity of the Foreshore. The spacing of these trees should be determined on the basis of maintaining and creating views to the Bay, ensuring personal security is not compromised, allowing direct access to the foreshore from Pt. Nepean Road, and creating a distinct landscape character for the Rye Town Centre.

   Suggested species: *Araucaria heterophylla* (Norfolk Island Pine).

   This species has been chosen to build upon the existing trees located on the Rye Foreshore.

2. Establish a secondary theme tree consistent to all streets within the Rye Town Centre.

   Suggested species: *Allocasuarina verticillata* (Drooping She-oke)

3. Establish a “perimeter” street tree theme, through the use of a single species on Hygeia, Bimble, Sullivan and Collingwood Streets.

   Suggested species: *Banksia integrifolia* (Coast Banksia)

4. Provide shade trees in all open car park areas.

   Suggested species: *Allocasuarina verticillata* (Drooping She-oke)

5. Establish consistent low level in ground planting, rather than individual planters, in appropriate locations around the Town Centre, contributing to its visual signature.

   Suggested species include: *Isolepis nodosa* (Knobby Club Rush)  
   *Dianella revoluta* (Spreading Flax Lily)  
   *Dianella longifolia* (Smooth Flax Lily)

5. Modify and selectively remove some existing non-indigenous vegetation on the Foreshore, in order to:  
   - improve visual connection between the shopping centre and the Foreshore  
   - allow for improved physical connection with the existing Foreshore trail  
   - allow the establishment of the proposed signature trees

   In principle, only vegetation that has reached maturity, is senescent, blocking views, invasive, a known weed species, or blocking pedestrian access should be considered for selective removal.

Drawing MP4 illustrates the key actions concerning Vegetation.
Figure 17: MP4: Key Actions – Vegetation
Images of Proposed Trees

Point Nepean Road / Foreshore Signature Tree – *Araucaria heterophylla* (Norfolk Island Pine)

Rye Town Centre Perimeter Tree – *Banksia integrifolia* (Coast Banksia)

Rye Town Centre Signature and Car Park Signature Tree – *Allocasuarina verticillata* (Drooping She-oke)
4.5 GUIDELINES FOR BUILT FORM

The following Built Form Principles form a key component of the Urban Design Framework.

These built form principles outline the preferred forms for new development, and can act as a guide for infill development or redevelopment of existing forms. These principles are based on an analysis of the existing built and urban form, and importantly the existing landscape and aspect of Rye Township. The main objective of these principles is to capitalise on the compact nature of the Town Centre, and to achieve development that responds to the existing coastal character, and enhances the natural attributes of Rye. The importance of these guidelines is that they emphasise a 'whole town' approach, in that the impacts on streetscapes, views and adjoining built forms must be taken into consideration, and built form must not be reviewed in isolation from other elements. In essence these guidelines promote site responsive design.

These proposed guidelines are not intended to determine a consistent 'formulaic' approach to built form, as diversity can be promoted while still responding to the above character determinants. These guidelines would act as a local policy to the Planning Scheme Provisions.

A review system (or a panel of professionals such as urban designers, planners, landscape architects, architects) could be established to assist Council officers in assessing development proposals.

Site Responsive Design - Parameters

The built fabric of the Town is diverse in style. However a strong character is presented due to many similar built form elements of the shops within the original shopping precinct, being:

- Modest scale
- Verandahs, without posts
- Zero setback from the title boundary
- Single shop frontages with full size windows
- Mostly single storey development

Exceptions to this are the large developments of Safeway, the Rye Hotel and Rye RSL, however functionality has determined scale in these instances. These characteristics are also less consistent in the newer commercial areas, east of Lyons Street.

The existing modest character is considered appropriate for the majority of the Rye Town Centre, with some areas being appropriate for higher density development, without unduly impacting upon this character (refer Section 4.8 below).

The strength of the natural attributes of Rye being the Bay frontage, Foreshore reserve, northerly aspect and strong viewlines, determine that these should form a starting point for built form principles, to ensure that new development respects and responds to these attributes, and does not diminish any views, access or the quality of these attributes.

Climatic considerations also generate criteria for built form, in that buildings should respond to solar access, as well as provide shade and wind and weather protection.

Rye is fortunate in that the commercial centre is compact, being within a core precinct of less than 500m. It is easily accessed by pedestrians, and users do not have to rely on car usage. The consolidation of development rather than dispersion should be promoted. (This reflects MSS strategies that consolidation of commercial development is more sustainable and equitable). Point Nepean Road is a priority to concentrate
development, however a core precinct extending to Nelson Street between Lyons and Dundas would be appropriate.

Development of a network of public open space and connections between built form is also a determinant. This principle is consistent with the Framework objectives of supporting an ‘outdoor lifestyle’ as well as providing stronger connections between carparking, between Point Nepean Road and side streets, and between the Foreshore and the commercial area.

“Inactive building edges”, particularly facing North-South streets, should be enlivened to provide a continuity of commercial activity through externalisation (and ‘address’ of businesses) or through the provision of public areas.

Site Responsive Design - Guidelines

Density and Diversity

| 1. | Encourage the use of vacant land on Point Nepean Road, and on Nelson Street between Lyons and Dundas Street, to consolidate the commercial precinct. |
| 2. | Prevent the spread of commercial activities by defining a precinct between Point Nepean Road and Nelson street (from Dundas Street to Lyons Street), and maintain a Point Nepean Road frontage between Lyons Street and Hygeia Street to the east. |
| 3. | Develop a range of agreed thematic colours with traders and residents. The colour schemes should be distinctive and unique to Rye. Encourage the use of this range as the dominate colours used through the town centre. (For example smoky blue and navy blue, sea green, limestone white and sandy yellow are the dominant colours proposed for street furniture elements in order to reinforce a coastal character). Refer to colour samples following section 4.3 of this report. |
| 4. | Encourage a range of building materials and a high level of detailing for built form. |
| 5. | Encourage signage on buildings, or within built elements. Encourage signage directly on awnings. Eliminate freestanding, sandwich board type signage which adds to the visual and physical clutter on the footpath. These signage guidelines should be reviewed in association with the Planning Scheme provisions for advertising signs (clause 52.). |
| 6. | Encourage retail shop frontages to provide a greater percentage of window area to solid, promoting window displays that add variety and interest to the street environment, and interaction with passersby. |
| 7. | Require corner blocks to provide two street addresses, and to ‘turn the corner’ in terms of their frontages and active building edges. |
Site Layout, Building Mass

8. Require developments on street frontages to provide a continuous built edge.
9. Generally encourage zero lot setbacks. Consideration for setback can be given to developments providing a setback for street activity, external business areas, cafe areas.
10. Ensure building envelopes integrate with the modest scale and form of the existing streetscape.
11. Require larger developments to break down built mass into a series of smaller envelopes.
12. Assess building heights for their impact on adjoining properties and the impact on the overall streetscape, and ensure that they do not diminish viewlines.
13. Generally encourage single storey buildings (to a maximum 6.0m) fronting Point Nepean Rd (which all generally falls within the B1Z zoning). Graduate to two storeys, (to a maximum 8.0m) at the rear of Point Nepean properties, towards Nelson Street/Grace Street. It would need to be demonstrated that the agreed built form principles regarding views, streetscape, form etc. are met.
14. Allow two (to a maximum 8.0m) and three storey (to a maximum of 10.0m) developments on land that does not front Point Nepean Rd, subject to the requirements of the DDO (refer section 4.8).
15. Encourage efficient building space design to reduce building envelopes and bulk.

Landscape Integration

16. Require developments to integrate landscape within their envelopes, particularly responding to the street conditions and ensuring a contribution to the streetscape. Reference can be made to the Framework proposals for streetscaping, and tree themes. Exotic plantings may not be appropriate in a generally native street environment.

Amenity

17. Require developments to provide public linkages, particularly to adjoining carparking, other businesses and open space.
18. Encourage large developments to integrate a network of public space, and pedestrian linkages within their envelopes.
19. Encourage development layouts that respond to the northerly orientation of the Bay, and enhance not disrupt view lines. Consideration should be given to the protection of existing outlooks, particularly long views down residential streets.
20. Encourage design and layouts that responds to microclimate considerations, provide protection from prevailing winds, and provide shade and weather protection.
21. Require developments to adhere to all accessibility standards and codes.
22. Require carparking to be provided at the rear, and off-street. Front carparking is not appropriate to the existing streetscape character. The impacts of carparking should be minimised through detailed layout planning and incorporation of buffers, screening.
4.6 AVON STREET SHOPPING CENTRE – ROLE STATEMENT

The Avon Street precinct is a small retail centre providing important local facilities for the neighbouring residential precinct. This centre is also popular for visitors to the Rye Back Beach. Currently the centre provides limited public amenity, and no adequate streetscape or carparking provision.

**Key Strategies/Actions**

1. Provide a wide sealed path along the shop frontages. Provide connecting paths from the carpark area.
2. Define the front carpark and seal. Provide roll over kerbing access. Design the carpark to allow for tree planting zones, offset from the building frontages and allowing for overhead powerlines.
3. Consider the long term undergrounding of powerlines.
4. Plant street trees, as per the Rye Town Centre carpark tree. Suggested species *Allocasuarina verticillata* (Drooping She-oke)
5. Provide street furniture, (nominally five seats and three bins) with a style and colour unique to Avon Street, to distinguish it from the Rye Town Centre. This should be developed as community design project. At least one seat shall be associated with the phone box.
6. Apply the proposed built form principles (height, colour, scale, signage etc) of Rye Town Centre, when considering new development, or to encourage existing operators to redevelop frontages. Set back from street frontage to be maintained.
7. Encourage the use of verandahs, without posts, on new or renovated buildings.
4.7 CARMICHAEL STREET, TOOTGAROOK – ROLE STATEMENT

The Carmichael Street precinct is a small retail centre on the fringe of the Town Centre. While it is not considered to be a ‘gateway’, it is located along the entry road into Rye. As such its visual appeal sets an important precedent for arrival to the Rye Town Centre.

**Key Strategies/Actions**

1. Develop a ‘public node’ on the Carmichael Street corner, including:
   - New paving
   - New street furniture, (nominally three seats and one bin) in the same suite and colour palette as the Rye Town Centre furniture.

2. Apply the proposed built form principles (height, colour, scale, signage etc) of Rye Town Centre, when considering new development, or to encourage existing operators to redevelop frontages. Set back from street frontage to be maintained.

3. Consider the long term undergrounding of powerlines.
4.8 PLANNING SCHEME AMENDMENTS

The Mornington Peninsula Shire Planning Scheme offers the opportunity to express and implement many of the strategies and initiatives of the Rye Town Centre Urban Design Framework, particularly through the Local Planning Policy Framework, Zonings and the Design and Development Overlay.

This section outlines the recommended planning scheme amendments in respect of the Rye Town Centre. They are:

**Local Planing Policy Framework**
Insert a new Local Policy for Rye Town Centre, as appended. (Appendix B).

**Zoning**
Support the rezoning of land from Residential 1 zone to Business 1 zone for car parking purposes, where required, to facilitate redevelopment of land in the adjoining Business 1 zone, but only if development of the carpark contributes to efficient traffic movement in the Rye Town Centre and does not cause undue detriment to the residential amenity of the locality or the overall functioning of the Centre.

The rezoning of No 1 Weir St (Lot 6 LP 5989) and 2 Ozone St Rye (Lot 41 LP 5989) in association with the Rye market proposal should be considered in this regard.

**Design and Development Overlay**
Amend the Design and Development Overlay Schedules applying to the land shown in Figure 18 to provide for three storey development (maximum 10m height) and no minimum lot size.

**Discussion**

There are a range of strategic planning and physical design issues which impact upon the desirability of increasing and/or controlling building densities and heights within the Rye Town Centre.

1. The Rye Town Centre Health Check identified visitor accommodation as a desirable land use that should be encouraged to develop in the town centre. Compared to day trip visitors, overnight visitors would provide greater support for the retail and entertainment components of the town centre and place less pressure on parking and traffic access. The provision of additional accommodation within the existing town centre area will require an increase in densities and perhaps also an increase in building heights.

2. The Rye Town Centre Health Check also identified that:
   - The building stock in the Rye town centre is relatively old;
   - The quality of the buildings and streets in the town centre are considered by the community to be of poor quality, and the community perceives quality buildings and streets to be very important;
   - There has been little private sector investment in the town centre in recent years;
   - Property is tightly held by existing owners, many of which live outside the municipality.

From an economic perspective, an increase in building heights to enable three-storey buildings on appropriate sites in the Rye town centre will encourage redevelopment and new investment.

3. An increase in building heights can be important in enabling views to be obtained from potential accommodation developments, to the Rye foreshore and Bay. The ability to provide views to the water would significantly enhance the investment potential of an accommodation development.
4. The Rye Town Health Check identified that Rye is perceived by the community to be “old and tired” and “dull and boring”, although it is also perceived to be “peaceful and quiet”. A judicious increase in building heights would provide the opportunity to rejuvenate the town centre, through new development, particularly if it is focused on enhancing the tourism role of Rye.

5. Increasing heights and densities within village centres along the Southern Mornington Peninsula (including Rye) would help to reinforce the distinct nature of these centres, (in accordance with the Mornington Peninsula Shire’s MSS), by allowing lower densities and heights to be maintained between the village centres. This would support the retention of some height controls so as to only allow increased heights in particular areas.

6. Increasing allowable building heights within village centres needs to also respond to the broader land use and landscape character within those centres. In Rye this would mean that increased heights should only be allowed in the area indicated on the attached plan, reflecting the mixed use in this area, the quality of existing buildings and the size of existing blocks. The consolidated residential heights to the south of Grace Street / Nelson Street should be retained in order to protect the amenity and integrity of scale in this area. Densities, within existing height limits, may, however be increased through removal of the requirements for a minimum lot size.

7. The landscape backdrop to Rye is of a mainly vegetated skyline, with minimal penetration by buildings. This character should be maintained and reinforced by confining taller buildings to the general area indicated on figure 18, and by limiting these to a maximum of three storeys (or 9 metres) so as to not overwhelm the scale of this vegetated background, which rises dramatically from the 10 m contour. The area indicated is considered viable for taller buildings based on preliminary investigations, although such buildings will require verification on a site by site basis.

---

Figure 18 Suggested DDO Control Area
Conclusion

a) Taken together, these issues suggest that increased building densities should be encouraged within the Rye Town Centre, in order to support economic development within the Centre and to protect the character of residential areas outside of Rye.

b) Similarly allowable building heights should be increased in nominated areas, to a limit of three storeys, or 9 metres with a flat roof, (with a 10m maximum where pitched roof lines are appropriate to integrate with surrounding architectural character). Controls upon these revised height limits should remain in place to ensure that increased heights will both reinforce the town centre, with a distinct character, and protect the adjoining local residential character and the background landscape character.

c) Good design and appropriate siting will be essential in ensuring that these objectives are achieved. Broad design parameters are outlined elsewhere in this Section, however the following, in particular, will need to be addressed in any proposed developments:

- Major viewlines between the Rye foreshore and the town centre should be protected;
- Views to Port Phillip Bay from higher areas to the south of the Rye town centre should be protected;
- Residential amenity and the amenity of major public spaces should be preserved;
- Building bulk at the third level should not be dominant. Design techniques including building articulation, setbacks and incorporation of the third level in the roof space should be employed to minimise any impacts.

Particular Provisions

Insert a new entry in the Schedule to Clause 52.06-2 to refer to provisions of the Rye Parking Precinct Plan. See Section 4.11 – Parking Precinct Plan, of this report.
4.9 Developer Contributions

Prior to, and as part of the facilitation of re-development within the Rye Town Centre, a mechanism should be put in place to obtain a contribution from developers for the improvement of streetscapes within the Town Centre (including tree planting, provision of street furniture, footpath construction, public lighting).

This will require the formalisation of the streetscape improvement strategies (as outlined under “Key Strategies/Actions” in Section 4 and listed in Section 5) for the Rye Town Centre, including the estimated costs of provision. A Development Contributions Plan is then able to be prepared by Council, apportioning costs of provision across the potential re-development area. It is considered that a DCP could generate substantial funds for streetscape improvements in the Rye Town Centre.

A Development Contribution Plan is proposed to be applied to the entire study area, as outlined on Figure 13 - Masterplan, which illustrates the Framework implementation priorities.
Figure 19: MP5: Proposed Land Use Plan

- The Rye Town Centre commercial area should be consolidated within its current limits, as defined by the business zone. New commercial activity should be accommodated through development of vacant land, or through redevelopment of existing properties.

- The balance of the Rye Town Centre should remain as residential use, within the current zoning, encourage consolidation, rather than expansion of non-residential development.

- Civic and community uses (as distinct from commercial and residential uses) should be considered in this area. Building upon the current location of the civic hall, bowls club, and R.S.L., locations of community uses in this zone will accommodate the development of an opportunity zone which does not currently exist in Rye.

- Land on larger blocks, located away from front street road profile, may be considered as suitable for medium-sized building heights, 2 storey dwellings, or 3 storey tall blocks could be considered within these zones, provided the amenity of adjoining properties is protected.
4.10 Outline Marketing Plan

There are three levels of marketing of the Rye Town Centre that have been identified.

Firstly, in the short term, the existing tourism assets of the Rye town centre could be promoted, such as:

- Boating and fishing facilities including the jetty and the regional boat launching facility;
- The Foreshore, including beach and walking trail;
- Events, including the Sand Sculpting event, Blessing of the Waters and Rye Carnival;
- The existing accommodation infrastructure and entertainment and tourist retailing facilities (RSL, hotel, restaurants, mini golf).

This could be most effectively undertaken as part of a co-operative marketing program encompassing all the Foreshore villages on Point Nepean Road, from Dromana to Portsea.

Secondly, the Rye Town Centre is an area that is currently in transition. Substantial potential improvement works have been identified within this Framework report. Further, substantial opportunities for redevelopment have also been identified, together with changes to the planning scheme in order to facilitate these opportunities.

In the medium term, the marketing of Rye town centre should therefore focus on the business and land development opportunities that exist, in order to attract investment interest. This should follow the implementation of the planning scheme changes and the commencement of physical improvement works.

Thirdly, with the development of additional tourism infrastructure and accommodation, the marketing and promotion of Rye Town Centre can focus on the enhanced tourism role of Rye, in particular the increased retailing and accommodation opportunities.
4.11 PARKING PRECINCT PLAN

1. Background

The purpose of a Parking Precinct Plan (PPP) can generally be described as a guideline planning document that:

1. Facilitates the efficient, effective and equitable provision of parking.
2. Enables strategic, policy based consideration of parking issues on a precinct basis, (rather than site specification basis), which is specific to the area.
3. Adopts a performance based approach to the assessment of car parking.
4. Enables flexibility in car parking controls.
5. Increases the opportunity for developments to proceed without requiring planning approval and to increase the certainty of the outcomes in other cases.

The PPP for Rye Town Centre, will identify the most appropriate parking rates for future development within the main commercial precinct. The PPP will specify how on street parking is to be included in any carparking assessment and set out the conditions under which payment in-lieu of carparking will be accepted. These will be based on existing Council strategies and development plans, and previous parking studies undertaken by Andrew O'Brien & Associates and others.

The area covered by the Rye Town Centre PPP includes the commercial areas within the main study area (Figure 1). This area being the Business 1 Zone (B1Z) generally along Point Nepean Road and, in addition, the abutting areas within the Residential 1 Zone (R1Z) and the Foreshore area, and other pockets throughout the Rye Town Centre that are within various Public Use Zones.

Demographic and Strategies

The PPP considers the population profile, as set out in Section 2.7, as well as the MSS strategies for increasing activity at Rye.

The PPP also reflects the latest available data for the Mornington Peninsula in terms of Tourism visitation rates, as set out in Section 2.10.

Commercial Activity

The Rye Commercial Centre provides the majority of the retail and service needs of the resident population.

The Rye Town Centre Health Check Study, undertaken as part of the UDF, found that of the existing commercial centre:

- Retail outlets form the majority of commercial premises comprising more than 50% of the total;
- There is a broad spread of convenience-oriented retail businesses geared to the local population. Around one third of retail businesses are food-related. There is 7% related to clothing and footwear retailing which is high for this type and size of centre;
- There is 7% of the retail outlets that are tourism-oriented, including marine equipment, sporting and camping equipment and antique retailing although given the number of visitors to the Peninsula, this is relatively low;
Despite the large number of tourists visiting the Mornington Peninsula each year, the proportion of tourism-related premises in the commercial centre is relatively low. The percentage of accommodation establishments is a surprisingly low 3%.

The vacancy rate for commercial premises is relatively low at 3%. A 5% vacancy rate is considered to be normal.

Retail and business uses account for only 14% of the town centre, occupying only 11% of the rateable area but accounting for almost one third of the total value of property in the Rye Town Centre.

The business strategy is to promote Rye’s unique character and orientation to Port Phillip Bay whilst encouraging further retail activity. The tourism potential will increase with additional cafes and restaurants to provide a reason to stay in Rye. More medium density housing is to be targeted to provide for more short-term accommodation.

Parking Issues

Parking in Rye is in high demand during the peak summer holiday period with the Foreshore area being heavily used. At night during the holiday season parking can also be in high demand especially near the Foreshore.

During the peak season it is recognised that there will be times when parking demand cannot be met. The question is - Should these short-term peaks be catered for? The high cost of land purchase and construction to meet short-term demands appears an inefficient use of resources. It is therefore important to adopt an appropriate design level of parking that will cater for the majority of situations but accept that it will be insufficient for the short-term peaks. For this reason the Parking Precinct Plan does not account for the very high peak periods experienced for example during the Carnival period.

During the consultation process for the UDF and Town Health Check the following comments in regard to car parking in Rye were identified:

- There is significant dissatisfaction with the availability of parking in the town centre during the summer holiday season both during the week and on weekends;
- There is a lack of all day parking for Foreshore users. This creates pressure on town centre car parking. The prevalence of day-tripper visitors to Rye places enormous pressure on parking;
- The number of people circling the Town Centre to find parking during peak periods adds to the congestion;
- There is a lack of awareness by visitors of locations and options for parking around Rye;

Assessment Of Car Parking

The Rye Town Centre comprises a retail floor space of in the order of 21,800m². There are some 649 off-street parking spaces within the precinct as surveyed in the 1999 Traffic Study Review conducted by Council. In addition, there are in the order of 314 on-street parking spaces within the study area.

This total of 963 off-street and on-street parking spaces is equivalent to a provision of 4.4 spaces per 100m² of retail floor area. Based on the assumption that 85 percent of the commercial floor area is retail and 15 percent being office, at a rate of 4.5/100m² for retail and at a rate of 3/100m² for office or equivalent, an appropriate parking provision would be 933 spaces. This shows a theoretical oversupply of parking of 30 spaces. However, when the parking demand includes visitors to the area during the holiday peaks there is clearly not enough parking currently supplied.
2. Parking Policies

The recommendation for the Rye Town Centre PPP (based on previous experiences and studies by others including the 1999 Review of Car Parking Rates prepared for the Department of Infrastructure by Hansen Partnership Pty Ltd), it is recommended, to vary the rates for supermarket, shop, office, hotel, restaurant and takeaway food premises from those currently set out in the Victorian Planning Provisions (VPP). (The recommended VPP rates are set out in the draft schedule to Clause 52.06-6). Table 1 to follow, sets out the recommended parking rates for all uses in the Rye Commercial Area. It should be noted that the “on-site” rate in Clause 3 of the Table applies if parking is proposed on-site for the sole use of the development. However, if the spaces will effectively be available for use by the general public then the rate in the second column will apply. The reasoning is that providing parking that can be used by the public, even if only outside of normal business hours, will generally reduce the demand to supply additional parking spaces during the peak weekends.

It is considered that restaurants should make some contribution to the overall parking supply in the Rye Commercial Area. The provision of adequate parking to meet anticipated lunchtime demands of 0.2 spaces per seat, is considered an appropriate rate at which restaurants should provide parking. In the evening, parking associated with daytime retail uses would be available for evening restaurant patrons, if not catered for by the developments parking provision. It is anticipated that this will provide adequate parking within a convenient distance for restaurant patrons (except perhaps during the busiest holiday periods), provided that total floor area devoted to restaurants does not exceed the nearby total retail floor space.

Takeaway food premises will generally generate a higher demand for parking than shops. When seating is provided at these premises a similar demand to that of restaurants can be generated. It is recommended that these uses be required to provide parking at the rate of 8 spaces per 100sqm or 0.4 spaces per seat, whichever is the greater.

On Street Parking

Taking on-street parking into account is one of the important factors in determining traffic impact and parking analysis for new developments. Developers must clearly demonstrate that suitable parking is available within convenient distances at ‘peak demand’ times. Council must determine a suitable ‘peak demand’ period, with a recommendation being weekends outside school holiday periods.

On-street parking, where available, is a valid component of any site’s parking provision. Rather than varying the parking rate to account for on-street parking, it is considered preferable to provide a more direct mechanism, which is both fair and equitable and avoids any double counting of spaces. Such a mechanism is set out in the draft schedule to Clause 52.06-6. This Clause permits a development to include any on-site parking abutting the site, and other on-street parking, subject to certain conditions and restrictions. It also allows developers to provide additional on-street parking, where this is practicable, as a means of providing part of a development’s parking requirement.

Refer further to Clause 3.0 in Table 1. to follow.

Cash - In – Lieu and Special Rate Schemes

Several Councils have required applicants to provide cash-in-lieu funds in cases where the required carparking provision has not been or cannot be provided on site. However, in many cases, property developers have appealed and VCAT has ruled that cash-in-lieu funds are inequitable and inappropriate unless certain conditions are met. These conditions include the existence of a scheme whereby the funds will be used to provide car parking in a defined time frame, at a designated location and in close proximity to the subject site. It is arguably inequitable to charge an applicant for parking that cannot be provided on site when many existing uses in the area do not provide any on-site parking.
It is clearly inequitable that some new uses are paying for parking while others are not. However, cash-in-lieu may be appropriate where it can be demonstrated that land for carparking has been purchased ahead of demand.

VCAT has ruled that Special Rate schemes are a more appropriate mechanism for the generation of funds to provide car parking. A Special Rate scheme levies all existing property owners to raise funds for the provision of additional parking.

Both cash-in-lieu and Special Rate schemes have benefits, and a combination of both is considered the most appropriate form of funding mechanism to address equity issues. It is recommended to pursue a policy involving cash-in-lieu and a Special Rate Scheme. (Such a scheme was developed by Andrew O'Brien and Associates Pty Ltd for the City of Williamstown for the Nelson Place business and restaurant precinct. Here 75% of the cost of a package of parking improvements would be raised through a special rate scheme, and 25% through cash-in-lieu as subsequent applications arose).

It is considered that the option of providing cash-in-lieu for carparking spaces not provided on the site, should be available to all properties (except for resident parking associated with residential developments), north of Nelson, Grace and Bimble Streets. Funds collected by Council shall be used to provide parking within the new and consolidated parking areas shown in Figure 8.

Businesses to the south of these streets, or west of Dundas Street, are considered too far from these identified carparks to justify the payment of cash-in-lieu. Hence, it is recommended that cash-in-lieu not be applied for developments in these areas at this time. The rate set by Council for cash-in-lieu should reflect the actual cost of providing parking, and be regularly updated.

**Rye Core Area**

Carparking and pedestrian movements to and from parking areas are important elements in the economic viability, shopper attractiveness and efficient functioning of the Rye Town Centre and in particular, the area bounded by Point Nepean Road, Dundas Street, Nelson Street, Grace Street and Weir Street (identified for the purposes of the PPP as the Rye Core Area). Consequently, policy relating to this Core Area has been developed. This is set out in Clause 5.0 in Table 1. to follow.

The objectives behind these policies are:

- To ensure carparking provision within the Rye Core Area is coordinated, well planned and consistent with the proper functioning of surrounding areas.
- To maximise the efficient utilisation of all carparking provided within this area.
- To provide a high level of access to carparking areas for both pedestrians and vehicles.
- To minimise undesirable conflicts between pedestrians and vehicles accessing parking areas.
Table 1

<table>
<thead>
<tr>
<th>Name of Incorporated Parking Precinct Plan</th>
<th>Requirement</th>
</tr>
</thead>
</table>
| Rye Commercial Area Parking Precinct Plan  | 1.0 Area Covered by the Plan  
The area covered by the Plan includes the area shown outlined in Figure 1. |

<table>
<thead>
<tr>
<th>USE</th>
<th>CAR SPACE MEASURE</th>
<th>ON SITE RATE</th>
<th>AVAILABLE TO PUBLIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shop other than described in the table</td>
<td>Car spaces to each 100sq m leasable floor area</td>
<td>4.5</td>
<td>3.5</td>
</tr>
<tr>
<td>Supermarket</td>
<td>Car spaces to each 100sq m leasable floor area</td>
<td>6.0</td>
<td>6.0</td>
</tr>
<tr>
<td>Betting Agency and Market</td>
<td>Car spaces to each 100sq m leasable floor area</td>
<td>4.5</td>
<td>3.5</td>
</tr>
<tr>
<td>Restaurant</td>
<td>Car spaces to each patron permitted</td>
<td>0.2</td>
<td></td>
</tr>
</tbody>
</table>
### Take away food premises

Car spaces to each seat available to the public, or

- 0.4
- 0.3

Car spaces to each 100sq m of leasable floor area, whichever to the greater

- 8.0
- 6.0

### Office

Car spaces to each 100sq m of leasable floor area

- 3.0
- 2.5

### Hotel

Car spaces per person as per liquor licence

- 0.3
- 0.25

### 3.0 On-Street Parking

Parking spaces available on-street which abut the site (including 50% of any centre of the road parking adjacent to the site) and any additional parking provided on-street in these areas (at the applicants expense) may be included as part or all of a developments parking provision.

Where on-street parking is available in areas conveniently located to the site (but not abutting the site) and these areas are not abutting other development sites likely to require on-street parking, the responsible authority may permit some of this parking to be considered as part of the parking provision of the development. In applying this clause the responsible authority may require the availability of parking spaces for use by the subject development to be established by parking utilisation surveys at peak times. These surveys are to be undertaken at the applicant’s expense.

All parking provided on the northern side of Point Nepean Road is required as visitor parking for the foreshore and Jetty and should not be included as part of the parking provision of any developments nearby.

The provisions of Clause 3.0 do not apply to the resident parking requirements of residential developments but may be applied to any visitor parking requirement.
### 4.0 Cash-In-Lieu of Carparking

Where some or all of the required carparking provision cannot be provided on-site or on-street in accordance with Clause 3.0, or it is considered desirable by the Council (as responsible authority) not to provide this parking on-site, the Council will accept cash-in-lieu of carparking, in accordance with the Rye Town Centre Parking Precinct Plan. This Clause only applies to properties located to the north of Nelson, Grace and Bimble Streets and does not apply to any resident parking, which must be provided on-site.

Funds collected by Council shall be used to provide parking within the preferred parking areas shown on Figure 8.

### 5.0 Rye Core Area

The Rye Core Area includes the area bounded by Point Nepean Road, Dundas Street, Nelson Street, Grace Street and Weir Street.

Wherever practical, parking for developments within this area shall be provided either by the provision of parking on-site, the payment of a Development Contribution or other means approved by Council.

Council will approve the location of the layout of all public carparking within the study area (Refer Figure 1) to ensure the integration of all public parking facilities.

### 6.0 Other Requirements

Other requirements regarding carparking are contained within Clause 56.06 of the Mornington Peninsula Planning Scheme and the provisions of Clause 52.06 shall continue to apply unless amended, deleted or replaced by the provisions of this Schedule.
5. PRIORITY PROJECTS

There are a wide range of actions and strategies outlined in this report, each having the objective of achieving a co-ordinated and clearly understood Urban Framework for the Rye Town Centre. While all the recommended actions and strategies are important in their own right, some represent physical projects which can be undertaken directly by the Mornington Peninsula Shire.

5.1 Priority Projects

The projects are listed in priority order with associated indicative budgets, are outlined below.

<table>
<thead>
<tr>
<th>#</th>
<th>Action</th>
<th>Indicative Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Provide new path connections linking Point Nepean Road pedestrian crossings with the Foreshore trail.</td>
<td>$15,000.00 - $20,000.00</td>
</tr>
<tr>
<td>2</td>
<td>Develop a new public seating/meeting area outside the Civic Hall in Napier Street., including public toilets.</td>
<td>$90,000.00 - $110,000.00</td>
</tr>
<tr>
<td>3</td>
<td>Provide shade structures at appropriate locations, in conjunction with additional seating, where verandas are not present.</td>
<td>$40,000 - $50,000.00</td>
</tr>
<tr>
<td>4</td>
<td>Construct continuous footpaths along the streets of the Town Centre, to improve its general “walkability”. (construction over a number of stages).</td>
<td>$80,000.00 - $100,000.00</td>
</tr>
<tr>
<td>5</td>
<td>Place existing overhead powerlines underground. With the undergrounding of powerlines, install thematic street lighting as part of the “visual signature” of Rye, between Weeroona and Dundas Streets.</td>
<td>$800,000.00 – $1,000,000.00</td>
</tr>
<tr>
<td>6</td>
<td>Widen kerbs at the corners of Napier and Lyons Streets, to create additional public open space opportunities.</td>
<td>$25,000.00 – $30,000.00</td>
</tr>
<tr>
<td>7</td>
<td>Develop a single line of signature trees along the northern edge of Point Nepean Road. This location will avoid conflicts with services and car parking, and also contribute to the visual amenity and integrity of the Foreshore.</td>
<td>$18,000.00 – $ 20,000.00</td>
</tr>
<tr>
<td>8</td>
<td>Establish a secondary theme tree consistent to all streets within the Rye Town Centre</td>
<td>$36,000.00 – $40,000.00</td>
</tr>
<tr>
<td>9</td>
<td>Establish a “perimeter” street tree theme through the use of a single species on Hygeia, Bimble, Sullivan and Collingwood Streets</td>
<td>$30,000.00 – $40,000.00</td>
</tr>
<tr>
<td>10</td>
<td>Provide additional indented parking on Weir and Lyons Streets, making use of the wide road reserves.</td>
<td>$120,000.00 – $150,000.00</td>
</tr>
<tr>
<td>11</td>
<td>Establish a shared pedestrian/vehicle zone at the rear of Point Nepean Road shops, between Lyons and Napier Streets. This will enliven these “back of house” areas, and improve general pedestrian amenity within the town centre.</td>
<td>$200,000.00 - $250,000.00</td>
</tr>
<tr>
<td>12</td>
<td>Establish strong visual “gateways” near the corner of Weeroona Street and Point Nepean Road and near the corner of Elgan Avenue and Point Nepean Road. The suggested gateway treatment is to install groups of banner poles announcing arrival at the Town Centre.</td>
<td>$20,000.00 - $25,000.00</td>
</tr>
<tr>
<td>13</td>
<td>Install a co-ordinated range of new street furniture, particularly along Point Nepean Road, including seats, litter bins, screens, bicycle racks etc.</td>
<td>subject to design (nominal cost of $1,500.00 per seat - designed, manufactured and installed)</td>
</tr>
<tr>
<td>14</td>
<td>Provide shade trees in all open car park areas</td>
<td>$40,000.00 – $50,000.00</td>
</tr>
<tr>
<td>15</td>
<td>Establish consistent low level ground planting, rather than individual planters, in appropriate locations around the Town Centre, contributing to its ‘visual signature’</td>
<td>$25,000.00 – $30,000.00</td>
</tr>
<tr>
<td>16</td>
<td>Install a consistent pavement on the Point Nepean Road footpath, forming part of the Rye “visual signature” between Weeroona and Napier Streets.</td>
<td>$170,000.00 – $200,000.00</td>
</tr>
</tbody>
</table>
### 5.2 Community Art Projects

A number of projects listed above could be developed into community projects, with an emphasis on public art. These include:

<table>
<thead>
<tr>
<th>#</th>
<th>Action</th>
<th>Art Component</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>Develop a new public seating/meeting area outside the Civic Hall in Napier Street, including public toilets.</td>
<td>Sculptural element, mural, feature pavement, signage</td>
</tr>
<tr>
<td>4.</td>
<td>Construct continuous footpaths along the streets of the Town Centre, to improve its general &quot;walkability&quot;. (construction over a number of stages).</td>
<td>Pavement 'markers' in association with a walking trail, or interpretive trail (historic and cultural points of interest etc.)</td>
</tr>
<tr>
<td>7.</td>
<td>Develop a single line of signature trees along the northern edge of Point Nepean Road. This location will avoid conflicts with services and car parking, and also contribute to the visual amenity and integrity of the Foreshore.</td>
<td>Sculptural tree guards/tree grates</td>
</tr>
<tr>
<td>8.</td>
<td>Establish a secondary theme tree consistent to all streets within the Rye Town Centre</td>
<td>See above.</td>
</tr>
<tr>
<td>9.</td>
<td>Establish a “perimeter” street tree theme through the use of a single species on Hygeia, Bimble, Sullivan and Collingwood Streets</td>
<td>See above.</td>
</tr>
<tr>
<td>12</td>
<td>Establish strong visual &quot;gateways&quot; near the corner of Weeroona Street and Point Nepean Road and near the corner of Elgan Avenue and Point Nepean Road. The suggested gateway treatment is to install groups of banner poles announcing arrival at the Town Centre.</td>
<td>Designs for Seasonal, thematic or a series of festival/event banners</td>
</tr>
<tr>
<td>13</td>
<td>Install a co-ordinated range of new street furniture, particularly along Point Nepean Road, including seats, litter bins, screens, bicycle racks etc.</td>
<td>Designed motif specific for Rye, to be included in the design</td>
</tr>
<tr>
<td>16</td>
<td>Install a consistent pavement on the Point Nepean Road footpath, forming part of the Rye &quot;visual signature&quot; between Weeroona and Napier Streets.</td>
<td>Pavement 'markers' in association with a walking trail, or interpretive trail (historic and cultural points of interest etc.)</td>
</tr>
<tr>
<td>18</td>
<td>Improve signage related to on-street and off-street car parking areas, particularly those to the rear of the shops</td>
<td>Designed motif, logo or masthead specific for Rye, to be included in the design</td>
</tr>
</tbody>
</table>
APPENDIX A

The following questionnaire was distributed to attendees of the Community Walk and Discussion held on the 25th January 2002, and subsequently to a broader community cross section. The figures indicate the degree of support for each of the key strategies and actions outlined to attendees of the Community Walk, as expressed on returned response sheets.

1. KEY ACTIONS - VEGETATION

Do you agree with the general approach of introducing more trees to the Rye Town Centre?

Q. 100% Agreed

Concerns:
- Trees not to spoil view and outlook

Q. Four main tree-planting types are suggested. Do you agree with these types and the role they are to play?

R. 100% Agreed

Concerns:
- Trees to be Australian Native
- Banksia Trees

Positives:
- Norfolk Pine Feature

Q. What is your response to the modification of some of the introduced vegetation on the Foreshore, in order to improve access and views to the beach?

R. 98% Agree 2% Disagree

Concerns:
- Vegetation to be controlled

Positives:
- Norfolk Tree
- Increase views of the Beach
- Removal of low groundcover on Foreshore – (security) Increase open space
- Removal of existing vegetation
- Existing Trees with good height to remain
2. **KEY ACTIONS - BUILT ELEMENTS**

Q. The Key Actions suggesting improving or introducing a wide range of built urban elements, such as pavements, shelter structures, seats, feature lights and banner poles. Do you agree that these elements need to be improved in Rye?

R. 100% Agree

Q. Which elements do you think will have the most positive impact, and should have the highest priority?

R.  

- Pavement / Footpaths: 70%
- Street Furniture including lighting: 10%
- Kerb and channel drainage: 5%
- Underground power lines: 5%
- Shading: 2%
- Widening of footpaths: 2%
- Existing vegetation to be controlled: 2%
- Traffic control: 2%
- Narrowing Pt Nepean Road: 2%

Q. Are there any other built Urban Design elements which should be addressed?

R. No: 85%

- Pt Nepean Hwy widening: 9%
- Foreshore: 3%
- Play Areas: 3%
3. **KEY ACTIONS - CIRCULATION**

Q. A range of actions are suggested to improve pedestrian safety and amenity when crossing Point Nepean Road. Which actions do you believe will be most effective and should have the highest priority?

R. 
- Raised median strip / Pedestrian crossing: 80%
- Reduce speed/Signage: 10%
- Roundabout: 2%
- Narrowing the hwy/reducing the Foreshore: 2%
- Safety barrier for store front and carpark areas: 2%
- Removal of Cypress Trees: 2%
- Underground crossing: 2%

Q. Do you think that suggested pedestrian crossings and path connections are in the right locations?

R. 100% Agree

* Adding more signs in the area of Carnival Side and Weir Street.

Q. Do you agree with the suggested additional car park locations?

R. 100% Agree

Concerns:
- Dundas St & Lyons St – private property
- Increase in Hunt Avenue- extend parking hour for people who work in the vicinity.
- Hotel driveway

Q. Are there any other strategies which should be investigated?

- **Business Areas**
  - Accessibility
  - Increase carparks and timing
  - Safety
- **Weeroona Street** – to be sealed and opened as a direct route.
  - Connection to Browns Road, Township, Gateway, Tourist trail.

- **Parking**
  - Increase parking time from 1 hr to 4 hr on the south side of Pt Nepean road
  - Behind store parking time to remain as is.
  - The overflow of parking around the entertainment areas.
  - Shading for carparks
  - Increase all day parking

- **Pt Nepean hwy / Mornington Pen.**
  - Increase and widen
  - Reduce to 2 lanes
  - All day parking available on the south side

- **By Pass**
  - Concerns of overload

- **Vegetation**
  - Existing vegetation to be replaced with small to medium high trees
APPENDIX B

22.17 Rye Town Centre

This policy applies to Rye Town Centre as shown below

Policy Basis

This policy:

• applies the design and built form SPPF objective in clause 19.03 to local circumstances
• builds on the MSS objectives in clause 21.07 relating to guiding future township development.
• provides design advice to implement the Rye Town Centre Urban Design Framework.

Objectives

• To promote a coordinated and high standard urban renewal in the Rye town centre.
• To ensure that public open space, streetscapes and private gardens strengthen the connection between built up areas and the foreshore.
• To strengthen visual and physical connections between private built development and the public realm.
• To promote a built form with increased building density, with predominantly single storey buildings fronting Point Nepean Rd graduating to limited pockets of two and three storey development to the south.
• To protect and enhance vistas, views and landmarks and, where possible and appropriate, to create new vistas, views and landmarks.
• To promote the provision of tourist accommodation and retail uses.

• To provide tourist accommodation adjacent to the Business 1 zone.

• To require major new development to be connected to reticulated sewerage in areas currently serviced by the sewer network – north/south between Point Nepean Road and Maori Street, Collingwood Street and east/west between Dundas Street and Weerona Street, and as indicated in the Rye Town Centre Urban Design Framework.

• To promote consolidation of commercial activity within a defined precinct north/south between Point Nepean Road and Nelson Street, Grace Street, and east/west between Dundas Street and Hygeia Street.

• To promote commercial development on the corner of Lyons Street and Point Nepean Rd., Weir Street and Point Nepean Rd., and vacant land on Point Nepean Rd., between Weir Street and Lyons Street.

Policy

Exercising discretion

Where a permit is required for development in a Business 1 zone it is policy to:

• Encourage the creation or enhancement of new pedestrian walkways and cycle ways that link from the foreshore to off street car parks to the south of Point Nepean Rd.

• For buildings fronting Point Nepean Rd, encourage an active street face that turns the corner into side streets on corner lots.

• Encourage a zero front setback on lots adjoining Point Nepean Rd. This does not apply to setbacks providing for outdoor seating associated with food and drink premises.

• Encourage single storey buildings (to a maximum 6.0m) fronting Point Nepean Rd. that may graduate to two storeys (to a maximum 8.0m) at the rear, setback 20.0m from Point Nepean Rd, such that the setback of the upper storey does not dominate the streetscape. Discretion on setback variations may be exercised in consideration of existing built forms, adjacent use and block size.

• Encourage two storey (to a maximum 8.0m) and three storey (to a maximum of 10.0m) developments on land that does not front Point Nepean Rd.

• Encourage the provision of public art components to enhance the public realm.

• Encourage the provision of tourist accommodation and tourism directed retailing.

• Encourage a continuous retail frontage on Point Nepean Rd.

• Encourage professional offices, residences, restaurants, entertainment uses and tourist accommodation to locate in upper floors within the commercial centre.
Where a permit is required for development in the Residential 1 zone it is policy to:

- Encourage medium density housing and tourist accommodation.
- If land is adjacent to the Business 1 zone and has an area of 2,000 sq. metres or more, encourage 3 storeys where upper levels can be well set back from adjoining residential properties, have minimum impact on the streetscape and be located to specifically take advantage of views to the Bay.

Performance measures
It is policy that proposals are assessed against the following performance measures as appropriate:

- Any private open spaces in the Business 1 zone that adjoin Point Nepean Rd should be paved and landscaped to match pavements in the public realm.

References
Rye Town Centre Urban Design Framework