



rosebud activity centre structure plan report

prepared by hansen partnership in association with:

- village well;
- ARUP;
- charter keck cramer;
- ecology partners; and
- practical archaeology services.

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1 introduction

1.1 purpose of the structure plan

The Rosebud Major Activity Centre Structure Plan is a strategic framework guiding the future growth and development of Rosebud. The Structure Plan has been prepared for Mornington Peninsula Shire Council by Hansen Partnership, in conjunction with Village Well, ARUP, Charter Keck Cramer, Ecology Partners and Practical Archaeology Services.

The purpose of the Rosebud Structure Plan is to establish a long term vision for Rosebud as a basis for future planning and decision making about the use and development of private and public land. There is a clear role for local government in the planning of activity centres and in preparing and implementing Structure Plans. The Structure Plan seeks to provide greater certainty for residents and landowners regarding the future planning and development of Rosebud up to the year 2030.

1.2 how will this plan be used?

Structure Plans guide major changes to land use, built form and public spaces to achieve economic, social and environmental objectives of state and local policy initiatives. The plan provides a framework articulating how the centre will develop, and the actions needed to realise the framework.

This Structure Plan is a tool to be used by Mornington Peninsula Shire Council to guide future use and development in a co-ordinated and orderly manner. It will assist Council in determining planning permit applications and planning scheme amendment requests, as well as being a reference document that will assist in the planning of future infrastructure and services.

The Plan is instrumental in determining the application of local planning policy, planning zones, overlays and orderly planning, whilst protecting the valued coastal setting of Rosebud. It has been built on the foundation of the preceding processes, outcomes and community consultation.

1.3 relation to other plans

In addition to this Structure Plan, a Foreshore Coastal Management Plan has been prepared to provide a vision for the Rosebud Foreshore Reserve, a section of which forms part of the Major Activity Centre.

The Structure Plan and Coastal Management Plan (CMP) have been prepared concurrently to ensure a co-ordinated approach to recognising the importance of Rosebud's coastal setting and planning for its future.

The Rosebud Coastal Management Plan (January 2012), was approved by the Minister of Environment and Climate Change in May 2012. The CMP is the principal policy document for the foreshore. The Structure Plan includes a section of the foreshore to show the coordinated policy directions for foreshore and inland components of the activity centre.

This structure plan is further complemented by the Rosebud Activity Centre Urban Design Framework (UDF) (September 2012). The UDF focusses on the look, feel and function of the activity centre. It shows how the design of public and private development can support the longer term vision of Rosebud as the regional centre of the southern peninsula.

1.4 the study area

Rosebud is located on the south-western edge of the Mornington Peninsula and between the townships of Dromana and Rye, representing the largest centre in the Shire after Mornington. The study area relates to a large area of commercial, residential and foreshore reserve land. The Rosebud Structure Plan study area has been broken down into two layers namely:

- contextual area that encompasses the entirety of the Rosebud Structure Plan study area; and
- a further confined Rosebud Activity Centre focus based on the main commercial activity precinct along the Point Nepean Road spine and adjoining foreshore reserve and residential areas.

contextual framework study area

The contextual study area of the Structure Plan relates to the study area in its entirety as illustrated by figure 1. It encompasses commercial development along Point Nepean Road, the residential hinterland and the foreshore reserve land between Anthonys Nose to Chinamans Creek. The boundaries of the contextual study area are as follows:

- Mornington Peninsula Freeway, Point Nepean Road and Eastbourne Road to the south.
- Boneo Road, Elizabeth Avenue and Chinamans Creek to the west.
- Lonsdale Street, Wattle Place and Anthonys Nose to the east.
- The foreshore to the edge of the high-water mark to the north.

The Structure Plan outlines strategic policy directions for the future land use and development of land forming the broader contextual area, with more specific concepts and directions provided to guide future land use and development within the defined Rosebud Activity Centre as described below.

rosebud activity centre

The Activity Centre focuses on commercial land along Point Nepean Road and adjoining foreshore and residential land (figure 1). The Rosebud Activity Centre includes the following land as follows:

- Land between Adams Avenue to the east and Brendel Street to the west generally encompassing the main commercial spine of Point Nepean Road and the foreshore reserve to the high water mark to the north.
- Residential land generally to the south of Point Nepean Road (PNR) to a distance of approximately 400 metres from either PNR or existing Business 1 Zone (B1Z) land.

The Rosebud Activity Centre will be the focus for new office, retail and residential development to meet projected retail floor space and to accommodate housing development and choice to meet the forecasted demand by 2030.

The defined Activity Centre is thus the focus of this document and a series of concepts and policy directions are outlined for the centre and precincts within the centre to facilitate and guide new development and ensure that it occurs in an orderly and well planned manner.



Rosebud Study Area



Figure 1



2 key influences

This Structure Plan is informed by thorough background analysis of the study area, consultation with the community and stakeholders, and a detailed analysis of the existing policy context. This is contained within the 'Key Issues and Opportunities Report' (May 2007). The report identifies a number of key influences critical to the preparation of the Rosebud Structure Plan as follows:

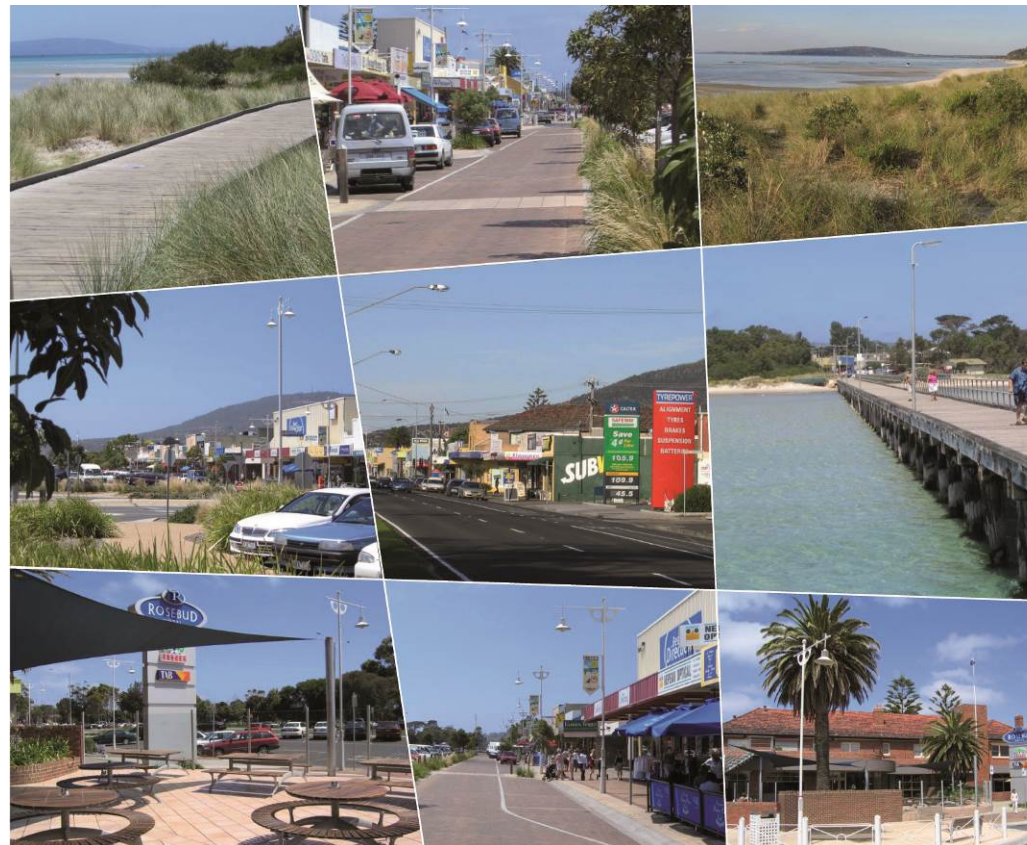
- demographics;
- planning and legislative framework;
- land use;
- built form and urban character;
- open space and landscape character;
- community values and ideals;
- local economy;
- transport movement and infrastructure;
- environmental quality; and
- heritage.

The key issues identified within the background analysis can be summarised as follows:

- The Shire's aging population highlights the need to provide health and recreational services.
- There is a lack of housing diversity and a shift away from temporary accommodation to permanent housing.
- Rosebud as a defined Major Activity Centre is a focus for a range of business, retail, entertainment, services and housing.
- Based on 2006 Census data the Rosebud study area contained approximately 3,949 dwellings and a population of 5,017. The activity centre contained approximately 1677 dwellings and a population of approximately 1,695. This reflects the relatively low occupancy rate (50 per cent) and high proportion of holiday homes within the activity centre. The total number of dwellings within the study area is expected to increase by 1,300 by 2030, which includes an additional 800 dwellings within the activity centre. Based on the average household size of 1.9 persons and an assumed 90 per cent occupancy rate, the maximum population within the activity centre is anticipated to be approximately 4,235 persons in 2030.
- The Southern Regional Housing Statement (April 2006) identifies that approximately 4,500 new dwellings could be provided within the Mornington Peninsula Shire's existing activity centre network. In this context estimates by Mornington Peninsula Shire indicate that the centre could in the long term potentially provide in the order of 800 additional dwellings.
- The Mornington Peninsula Activity Centres Strategy forecasts that Rosebud is to face a demand for an additional 14,970m² of retail, 20,630m² of restricted retail and 7,170m² of office floor space by 2030.

- The Victorian Coastal Strategy 2008 has identified that the Rosebud Foreshore Reserve is an area capable of providing recreational opportunities for large numbers of people. The reserve is recognised as an environmental, visual, cultural and recreational resource of importance.
- The Rosebud Structure Plan study area contains a mix of commercial, residential and foreshore reserve land and appropriate locations for future commercial and residential development need to be identified to ensure that Rosebud evolves in a well-planned manner.
- Presently Rosebud lacks a defined focal point or heart for the community.
- Built form along Point Nepean Road is generally single storey, representing a notable underutilisation of Activity Centre land.
- The Mt Eliza to Point Nepean Coastal Action Plan identifies a direction to reduce traffic volumes along Point Nepean Road and reduce its through road function.
- There is presently poor pedestrian connectivity between the north and south sides of Point Nepean Road and the bay trail.

From the key influences identified in the background research, a number of broad strategic policy directions for the Rosebud contextual study area have been derived and outlined within section 4 of this Structure Plan. More specific policy directions for the defined Rosebud Activity Centre have been outlined within section 5.





3 vision and objectives

3.1 vision

The vision for Rosebud has been developed through a thorough consultation process and reflects the aspirations of the community and other stakeholders. The vision is outlined within the 'Vision and Objectives' statement which formed the second stage of the Structure Plan process and built on the public consultation process and detailed background analysis. It was also 'tested' as part of the exhibition of the Draft Structure Plan. The 'Vision and Objectives' statement provides direction to the preparation of plans for the future of Rosebud.

The vision for the Rosebud is as follows:

'Rosebud as a major activity centre is distinctive for its special relationship to the coastal environment, its backdrop to Arthurs Seat and linear activity spine along Point Nepean Road.

Rosebud will be a people focussed and lively place, which embraces its town centre and coastline in a coordinated manner, representing the focal point for the southern peninsula region and providing a great place to meet, live, work and play. The centre will accommodate more integrated housing within the commercial areas, which will present to the public realm in an attractive manner.

Rosebud will be an active, attractive, pedestrian friendly, highly accessible and well landscaped activity centre with a clearly identifiable 'heart' located at Rosebud Central and incorporating Village Green, with a community focus also near the corner of Boneo Road and Eastbourne Road.

Evolving into a permanent and strong sustainable community, Rosebud will continue as one of the Peninsula's key seaside retreats. The key historic and cultural values in terms of its relaxed lifestyle and heritage built form and cultural assets will be protected and enhanced.'





3.2 objectives

The objectives for the Rosebud Activity Centre and the wider contextual study area have been structured around three key themes namely:

- Land use and activity;
- Environment and place; and
- Function and interaction.

The objectives for Rosebud as outlined within the Vision and Objectives statement are as follows:

land use and activity

These objectives relate to the key activities that are required to enable sustainable growth of the Rosebud Activity Centre and seek to define the principal locations for land use foci and identify key synergies and relationships. They include:

- **Role/relationship:** Rosebud will evolve as a Major Activity Centre, that is the focus of the Southern Peninsula, representing a key local and well-connected place with a recognizable community 'heart' at Rosebud Central/Village Green.
- **Retail:** Ensure future retail and office growth locates along Point Nepean Road around existing retail nodes at Rosebud Central and Rosebud Plaza consistent with the Mornington Peninsula Activity Centres Strategy.
- **Commercial:** Grow and consolidate office, employment, entertainment and accommodation uses in a mixed use form within and between existing retail nodes along Point Nepean Road consistent with the Mornington Peninsula Activity Centres Strategy.
- **Residential:** Encourage significant residential 'consolidation and choice' within the activity centre, particularly along the Point Nepean Road spine and key roads, including Eastbourne, Boneo and Jetty Road. Encourage sensitive consolidation within 'The Avenues', within walking distance of the activity spine and adjacent to existing public open space.
- **Community:** Focus community activities and facilities within the heart of Rosebud being adjacent to Rosebud Central/Village Green and the corner of Boneo Road/Eastbourne Road.
- **Community health and wellbeing:** Facilitate increased active life-styles that optimize the opportunities offered by the centre and the foreshore in terms of a pedestrian focus and recreational opportunities.
- **Health services:** Encourage health services around the existing medical services/hospital cluster west of Boneo Road.
- **Services:** Promote housing and community services for older people in close proximity to Point Nepean Road and Boneo Road and facilitate the expansion of community and health services facilities along Boneo Road to link the civic focus of Boneo Road/Eastbourne Road with the Point Nepean Road spine and provide synergy with the Rosebud Hospital.
- **Youth services:** Facilitate youth facilities and services equitably along the activity spine. Promote night-time activities for youths along the activity spine.

- **Education/ interpretation:** Provide for improved community education via an increased understanding of the ecological and historical values of the foreshore reserve, and the heritage assets of the activity centre more broadly.
- **Recreational:** Improve access to existing recreational facilities and pursue further services, within the Rosebud Major Activity Centre.
- **Tourism:** Focus tourism along Point Nepean Road and encourage a mix of uses, including offices, hospitality, entertainment and residential apartments between the existing retail nodes of Rosebud Central and Rosebud Plaza.
- **Entertainment:** Facilitate a mixed use activity spine along Point Nepean Road between Rosebud Central and Rosebud Plaza including entertainment, office, employment uses with tourist accommodation above.

environment and place

These objectives relate to the key built form, environmental and urban image elements that contribute to the 'look and feel' of the Rosebud Activity Centre. They seek to define the quality of urban design ambition for the centre and the central environmental initiatives leading to a sustainable Activity Centre. They include:

- **Coastal environment context:** Protect and enhance linkages to the unique coastal environmental setting of the foreshore reserve, recognizing the consolidation of recreational facilities within existing recreational nodes.
- **Streets:** Promote active, safe and pedestrian friendly streets within the Rosebud Activity Centre and residential neighbourhood, providing efficient links to the spine, foreshore and between existing public open spaces.
- **Parks:** Facilitate the improvement of public open spaces within Rosebud, through improved landscape treatments and better connections.
- **Buildings:** Allow for incremental increases in building height along the Point Nepean Road commercial frontage, where it is compatible with a human scale and retains scenic views to Arthurs Seat and to Port Phillip. Encourage built form to address the street, with recessive upper levels above.
- **The Setting: (sense of place):** Retain and protect key elements which contribute to Rosebud's coastal setting, including the coastal vegetation, and views to Arthurs Seat.
- **Views:** Protect views to Arthurs Seat from the activity spine and foreshore reserve and where possible along the foreshore reserve to Port Phillip Bay, as well as those views afforded to Port Phillip from within the Avenues.
- **Landscape (flora/fauna/habitat):** Ensure the protection and enhancement of existing ecological values of the foreshore reserve that provide essential flora and fauna habitat.
- **Heritage (pre and post European settlement):** Protect and enhance the heritage assets of Rosebud, including identified cultural and built form elements.
- **Cultural values:** Ensure the on-going protection and recognition of culturally significant sites.



- **Coastal setting:** Protect the coastal residential quality of Rosebud. Enable consolidation in appropriate locations, whilst respecting neighbourhood character.
- **Public art/image:** Encourage public art along the activity spine that enhances Rosebud's seaside character and promotes a lively public realm.
- **Sustainability:** Promote ecologically sustainable development throughout Rosebud.

function and interaction

These objectives seek to determine an appropriate means of movement to, through and around the Rosebud Activity Centre by a range of users and transport nodes. They are critical to the functioning of the place as a viable centre for investment and development.

- **Road functionality:** Improve the existing road network to ensure that it is safe, convenient and provides efficient access to and within the activity centre.
- **Point Nepean Road:** Improve the interface between the activity spine and the foreshore. Enhance the location and design of linkages across the road, consistent with the policy directions of the Mt Eliza to Point Nepean Coastal Action Plan. Better align road design and speed limits with the adjacent land uses in the activity spine and the foreshore.
- **Car parking:** Ensure that car parking provision is adequate, safe, convenient, and appropriately located within the Rosebud Activity Centre. Avoid broad areas of open parking.
- **Public transport:** Promote improvement to bus services to and within the study area, both in terms of frequency and extent of service capacity, to provide a viable and efficient alternative to private vehicles.
- **Pedestrian movement:** Facilitate better links between the foreshore, activity spine and residential area through designated pedestrian crossings at Point Nepean Road and links between the Bay Trail and activity spine. Provide designated linkages between existing public open spaces to enhance pedestrian amenity within the residential area.
- **Cyclists:** Encourage the use of bicycles by increasing the capacity and strategic location of bike parking within and bicycle links to the Rosebud Activity Centre.
- **Equitable access:** Ensure that there is equal access to facilities within Rosebud including a reasonable balance between cars, public transport, cyclists and pedestrians.
- **Safety:** Ensure that Rosebud evolves as a safe place to live, work and play and is safely accessible by foot, bike, private vehicle and public transport.
- **Meeting places:** Provide for an identifiable and attractive meeting point for the community at the 'heart' of Rosebud being at Rosebud Central/Village Green.
- **Service vehicles:** Provide for efficient and adequate access for service vehicles with the activity centre.
- **Foreshore accessibility:** Improve the accessibility of the foreshore reserve to the activity spine and residential area through increased pedestrian crossings along Point Nepean Road and the facilitation of Bay Trail linkages.

- **Infrastructure (services):** Encourage equitable and sufficient infrastructure provision to cater to Rosebud's growing population.
- **Place Management:** Promote a place management approach to assist the design and facilitation of the Rosebud Structure Plan.
- **Access for all:** Ensure that key pedestrian links provide a clear accessible path of travel (CAPT) for persons with specific access requirements and limited mobility.



4 contextual framework

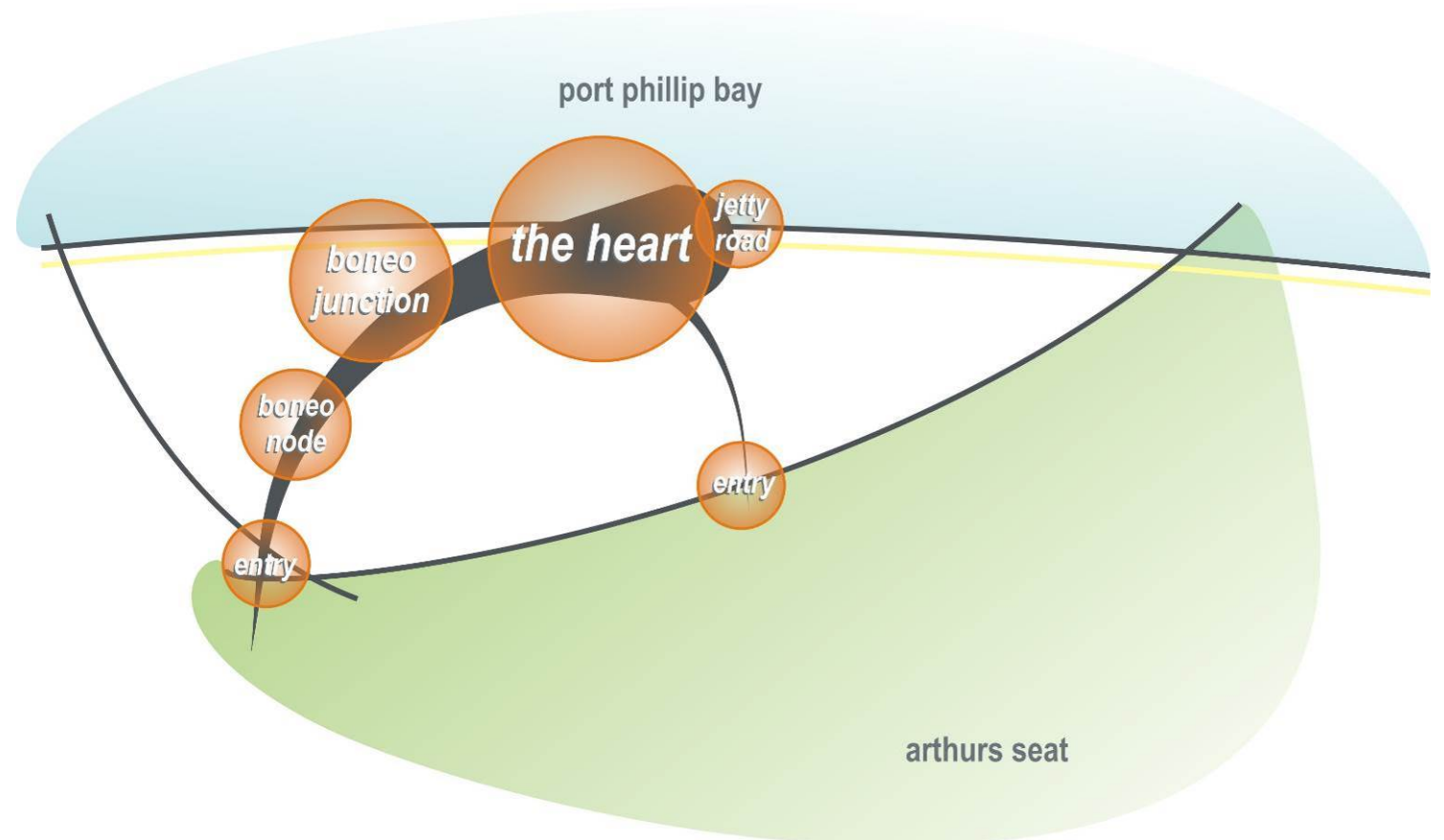
The contextual framework relates to both the Rosebud Major Activity Centre and its surroundings as illustrated by figure 2. The strategic policy directions for the future use and development of land within the contextual study area are as follows:

- Identification of the central focus for the Rosebud Major Activity Centre on Point Nepean Road incorporating the Village Green, Rosebud Central and Rosebud Hotel. This central location is the traditional 'heart' of the Rosebud Town Centre and the preferred focus for community, social and tourism activity. Its role and presence should be strengthened and its identity highlighted as 'the heart' of Rosebud Major Activity Centre.
- Recognition of the key activity focus adjacent to the Boneo Road/Point Nepean Road junction incorporating the retail activity associated with the Rosebud Plaza and the recreational opportunities of the adjacent foreshore reserve. Referred to as the Boneo Junction, its role as a key entrance point to the town and retail destination will be enhanced through its evolution into a shared plaza with clearly defined retail axis encouraging permeable pedestrian movement to and activity within the foreshore.
- Civic and community facilities will be focussed on the Boneo Road/Eastbourne Road intersection recognised as the Boneo Node. This focus at the node will link in with a proposed community and health services ribbon of development along Boneo Road to Point Nepean Road and the Rosebud Hospital.
- Residential consolidation will principally occur within the defined Activity Centre area and also along the major corridors in Jetty, Eastbourne and Boneo Roads. Incremental residential consolidation will occur within the balance of the residential area.
- Infill residential development within the Avenues will occur in a sensitive manner that recognises their distinct character and its role in the neighbourhood character of Rosebud.
- Key nodes within the Foreshore Reserve, namely at the Boneo Road recreational node, Central (Village Green) activity node and McCrae lighthouse recreational node, will continue to be the focus for recreational opportunities for the broader community, as specified in the Rosebud Coastal Management Plan (2012).
- The environmental, cultural and historic qualities of the foreshore will be protected and enhanced in line with the Rosebud Coastal Management Plan (2012).
- Main entry points to Rosebud at Boneo and Jetty Roads will be defined through strong built presence and identifiable entrance treatments.
- Improved pedestrian connectivity across Point Nepean Road will be facilitated through new and upgraded pedestrian crossings and designated links with the 'Bay Trail'.
- Pedestrian and cyclist connectivity between existing public open space reserves throughout Rosebud will be created or if existing, improved and enhanced so as to establish defined routes and town links.

- Existing local activity centres at McCrae Plaza and at Rosebud West will be encouraged to remain as supporting centres incorporating active frontages with residential accommodation above.
- The urban form of the contextual study area should be contained to a maximum of three storeys so as to be consistent with the general format of business and residential stock in the township.

While the above policy directions provide the framework for the contextual study area, the focus of office, retail and residential development is to occur within the defined Rosebud Activity Centre. More focussed land use and development direction for the activity centre is provided in the following section detailing the 'activity centre Structure Plan elements'.

Land forming 'The Heart', 'Boneo Junction' and 'Jetty Road' precincts is identified by the Activity Centre Framework Plan at figure 3, with specific land use, urban design guidelines and illustrative perspectives for these precincts contained within section 6 of the Structure Plan.



The Concept



Rosebud Contextual Framework



Figure 2 (Note: Policy direction for foreshore reflects approved Rosebud Coastal Management Plan)



5 activity centre framework

This section of the Structure Plan provides the strategic direction for future land use and development within the Rosebud Activity Centre as identified by the Rosebud Activity Centre Integrated Framework Plan (figure 3 below).

The integrated framework plan represents an amalgam of the Structure Plan policy directions and elements outlined within this section as they relate to the key framework plans of:

- Land use and activity (refer figure 4);
- Environment and place (refer figure 5); and
- Function and interaction (refer figure 6).

The integrated framework plan also identifies the specific areas of the more detailed precinct plans that are outlined in section 6 of the Structure Plan.



5.1 land use and activity policy directions

A series of land use and activity policy directions have been identified for the Rosebud Activity Centre which reflect the specific elements identified in section 5.2. The policy directions outlined below are reflected in the land use and activity framework plan at figure 4.

The following land use and activity policy directions have been identified for the Rosebud Activity Centre.

- Promote the entrance to the Rosebud Town Centre at Boneo Road, Jetty Road and Adams Avenue through the provision of feature art and identifiable signage.
- Ensure projected additional retail and office development is spread evenly between 'the Heart' and 'Boneo Junction' precincts.
- Encourage commercial development at 'the Heart' and 'Boneo Junction' with active retail uses and a mix of elevated offices and residential apartments.
- Encourage mixed use development within 'the Heart' with active retail ground level frontages and elevated office and residential land uses, in conjunction with the strengthening of its major community focus with the establishment of a new civic space, and provision of recreational opportunities forming part of the Village Green as per the Rosebud Coastal Management Plan.
- Promote retail consolidation within 'Boneo Junction' with elevated offices and residential development, complemented by an active recreational open space focus within the precinct as outlined in the Rosebud Coastal Management Plan.
- Encourage restricted retailing within existing B1Z land between Rose Avenue and First Avenue at ground level as part of mixed use development.
- Maintain a compact urban form with all major new residential development to occur within the defined Rosebud Activity Centre to provide for housing choice.
- Promote housing consolidation and choice within the Rosebud Activity Centre by encouraging upper level residential apartment development, to be integrated with ground floor active uses.
- Support medium density housing within the defined medium density housing precincts to the rear and adjacent to 'the Heart' where it respects neighbourhood character and retains adequate residential amenity.
- Encourage higher density housing and tourist accommodation along Point Nepean Road at elevated levels to promote street activation at ground levels.
- Encourage the establishment of a mixed use precinct generally between first and seventh avenues, with a focus on encouraging active ground floor level restaurants, bars and tourism uses with upper level offices and residential apartments.
- Promote 'street life' along Point Nepean Road with opportunities for meeting, gathering and kerbside dining.
- Contain the existing complementary mixed commercial focus at the entrances to the town centre to the east of Jetty Road and to the west of Boneo Road, within the extent of the existing Business 1 Zone.
- Prevent any further spread of non-residential uses within Residential 1 Zone land to the east of Jetty Road.
- Consolidate and retain the existing medical services/hospital cluster west of Boneo Road.
- Facilitate the establishment of community and health services uses along Boneo Road within existing Residential 1 Zone land from Point Nepean Road to Coorabong Avenue and along Point Nepean Road to the west of Boneo Road to the Retirement Village.
- Retain the existing residential land use focus on the northern side of Point Nepean Road and discourage further non-residential uses in locations other than the corner of Point Nepean Road and Jetty Road and land forming the Jetty Road frontage.
- Promote the Jetty Road property frontages between Point Nepean Road and the foreshore as an appropriate location to establish restaurant and café uses associated with residential development.





5.2 land use and activity elements

A series of land use and activity elements have been identified for the Rosebud Activity Centre. The elements are essentially a series of concepts with accompanying explanation. The policy directions contained at section 5.1 build on the elements identified below.

defining rosebud's town centre

By virtue of its long and linear layout, Rosebud lacks a defined and consolidated town centre. The linear strip of commercial development along Point Nepean Road runs between Boneo Road and Adams Avenue and incorporates two key commercial nodes at 'the Heart' and 'Boneo Junction' and an area of residential land between first and fourth avenues that is developed with some non residential uses.

The Structure Plan defines the core town centre of Rosebud between Jetty Road and Boneo Road and promotes the opportunity for enhancing and providing a town centre entry by way of built form, signage and feature public art.

The clear delineation of the town centre and its entries will enhance the Rosebud community's sense of place and provide certainty about where the majority of future growth and development of the town centre is to occur.

consolidation at key commercial nodes

The Structure Plan advocates the consolidation of the key commercial nodes of the town centre at 'the Heart' and 'Boneo Junction' which comprises Business 1 zoned land between Rosebud Centro and Seventh Avenue and Business 1 zoned land between Boneo Road and First Avenue.

The Mornington Peninsula Activity Centres Strategy outlines that Rosebud is to accommodate an additional 15,000m² of retail and 7,000m² of office floorspace by 2030. The projected commercial/retail growth can be accommodated by and should be distributed evenly between these two existing nodes. A proportion of additional offices can be provided within the proposed linking mixed use area between First and Seventh Avenues. The Structure Plan seeks to retain a reasonable level of balance between two key commercial nodes so that their viability is maintained.

No suitable land was found within the Rosebud Activity Centre to accommodate a major consolidated restricted retail cluster or 'Homemaker Centre'.

Restricted retail (bulky goods) can also occur within the key commercial nodes given that this use is 'as of right' under the Business 1 Zone, however this use should occur at ground floor level as part of a mixed use development. To some extent restricted retail development has taken place between Rose and First Avenues.

While the Structure Plan identifies the potential for restricted retail to locate between First and Rose Avenues, the form of development should be of a mixed use nature with the restricted retail tenancies at ground level and with elevated offices, tourism and residential land uses incorporated into the development.

The Structure Plan directs that land use within key commercial/retail nodes should comprise active ground floor retail uses with upper level office and residential apartments, taking advantage of views to Port Phillip and the Peninsula.

The focus on consolidating the existing major commercial nodes will assist in easing pressure for the linear retail expansion of the centre and other commercial expansion pressures outside the major activity centre within neighbourhood activity centres along Point Nepean Road to the east and west.

mixed use activity linkage

The Rosebud Activity Centre is linear in nature and without a defined town centre and the Structure Plan directs that the frontage between Jetty Road and Boneo Road be consolidated as the main town centre.

Currently the two main retail nodes, the Business 1 zoned land between Rosebud Centro and Seventh Avenue, forming part of 'the Heart' and the Business 1 zoned land between Boneo Road and First Avenue, forming part of the 'Boneo Junction' are separated in part by residential zoned land that includes a number of non-residential uses between First and Fourth Avenues. This land has evolved predominantly to commercial uses due to main road frontage.

A land use connection between the existing Business zoned land is required to tie the town centre together and allow for the establishment of a mix of uses to activate this section of the activity centre and provide it with vibrancy.

To provide opportunities for additional floor space, to consolidate the activity spine and to support activity on the foreshore, the Structure Plan advocates the establishment of a mixed use precinct between First and Seventh Avenues for land fronting Point Nepean Road. The mixed use precinct will have a dining, leisure and entertainment focus with active ground levels including restaurants, bars and tourism uses, with upper level apartments and offices.

▪ mixed commercial

It is considered appropriate to allow a complementary fringe of retail services at the entrances to the town centre, to the east of Jetty Road and to the west of Boneo Road within the extent of existing B1Z land. This will support the existing small retail services located outside the core area, complement the main town centre and allow for some ancillary retail that would not normally locate within the main town centre. Retail/commercial development has already occurred to the east of Jetty Road to Adams Avenue (within existing B1Z land) and for a small stretch (three properties) to the west of Boneo Road.

For the area east of Jetty Road to Adams Avenue it is considered appropriate that mixed commercial uses occur at ground floor level with upper level residential development. The Structure Plan directs that there be no further expansion of non-residential uses beyond the extent of the existing B1Z to the east of Adams Avenue.

To the west of Boneo Road it is considered appropriate that medical and services related uses be encouraged along the Point Nepean Road frontage in association with upper level apartments.



boneo community services link

The Structure Plan promotes the establishment a ribbon of community and health services uses along Boneo Road from Point Nepean Road to Coorabong Avenue and also along the Point Nepean Road frontage to the west of Boneo Road to the existing Retirement Village (figure 4).

The establishment of this ribbon of services will facilitate a link between the existing civic precinct at the Boneo/Eastbourne Road intersection and the existing medical cluster, including Rosebud Hospital, to the west of Boneo Road.

A number of existing community and health service uses have established along Boneo Road and the Structure Plan intends to encourage this land use evolution. These uses would likely establish in an initial phase by re-using and refurbishing existing dwelling stock along Boneo Road, however where new development within existing Residential 1 Zone occurs it should be of a modest scale and height to reflect the existing residential built form. Over a longer time frame and on larger consolidated sites, a bolder built form should be considered. There is a particular opportunity on the western side of Boneo Road, where residential land is located opposite the Rosebud Plaza development.

Along Point Nepean Road, to the west of Boneo Road to the Retirement Village site, community and health related services should be located at ground floor level with elevated residential development. This should support the consistent form and image of Point Nepean Road to the east.

consolidation of existing medical precinct

The consolidation and retention of the existing medical services/hospital cluster west of Boneo Road is considered important to the functioning of the Rosebud Activity Centre and provides an important community service for the aged population.

Currently there is a consolidated medical hub which includes the Rosebud Hospital, the Rosebud SurgiCentre, a Medical Centre and Residential Aged Care Facility and the Structure Plan promotes this land use retention and consolidation in association with stronger physical and visual links with the emerging community uses to Boneo Road and Point Nepean Road.

residential consolidation

One of the key roles of a Structure Plan is to identify future appropriate locations to accommodate new housing development in line with existing and projected population growth. Planning policy places a strong focus on consolidating housing development in and around defined activity centres close to facilities and services.

From a housing supply perspective, the Southern Regional Housing Statement (April 2006) identifies that approximately 4, 500 new dwellings could be provided within the Mornington Peninsula Shire's existing activity centre network.

As Rosebud is the second largest activity centre in the Shire and is designated as a Major Activity Centre, it will face pressure to accommodate a substantial proportion of the Shire's forecast housing growth. To ensure that future housing growth is appropriately located, the Structure Plan promotes consolidation both along the main activity spine and within existing R1Z land close by to the Point Nepean Road frontage.

consolidation along the spine

Residential consolidation along the spine is to occur in the form of upper level apartment style residential development that could serve both the needs of permanent residents and short-term tourists. The Point Nepean Road frontage provides the opportunity for residential apartments to take advantage of a prime location on or adjacent to the activity spine and where views would be obtainable over the Rosebud Foreshore to Port Phillip.

Between Jetty Road and Boneo Road, it is considered that apartment style housing integrated with active ground level retail, tourism and entertainment uses would be appropriate.

As noted, residential consolidation at the town centre entrances is considered appropriate, between Jetty Road and Adams Avenue at the eastern entry to the town centre, and between Boneo Road and the retirement village at the western end.

It is estimated that consolidation along the spine could accommodate a substantial number of additional dwellings, in the order of 400 dwellings or about 50 per cent of the estimated housing growth for the centre.

medium density housing

The Structure Plan has identified residential medium density housing precincts (figure 2, 4 and 5). These locations are considered suitable for medium density housing development to cater to Rosebud's future growth in view of their strategic location directly to the rear and adjacent to the main commercial nodes at Rosebud Plaza and Rosebud Central/Centro.

An analysis of housing statistical data has revealed that existing residential zoned land within 400 metres of the Point Nepean Road has the potential to accommodate significant infill development of around 400 dwellings or 50 per cent of the estimated housing growth for the centre.

retain residential focus on northern side of Point Nepean Road.

In general, the area of R1Z land to the north of Point Nepean Road adjacent to Jetty Road and the Foreshore Reserve has a predominant residential land use focus, aside from some non-residential development adjacent to the Jetty Road/Point Nepean Road intersection.

Aside from the Jetty Road/Point Nepean Road corner and the Jetty Road frontage to the foreshore, the Structure Plan seeks to ensure that the development on the northern side of Point Nepean Road retains its residential integrity, with no further spread of non-residential uses within this residential pocket.

It is appropriate however for this cell of residential land to consolidate over time within reasonable urban design limitations enforced by the precincts proximity to the foreshore.



jetty road café precinct

Background analysis undertaken as part of the preparation of this Structure Plan identified that the Jetty Road frontage between Point Nepean Road and the Foreshore Reserve lacks a sense of activity and fails to draw attention to the pier and associated recreational opportunities afforded by the Rosebud Foreshore.

The Structure Plan seeks to promote the activation of this section of Jetty Road through the creation of a café/restaurant precinct to build on the recreation theme of the foreshore and pier, noting that there is already an existing café at the south-western corner of Jetty and Point Nepean Road.

It is considered that those existing properties with a frontage to Jetty Road have the ability to evolve into restaurant and café uses where they form an integrated part of the precinct. The existing Residential zoned land allows for restaurant type uses to establish.

opportunities for major conference centre

Another key role of the structure plan is to support economic and employment opportunities for the activity centre in the long term. Central to this are the policy directions aimed at further developing Rosebud as an attractive business and commercial centre that is a focus for the Southern Peninsula business community.

From a tourism and business perspective, the potential for a major conference centre has been canvassed as a key precinct opportunity. This would boost the role of the Rosebud centre, the local economy and establish a potential hub for multi functional facilities for conferences, seminars, trade fairs and statewide events of note. The Structure Plan recommends a potential conference centre within the town centre close by to complementary commercial services and the foreshore. There are strong synergies between such facilities and coastal recreation.

The Rosebud town centre offers opportunities for a major conference centre in terms of available land and permissible building height.





Land Use and Activity Framework Plan

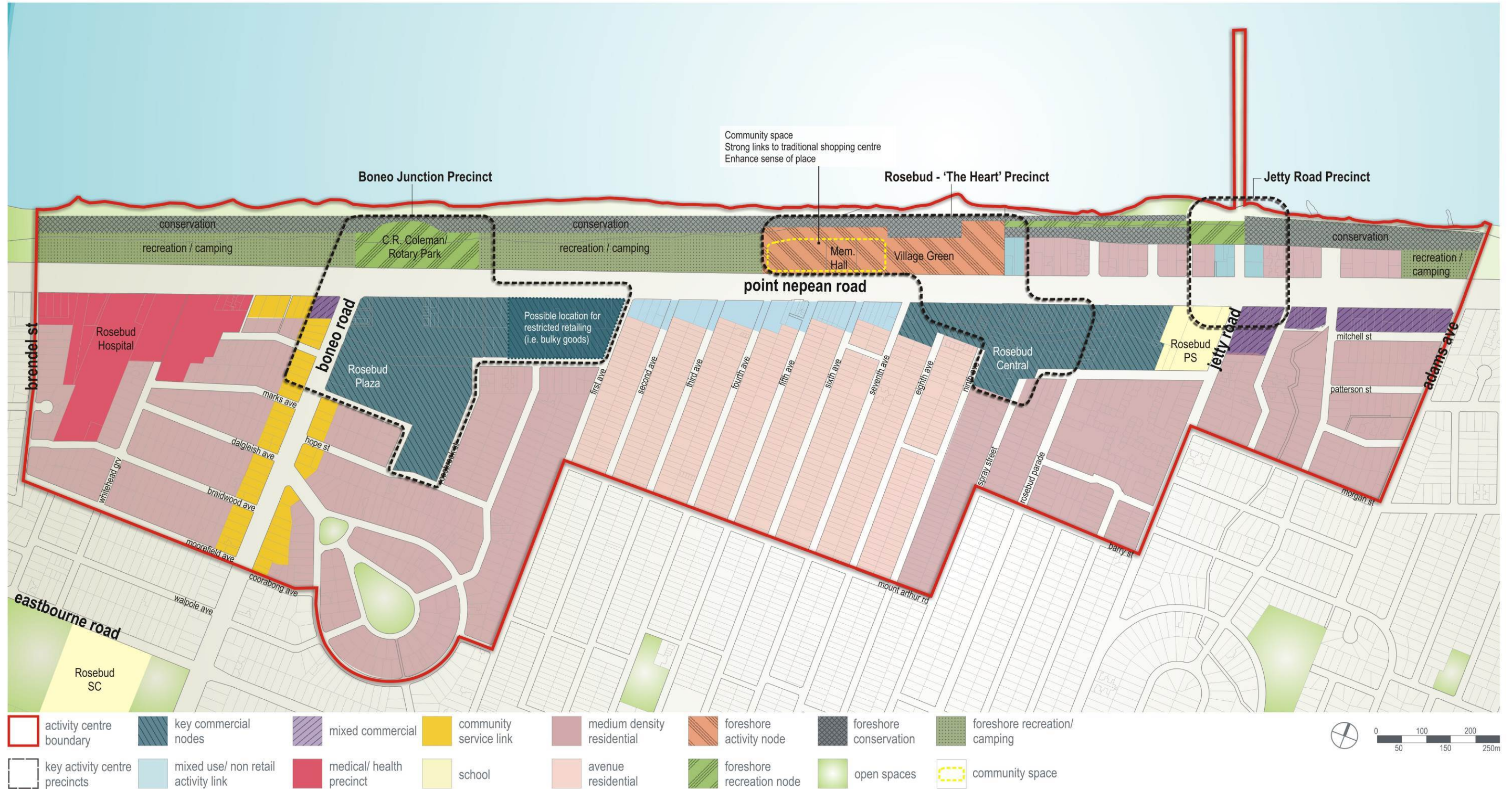


Figure 4 (Note: Policy direction for foreshore reflects approved Rosebud Coastal Management Plan)



5.3 environment and place policy directions

A series of environment and place policy directions have been identified for the Rosebud Activity Centre which reflect the specific elements identified for the centre outlined in section 5.4. The policy directions outlined below are reflected in the environment and place framework plan at figure 5.

The following environment and place policy directions have been identified for the Rosebud Activity Centre:

- New development associated with the Jetty Road café precinct should be setback from the foreshore. Development should be of a scale and height that responds to the surrounding residential development, adopts a coastal architectural style and avoids unreasonable visual intrusiveness to the Foreshore.
- Encourage mixed use development at 'the Heart' and 'Boneo Junction' with active retail uses and elevated offices and residential apartments, to a maximum of four storeys. This is to be done in a central location of the key commercial nodes where a higher form of development may be investigated.
- Support along the Point Nepean Road frontage a maximum built form to three storeys, with third storeys recessed at least 5 metres from the frontage. Elevated balcony's should be set within the principal façades and not project beyond the title boundaries. Canopies should be provided above ground level tenancies to provide a sheltered public realm.
- Encourage higher density housing and tourist accommodation along Point Nepean Road that exhibits excellence in design. Roof forms should not have high pitches to reduce visual impact and should be designed to provide visual interest. Building form should provide for appropriate street activation and integration, use articulation and contemporary design treatments which contribute to a coastal town character. View lines to Arthur's Seat should be respected.
- Encourage restricted retail development between Rose and First Avenue where it exhibits a built form typology of a strong and consistent three storey scale to the Point Nepean Road frontage with car parking to the side or rear.
- Development along Boneo Road between Point Nepean Road and Coorabong Avenue forming the Boneo community services link should be of a domestic form and modest scale consistent with existing residential character.
- Promote ecologically sustainable development principles in the design of new retail, office and residential development within the activity centre.
- Enhance the town centre entrance at Boneo Road through the provision of complementary landscape treatments and a well defined pedestrian link between the activity centre, foreshore and Bay Trail.
- Promote the community focus of the 'heart' through public realm improvements so that it evolves into an attractive and well-landscaped pedestrian focussed public space.
- Encourage incremental residential infill development to occur within the Avenues where it exudes an informal coastal architectural style, retains generous setbacks for landscaping, has built form separation and is limited to two storeys in height.
- Encourage incremental residential infill development to occur within the medium density residential areas, providing excellence in design that contributes to neighbourhood character and does not exceed three storeys in height..
- Establish Wannaeue Place as an attractive, well-landscaped and pedestrian-orientated shared plaza that provides direct linkages to Rosebud Centro, the Foreshore and Bay Trail and has active retail frontages.
- Create a designated pedestrian crossing and a low speed/shared traffic zone on Point Nepean Road adjacent to Ninth Avenue to link the foreshore with Rosebud Central/Centro.
- Evolve Rosebud Plaza into a well landscaped shared plaza with pedestrian priority, linkages with Point Nepean Road and the foreshore and active internal and external retail frontages.
- Improve the amenity and functionality of the Rosebud Activity Centre through the establishment of pedestrian priority, street tree planting and public domain improvements including additional public spaces with seating, play equipment, feature paving, street furniture, signage, garden beds and public art.





5.4 environment and place elements

A series of environment and place elements have been identified for the Rosebud Activity Centre. The elements are essentially a series of concepts with accompanying explanation. The policy directions contained in section 5.3 build on the elements identified below.

strong and consistent urban form

One of the fundamental elements of any activity centre is the need to put in place an urban form framework to guide future development. A consistent urban form framework has been prepared for the Rosebud Activity Centre which is outlined as follows:

- The larger commercial areas at 'the Heart' and 'Boneo Junction' provide the opportunity for development of up to three storeys fronting Point Nepean Road, with areas centrally located within the precincts providing the potential for a recessed fourth storey and possibly additional height. Given these areas are reasonably consolidated B1Z areas, the Structure Plan seeks to encourage setback fourth levels that are recessed from Point Nepean Road and adjoining residential land. It will also be important that appropriate setbacks are provided to provide a transition in scale to adjoining residential development to retain an adequate level of residential amenity.
 - The proposed commercial link between First and Seventh Avenues for land fronting Point Nepean Road can accommodate built form that addresses Point Nepean Road of up to three storeys, with a service lane and associated car parking access at the rear. The Structure Plan advocates that development be of a three-storey scale to the street with zero setback at ground floor, but articulated at the upper levels so that balconies are set within the facades with no projection beyond title boundaries. Third storeys should be setback at least 5 metres from the frontage. All development is to incorporate canopy overhangs to provide shelter to pedestrians along Point Nepean Road. An appropriate setback should be provided to provide a transition in scale to the adjoining residential development to the south and ensure the retention of an adequate level of residential amenity. View lines to Arthur's Seat should be retained.
 - Development associated with restricted retail development between Rose and First Avenue must be of a built form typology comprising a strong and consistent three storey scale to the Point Nepean Road frontage, with car parking to the side or rear. This urban form objective seeks to ensure that the form of development is appropriate and does not present as a large free standing box, but rather a consistent urban form presentation to Point Nepean Road envisaged by the Structure Plan.
 - Residential consolidation at the town entrances, between Jetty Road and Adams Avenue at the eastern entry to the town centre and between Boneo Road and the retirement village at the western end can occur in the form of upper level residential apartments to a maximum height of three storeys, with recessed third levels from Point Nepean Road and residential interfaces to the rear.
 - Within the medium density housing precincts (figure 5) it is considered that residential development of a maximum three storey scale would be appropriate where compatible with the established neighbourhood character.
- The cell of residential development on the northern side of Point Nepean Road can accommodate development generally to a height of two storeys within urban design limitations enforced by the precincts proximity to the foreshore. A three storey limit is appropriate in the Jetty Road precinct with hospitality at ground level and residential at upper levels.
 - Development along Boneo Road between Point Nepean Road and Coorabong Avenue forming the Boneo community services link should be of a domestic form and modest scale consistent with existing residential character.

The scale of development envisaged for Rosebud is consistent with its designation as a major activity centre where a substantial proportion of new dwellings and retail/office floor space is envisaged to invigorate the centre.

A three and four storey scale of development within the activity centre is considered to be appropriate for this coastal centre and will allow for elevated apartment and tourism uses to obtain views of the foreshore and Port Phillip and the establishment of a built form framework will ensure future development is designed to achieve the goal of consistent urban form frontages.

Rosebud is distinguishable for commercial development along only one side of Point Nepean Road and this places importance on ensuring that the future development of the activity centre is able to achieve a scale of development to accommodate future growth without further unwanted linear expansion.

Rosebud is set within a different context to other activity centres on the Peninsula and is not subject to any significant constraints to achieving the envisaged built form, for instance, it does not have the compact nature, development to both street frontages and heritage attributes of Main Street Mornington.

Rosebud's lack of heritage constraints, its considerably wide main road frontage and open character, allows for a modest three and four storey scale of development to be comfortably accommodated without resulting in any unreasonable visual intrusion into the public realm and foreshore environs.

The hierarchy of building heights envisaged will maintain an appropriate human scale and recognises the activity centre's interface with adjoining residential development and the importance of providing an adequate transition. Building scale varies from the four storeys identified for the larger commercial precincts at 'the Heart' and 'Boneo Junction' where these more generous precincts allow for a fourth storey to be setback from adjoining residential interfaces and the public realm, to the three storey scale along Point Nepean Road between precincts where narrower allotments require a reduction to a three storey scale to provide a transition to adjoining residential land.

A tempering of building height within the activity centre has also been required to maintain view lines to Arthur's Seat which forms the backdrop to the activity centre.



respectful development of the avenues

The Structure Plan identifies that the Avenues have a distinct character in terms of fine grain subdivision pattern, typically casual coastal architectural style, and generous side setbacks, supporting coastal canopy vegetation. The Avenues will face redevelopment pressure in the near future by virtue of their residential zoning, proximity immediately to the rear of the main activity spine of Rosebud and the foreshore.

The Avenues will not have the same consolidation emphasis as the proposed medium density housing precincts outlined by the Structure Plan, but it is considered appropriate that incremental residential infill development occur where it exudes an informal coastal architectural style and retains generous side setbacks for landscaping to provide built form separation. The Avenues also provide the direct link to the main activity spine for many residents and as such it is essential that pedestrian linkages are provided in streetscapes to enhance the pedestrian realm.

As the Avenues represent a precinct with a distinct character, it is appropriate for future development to respond to a set of guidelines that will ensure that development is responsive to the established character. The Structure Plan advocates that these guidelines define height limits to two storeys and generous side setbacks.

jetty road cafe precinct

The Structure Plan seeks to promote the activation of this section of Jetty Road through the creation of a café/restaurant precinct to build on the recreation theme of the foreshore and pier.

Buildings set back to the Foreshore Reserve and of new form should be of a scale and height that responds to the prevailing residential development, and should be with a height up to three storeys. Development of this type should not be visually intrusive when viewed from the foreshore and should adopt a typically coastal architectural style and material palette.

enhancement of town centre entrances

The town centre introductions adjacent to Jetty and Boneo Road as well as Adams Avenue have their own character and the Structure Plan seeks to enhance these character traits through new urban form and landscape treatments. The Boneo Road introduction has a strong relationship with the foreshore, defined by the existing recreational node. It is proposed that this relationship be enhanced through complimentary landscaping treatments and a well defined pedestrian linkage between the activity spine, the foreshore and the Bay Trail. Stronger definition of built form to the Boneo Road junction is also required.

The Jetty Road entrance to the town will be enhanced through the creation of a stronger focus on the Rosebud Pier through the activation of the Jetty Road corner to the foreshore with active café and restaurant uses. Provision of a stronger built form presence on this corner in tandem with active frontages will support an improved Major Activity Centre entry. The integration of entry signage and public art work of town centre entries is encouraged.

The Adam's Avenue entry will be enhanced by signage and strengthening the landscape theme of the wide median.

promote the rosebud heart

The Structure Plan has delineated 'the Heart' of Rosebud following community feedback that Rosebud lacked a designated focus due to its spread out nature. The heart of Rosebud encompasses the land identified in figure 8.

'The Heart' reflects the traditional shopping strip of Rosebud integrated with the adjacent open space and community facilities proximate to Village Green. The Structure Plan advocates for the community focus of 'the Heart' to be enhanced via notable public realm improvements, to evolve into an attractive and well-landscaped pedestrian focused public space that connects currently separated precincts within both the activity spine and the foreshore. It will result in a truly integrated public space.

'The Heart' of Rosebud is to be enhanced through public realm improvements including the establishment of Wannaeue Place as an attractive and well-landscaped shared plaza, with a link to Rosebud Centro. A designated pedestrian crossing and low speed/shared traffic zone on Point Nepean Road adjacent to Ninth Avenue is proposed to link the recreational and community facilities of the foreshore with Rosebud Central and the improved Wannaeue Plaza.

Complementary features of the Rosebud Coastal Management Plan include:

- The Village Green (area of foreshore) combined with a new civic space is to evolve into the key community open space of Rosebud and incorporate BBQs and playground equipment. The provision of an accessible 'town square' that provides a link between the commercial area and the bay will contribute to Rosebud's sense of place.
- The foreshore sites for Memorial Hall and Carnival identified as 'Community Space.'

The Structure Plan seeks to improve the appearance and functionality of the broader Rosebud Heart precinct, so that it evolves into an attractively landscaped public place with a range of passive and active destination uses. Wannaeue Place will evolve into a prime retail and commercial address with active frontages, increased pedestrian priority and improved linkages to and between Rosebud Centro, Rosebud Central, Point Nepean Road and the Village Green/Foreshore Reserve.



creation of rosebud shared plaza

The Rosebud Plaza development is a freestanding retail mall dominated by car parking and vehicle movements which do not provide an ideal pedestrian environment. There is potential to better utilise parking areas and create future shared spaces with internal and external commercial frontages.

Rosebud Plaza has the potential to establish a contained public space with better pedestrian links to Point Nepean Road and the mall. This provides an opportunity to establish built form presenting active frontages to both main road frontages and internal plaza open to the air. As outlined previously, the land use focus for the Rosebud Plaza is for retail consolidation and the encouragement of upper level offices and residential development with a scale of three to four storeys.

The evolution of Rosebud Plaza into a shopping centre framing a well landscaped shared plaza provides the opportunity for prime retail development, active frontage to the street, pedestrian priority and improved linkages between Point Nepean Road and the foreshore.

streetscape improvements

The landscape character of Rosebud and indeed the main activity spine should be substantially improved to provide a consistent and aesthetically distinctive environment. Landscaping and streetscape improvements within the Activity Centre are proposed to encompass pedestrian priority areas, additional public spaces, street tree planting and public domain improvements. They should also apply to feature paving, street lighting, street furniture, public amenities, signage, garden beds, public art and other urban elements to enhance the public realm. The design of such elements must be strongly anchored to reflect the qualities of Rosebud and Peninsula activity centre design. All new public realm and streetscape measures should reinforce a contemporary design ethic and be applied universally and consistently along the main Point Nepean Road spine and lead back to the south into secondary side streets.

public spaces

The new plazas/pedestrian priority zones should in appropriate locations incorporate additional public spaces that provide informal passive recreational opportunities that respond to the needs of the future population of Rosebud. These informal spaces are an important element in improving the liveability of the centre.



Environment and Place Framework Plan





5.5 function and interaction policy directions

A series of function and interaction policy directions have been identified for the Rosebud Activity Centre which reflect the specific elements identified for the centre outlined in section 5.6. The policy directions outlined below are reflected in the function and interaction framework plan at figure 6.

The following function and interaction policy directions have been identified for the Rosebud Activity Centre:

- Facilitate improved connections between the activity spine of Rosebud and the Foreshore Reserve and Bay Trail through the provision of new pedestrian crossings and 'Bay Trail' breaks.
- Ensure that local streets within the activity centre, where possible, have a footpath on at least one side of the road in the residential areas of Rosebud to encourage an increase in the mode share of walk trips among local residents.
- Advocate an increase in local bus frequencies, particularly during summer and weekends.
- Investigate the viability of introducing a local night bus service and the integration of local bus ticketing with standard metropolitan ticketing.
- Advocate and facilitate additional bus stops around development areas so that all areas of the activity centre are within 400 metres of a designated bus stop.
- Facilitate the traffic calming in Point Nepean Road through the provision of additional pedestrian crossings and through road design solutions.
- Promote intersection upgrades at Point Nepean Road / First Avenue / McCombe Street and Jetty Road / McDowell Street.
- Increase the capacity and strategic location of bike parking within the activity centre to encourage use of bicycles.
- Facilitate improvements to the accessibility for disabled persons in the activity centre and to transport nodes within the study area, including disabled parking, dropped kerbs, placement of tactiles, level shop entrances, scooter facilities and DDA compliant buses and bus stops.

5.6 function and interaction elements

A series of function and interaction elements have been identified for the Rosebud Activity Centre. The elements are essentially a series of concepts with accompanying explanation. The policy directions contained in section 5.5 above build on the elements identified below.

traffic calming in point nepean road

Point Nepean Road is a major access route to the activity centre and the foreshore, as well as a tourist route along the Bay. While representing a four lane road, its speed limit opposite Rosebud has been reduced to 50 km/hr. The road acts as a significant barrier for pedestrian movement between the activity spine and the foreshore. It is noted that the Mt Eliza to Point Nepean Coastal Action Plan includes a policy direction to reduce the through road function of Point Nepean Road. This recommendation has been considered in the context of possible future regional transport upgrades such as the extension of the Mornington Peninsula Freeway

It is considered important to the functioning of the Activity Centre that Point Nepean Road serves a distinctly local role in its passage through the heart and town centre. While recognising the road's role in the broader context as a thoroughfare, special treatments should be designed in high priority pedestrian areas to enable a slowing of traffic and convenient pull over and stopping opportunities. Definition of public transport nodes along the corridor is also necessary.

Accordingly, the Structure Plan seeks to redefine the role of Point Nepean Road, through road design solutions and the provision of frequent pedestrian crossings. The plan continues to support the principal entries to Rosebud from the south at the Mornington Peninsula Freeway.

foreshore linkages

The Structure Plan has identified the need to facilitate better links between the Foreshore Reserve, activity spine and residential areas of Rosebud. The need for improve pedestrian connectivity is due to:

- the linear nature of the activity spine and its separation from the foreshore by Point Nepean Road, being a heavily trafficked road; and
- the limited existing pedestrian crossings that total only 4 along the significant length of the activity centre spine, which creates accessibility issues to and from the activity spine, residential area and foreshore.

Improving pedestrian connections between Point Nepean Road and the foreshore within the defined activity centre is critical given the higher intensity of activity in this area. To facilitate this objective strategically located pedestrian links are proposed together with 'Bay Trail' breaks (links through the vegetation) to link in with the existing Bay Trail.



The Structure Plan advocates the establishment of seven additional pedestrian crossings along Point Nepean Road within the Rosebud Activity Centre which is consistent with the reduced through road function of Point Nepean Road as outlined within the Mt Eliza to Point Nepean Coastal Action Plan. The locations of the proposed pedestrian crossings are as follows (figure 6):

- a new pedestrian crossing adjacent to Rosebud Hospital;
- a new crossing aligned with Point Nepean Arcade and adjacent to C.R Coleman Park;
- a new crossing adjacent to First Avenue (forming part of an intersection upgrade);
- a new crossing adjacent to Fourth Avenue;
- a new crossing adjacent to Eighth Avenue to be combined with the existing crossing at Ninth Avenue for an integrated low speed crossing area;
- a new crossing adjacent to Rosebud Centro; and
- a new crossing to the east of Jetty Road at Murray Anderson Road.

The location of proposed additional pedestrian crossings along the spine and adjacent to camping areas, will provide campers, residents and visitors alike with improved passage across Point Nepean Road. In addition to the provision of new crossings, the plan directs that existing crossings be upgraded.

integrated transport

The Rosebud Activity Centre is currently heavily reliant on car based travel and there is strategic support for the need to provide an improved transport network and an increased focus on public transport and non-motorised transport modes.

The existing road network can accommodate increased traffic volumes. Three main improvements are recommended:

- Upgrade of intersection Point Nepean Road and First Avenue (including consideration of signalised intersection) and First Avenue and McCombe Street – to improve vehicular access to Rosebud Plaza.
- Upgrade of intersection of Jetty Road and McDowell Street (including consideration of the provision of a roundabout) – to improve vehicular access to Rosebud Centro / Central.

The Structure Plan directs that further analysis of the internal road network within the activity centre be undertaken and improved signage be provided to increase awareness for parking options within Rosebud. A detailed investigation of parking facilities within the study area in the form of a full parking inventory is also required.

There is a strong focus on ensuring that improved pedestrian connectivity across Point Nepean Road is facilitated and that local streets within the activity centre are provided with a pedestrian path on one side of the road to increase the mode share for walk trips, as well as additional bicycle links that take advantage of the flat terrain.

An increase in the capacity and location of bike parking within the activity centre is sought to increase bicycle usage. Accessibility for disabled persons in the activity centre and to transport nodes requires improvement through the provision of disabled parking, dropped kerbs, placement of tactiles, level shop entrances, scooter facilities and DDA compliant buses and bus stops.

The Structure Plan seeks to increase local bus frequencies, particularly on summer and weekends, to investigate the viability of introducing a local night bus service. Additional bus stops around development areas are envisaged so that all areas of the Activity Centre are within 400 metres of a designated stop.



Function and Interaction Framework Plan



Figure 6 (Note: Policy direction for foreshore reflects approved Rosebud Coastal Management Plan)



6 rosebud activity centre precinct plans

A series of precinct plans or focal plans have been prepared for key areas of the activity centre as nominated by the Rosebud Activity Centre Framework Plan at figure 3. The precinct plans include:

- Jetty Road (figure 7).
- Rosebud Heart (figure 8).
- The Boneo Junction (figure 9).

The precinct plans further detail the key policy directions outlined in section 5 and the Rosebud Activity Centre Framework Plan at figure 3.

6.1 jetty road precinct plan

The precinct plan for Jetty Road shows the land use and development vision for this area of Jetty Road. It envisages the activation of the Jetty Road to the pier frontage with café and restaurant type uses generally at ground floor level forming part of an overall residential development.

Buildings should be set back to the Foreshore Reserve and new development should be of a scale and height that responds to the prevailing residential development. Development should not be overly visually intrusive when viewed from the foreshore and should adopt a typically coastal architectural style and material palette.

design guidelines

The following design guidelines for the Jetty Road Precinct are as follows:

- Promote the activation of the precinct with café and restaurant type uses contained in attractively designed buildings that address Jetty and Point Nepean Road.
- Evolve Jetty Road to the north of Point Nepean Road into a pedestrian priority zone.
- New developments should be designed and sited to complement its coastal/ residential setting, taking into account the existing landform, vegetation and coastal character.
- New development should incorporate active frontages (at street level) to Jetty Road and Point Nepean Road. Development adjacent to the foreshore should present attractive/ articulated
- Building setbacks to the foreshore reserve should respond to the need to protect foreshore vegetation and maintain any existing contributory vegetation.
- Development should adopt a sympathetic coastal architectural style and diverse material palette.
- Buildings should utilise materials that are robust and responsive to the coastal conditions (able to withstand salt and wind attack).
- Ensure adequate landscaping opportunities are provided along residential interfaces.
- Encourage a modest development scale of a maximum of three storeys. Upper levels of buildings should be recessive in form and offer a light weight appearance.
- Buildings should be articulated, particularly front facades, and include elements that lighten the building form such as balconies, glazing and light transparent balustrading.
- Limit potential amenity impacts to adjoining residential dwellings through the provision of generous upper level setbacks to provide a transition in scale.
- Encourage north facing outdoor dining with an orientation to the pier and foreshore reserve.
- Reconfigure car parking to minimise pedestrian conflict, enhance manoeuvrability and promote landscape improvements to the existing foreshore to improve passive enjoyment opportunities of the foreshore and bay.

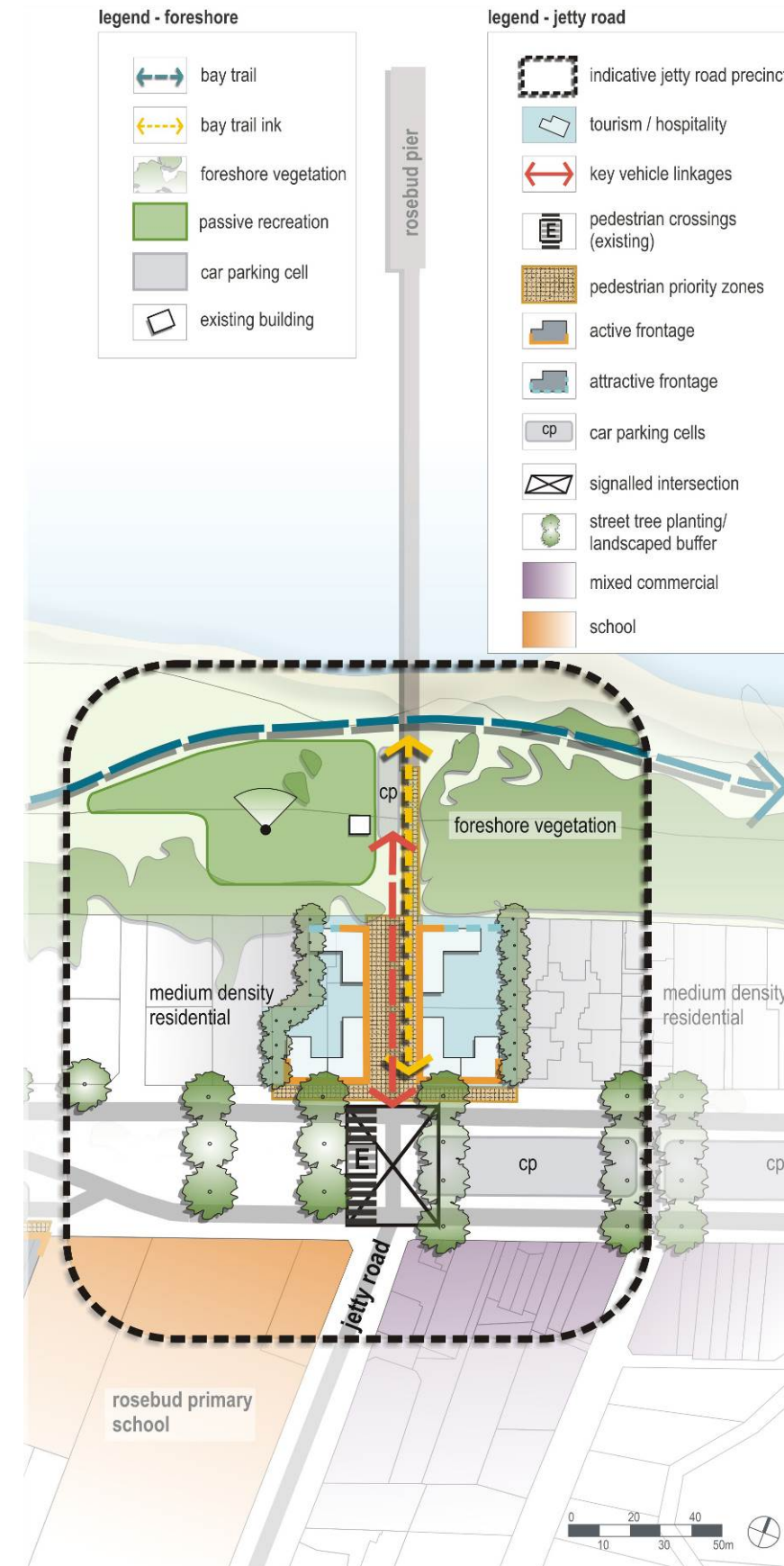


Figure 7: Jetty Road Precinct Plan

(Note: Policy direction for foreshore reflects approved Rosebud Coastal Management Plan)



6.2 rosebud heart precinct plan

The Rosebud heart is the spatial and perceived centre of Rosebud and the place where residents and visitors alike are drawn to community events, activities and key retail destinations.

The concept shows public realm improvements including the establishment of Wannaeue Place as an attractive and well-landscaped shared plaza, with a link to Rosebud Centro. A designated pedestrian crossing and low speed/shared traffic zone on Point Nepean Road adjacent to Ninth Avenue is proposed to link the recreational and community facilities of the foreshore with Rosebud Central and the improved Wannaeue Plaza.

Complementing the above, the Rosebud Coastal Management Plan shows that:

- The Village Green is to evolve into the key community open space of Rosebud.
- The area currently used as a bowls club is to evolve into a civic space ('town square') that makes this area accessible to the wider public and contributes to Rosebud's sense of place.

The Heart of Rosebud is considered to be the preferred location for community facilities. These should be provided in a multi-functional community building that is anchored by an enlarged library and that is located in a prominent position with preferably a Wannaeue Place frontage.

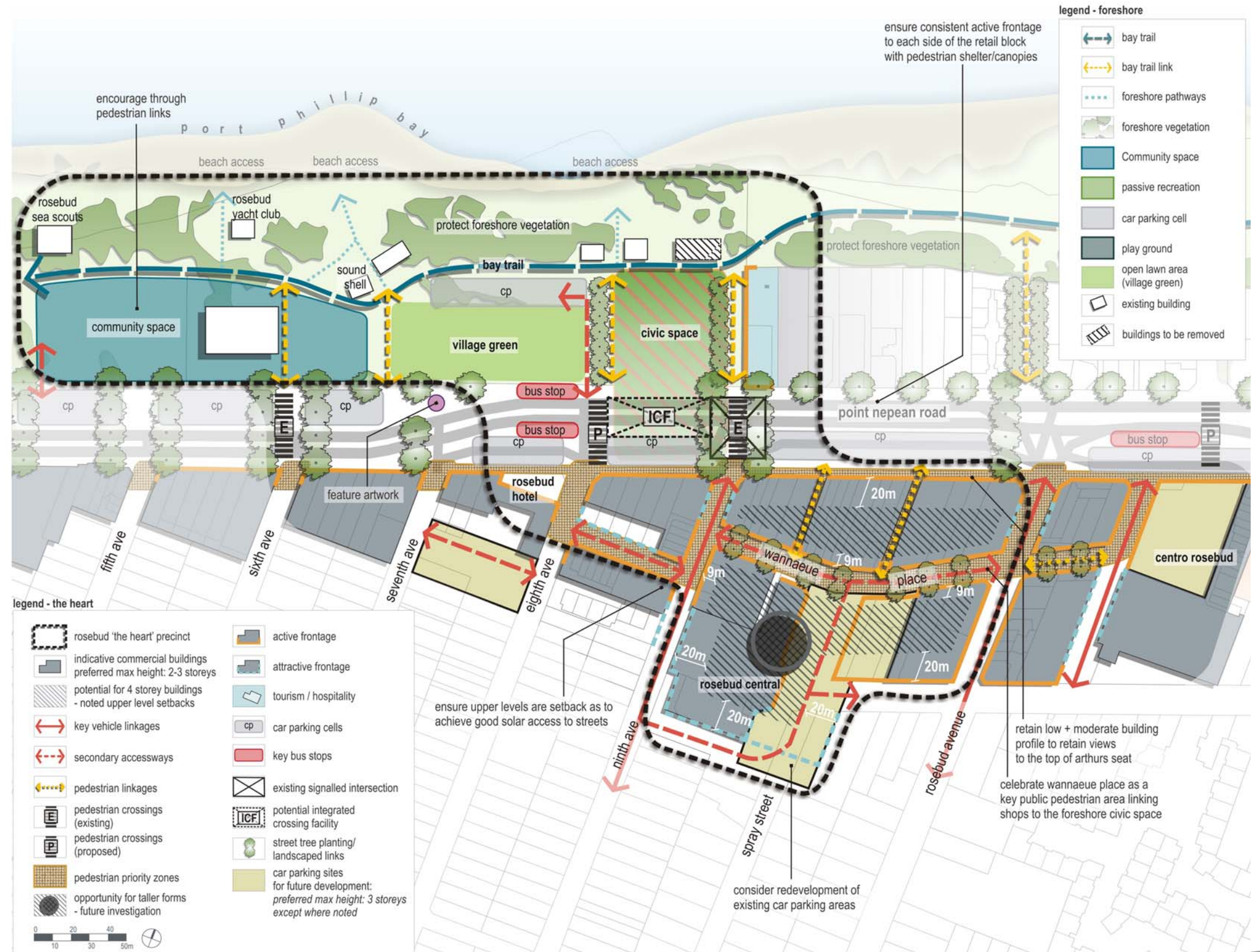
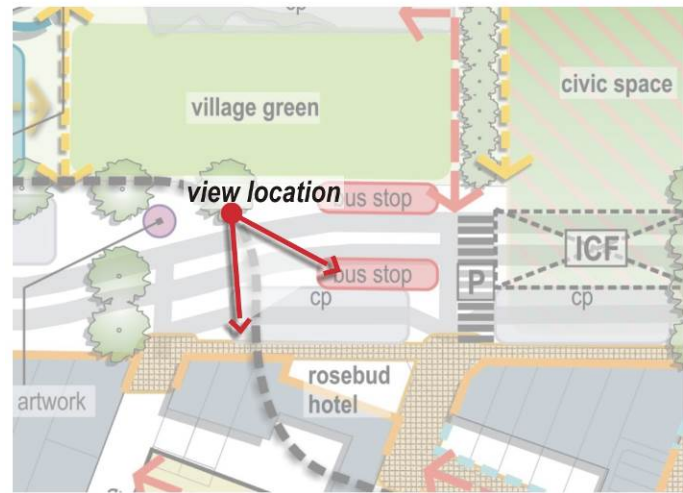


Figure 8: The Rosebud 'Heart' Precinct Plan (Note: Policy direction for foreshore reflects approved Rosebud Coastal Management Plan)



existing
view looking south east towards arthurs seat



key plan



future
view looking south east towards arthurs seat

Figure 8A: Rosebud 'Heart' Indicative Sketch Perspective 1: View looking south east – towards Arthurs Seat



design guidelines

The following design guidelines for 'the heart' precinct have been derived:

- Establish Wannaeue Place as an attractive and well-landscaped shared plaza.
- Provide increased pedestrian priority and improved linkages through the designation of pedestrian surfaces and safe walking zones with clear visible connections to the other destinations and the foreshore.
- Facilitate pedestrian priority, street tree planting and feature paving.
- New development should provide active frontages to Point Nepean Road and Wannaeue shared plaza. Use of blank walls and reflective glazing is to be avoided.
- Development fronting Point Nepean Road should have zero side setbacks.
- Encourage built form fronting Point Nepean Road of a preferred maximum height of three storeys with second and third storey balconies set within principal facades and not projecting beyond the

title boundaries and a third storey setback at least 5 metres from the street wall.

- Opportunities for four storeys are available between Ninth Avenue and Rosebud Avenue with the following setback conditions;
 - Sites with a frontage/interface with Point Nepean Road or residential zoned land must include a minimum upper level setback (4th storey) of 20 metres to minimise visual impacts from the foreshore and surrounding residential properties.
 - Sites with an interface with commercial development must include a minimum upper level setback of 9 metres.
- New development must not unreasonably obstruct views to the upper half of Arthurs Seat when viewed from the northern side of Point Nepean Road.
- New development must be configured so as to ensure adequate solar access to public spaces including Wannaeue Place.
- Where canopies from buildings prevail, new development should continue this architectural element to provide a consistent streetscape and offer continued shelter to the public realm.

- Encourage use of contemporary forms that exhibit design excellence.
- Pedestrian entrances into buildings should be located at the same level as the footpath, clearly visible from the street, well lit, and allow for mobility-impaired access.
- Promote the redevelopment of existing car parking areas. Future car parking should be integrated with new buildings and contained within underground and/or concealed format.

indicative sections

These sections illustrate how built form should evolve within the heart of Rosebud. Forms to Point Nepean Road should be of a preferred maximum height of three storeys to the street, while development should address Wannaeue Plaza with a scale of up to four storeys. A generous setback should be provided to rear residential interfaces to provide a transition in scale and respect residential amenity.

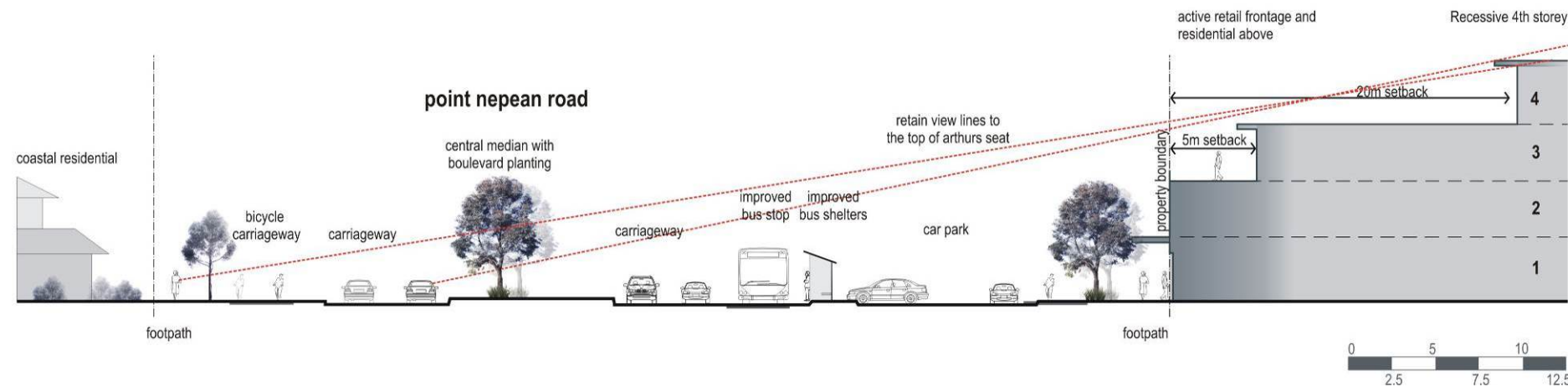


Figure 8B: Section - Point Nepean Road

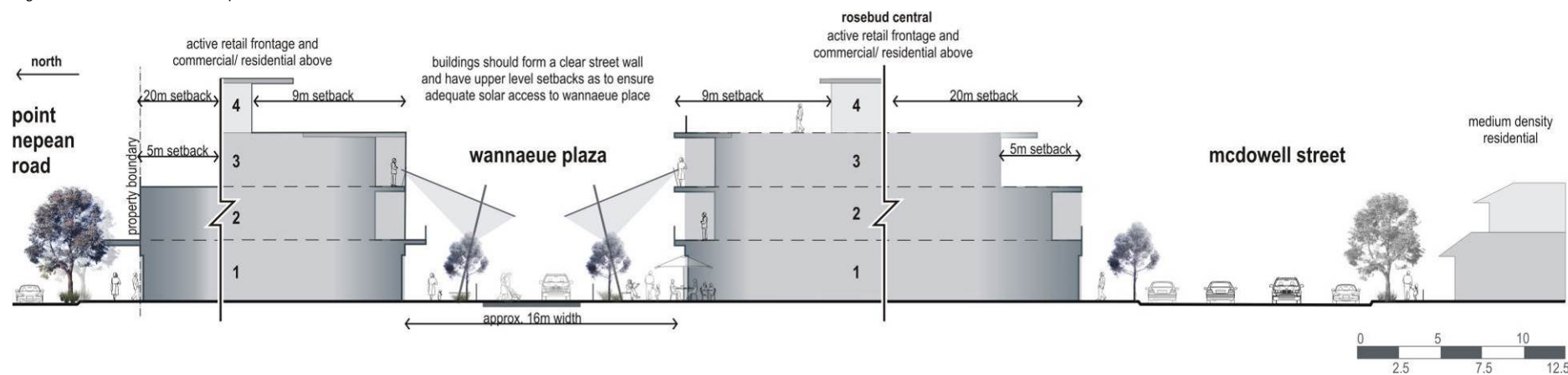


Figure 8C: Section - Wannaeue Plaza Section

6.3 boneo junction precinct plan

The Boneo Junction precinct has the potential to provide a more contained public space with better pedestrian links between Point Nepean Road and the plaza area and built form presenting to main road frontages and internal plaza spaces. The land use focus for the shared Rosebud Plaza is for retail consolidation with encouragement for upper level offices and residential development.

The evolution of Boneo Junction precinct into a primary retail destination can be realized through redevelopment of existing parking areas between the shopping mall and Point Nepean Road. The development of a complementary retail axis leading towards the foreshore and an east-west alignment will ensure that the precinct develops as a piece of 'town', rather than remaining as a free-standing big box mall. Continuing retail and/or mixed use form to the east will ensure that the centre's growth complements the broader profile of the Rosebud Activity Centre.

It is envisaged that the Boneo Junction precinct will accommodate built form that addresses Point Nepean Road of up to three – four storeys, but articulated and with recessive upper floor levels to maintain views to Arthurs Seat. All development should incorporate canopy overhangs to Point Nepean Road to provide shelter to pedestrians.

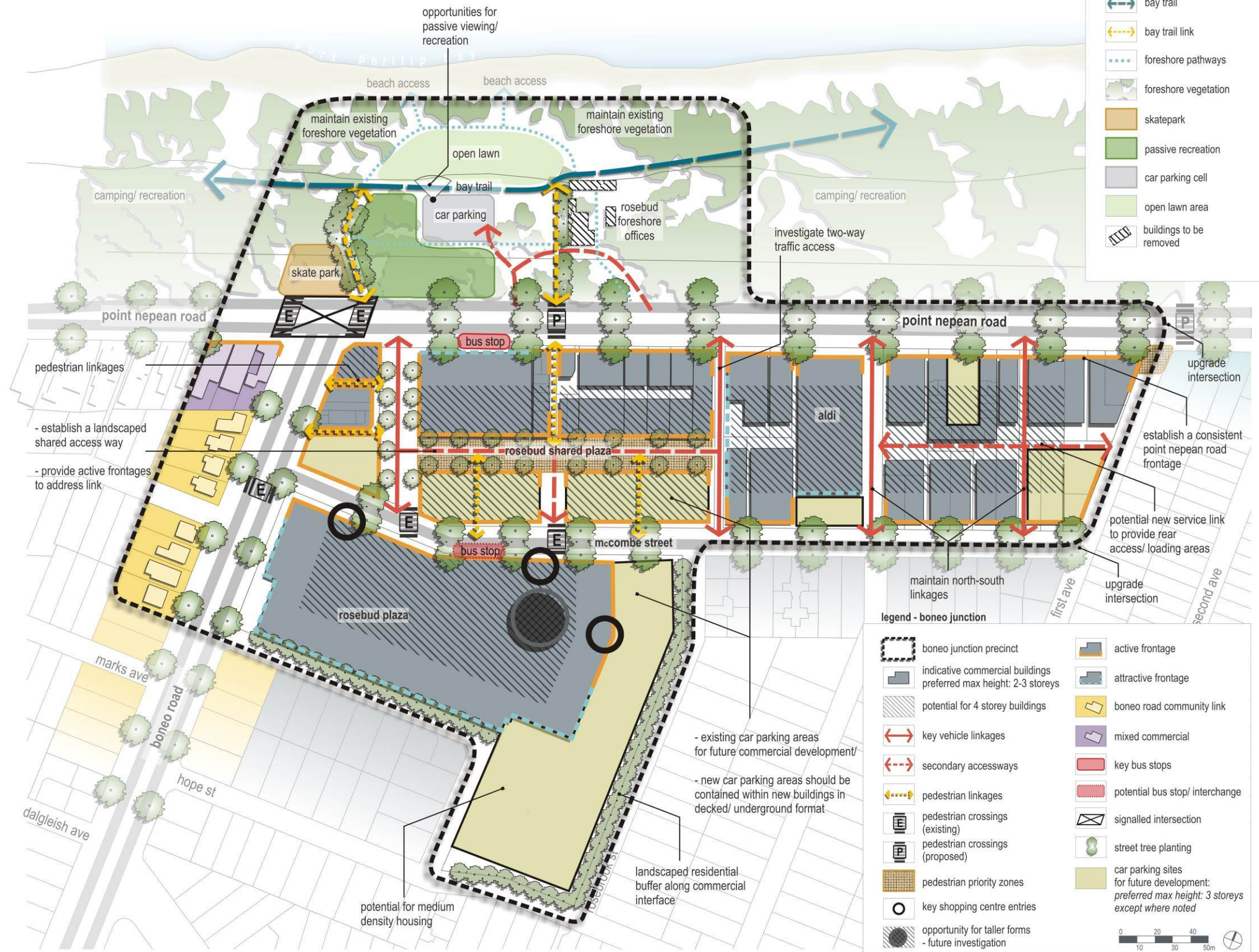
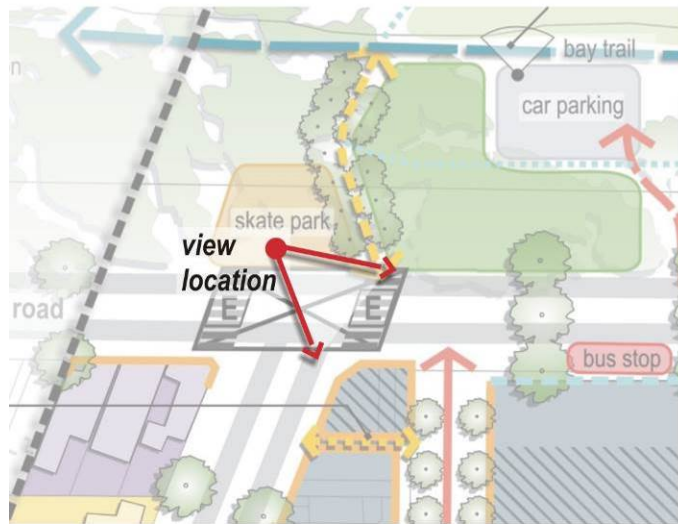


Figure 9: The Boneo Junction Precinct Plan

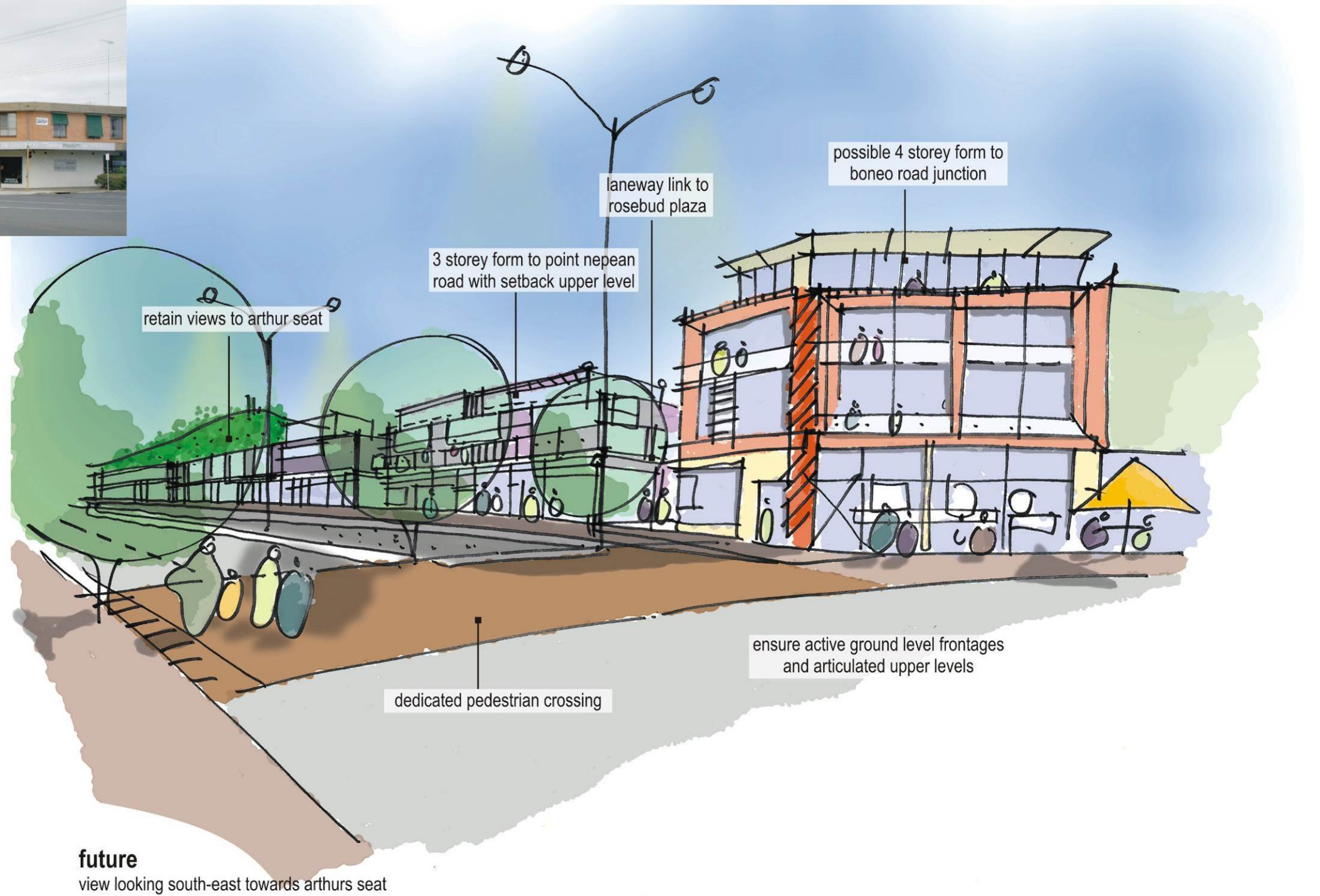
(Note: Policy direction for foreshore reflects approved Rosebud Coastal Management Plan)



existing
view looking south-east towards arthurs seat



key plan



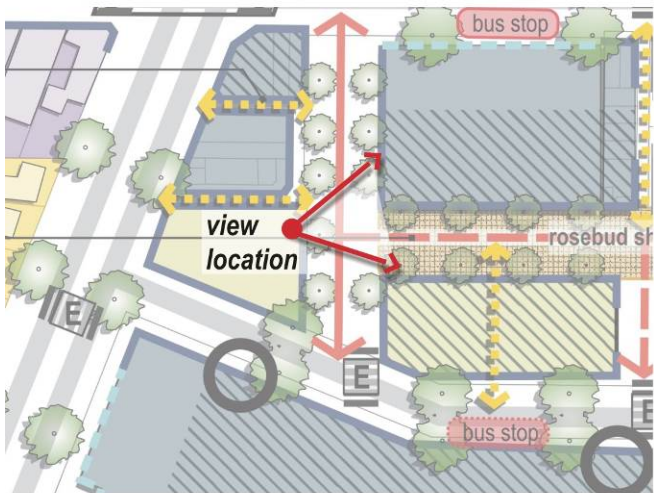
future
view looking south-east towards arthurs seat

Figure 9A: Boneo Junction Indicative Sketch Perspective 2: Intersection of Boneo Road and Point Nepean Road, View looking south east – towards Arthurs Seat

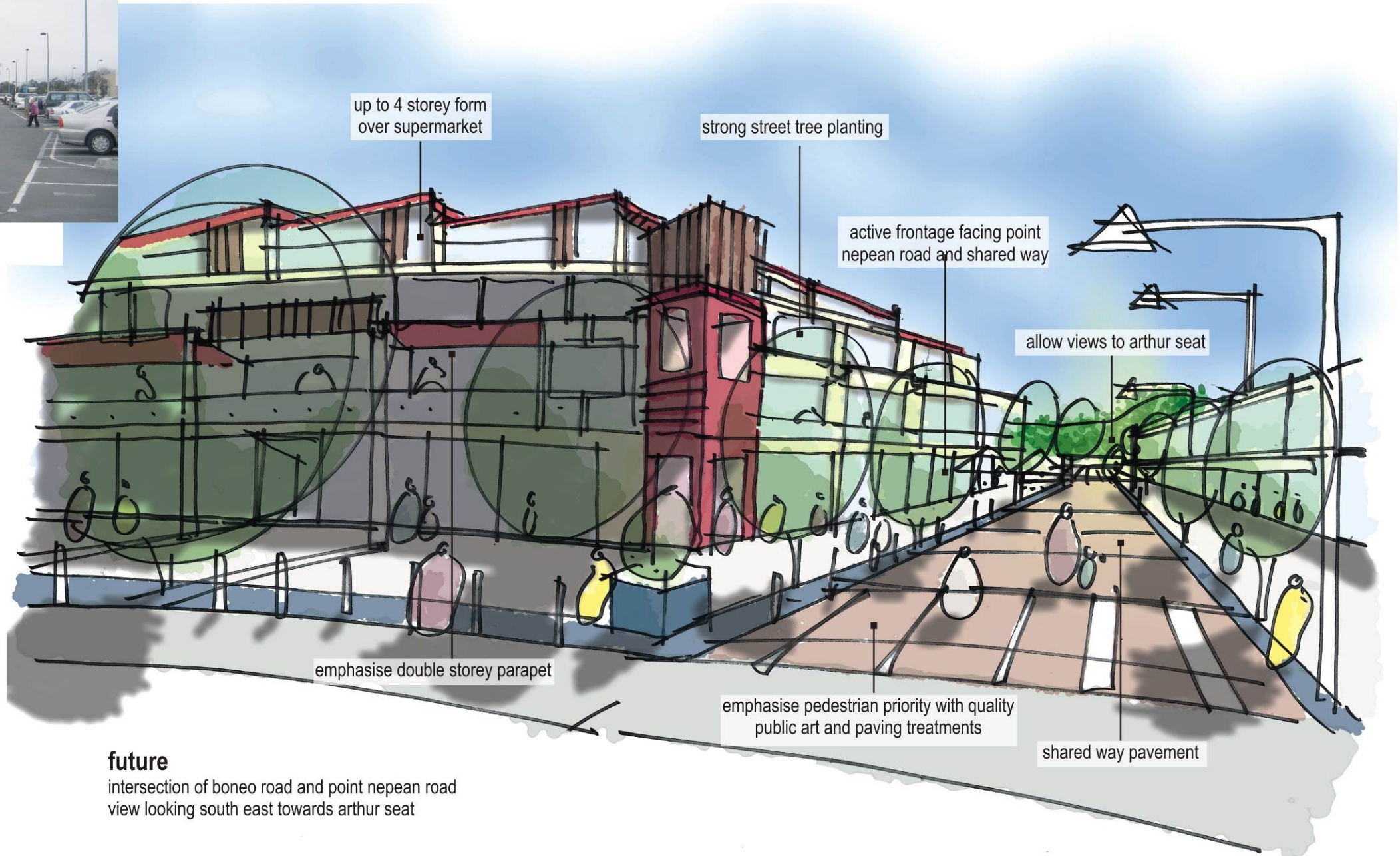


existing

intersection of boneo road and point nepean road
view looking south east towards arthur seat



key plan



future

intersection of boneo road and point nepean road
view looking south east towards arthur seat

Figure 9B: Boneo Junction Indicative Sketch Perspective 3: Rosebud Shared Plaza



design guidelines

The following design guidelines for the junction have been derived:

- Integrate the Boneo Street junction with the foreshore reserve through enhanced pedestrian linkages and improved landscaping.
- Promote Rosebud shared plaza as an attractively landscaped plaza with active retail frontages and ensure setbacks and width of new development is configured so that solar access to public space is maximised.
- Encourage new car parking to be integrated within new built form in an underground or decked format.
- Encourage new pedestrian links to be incorporated within new buildings that allows direct access to the foreshore and surrounding street network.
- Promote landscaped residential buffers along the periphery of the Rosebud Plaza.
- Promote a consistent built form to Point Nepean Road comprising of three storeys with a two storey street wall and a setback third level, with potential for recessed fourth storeys.
- Buildings with a prospect of a fourth storey, should locate this upper level centrally within the site and generously setback from Point Nepean Road, Boneo Road and residential interfaces to limit visual impacts and maintain residential amenity.
- New development must not unreasonably obstruct views to Arthurs Seat when viewed from the northern side of Point Nepean Road.
- Where canopies from buildings prevail, new development should continue this architectural element to provide a consistent streetscape and offer shelter to the public realm.
- Encourage the use of contemporary forms that exhibit design excellence.

indicative sections

The indicative sections illustrate that built form to Point Nepean Road should comprise three storeys, with the third storey setback 5 metres from the street frontage. Boneo Road built form should comprise three storeys (with the third storey setback 5 metres) and may include a fourth storey recessed at least 20 metres so that it is not visible from the opposite side of Boneo Road.

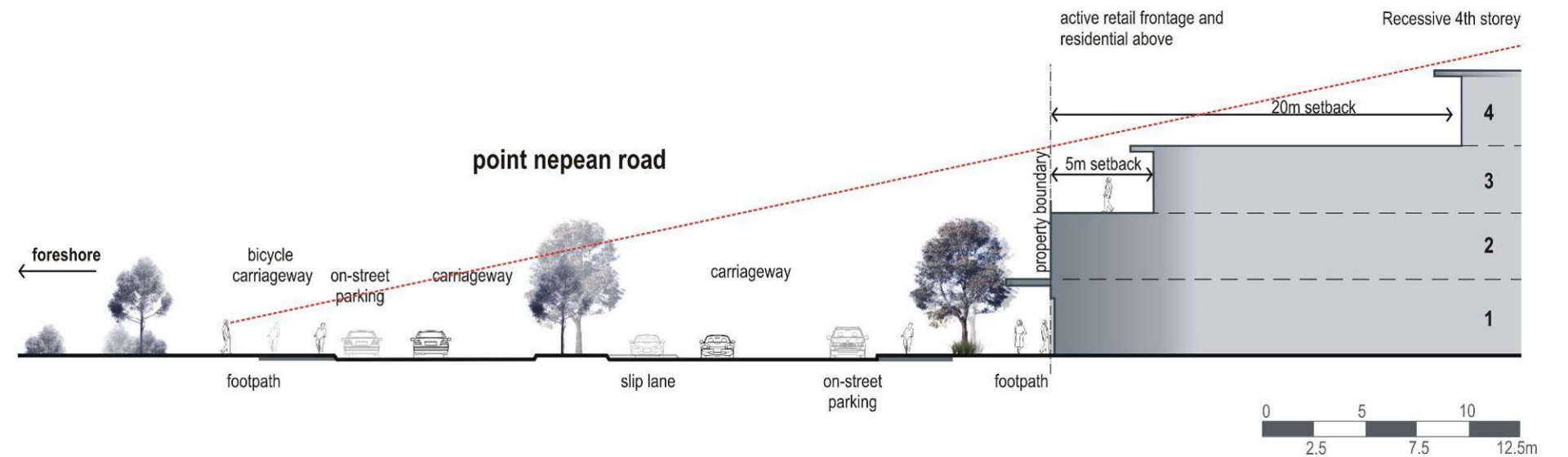


Figure 9C: Section - Point Nepean Road and Foreshore

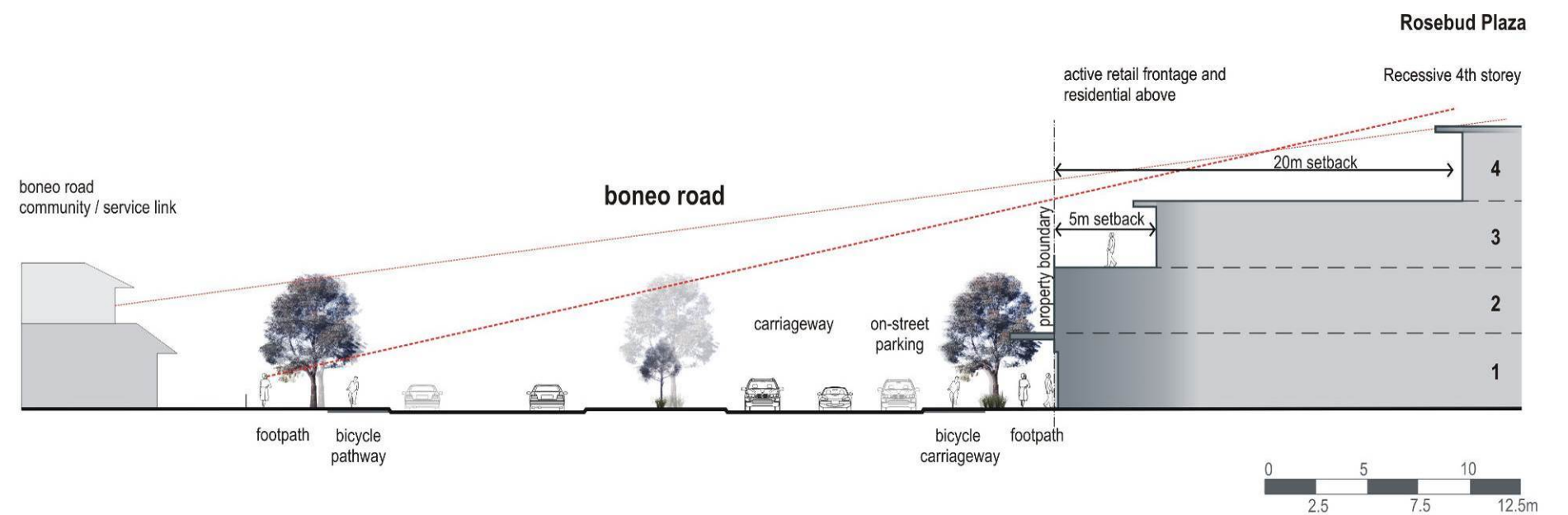


Figure 9D: Section - Boneo Road and Rosebud Plaza



7 implementation

There are a number of key steps required to implement the Rosebud Structure Plan and associated initiatives. While a number of actions require capital works investment and evaluation, a series of recommendations are broadscale in intent and can be acted upon by policy action. Generally, there are 3 implementation actions as follows:

- Introduction of Planning Scheme controls and associated Policies,
- Development of Advocacy initiatives and negotiations with Agencies, and
- Capital Works investment in key infrastructure projects.

The focus of the Structure Plan as a 'macro' project means that the first of these is most appropriate for consideration. These are also indicated in the Table overleaf. The key Planning Scheme ambitions of the project as set out in the body of this report are as follows:

- Strengthen the retail activity focus on Business zoned precincts at either end of Point Nepean Road,
- Encourage a greater mix of uses within Point Nepean Road in between the key nodes,
- Allow for a greater commitment to community services and facilities along Boneo Road,
- Carefully control and manage the nature of built form in retail and commercial areas
- Allow for modest consolidation in defined residential areas subject to design management.

In order to implement the findings of the Structure Plan, the first necessary step is for it to be incorporated into the Mornington Peninsula Planning Scheme in the form of Local Policy and associated Reference Document. This will be required to be assessed as a Planning Scheme Amendment, exhibited and possibly assessed by an Independent Panel appointed by the Minister for Planning.

Most of the initiatives identified in the Structure Plan can be realised through this step, however there are particular measures, including the consideration of greater mixed use opportunity on land along Point Nepean Road, between First and Fourth Street that require careful consideration.

In considering the appropriate zoning to achieve the mixed use intent of this linkage, a range of different zoning options have been explored. The existing R1Z is quite limiting as to the type of uses that would be allowed along this section of the activity centre noting that the existing zone control would prohibit the establishment of most offices (critical for a mixed use precinct) and allow for a 'dwelling' to be 'as of right' at ground floor level which would frustrate the aim of achieving a continuous active frontage to Point Nepean Road. The Mixed Use Zone would provide more flexibility to consider a wider range of uses in line with the intent of the mixed use linkage and provide Council with the discretion to consider permit applications for a range of entertainment, office and accommodation uses. The weakness with the Mixed Use Zone is that a 'dwelling' is an 'as of right' use removing the ability of ensuring active ground level frontages.

The Business 1 Zone allows a wide range of retail uses (including restricted retail and shops) to establish 'as of right' without the need to gain approval for the use of land. This zone control would allow for a wide range of retail uses to establish along the mixed use linkage without requiring approval, but would not allow dwellings or offices 'as of right' without limiting frontages to 2 metres.

Having considered all appropriate zone controls, a preferred approach may be that the Mixed Use Zone be applied to land fronting Point Nepean Road. The inclusion of Local Policy to direct the appropriateness of the type of mixed use development envisaged for the spine will allow Council the flexibility to adequately facilitate the mixed use linkage, incorporating active frontages and elevated offices and residential development.

To ensure that the objective of active frontages to the street is realised, which the Mixed Use Zone would not achieve in itself, it is envisaged that an appropriate Design and Development Overlay (DDO) be applied to the mixed use linkage requiring mandatory active frontages and specifying appropriate building height and form.

A further consideration is the new emphasis for community and social services located along Boneo Road as illustrated in the Structure Plan. To achieve this progressive land use shift, the Structure Plan advocates the retention of the existing R1Z and B1Z, with a strong policy direction contained within the Planning Scheme to promote new community and health services uses.

Another key matter for consideration is the application of urban form controls over both business and residential (and future possible mixed use) land in order to ensure that the favourable image and integrity of the Activity Centre is maintained or as the case may be, growth in line with the recommendations of the Structure Plan. While built form matters are clearly addressed in Local Policy and through referencing of the Structure Plan in policy, the use of Overlay controls (such as the DDO) can further assist in strengthening the Local Policy directions. The DDO should be perceived as a 'tool' with which to implement the intention of the Local Policy as relates to the preferred built form.

Aside from a small portion of the Point Nepean Road frontage forming part of the Rosebud Plaza, the existing land along the frontage is not included within any Overlays and thus there is no control in place to ensure that the proposed height limits specified by this Structure Plan are implemented.

To ensure an appropriate form of development an applicable DDO outlining design guidelines (as contained within the Structure Plan) should be applied to ensure well designed development along the activity spine. The Structure Plan advocates the amendment to the existing DDO1 applying to part of the land envisaged for medium density housing and DPO8 applying to the Rosebud Plaza to allow for the building heights envisaged by the Structure Plan. There may also be cause to consider DDO controls to be applied across valued or evolving residential areas. The Avenues is a case example where DDO or like Neighborhood Character (NCO) controls may be warranted. It is also considered appropriate that the existing B1Z land forming Rosebud Central and Rosebud Plaza also be provided with height and design guidelines to reflect the three to four storey scale proposed.

There a number of ways in which DDO controls may be implemented. They can be applied over defined precincts and include detail in the body of the DDO Schedule that guides finer detail and recommendations. There is also the potential to establish separate DDOs for each precinct for growth within the Activity Centre. Given the designation of three precincts forming part of the Rosebud Activity Centre Precinct Plans, it may be logical to establish 'precinct based' DDO controls as applied to these defined areas and any other deemed appropriate.

These and other implementation matters are set out in the following table, which highlights areas of priority and responsibility.



implementation table

DPCD = Department of Planning and Community Development | * All actions affecting the community will involve further community consultation | ** Priority - indicative time lines: High 1-5 years; Medium 5-10 years and Low 10+ years.

principles	actions	Key stakeholders*	Priority**
Statutory Framework	<p>Initiate an amendment to Mornington Peninsula Planning Scheme to:</p> <p>Link the Structure Plan to the Planning Scheme and include the Structure Plan as a Reference Document.</p> <p>Include a Local Policy for the Rosebud Activity Centre that reflects the policy directions of the Structure Plan.</p> <p>Change the zoning of the land fronting Point Nepean Road, between First Avenue and Seventh Avenue to a zone that reflects the policy directions of the Structure Plan for this area.</p> <p>Introduce a Design and Development Overlay over (parts of) the Structure Plan area to reflect the policy directions regarding building height, setbacks and other building design elements of the Structure Plan.</p> <p>Remove the Design and Development Overlay 1 from generally the residential areas in Rosebud Parade/Gipps Street, Hope Street/Thomas Street, at the northern end of Second, Third and Fourth Avenues and from properties adjacent to Jetty Road, north of Point Nepean Road.</p>	Land owners/MPSC /DPCD	High
Plans, Guidelines and Projects	<p>Prepare Precinct Plans for the three key activity centre precincts identified in the Structure Plan.</p> <p>Prepare Design Guidelines for building projects in the Structure Plan area.</p> <p>Prepare detailed urban design plans for specific urban design projects for public areas within the key activity centre precincts.</p> <p>Prepare detailed urban design plans for the activity centre gateways identified in the Structure Plan.</p> <p>Prepare a Streetscape Framework Plan – in stages - to guide future public works for the identified Pedestrian Priority Zones.</p> <p>Prepare plans for intersection improvements at First Avenue and McCombe Street and Jetty Road and McDowell Street.</p>	<p>Community/Land owners/MPSC</p> <p>Community/Land owners/MPSC</p> <p>Community/MPSC</p> <p>Chamber of Commerce/VicRoads/MPSC</p> <p>Chamber of Commerce/VicRoads/MPSC</p>	<p>High</p> <p>High</p> <p>High</p> <p>High</p> <p>High/Medium</p>
Public projects and works All subject to the normal budget approval process by Council	<p>Undertake public realm improvements in accordance with approved precinct plans for the key activity precincts.</p> <p>Undertake gateway improvements.</p> <p>Undertake intersection improvements at First Avenue/McCombe Street and Jetty Road/McDowell Street.</p>	<p>MPSC</p> <p>MPSC</p> <p>MPSC/VicRoads</p>	<p>High/Medium</p> <p>High</p> <p>High/Medium</p>
Advocate and promote	<p>Advocate the realignment of the eastbound lanes of Point Nepean Road to the south, between Third Avenue and Seventh Avenue.</p> <p>Advocate the identified additional pedestrian crossings in Point Nepean Road.</p> <p>Advocate the intersection improvement at First Avenue and Point Nepean Road.</p> <p>Advocate the increase in public bus services.</p>	<p>VicRoads</p> <p>VicRoads</p> <p>VicRoads</p> <p>Department of Transport</p>	

