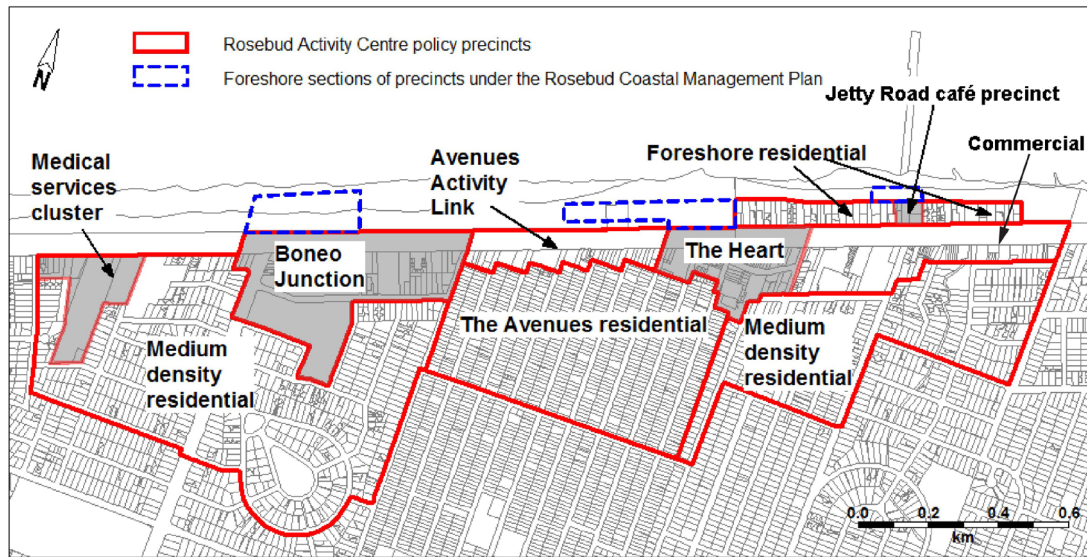


22.2322/11/2019
C206morn**ROSEBUD ACTIVITY CENTRE** [11.03-1L] **POLICY** [Rule 5 Not PPF format]

This policy applies to all applications for use and development on land within the Rosebud Activity Centre as shown on the map below. [11.03-1L PA]

**22.23-1**22/11/2019
C206morn**Objectives** [Rule 3 Duplicates PPF format]

- To strengthen Rosebud's role as a major activity centre and regional visitor destination and facilitate additional retail and commercial developments, as well as a range of other supporting activities. [02.03-1 SD]
- To enhance the sense of place of the centre, its focus on Point Nepean Road, its low-scale coastal ambience, its integral connection with the foreshore and its backdrop of Arthurs Seat. [02.03-1 SD]
- ~~To broaden the diversity of land uses in the centre and facilitate additional residential development that contributes to housing diversity.~~ [Rule 3 11.03-1S Duplication]
- ~~To improve the pedestrian and open space networks of the centre.~~ [Rule 3 11.03-1L & 19.02-6S Duplication]

22.23-222/11/2019
C206morn**Policy** [Rule 5 Not PPF format]

~~It is policy to:~~ [Rule 4 Unnecessary content]

Land use and activity [11.03-1L S]

- Support uses that contribute to the role of the activity centre, that extend the range of services it offers and that enhance the focus on Point Nepean Road as the central spine for activity. [11.03-1L S]
- Encourage commercial development at The Heart and Boneo Junction precincts with active retail and office development spread evenly between The Heart and Boneo Junction precincts, and a mix of elevated offices and residential apartments. [11.03-1L S]
- Encourage uses with a commercial focus to locate at the entrances to the town centre to the east of Jetty Road and to the west of Boneo Road. [11.03-1L S]
- Encourage restricted retailing at ground level, within Commercial 1 Zone of the Boneo Junction precinct, only between Rose Avenue and First Avenue. [11.03-1L S]
- 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. [11.03-1L S]
- Promote the Jetty Road property frontages between Point Nepean Road and the foreshore of the Jetty Road café precinct as an appropriate location to establish food and drink premises associated with residential development. [11.03-1L S]

- Encourage health services around the existing medical services cluster. [11.03-1L S]
- 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 along Boneo Road, from Point Nepean Road to Coorabong Avenue. [11.03-1L S]
- Encourage ground floor level uses, such as restaurants, bars and tourism uses with upper level offices and residential apartments in the Avenues Activity Link precinct. [11.03-1L S]
- Promote the redevelopment of existing car parking areas in The Heart precinct. [11.03-1L S]

Built form [11.03-1L S]

- Design buildings that respond to the existing scale and character of streetscapes when viewed from the pedestrian network. [11.03-1L S]
- Encourage design excellence and contemporary built form which enhances the coastal character of the centre, sense of place and entry points to the area. [11.03-1L S]
- Minimise visual bulk to the street, with adequate detailing and articulation of facades, as well as an adequate use of materials and colours. [11.03-1L S]
- Promote visually interesting roof forms and encourage low roof pitches. [11.03-1L S]
- Blank, inactive frontages should be avoided. [11.03-1L S]
- In the area between Rose Avenue and First Avenue of the Boneo Junction precinct, encourage strong and consistent three storey scale to the Point Nepean Road frontage, with car parking to the side or rear. [11.03-1L S]
- New development associated with the Jetty Road café precinct should be of a scale and height that responds to the surrounding residential development, adopts a coastal architectural style, implements a diverse materials palette and avoids unreasonable visual intrusiveness to the foreshore. Building setbacks to the foreshore reserve should respond to the need to protect foreshore vegetation and maintain any existing contributory vegetation. [11.03-1L S]
- View lines to Arthurs Seat should be respected. [11.03-1L S]
- 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. [11.03-1L S]
- Future car parking should be integrated with new buildings and contained within an underground and/or concealed format to minimise the visual exposure of car parking facilities to adjacent land, road reserves and open space. [11.03-1L S]

22.23-3

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Background document [Rule 5 Not PPF format]

- *Rosebud Activity Centre Structure Plan - October 2017.* [11.03-1L PD & 72.08s]