



ROSEBUD ACTIVITY CENTRE STRUCTURE PLAN PROGRESS REPORT (DECEMBER 2025)

Rosebud is located on the south-western edge of the Mornington Peninsula between the townships of Dromana and Rye and is the largest centre in the Shire after Mornington. It is one of three major activity centres on the Peninsula and is expected to meet the greatest demand for future growth and to provide the greatest range of retail, commercial and community services and facilities.

The Structure Plan applies to a large area of commercial, residential and foreshore reserve land and aims 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.

The Rosebud Activity Centre Structure Plan was adopted by Council on 24 August 2015.

VISION

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.



OBJECTIVES

The future of the Rosebud Activity Centre is guided by three key themes:

- 1. 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.*
- 2. 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.*
- 3. 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.*



IMPLEMENTATION ACTIONS STATUS UPDATE

ACTION		LEAD AGENCY	2024 STATUS	2024 COMMENTS	2025 STATUS	2025 COMMENTS
A1	Link the Structure Plan to the Planning Scheme and include the Structure Plan as a Reference Document.	Council Strategic Planning	Complete	Amendment C206morn implemented the Rosebud Activity Centre Structure Plan, October 2017 by introducing new built form controls to the area. The amendment was gazetted on 22 November 2019.	Complete	N/A (action noted as completed during the previous review).
A2	Include a Local Policy for the Rosebud Activity Centre that reflects the policy directions of the Structure Plan.	Council Strategic Planning	Complete	Amendment C206morn introduced Clause 22.23 – Rosebud Activity Centre which is now reflected in Clause 11.03-1L-03 as a result of the Planning Policy Framework translation.	Complete	N/A (action noted as completed during the previous review).
A3	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.	Council Strategic Planning	Complete	Amendment C206morn rezoned the land from General Residential Zone to Mixed Use Zone.	Complete	N/A (action noted as completed during the previous review).
A4	Introduce a Design and Development Overlay over (parts of) the Structure Plan area to reflect the policy directions regarding building height, setbacks and other	Council Strategic Planning	Complete	Amendment C206morn introduced Schedule 26 to the Design and Development Overlay providing height and setback requirements for the Activity Centre.	Complete	N/A (action noted as completed during the previous review).



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	building design elements of the Structure Plan.					
A5	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.	Council Strategic Planning	Complete	Amendment C206morn removed Schedule 1 to the Design and Development Overlay from this land.	Complete	N/A (action noted as completed during the previous review).
A6	Prepare Precinct Plans for the three key activity centre precincts identified in the Structure Plan.	Council Strategic Planning	Yet to be commenced.	Subject to budget and staff resourcing.	Yet to be commenced.	Subject to budget and staff resourcing.
A7	Prepare Design Guidelines for building projects in the Structure Plan area.	Council Strategic Planning	Yet to be commenced.	Subject to budget and staff resourcing.	Yet to be commenced.	Subject to budget and staff resourcing.
A8	Prepare detailed urban design plans for specific urban design projects for public areas within the key activity centre precincts.	Council Strategic Planning	Yet to be commenced.	Subject to budget and staff resourcing.	Yet to be commenced.	Subject to budget and staff resourcing.
A9	Prepare detailed urban design plans for the activity centre	Council	Yet to be commenced.	Subject to budget and staff resourcing.	Yet to be commenced.	Subject to budget and staff resourcing.



ACTION		LEAD AGENCY	2024 STATUS	2024 COMMENTS	2025 STATUS	2025 COMMENTS
	gateways identified in the Structure Plan.	Strategic Planning				
A10	Prepare a Streetscape Framework Plan – in stages - to guide future public works for the identified Pedestrian Priority Zones.	Council Strategic Planning	Yet to be commenced.	Subject to budget and staff resourcing.	Yet to be commenced.	Subject to budget and staff resourcing.
A11	Prepare plans for intersection improvements at First Avenue and McCombe Street and Jetty Road and McDowell Street.	Council Traffic and Transport	Underway	The intersection of Jetty Road and McDowell Street was upgraded through the Blackspot Program and is signalised. Any intersection improvements for First Avenue and McCombe Street are subject to budget and staff resourcing.	Underway	Any intersection improvements for First Avenue and McCombe Street are subject to budget and staff resourcing.
A12	Undertake public realm improvements in accordance with approved precinct plans for the key activity precincts.	Council Infrastructure Services	Yet to be commenced	Subject to budget and staff resourcing.	Yet to be commenced	Subject to budget and staff resourcing.
A13	Undertake gateway improvements.	Council Infrastructure Services	Yet to be commenced	Subject to budget and staff resourcing.	Yet to be commenced	Subject to budget and staff resourcing.
A14	Undertake intersection improvements at First Avenue/McCombe Street and Jetty Road/McDowell Street.	Council Traffic and Transport	Complete	Works have been undertaken along the Rosebud Foreshore near the Boneo Road and Point Nepean Road intersection to complete a missing path link from the signalised pedestrian	Complete	N/A (action noted as completed during the previous review).



ACTION		LEAD AGENCY	2024 STATUS	2024 COMMENTS	2025 STATUS	2025 COMMENTS
				crossing to a recently installed PTV bus stop.		
A15	Advocate the realignment of the eastbound lanes of Point Nepean Road to the south, between Third Avenue and Seventh Avenue.	Council Traffic and Transport	Yet to be commenced	Subject to budget and staff resourcing.	Yet to be commenced	Subject to budget and staff resourcing.
A16	Advocate the identified additional pedestrian crossings in Point Nepean Road.	Council Traffic and Transport	Underway	The pedestrian crossing located on First Avenue is currently under construction.	Ongoing	The Pedestrian crossing at First Avenue Rosebud has been completed. Advocacy by the Shire to DTP continues.
A17	Advocate the intersection improvement at First Avenue and Point Nepean Road.	Council Traffic and Transport	Yet to be commenced	Subject to budget and staff resourcing.	Yet to be commenced	Subject to budget and staff resourcing.
A18	Advocate the increase in public bus services.	Council Traffic and Transport	Ongoing	This action is ongoing. Council continues to advocate for better public transport on the Peninsula.	Ongoing	This action is ongoing. Council continues to advocate for better public transport on the Peninsula.