



Rosedale Structure Plan

May 2012



WELLINGTON
SHIRE COUNCIL

The Heart of Gippsland

Quality Assurance - Report Record

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Figure 1. Study Area

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1. Introduction

1.1. Purpose and Need for the Rosedale Structure Plan

A Structure Plan for the township of Rosedale has been prepared by SMEC Urban, in collaboration with SMEC and Urban Enterprise for and on behalf of Wellington Shire Council (“WSC”).

The Rosedale Structure Plan (the “Structure Plan” herein) has been prepared to establish the Strategic Framework for future land use and development in the township, and to manage and facilitate future growth. It is intended that the Structure Plan will accommodate the growth of Rosedale to the year 2030.

The Structure Plan will guide future land use and development in a co-ordinated manner and provide the strategic basis for determining the application of local planning policy, zones and overlays and other non-statutory implementation measures.

The Structure Plan is informed by the Rosedale Structure Plan Background and Strategic Directions Report. The background documentation has been prepared by the Consultant team for the study area. This includes a review of Rosedale’s context, relevant policy documentation, demographics, land supply and demand along with identifying strengths, weaknesses, opportunities and constraints for future development. The background report was also informed by the consultation sessions held with the community focus group. It also contains the submissions and feedback which were received during the exhibition period.

1.2. Why Prepare a Structure Plan for Rosedale?

The Rosedale Structure Plan provides a strong vision with a robust and adaptable strategic framework to guide the future development as a vibrant rural town and the western gateway to the Wellington Shire. The structure plan seeks to improve economic competitiveness by identifying opportunities for future growth and economic development. These growth and economic development opportunities are balanced by the needs and desires of the existing community to establish a vibrant and high quality urban area which is safe, accessible and well connected to its rural setting.

Through the structure planning process, future growth areas and strategic development projects are identified. The strategic development projects identified will provide a catalyst for the revitalisation and future growth of the town. The delivery of these strategic projects in conjunction with the proposed enhancements to the built form and improved accessibility will increase liveability and ensure the town is sustainable in the longer term.

The Structure Plan embraces the following planning principles:

- **Sustainability** – balancing the economic, social and environmental consequences of growth to ensure that benefits are sustained in the long-term;
- **Diversity** – promoting a varied mix of economic and social opportunities;
- **Liveability** – promoting a high quality urban and rural environment that supports healthy lifestyles; and
- **Integration** – maximising opportunities for linkages and synergies between areas and activities.

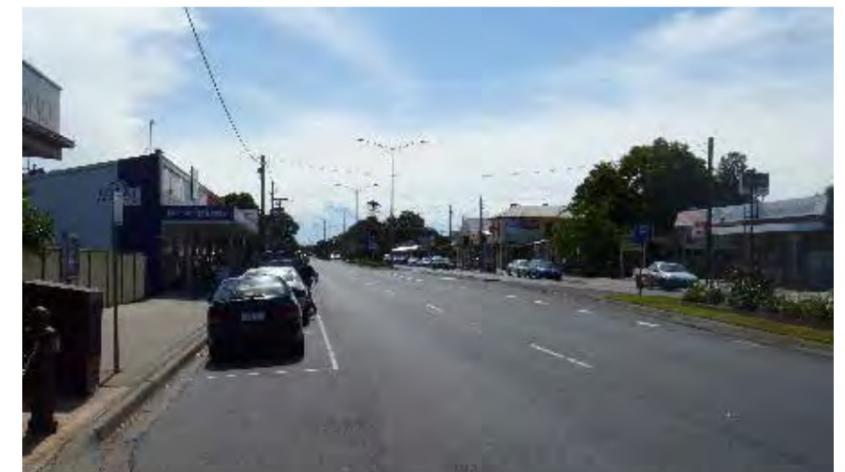
The structure plan outlines the integrated strategy for achieving the structure plan vision. The recommendations made in this structure plan will influence local planning regulations, Council decisions and processes and many other functions. Implementing the structure plan will be an incremental process that will occur over the next 15-20 years and beyond.

1.3. The Study Area

The study area for the Rosedale Structure Plan is shown in Figure 1. For the purpose of this Structure Plan, Rosedale has been defined by Latrobe River to the north, Rural Living Zoned land to the east and Rosedale Caravan Park to the west, with the rural properties defining its southern and western boundaries. Notably, the Princess Highway runs directly through the centre of the town. This Study Area was defined to incorporate Rosedale’s key attributes and findings of the background study supporting the preparation of the Structure Plan.



Willow Park



Prince Street



Edward Crooke Reserve

2. Methodology

The structure plan was developed between September 2011 and May 2012. During this period the outcomes from the background research and analysis have been developed into a vision and strategic framework for Rosedale via a transparent and inclusive process. An important part of this process were the different meetings with community representatives and (government) stakeholders. During these meetings issues and opportunities were identified which gave the needed input for Rosedale's vision.



Figure 2. Project Methodology

2.1. Stakeholder Engagement

Effective and meaningful engagement with the local community and key stakeholders is central to the preparation of the Rosedale Structure Plan. The objective of the engagement is to:

- Identify stakeholder issues early in the project to allow these issues to be pro-actively addressed and suitably incorporated into the final outcomes;
- Ensure stakeholders are well informed and feel actively engaged in the process; and
- Facilitate stakeholder buy-in to the process, thereby increasing the likelihood that recommended options are well understood and broadly supported.

In developing the Rosedale Structure Plan, a focus group was formed with representatives from the main community groups which are active in Rosedale. Also selected community members were part of this group. The Focus Group met on 10 October 2011 and 3 November 2011.

The Rosedale community was updated via newsletters and the Wellington Shire council website. Workshops and telephone interviews were undertaken with other key stakeholders including local business, landowners and key agencies. All the feedback received during the consultation sessions has been used to inform the Structure Plan.

During March 2012 the draft Structure Plan was exhibited for comment from the public. On 7 March and 11 March consultation sessions were organised for the public to speak about the proposed Structure Plan with the project team. During the exhibition period a lot of feedback was given and 82 submissions were received. The comments were reviewed and used to update the Structure Plan to the final version.

A summary of the feedback received at stakeholder engagement sessions and during the exhibition period is provided in the Rosedale Structure Plan Background and Strategic Directions Report.



Driveabout



Workshop Discussion following Driveabout



3. Policy Context

The Rosedale Structure Plan has been prepared in accordance with higher order planning policy relevant to the study area. The following section provides a summary of the key policies of relevance to the future growth of Rosedale and outlines how the Rosedale Structure Plan seeks to implement these policies.

3.1. State Planning Policy Framework

The State Planning Policy Framework (the “SPPF”) identified the State Government’s policies, objectives and strategies for planning in Victoria. Clauses relevant to the Rosedale Structure Plan include:

- Clause 11: Settlement;
- Clause 12.01: Biodiversity;
- Clause 12.04: Significant Environments and Landscapes;
- Clause 13.02: Flood Plains;
- Clause 14.02: Water;
- Clause 14.03: Resource Exploration and Extraction;
- Clause 15.01: Urban Environment;
- Clause 15.02: Sustainable Development;
- Clause 15.03: Heritage;
- Clause 16.02: Housing Form;
- Clause 16.02: Residential Development;
- Clause 17.01: Commercial;
- Clause 18.02: Movement Networks; and
- Clause 19.02: Community Infrastructure.

The Structure Plan seeks to implement the objectives of the SPPF by:

- ensuring sufficient land is available to meeting forecast demand and accommodates projected population growth over at least a 15 year period. Refer Figure 3.
- providing a clear direction on locations where growth should occur.
- supporting early planning for water supply, sewerage and drainage works for new development.
- ensuring development protects and conserves environmental assets.
- ensuring Rosedale addresses and is responsive to its surrounding regional context, helping to further strengthen spatial and land use across Gippsland.
- respecting land affected by flooding, to avoid intensifying potential impacts and inappropriately located development.
- promoting good urban design to make the environment more liveable and attractive.
- respecting places with identified heritage values.
- providing an adequate supply of redevelopment opportunities within the established urban area to reduce the pressure of fringe development.
- facilitating residential development that is cost-effective in infrastructure provision and use, energy efficient, incorporates water efficient design principles and encourages public transport use
- identifying opportunities for increased residential densities to help consolidate urban areas.
- co-locating commercial facilities in existing or planned activity centres.
- promoting sustainable transport.
- managing the road system to achieve integration, choice and balance by developing an efficient and safe network and making the most of existing infrastructure.
- ensuring an adequate supply of car parking that is appropriately designed and located.
- implementation of the SPPF through the Structure Plan will ensure that future growth and development in Rosedale is supported at a State level.

3.2. Municipal Strategic Statement

The Municipal Strategic Statement (MSS) of the Wellington Planning Scheme identifies a number of factors influencing land use and development within Rosedale.

Of most relevance to the Rosedale Structure Plan is the Rosedale Settlement Strategy which is established in Clause 21.04. Key directions from the Strategy are as follows:

- facilitate development in accordance with the Rosedale Strategy Plan included in this Clause.
- ensure that applications and rezoning requests in Rosedale have regard to the impacts of flooding.
- accommodate future population growth within the existing town boundary, or in the Low Density Residential zoned land to the south of the town.
- discourage further residential rezoning unless the demand for additional land can be demonstrated.

Please note that the key directions from the strategy are subject to change when this Structure Plan is implemented in the planning scheme.

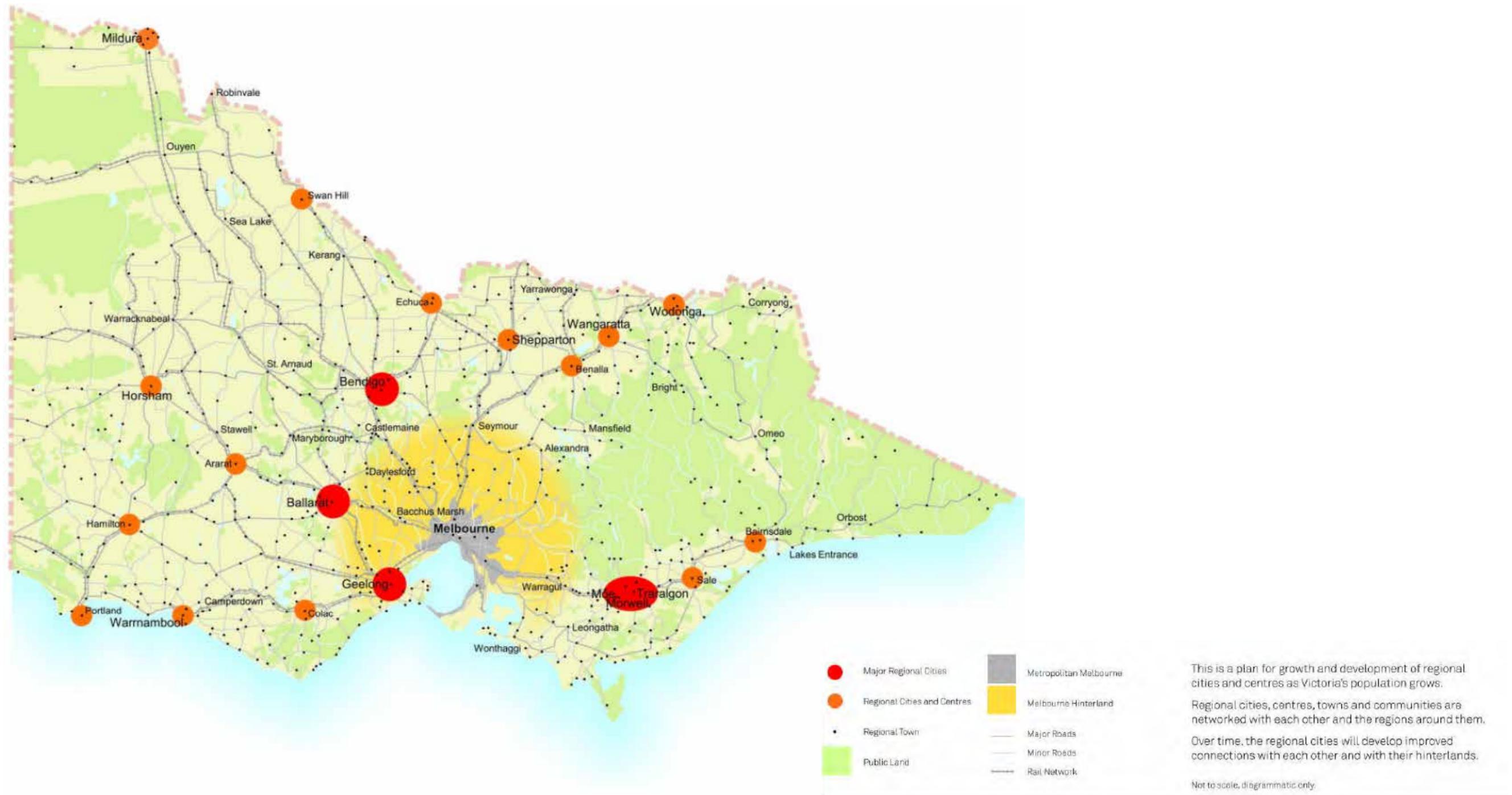


Figure 3. Regional Growth Plan (source: State Planning Policy Framework. (planningschemes.dpcd.gov.au))

3.3. Local Planning Policies

The following local policies in the Wellington Planning Scheme require consideration:

- Clause 22.02 Small Rural Lots Policy;
- Clause 22.03 Heritage Policy; and
- Clause 22.04 Car Parking Policy.

The key implications arising from these policies for consideration in the Rosedale Structure Plan are:

- to ensure that the creation of small rural lots on farming properties results in a clear improvement to farming efficiency and land management.
- to ensure that dwellings on small rural lots do not prejudice rural production activities and are properly sited.
- to ensure small rural lots do not occur in environmentally significant and sensitive areas.
- to discourage subdivision which re-aligns boundaries, particularly in irrigated areas, for the purpose of creating small lots for housing purposes unless there is a demonstrable rural and/or community benefit for the dwelling.
- to provide direction as to the most appropriate manner to undertake works in heritage places.
- to encourage a community climate of respect for, and appreciation of Wellington Shire's heritage, including building, gardens, trees, and other features of importance.
- to provide greater certainty as to the rate of car spaces that should be provided for specified uses.

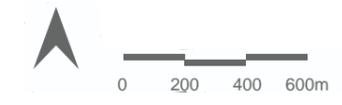
These policies are discussed in more detail in the Rosedale Structure Plan Background and Strategic Directions Report (December, 2011).

It should be noted that Clause 22.02 will be removed from the Planning Scheme as part of the Rural Zones Review (Amendment C55) and replaced with a new Rural Policy.



- LEGEND**
- · - Township Boundary
 - Arterial Road
 - Major Road
 - Local Road
 - · - Railway and Station
 - Waterways
 - Residential 1 Zone (R1Z)
 - Low Density Residential (LDRZ)
 - Industrial 1 Zone (IND1Z)
 - Business 1 Zone (B1Z)
 - Business 2 Zone (B2Z)
 - Business 4 Zone (B4Z)
 - Rural Living Zone 1 (RLZ1)
 - Rural Living Zone 3 (RLZ3)
 - Farming Zone (FZ)
 - Public Use Zone 1 (PUZ1)
 - Public Use Zone 4 (PUZ4)
 - Public Parks and Recreation Zone (PPRZ)
 - Public Conservation and Resource Zone (PCRZ)
 - Flood Overlay (FO)
 - Land Subject to Inundation (LSIO)
 - Environmental Significance Overlay (ESO3)
 - Environmental Significance Overlay (ESO7)

Figure 4. Planning Zones & Overlays



3.4. Zones and Overlays

There are a number of existing zones and overlays which have implications for the future development and growth of Rosedale.

Zoning or Overlay	Issue or opportunity	Structure Plan Implications
<p>Residential 1 Zone (R1Z) This zone provides for a range of dwelling types and dwelling densities and for a limited range of other uses commonly found in residential areas.</p>	<p>There are significant areas of undeveloped land which are already zoned for Residential 1 use.</p>	<p>The existing Residential 1 zoned land including, vacant lots within the town, provides 31 year land supply. This will have an impact on the amount of land identified for Residential 1 zoning in the structure plan as there is limited or no requirement for additional land in the medium to long-term at current development rates.</p>
<p>Low Density Residential Zone (LDRZ) and Rural Living Zone (RLZ) LDRZ provides residential use with a minimum lot size of 0.4 Ha in an area in absence of reticulated sewerage. RLZ provides residential use in a rural environment.</p>	<p>There is some existing land zoned for Low Density Residential and Rural Living which is undeveloped.</p>	<p>The land zoned for Low Density residential combined with the land zoned for Rural Living which remains undeveloped provides an 11.5 year supply based on historical lot consumption. The structure plan therefore is only required to provide land for low density residential to achieve the required 15 year supply.</p>
<p>Business 1 Zone (B1Z) Main zone for most retail/ commercial areas. It allows for a wide range of commercial activities.</p>	<p>The town centre is zoned Business 1 which allows for a range of commercial activities.</p>	<p>This zoning allows for the flexibility required to facilitate the development of a vibrant town centre.</p>
<p>Business 4 Zone (B4Z) This zone provides for a mix of retailing for bulky goods, manufacturing industry and associated business services.</p>	<p>The area to the west of the town centre between Latrobe Street and Wood Street is zoned Business 4. It is considered that this zoning does not allow for the flexibility to accommodate the businesses who have expressed interest in locating to this area. Much of the land and properties within this zoning are undeveloped or vacant.</p>	<p>The existing Business 4 Zone is highly visible due to its location on the Princes Highway. The area is underutilised and poorly maintained creating a negative first impression of the town when entering from the west. The rezoning of this land to facilitate the growth and revitalisation of the town is critical.</p>
<p>Public Use Zone (PUZ) This is the main zone for public land used for utility or community service provision.</p>	<p>There are several sites within Rosedale Identified as Public Use Zones. Most of the Public Use Zones are schools and other community facilities which are essential to the long-term viability of a town. There is however an area zoned for public use at Cansick Street which is the site of a former Council depot and is no longer required.</p>	<p>The Public Use Zone at Cansick Street should be rezoned to enable more suitable developments to locate in this strategically important location.</p>
<p>Industrial 1 Zone (IN1Z) Allows for various types of industrial uses including heavy industry.</p>	<p>There are several sites in Rosedale zoned for Industrial 1. Many of these sites are underutilised and the zoning allows for land use that may prejudice future development of more sensitive uses such as residential.</p>	<p>The existing undeveloped Industrial 1 Zoned land to the north of the Princes Highway is recommended to be reviewed to ensure that any future development at this location is appropriate to its gateway location. The Flood Overlay is partially on this location and therefore the land can only be partially developed in the current industrial use. There may also be impacts on land availability due to the Princes Highway duplication.</p>
<p>Floodway Overlay (FO) Urban and rural land identified as part of the active floodway, or to a high hazard area with high flow velocities.</p>	<p>Much of the land surrounding the Latrobe River and Blind Joes Creek is affected by the floodway overlay. Development in this area should be avoided as it is at a greater risk of flooding and performs an important floodplain function.</p>	<p>Development in areas affected by the flood overlay should be avoided.</p>



Zoning or Overlay	Issue or opportunity	Structure Plan Implications
<p>Land Subject to Inundation Overlay (LSIO) Land in urban or rural areas which is subject to inundation, but is not part of the primary floodway.</p>	<p>This overlay affects a significant area of Rosedale and seeks to protect existing waterways and identify locations which have a greater risk and frequency of being affected by flooding. Discussions with the CMA throughout the preparation of the structure plan have concluded that development can be permitted in this area providing it meets the required standards.</p>	<p>Areas affected by the Land Subject to Inundation Overlay can be identified for future growth. Proposals must demonstrate that future development will not be at risk from flooding and that development of this area will not affect the quality or function of existing water courses and drainage systems.</p>
<p>Heritage Overlay (HO) Any heritage place with a recognised citation. Any heritage identified in a local heritage study.</p>	<p>A number of key sites are subject to a heritage overlay due to their heritage values. These sites include but are not limited to Rosedale Mechanics Hall, the Railway Station and the Prince Street Reserve.</p>	<p>The structure plan must seek to preserve and enhance these heritage buildings as they are important to the history, character and identity of Rosedale.</p>
<p>Public Acquisition Overlay (PAO) Applies to land that is proposed to be acquired for a public purpose.</p>	<p>There are several 'laneways' within the existing Business 1 zone of the town centre which have been identified for public acquisition for access and servicing purposes.</p>	<p>The public acquisition overlay has not been executed and it is not possible to implement laneways along the rear of the property boundaries in the majority of these areas. The implementation of the Structure Plan should investigate if removal of this overlay in specific areas is necessary.</p>
<p>State Resource Overlay (SRO) To protect areas of mineral, stone and other resources identified as being of State significance.</p> <p>Environment Significance Overlay 3 (ESO3) Bufferzone between SRO and growth and or urban areas.</p>	<p>Brown Coal Reserves have been identified in close proximity to the Rosedale township, mainly identified as East of Loy Yang area.</p> <p>The ESO3 is a bufferzone which protects urban areas from the adverse impacts of coal development and coal areas from the adverse impacts of encroachment of urban development.</p>	<p>The current development of the Coal Roadmap and Coal Strategic Plan indicate that the Department of Primary Industries still want to maintain the coal exclusion or protection over these areas.</p> <p>The coal around the East of Loy Yang is still under serious consideration for use in the next coal generation phase. The carbon tax has certainly changed the game but the resource has strong value still as a potential for use and needs to be protected.</p>

In addition to the above the following zoning and overlays have been considered in the preparation of the Structure Plan for Rosedale:

- Public Conservation and Resource Zone;
- Business 2 Zone;
- Road 1 Zone;
- Road 2 Zone;
- Farming Zone;
- Environmental Significance Overlay;
- Development Plan Overlay; and
- Design and Development Overlay.

3.5. Literature Review

A range of existing literature was assessed as part of the Structure Plan preparation. Literature relevant to the preparation of the Structure Plan includes:

- Gippsland Regional Plan (2010);
- Rosedale Community Plan (July 2010);
- Economic & Tourism Strategy (2011);
- Wellington Heritage Study – Volume 1 (2005);
- Rosedale Strategic Mapping – Report 333 (2005);
- Rosedale Business Opportunity Study (2003);
- Rosedale Urban Design Study (2002);
- Wellington Open Space Strategy (2000);
- Rosedale Leisure Plan;
- Growth Options for the Town of Rosedale (1986);
- Framework for the Future (1986); and
- Shire of Rosedale - Townscape Report.

From this literature review, a number of key findings and recommendations were identified in relation to Rosedale, and more specifically, the Structure Plan. The following table provides a summary of key findings from documents as particularly relevant to the preparation of the Structure Plan.

Documents	Key Findings
Gippsland Regional Plan (2010)	<ul style="list-style-type: none"> • Much of the projected growth in Gippsland will be contained within centres and towns that already accommodate over half of the regional population, placing extensive pressure on the demand for residential space and industrial land and the functioning of commercial centres in these towns; • There is the need to provide a strategic means to resolve conflict around competing land use demands including between residential, industrial and agricultural land use; • Sale is projected to experience medium growth and there is a current critical shortage of residential land; • Demand for industrial land in Wellington Shire and the wider Gippsland region is rising; • The major industries in Wellington include agriculture, forestry and fisheries, manufacturing, construction, retail and wholesale trades;
Economic and Tourism Strategy (2011)	<ul style="list-style-type: none"> • The Wellington Shire had 14,628 estimated number of jobs in 2010; • The majority of businesses in Wellington Shire were small businesses, which employed 1 to 19 people in 2006; • Key recommendations are, among others: <ul style="list-style-type: none"> - Continue to support and advocate on behalf of all key industry sectors; - Maintain relationships with industry groups to address issues and opportunities as they arise; - Continue to advocate for an increased number of rail passenger services between Traralgon and Sale.
Rosedale Business Opportunity Study (2003)	<ul style="list-style-type: none"> • The current advantages of Rosedale for further investment lie in its reputation as a traveller’s rest stop and the growing number of antiques shops, cafés and specialist food outlets; • Rosedale has 10,000 vehicles per day passing through on the Princes Highway; • There may be potential to develop a targeted campaign to attract small artisans to establish in the town, building on the growing highway service sector. Such a campaign would need to identify the right property solution for incoming businesses.
Rosedale Urban Design Study (2003)	<ul style="list-style-type: none"> • Traffic management (speed and volume) is seen as a major issue affecting amenity; • The town centre is poorly presented; • No incentive for visitors to stop; • Lack of parking, especially for those with boats or caravans; • Urban structure leaves people exposed to extreme weather; • Few opportunities for social spaces; • No town centre, rather town is spaced out along the highway.

These key findings have been considered in the preparation of the Structure Plan, and where required, further developed and explored. A summary of key findings of the total literature review is contained in the Rosedale Background and Strategic Directions Report (May 2012).

4. Analysis

4.1. Regional Context

Rosedale is situated 187km south east of Melbourne, Victoria. The town is located centrally within the region of Gippsland. The total Gippsland region extends easterly from Melbourne suburbs and is bounded by New South Wales and Bass Strait.

Major towns in the Gippsland region include Warragul (Baw Baw Shire Council), Traralgon (Latrobe City Council) and Sale (Wellington Shire Council).

The Gippsland Region is well known for its natural resources which includes fertile farming land and significant brown coal deposits. Large deposits of oil and natural gas have also been found in close proximity to Rosedale, Longford and off-shore in the Bass Strait.



Figure 5. Regional Context Plan

4.2. Sub-Regional Context

Rosedale is situated within 'Central Gippsland', a sub-region which includes the land situated between the Latrobe Valley to the west, Gippsland Lakes to the east, Great Dividing Range to the north and Bass Strait to the south. Central Gippsland primarily comprises the area of Wellington Shire Council, in which Rosedale is situated. The municipality also includes the towns of Sale, Heyfield, Maffra, Stratford, Longford and Yarram.

The Wellington Shire Council area currently has a population of approximately 43,200 and comprises an area of 10,989 km².

Sale is currently the largest town in the Wellington Shire and therefore is the main centre for retail, services and community facilities. The town is currently experiencing redevelopment and has seen some growth.

Rosedale is located 27 km west of Sale and 24 km east of Traralgon. Rosedale's proximity to these towns has played a large role in the evolution of the town development, being situated on major transport and trade routes servicing the activity centres. Rosedale is currently situated along the Princess Highway which runs east to west through Gippsland and is the main vehicular route servicing the region and is serviced by the Melbourne to Bairnsdale Railway line.

Brown Coal Reserves have been identified in close proximity to the Rosedale. These areas have been retained and remain undeveloped to ensure the natural assets continue to be protected.



Figure 6. Sub-Regional Context Plan



4.3. Rosedale

Rosedale is bounded by the Latrobe River to the north and Blind Joes Creek to the east, with large rural properties defining its southern and western boundaries. Rosedale was largely established due to its location along major transport corridors. It is now a 'highway town' located on the Princes Highway, which runs directly through the centre of the town.

Rosedale is one of the oldest towns in Gippsland, being founded not long after Angus McMillan first travelled through the area in the early – mid 1800s. Rosedale was established as a service centre in the middle of Snake Ridge Run at the point where the track crosses the Latrobe River. The first inhabitants were shepherds. Once a dairy and mixed farming district, its economy is now affected by grazing, retail and small amounts of industry, with the largest employers being Rosedale Leather, which established a large tannery in the early 1990s and Leasons, a woodlogging company. It is also understood that the town has a strong employment link with Traralgon and Sale.

4.3.1. Urban Character

Rosedale is set out on a strong Crown grid pattern which creates a permeable urban environment with wide streets. The urban character is largely defined by its location on the Princes Highway and historical buildings such as the Rosedale Mechanics Hall, the former Australia Bank building and a number of small retail and residential dwellings. Development is largely single storey with the exception of some two story buildings in the town centre. The landscape setting of the town provides a rural character defined by the Latrobe River and Blind Joes Creek and long distance views to the surrounding rural landscape.

Rosedale experiences a lack of built form upon entry to the town. The informal gateway into the town east bound, along the Princes Highway consists generally of vacant lots along with poorly maintained accommodation buildings. This significantly impacts on the perception of the town from motorists passing by and does not provide clear indication of the urban boundary for Rosedale.

The commercial centre of Rosedale ("town centre") is primarily based along the eastern end of Prince Street at the conjunction of Lyons Street, along the Princes Highway. This area dramatically influences the built form and, to a lesser extent, its surrounds.

The town centre has developed to a higher density than the surrounding urban areas and forms an activity hub. Rosedale town centre has a majority of attached buildings with shop fronts, which establish a consistent built form on the southern side of Prince Street.

Scattered throughout the towns activity centre are historically significant buildings. Those notable buildings are situated on the corners of Hood Street and Prince Street and the intersection of Prince Street and Lyons Street.

These buildings create focus nodes within the town centre, underpinning the urban character of the area.

In a broader context immediately outside the commercial centre, Rosedale is comprised of scattered heritage buildings mixed in with single detached dwellings. The character of these residential areas is quaint, with a reserved style of housing ranging from the 1950's to now. Housing is rather consistent with single storey dwellings comprising the majority of housing within the immediate residential areas.

Framing the town are low density styles of living. These areas intend to cater for lifestyle options which are attractive to a specific market sector, allowing for people to live in larger open blocks, but commute to work to places like Traralgon and Sale.

Rosedale's rural character is critical to continuing to attract rural and low density living opportunities which have defined much of Rosedale's growth in recent years. There are opportunities to better connect natural assets to the town through a network of safe pedestrian and cycle paths and a strong open space network which provide high amenity values for both the urban and rural areas of the town.

4.3.2. Landscape Character

The town is predominantly flat and the Latrobe River defines the northern boundary of the study area. A secondary waterway, Blind Joes Creek, runs predominantly east to west south between the Latrobe River (north) and the town centre.

Vegetation along the Blind Joes Creek is generally dense in nature and provides a key flora and fauna corridor through Rosedale. Although slightly fragmented, this corridor is generally supported by the vegetation along the Latrobe River which forms part of a wider flora and fauna network. The creeks and rivers around Rosedale have recorded aboriginal sites.

Vast open spaces and rural plains are typical of the Gippsland area. Farming areas underpin the area's rural landscape and as a key attribute should be retained and valued as a key natural asset. Situated in the southern and eastern fringes of Rosedale are the rural living areas.

Rosedale is defined as a rural town with little connection with the surrounding landscape. There is an opportunity to better integrate the town with its landscape setting, to reinforce its rural 'lifestyle' opportunities in close proximity to the two major centres of Traralgon and Sale.

Blind Joes Creek and the Latrobe River provide the opportunity to create a strong landscape character and setting for Rosedale but also present challenges in respect of flooding, which constrains developable land within the town.

Rosedale is also in close proximity to Holey Plains State Park, but does not capitalise on this proximity or provide connections to the park. Holey Plains State Park is an attractor in the region which provides opportunities for recreational pursuits such as four-wheel driving and camping.



St Andrew Uniting Church



Prince Street



Protected Tree at Western entrance to Rosedale (rest stop)



4.3.3.Land Use

The average residential lot size is around 700m², with limited opportunities for further subdivision. Some low density housing and rural lifestyle lots are located on the urban fringe. There are few options for aged care living and social housing.

Rosedale comprises a mix of local retail services including a bakery, service station, takeaway stores, cafes and other specialised retail (limited). A small amount of commercial offices are situated in Rosedale including a real estate agent and medical practice. These services are generally located in and around Lyons Street, Prince Street and the Princes Highway.

Rosedale has excellent recreation facilities for a town of its size, including a major racetrack, sports ovals, netball courts and a golf course. These facilities present the opportunity to market specific events, particularly in relation to the Rosedale Racing and Recreation Reserve. Community and recreation facilities within Rosedale include:

- Rosedale Primary School;
- Rosedale Community Pool;
- Rosedale Neighbourhood House which includes a library, senior citizens centre, kindergarten, Central Gippsland Health service;
- Cricket Street Recreation Reserve;
- Rosedale Racing Recreation Reserve;
- Willow Park; and
- Prince Street Reserve.

Rosedale doesn't have a Secondary School therefore children have to travel to Sale or Traralgon.

Willow Park is a notable recreation facility, which informally provides for caravan and motor home accommodation for travellers.

Smaller neighbourhood parks are provided through Rosedale's urban area, one of which is the Prince Street Reserve, which is used for the monthly markets. Little provision is currently made for walking and cyclist recreation facilities.

All the above mentioned community facilities and recreation reserves are situated within 1.5km of the Rosedale town centre.

Rosedale comprises a range of industrial uses in pockets along the Princes Highway, Willung Road, Huffers Lane and Huffers Road.

4.3.4.Identity of Rosedale

Rosedale is a rural town, but within 20 minutes of two major centres and with a highway dissecting the town centre. There is a poor sense of arrival and definition of the town centre which means that many passing visitors are not captured. Rosedale also suffers from a poor image due to the number of vacant or empty lots along exposed frontages to the Princes Highway (Prince Street and Lyons Street).

Rosedale is well served by a range of commercial, retail, community and open spaces. But these uses are fragmented and poorly signed. Consultation with the Focus Group confirms that, Rosedale is a pleasant town to live in but is not utilising its potential to keep young families in the town, although the community facilities are all available.

From the above it can be concluded that the image of the town is relatively poor by outsiders and young families and this is reflected in Rosedale's identity at the moment.



Princes Highway approaching Rosedale from the north



Rosedale Station



Rosedale Mechanic Hall

Rosedale Character



Prince Street



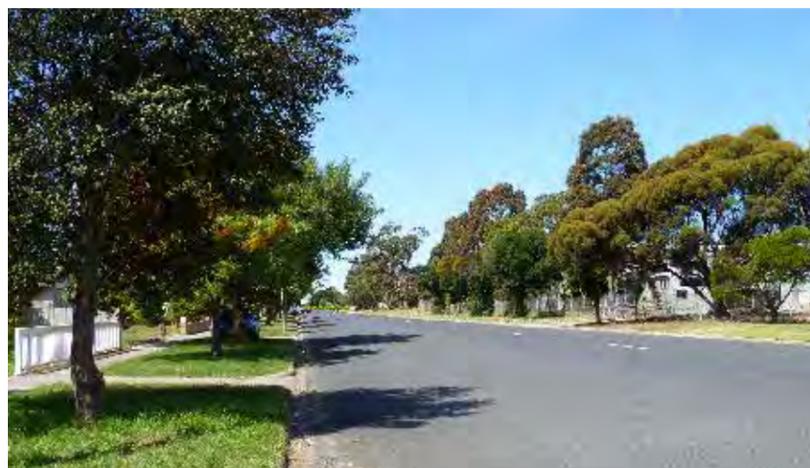
Blind Joes Creek - western entry



Coach House at Lyons Street



Entry to Rosedale approaching from Sale



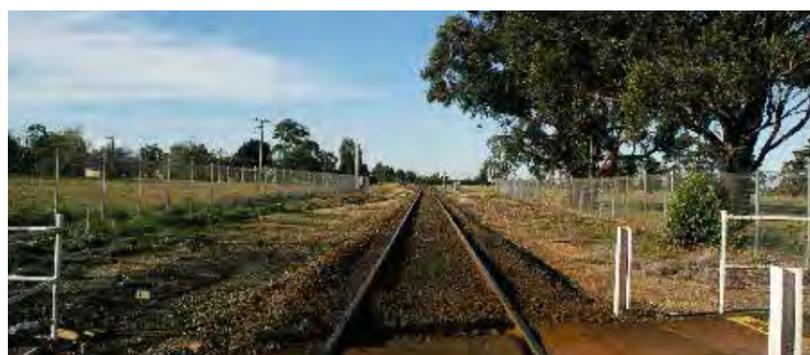
Cansick Street



Station and Surrounds



Former Council offices



Railway looking East from Station



Catholic Church



4.4. Demographic Projections

Key demographic projections for Rosedale are identified in Table 1, below. Also identified in Table 1, are implications of demographic projections considered in the Structure Plan.

Table 1 – Demographic projections and Structure Plan Implications

Demographic Projection (based on 2006 census data)	Structure Plan Implication
It is estimated that population in Rosedale will reach 1,249 people by 2031 at an average annual growth of 0.6%.	If Rosedale is to grow at an average rate of 0.6% p.a., the town will require sufficient residential land to accommodate an additional 103 persons over the next 15 years, and 139 persons over the next 20 years.
Rosedale had an average household size of 2.5 persons per household. Average household size for Rosedale Statistical Local Area (SLA) decreased from 2.8 persons per household in 1996 to 2.5 persons.	The reduced household size in Rosedale SLA suggests the need for smaller dwellings and lot sizes to meet the needs of smaller households in the Rosedale Township in the future.
Rosedale had a high concentration of middle-aged residents, accounting for over 40% of the total population. This was followed by a large proportion of youth, with almost 30% of the Rosedale residents aged less than 19 years.	The significant proportion of middle-aged and young residents highlights that the Rosedale Township has a strong family component. This may have an impact on the demand for diversity in housing choice and also dwelling types suitable for the ageing population.
The majority of dwellings in Rosedale were 'Separate houses' (94%) and the remaining 6% of dwellings were 'Flats, units or apartments'.	The analysis of dwelling typologies again highlights the strong presence of family households in Rosedale but also suggests that the town has a limited range of housing options.
There is a limited supply of rental properties available in Rosedale. Data shows that 19% of all dwellings in Rosedale were available for rent, which is lower than the Victorian average of 24%.	In light of the projected population and income demographics, additional requirements for available rental accommodation may be required in Rosedale.
No aged care or retirement facilities are situated in Rosedale.	Giving consideration to the ageing population in Rosedale there would appear to be demand for aged care facilities (assisted and unassisted living). These residential facilities should be situated in close proximity to medical and community facilities.
Rosedale had 53% of its residents in the labour force, compared to 57% in Wellington Shire. Rosedale had a higher proportion of full-time workers (60%) and a lower proportion of part-time workers (25%) when compared to Wellington Shire (58% and 30% respectively) in 2006.	In light of the lower-than average labour force, future development in Rosedale could present employment opportunities for Rosedale residents who are seeking employment or are currently unemployed.
In 2006, 18% of Rosedale residents worked in 'Retail Trade'. This was followed by 'Manufacturing' (15%) and 'Health Care, and Social Assistance' (11%).	The provision of adequate and appropriate business and industrial zoned land in Rosedale will be essential to ensure the continuous growth of the retail/commercial and light industrial sectors. It is also to be considered important to improve public transport to increase connections to Sale and Traralgon for these types of employment.
57% of Rosedale resident workers worked within Wellington Shire in 2006. This was significantly lower than the Shire's average (89%). More than 30% of Rosedale residents travelled to the City of Latrobe for work.	Nearly a third of Rosedale workers rely on Latrobe City for work given its easy commuting distance, the employment opportunities and services offered in town centres such as Traralgon and Morwell. The large majority of Rosedale workers employed by the 'Professional, Scientific and Technical Services', 'Accommodation and Food Services', and 'Other Services' sectors worked locally within the Wellington Shire. This also emphasises Rosedale's status as a commuter town, with its proximity to Sale and Traralgon being a 'draw card' for new residents.

4.5. Land Supply

Forming part of this Structure Plan is a land supply and demand assessment, which draws on the demographic projections for Rosedale. This assessment forecasts further land supply requirements to adequately accommodate future growth in relation to residential, commercial and industrial zoned land supply.

4.5.1. Residential

The Structure Plan considers an estimation of residential land requirements in Rosedale over the next 15 - 20 years based on 2 growth scenarios:

- Scenario 1** - Scenario 1 is based on population growth rate (0.6% p.a.) identified in Estimated Resident Population by Victoria in Future 2008. Based on an average annual growth rate of 0.6%, it is estimated that Rosedale will have 103 new residents by 2026, and 139 new residents by 2031.

The number of residential lots required each year to accommodate the projected population growth is 2.4 lots for R1Z and 0.3 low-density lots.

- Scenario 2** – Growth scenario 2 is based on historical residential lot consumption in the Rosedale. The analysis of building approvals data in the past 10 years suggest that on average, 6.0 R1Z lots and 1.4 low-density lots were approved annually in Rosedale. Assuming these rates will continue, Rosedale is expected to require 90 R1Z lots and 21 low-density lots over a 15-year period, and 120 R1Z lots and 28 low-density lots over a 20-year period.

These development scenarios are summarised in Table 2, which shows the residential lot supply requirements.

Based on Scenario 2, projecting the higher growth rate for the area, Table 2 highlights that there is at least 33 years supply of vacant land zoned for standard density residential purposes, and 11 years of vacant land zoned for lower density residential purposes. This indicates that there may be a need to rezone land for standard density residential purposes in the short to medium term. However, this is subject to the monitoring of supply and an assessment of whether zoned land is developable.

Given the current vacant lot supply of low density residential land is below 15 years supply, consideration should be given to identifying further land to the south of the town to accommodate further supply. This land is considered appropriate for rural living because the land is close to town, mainly used for residential use and the lots are considered too small for sustainable farming. However, there are existing areas of undeveloped Low Density Residential Zoned land and release of any additional land for such development must take this existing undeveloped land into consideration.

Table 2: Residential Land Requirements

	Lots required per annum		Current lots available		Current supply (years)	
	Res	Low Density	Res 1	Low Density	Res 1	Low Density
Scenario 1 – 0.6% Population Growth	2.4	0.3	197	15	82	50
Scenario 2 – Historical Lot Consumption	6.0	1.4	197	15	35	11

4.5.2. Commercial

The following table shows the estimated supportable floor space required to meet the growing local retail expenditure pool by 2026 and 2031.

Table 3: New Floorspace required, 2026 and 2031

	2026	2031
Supportable Floorspace for Local Food	104 m ²	141 m ²
Supportable Floorspace for Local Non-food	47 m ²	68 m ²
Total Supportable Floorspace Required	150 m²	210 m²

Source: Urban Enterprise, 2011. Supportable floorspace required for local food is assumed at \$7000 of expenditure per m²; supportable floorspace required for local non-food is assumed at \$4,000 of expenditure per m².

Projected population growth in Rosedale will generate demand for an additional 150m² of retail floor space in the town to 2026.

Whilst this is not a significant amount of additional floor space, the Structure Plan gives consideration to the need for appropriately zoned land, given the anecdotal demand identified for subdivision (e.g. the former hardware store) and the vacant land available within the existing Business 4 Zone.

Demand will also be driven by tourism and passing trade along the Princes Highway and other road routes passing through Rosedale. Provision should be made for expansion of main street retail uses, particularly small sites/stores such as cafes and speciality shops.

It is critical that small lots for convenience and food and drink retail premises are made available to leverage from the tourism strengths of the town and passing traffic. At present, most vacant business lots in the town centre are large and not suited to small businesses..

4.5.3. Industrial

Discussions with real estate agents and industrial businesses indicate that there is very low demand for industrial land in Rosedale. A number of the major businesses (including Rosedale Leather) own significant amounts of industrial land that is not in use – this land presents the opportunity for subdivision or redevelopment, should the owners decide that it is surplus to their needs.

There were only 3 building permits issued in the last 11 years for new industrial development – indicating that demand for industrial land is low. Past land consumption rates notwithstanding, anecdotal information suggests that a local manufacturing company is likely to expand in the near future, with the potential to create an additional 20 employees. This is indicative of the volatility of local industrial demand and its dependence on the circumstances of individual businesses.

It is considered that there is sufficient land available for industrial requirements over the next 15 to 20 years, with 12 vacant zoned lots and a number of other lots underutilised.

The current industrial land is well located, with buffer zones to sensitive uses and access to services. It should be mentioned that most of the industrial land has a Subject to Inundation Overlay applied.

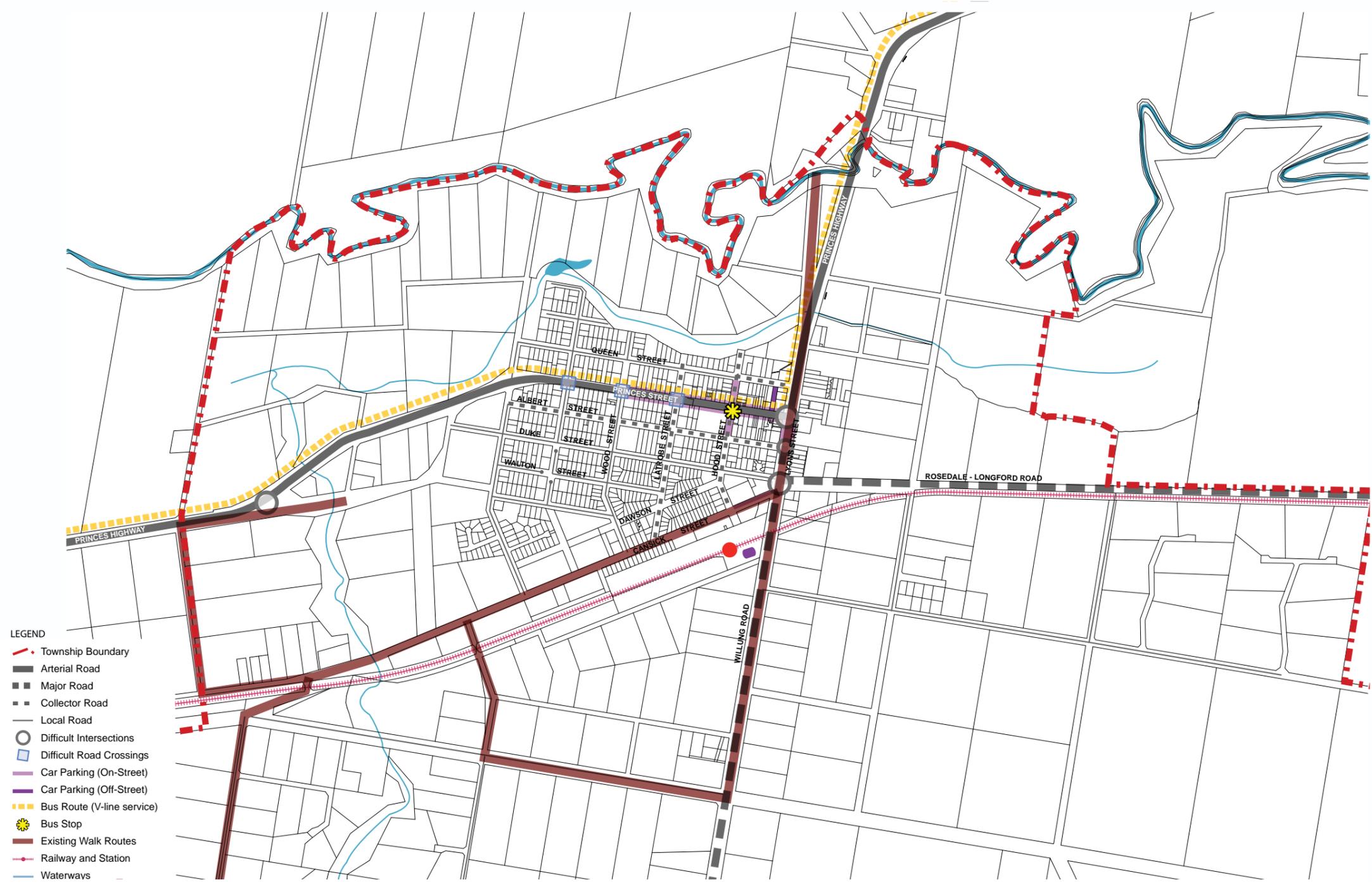


Figure 8. Road Hierarchy Plan



4.6. Access and Movement

The study area is largely defined by its central location within Gippsland, having historically been located on various trade routes and tracks. As such, the provision of transport has been a key factor in the evolution of the Rosedale.

Poor public transport services and infrastructure make it difficult for residents to access essential services and employment in Traralgon or Sale unless they have a car. This poor service provision may also make it difficult to encourage new residents and employers to the area as it is not easily accessible by other modes of transport.

The Princes Highway also presents challenges in respect of the accessibility and permeability of the town centre. Much of the towns parking is located on Prince Street and is often unsafe when entering or exiting a parked vehicle due to the volume of trucks (including B doubles) using this route.

There are limited opportunities to change the alignment or significantly reduce traffic speeds on Princes Highway due its function. However, there are opportunities to improve the quality of the public realm to reduce the impact it has on the character of Rosedale and the town centre.

4.6.1.Road Infrastructure

Key elements of road infrastructure within Rosedale are the Princes Highway (including Prince Street), Rosedale-Longford Road and a network of sealed and unsealed local roads. Please refer to Figure 8 - Road Hierarchy Plan.

Rosedale is provided with road infrastructure which generally has capacity to accommodate further growth through the region. There is currently no requirement to upgrade the existing road network from a capacity or quality perspective. However, discussions with the key stakeholders and initial analysis work undertaken have identified three existing intersections which should be considered for improvement in the longer term from a safety and access perspective:

- Roundabout at Lyons Street and Prince Street (Princes Highway);
- Intersection at Cansick Street/Lyons Street/Rosedale-Longford Road;
- Intersection at Albert Street/Lyons Street.

The location of the Princes Highway running through the town presents a constraint for the town due to its negative impact on amenity in the area, safety of people seeking to access abutting retail and commercial uses and the crossing of the highway for cars and pedestrians.

4.6.2.Public Transport

Public transport infrastructure is established within Rosedale with the provision of both train and bus. Despite its location on the regional road network, Rosedale is not easily accessible by any mode of transport other than private vehicles.

Public transport frequencies are minimal and do not service varying needs of the local community. The provision of additional services may be required in the future, this would require an upgrade to the existing public transport infrastructure. Based on discussion with stakeholders the local community there is a need to improve the quality of the existing bus stops and consider the relocation to more suitable locations for access and safety reasons. It was also noted that further improvements are required at the train station.

4.6.3.Pedestrian and Cycleways

There are no formal bicycle path facilities within Rosedale at present but the roads are of sufficient width to accommodate vehicles and cyclists.

There are formal footpaths within the town centre however, there are a lack of safe crossing points for pedestrians particularly around the town centre and adjacent to community uses. This presents issues in respect of safety and also hinders the permeability and legibility of the town centre, particularly given the presence of the Princes Highway. There are limited footpaths outside the town centre and no formal footpaths in the rural and low density living areas. These routes are well used by locals at present and would benefit from the formalisation or improvement to the existing road reserves to make it safer for residents of these areas to walking into the town.

4.6.4.Parking

Rosedale town centre is provided with on-street and off-street car parking facilities. Indented parking is provided along both sides of the Princes Highway through the town centre and partially along Hood Street and Lyons Street. Analysis of car parking facilities and demand indicate that there is ample supply to accommodate traffic generated by uses in the town centre area.

That said, car parking along Prince Street lacks amenity and is seen to be unsafe for people getting in and out of their cars. Trucks parking along Prince Street also block the view on coming traffic, for people coming out of the side streets. While there is little benefit in removing these car parks, other opportunities for additional car parking exist in the surrounding area which, if developed, will offer an alternative car parking arrangement. In particular, the existing road network along Hood Street and Lyons Street offer opportunities to establish additional on-street parking which is attractive to local residents and travellers (particularly RV users, long vehicles with trailers, boats, and caravans).



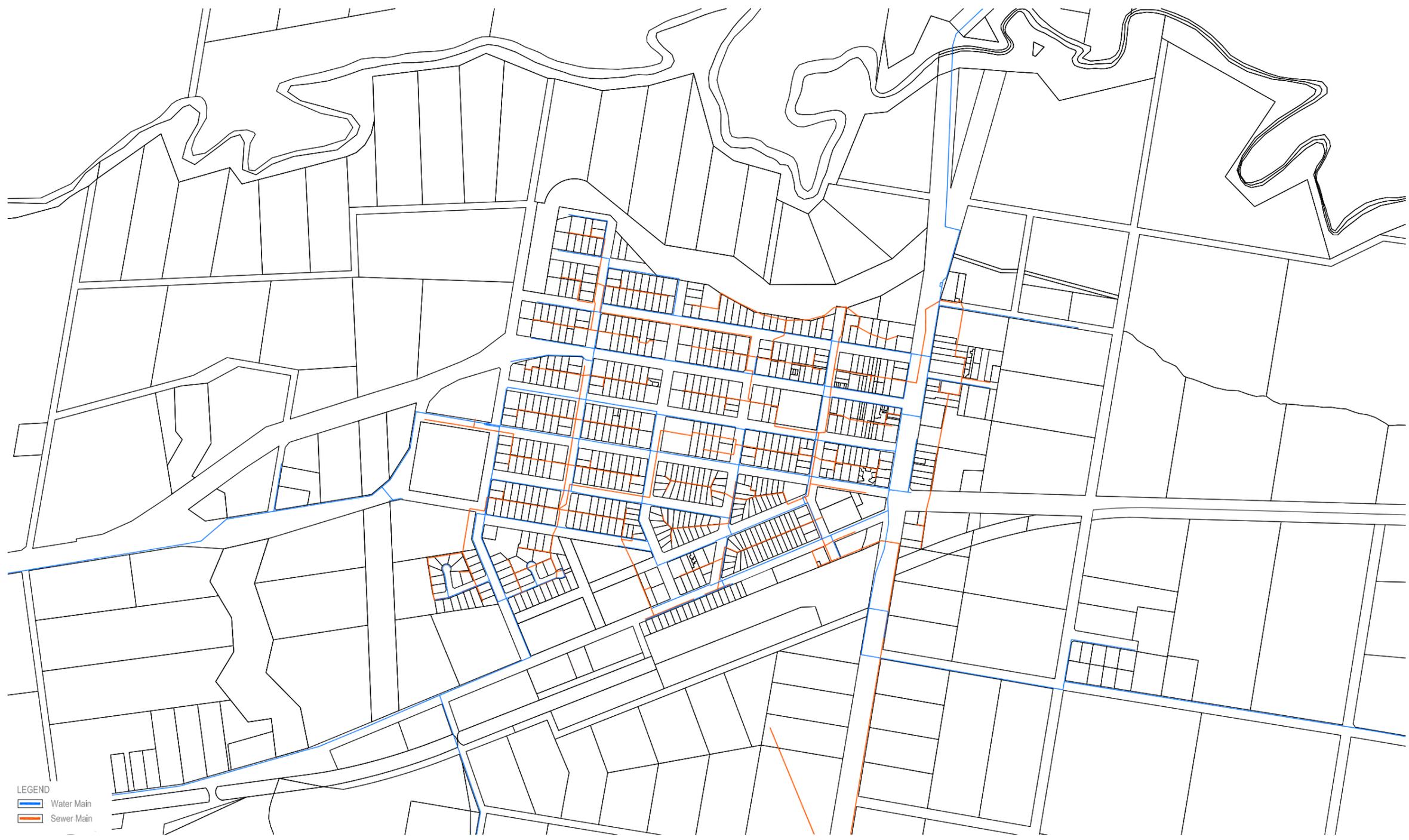
Connection between Rosedale Station and Cansick St



Footpaths at Cansick St



Prince St



LEGEND
Water Main
Sewer Main

Figure 9. Water and Sewer Services Plan



4.7. Infrastructure

Generally, the urban area of Rosedale is provided with infrastructure services which have capacity to cater for future growth and development. Refer to Figure 9 – Water and Sewer Services Plan. Rosedale’s urban area is currently provided with:

4.7.1. Water and sewerage

Existing infrastructure has capacity to service a population increase in the order of 20% through infill development and planned expansion of town’s fringe. Development on the northern side of the Latrobe River would be difficult to service and is not encouraged. Existing Rural Living Zone and Low Density Residential Zone land, along with the existing caravan park are unsewered and rely on onsite treatment and disposal systems. Intensified residential development on this land is likely to require the provision of water and sewerage infrastructure. Gippsland Water has indicated that existing infrastructure would be able to accommodate the additional growth for the existing residential and residential growth areas. The residential growth area west to the township may require a sewer pump station as the existing sewers are shallow.

4.7.2. Electricity

Additional developments can be provided with electricity relying on the cost for high and low voltage works to be attributed to the developer.

4.7.3. Telecommunications

Rosedale is provided with telecommunications infrastructure to average standards. The town is included in the indicative list of towns that will receive fibre optic coverage. At this stage, the timing for installation of the fibre optic network is unknown.

4.7.4. Gas

Distribution gas mains are provided within the current town area and extend to some land holdings included in the Farming Zone, Rural Living Zone and Low Density Residential Zone.

4.7.5. Drainage

Not all land included in the study area is provided with urban drainage pipelines. No stormwater treatment or retention has been established prior to outfall to the land area surrounded by Blind Joes Creek. Given this area is continually subject to localised flooding from Blind Joes Creek, restrictions apply to further development in this area.



4.8. Strengths, Weakness, Opportunities and Threats (SWOT)

There are a number of key issues which have emerged through the background and analysis work which have been considered in the preparation of the Rosedale Structure Plan.

The following SWOT analysis provides a summary of the key opportunities and issues for the town which will inform the preparation of the Structure Plan.

Strengths	Weakness
<ul style="list-style-type: none"> • Strategic location between Traralgon and Sale • Strategic location on the Princes Highway • Land available to accommodate growth • Competitive housing market compared to Sale and Traralgon • Strong and active community • Well serviced by a range of community facilities with the exception of medical • Willow Park attracting visitors to the area as an RV stop • Attractive rural location • Number of attractive heritage buildings • Historical society brings visitors to Rosedale • Speedway attractive for significant visitors to the area during the racing season • Highway exposure traveller stop and tourism activities. 	<ul style="list-style-type: none"> • Limited population growth projected • Large number of vacant/undeveloped sites within the existing town available for residential use • Lack of Rosedale identity • Current zoning within the town particularly at Princes Highway is restricting growth • Safety, noise and speed issue in the town centre created by location on the Princes Highway • Fragmentation of land uses and community facilities • The signage in Rosedale is confusing and not always clear; the quality is poor. • Poor quality walking and cycling network • Limited employment opportunities • Large areas flood affected • Despite strategic location it is difficult to access without a private vehicle
Opportunities	Threats
<ul style="list-style-type: none"> • Improve entries to the town • Embrace location on the Princes Highway • Improve streetscape quality • Improve quality of the built form • Better use of historic buildings and heritage particularly in the town centre • Improvement of public transport services • Consider potential for secondary 'main street' along Hood Street • Provide walking and cycling trail that better connects the town and links to natural features such as the Blind Joes Creek • Better connect the town with the Rosedale Recreation Reserve • Build upon the work of the historical society by incorporating the history of Rosedale into public realm and landscape improvements • Develop linkages with vegetation corridors around the town • Explore options around wetland values in areas that can inundate and are not suitable for urban development 	<ul style="list-style-type: none"> • Prominent, vacant sites will remain undeveloped • Limited need to release additional land for residential development • Continued lack of local employment opportunities • Traralgon and Sale do not grow as projected

5. Structure Plan Vision

Rosedale will be a place of activity, people want to visit, stay and enjoy. It will become the symbolic gateway to the Wellington Shire from the west.

Rosedale will have a strong connection to the natural environment and landscape which defines its rural character and identity, such as Blind Joes Creek and the Latrobe River and this provides residents and visitors opportunities to interact with the natural environment.

Through co-ordinated urban growth and renewal, Rosedale will promote opportunities for new businesses to provide local services, tourist trade and specialist retail. The main street will be transformed into an iconic strip that represents both Rosedale's heritage and offers contemporary and vibrant retail opportunities. These opportunities will capitalise on the town's locality on the Princes Highway and key travel routes.

Built form will create a high level of amenity which celebrates and enhances the town's character. Public spaces will provide opportunities for social interaction. Streetscapes will encourage a flow of pedestrian activity and assist in establishing a strong sense of place and vibrancy.

At the heart of Rosedale is a strong community identity supported through social infrastructure and built form that will ensure Rosedale becomes an increasingly desirable place to live.



A Rural Town



Strong Identity



Strong and Vibrant Community

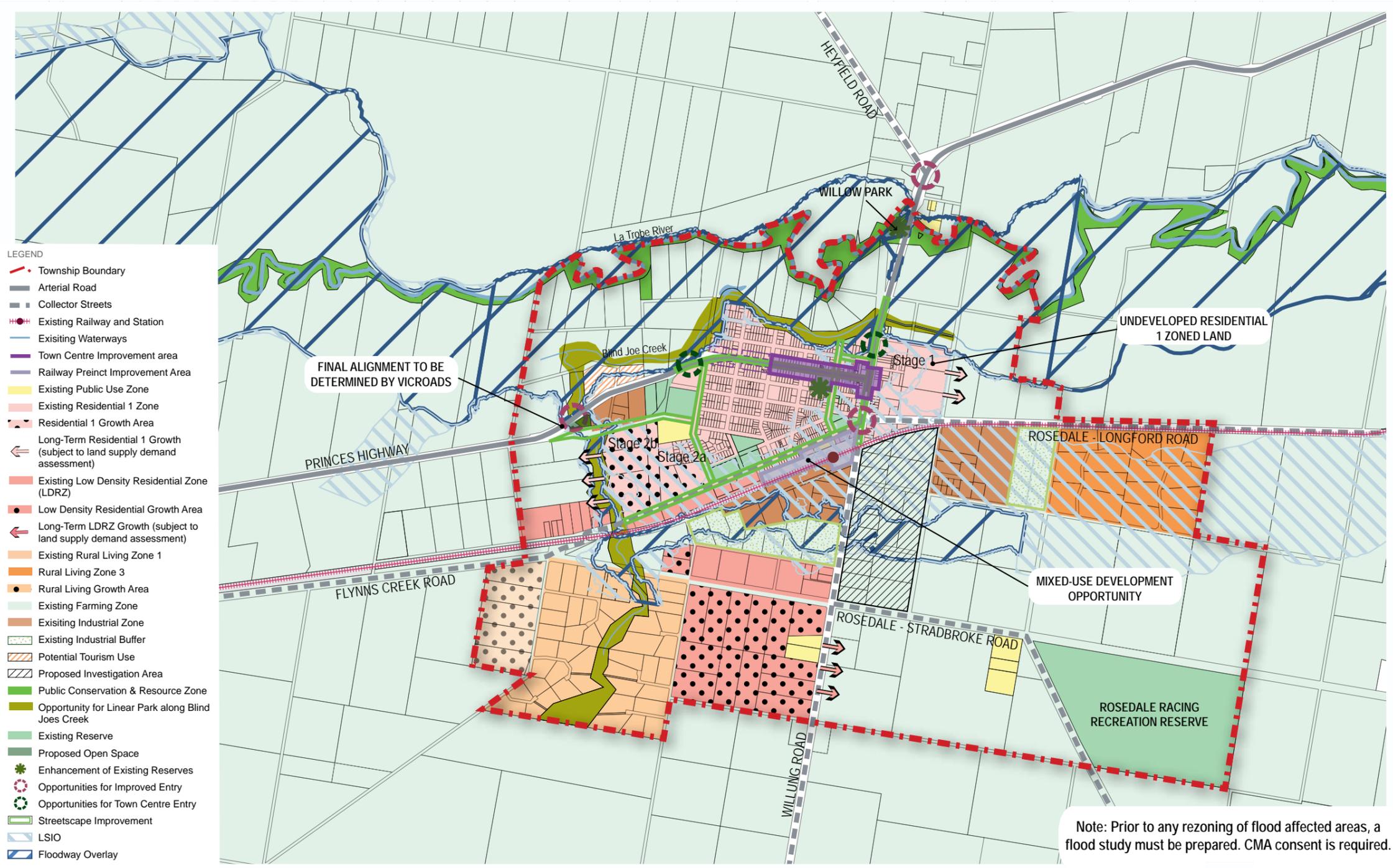


Figure 10. Structure Plan

6. Themes

There are a number of challenges facing the future development and growth of Rosedale as outlined in Section 3 and 4. The Rosedale Structure Plan seeks to address some of these challenges and provide a robust and adaptable land use framework for the town. There are a number of key objectives for Rosedale which have emerged from the background analysis and discussions with the local community. The key objectives for the Rosedale area are:

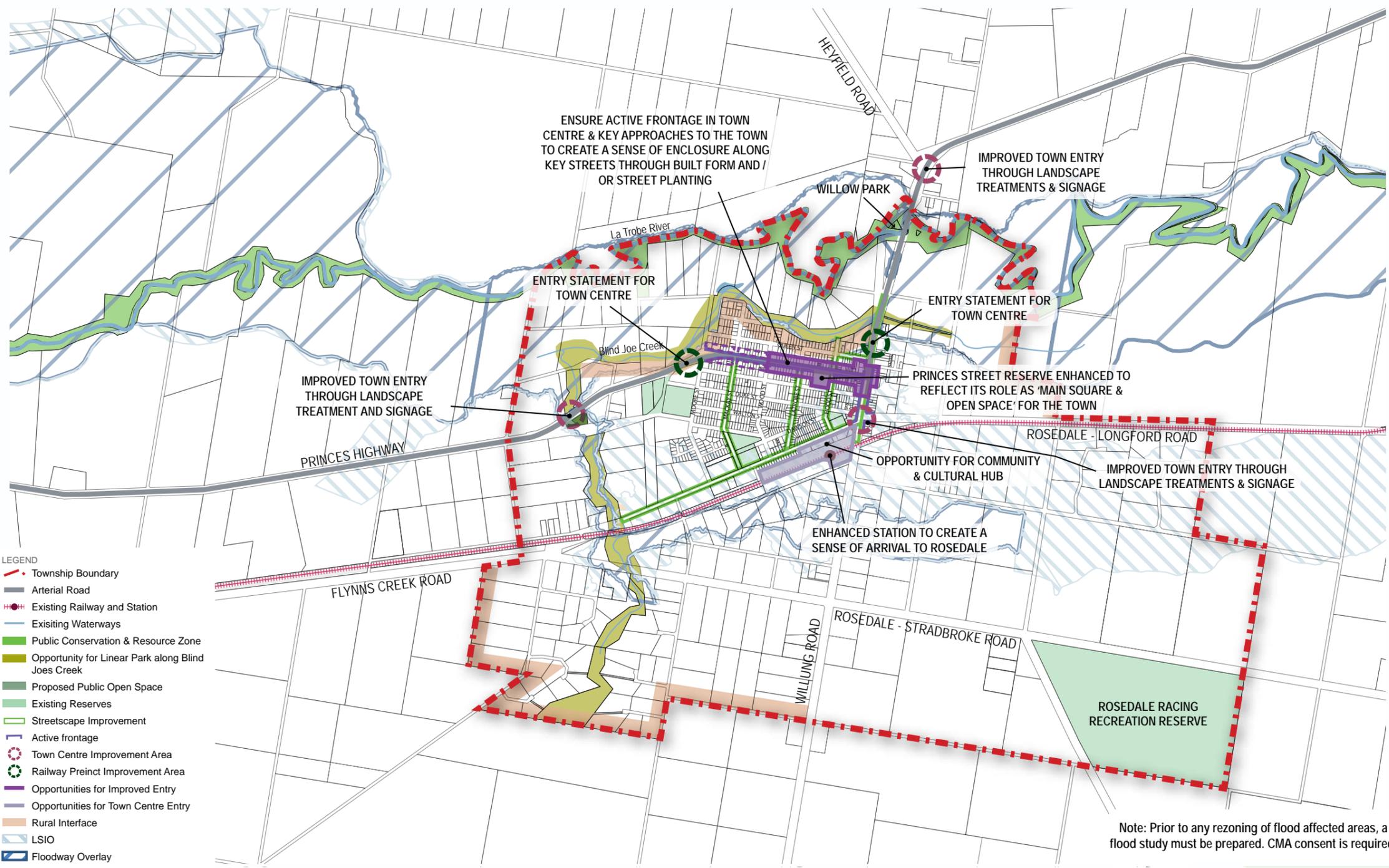
- Capitalise and celebrate on Rosedale's location on the Princes Highway
- Celebrate Rosedale as the western gateway to the Wellington Shire and Central Gippsland
- Create a vibrant town centre with a unique sense of place
- Improve housing choice and diversity
- Create a walkable community that connects with the landscape character of the area

The strategic objectives for the future growth of Rosedale have been addressed within the following themes:

1. A Strong Local Identity;
2. A Small Rural Town;
3. The Town Centre and the Local Economy;
4. Improved Housing Choice and Diversity; and
5. Accessibility and Movement

Each of the themes combine to create the overall Rosedale Structure Plan. It is intended that the Structure Plan will be used to update the relevant sections of the Wellington Planning Scheme.

Each theme is supported and underpinned by objectives and strategies and planning and design guidelines which should inform the implementation of future development.



Note: Prior to any rezoning of flood affected areas, a flood study must be prepared. CMA consent is required.

Figure 11 Strong Local Identity

6.1. A Strong Local Identity

Rosedale and its town centre are accessible and highly visible due to its location on the Princes Highway. The Structure Plan aims to build on this and contribute to Rosedale becoming recognised as a vibrant small rural town with strong connections to the surrounding natural environment.

It is intended that the town be defined by high quality built form and public realm which reflect and respect the existing character and history of Rosedale to create a safe and legible urban environment with strong connections to landscape.

The Structure Plan envisions the town centre will be well connected to a network of well-design and maintained public spaces and community facilities, which build upon the strong community spirit which currently defines the town. This strong sense of community and high quality environment will come to define Rosedale and create a strong impression on both visitors and future residents.

6.1.1.Objectives:

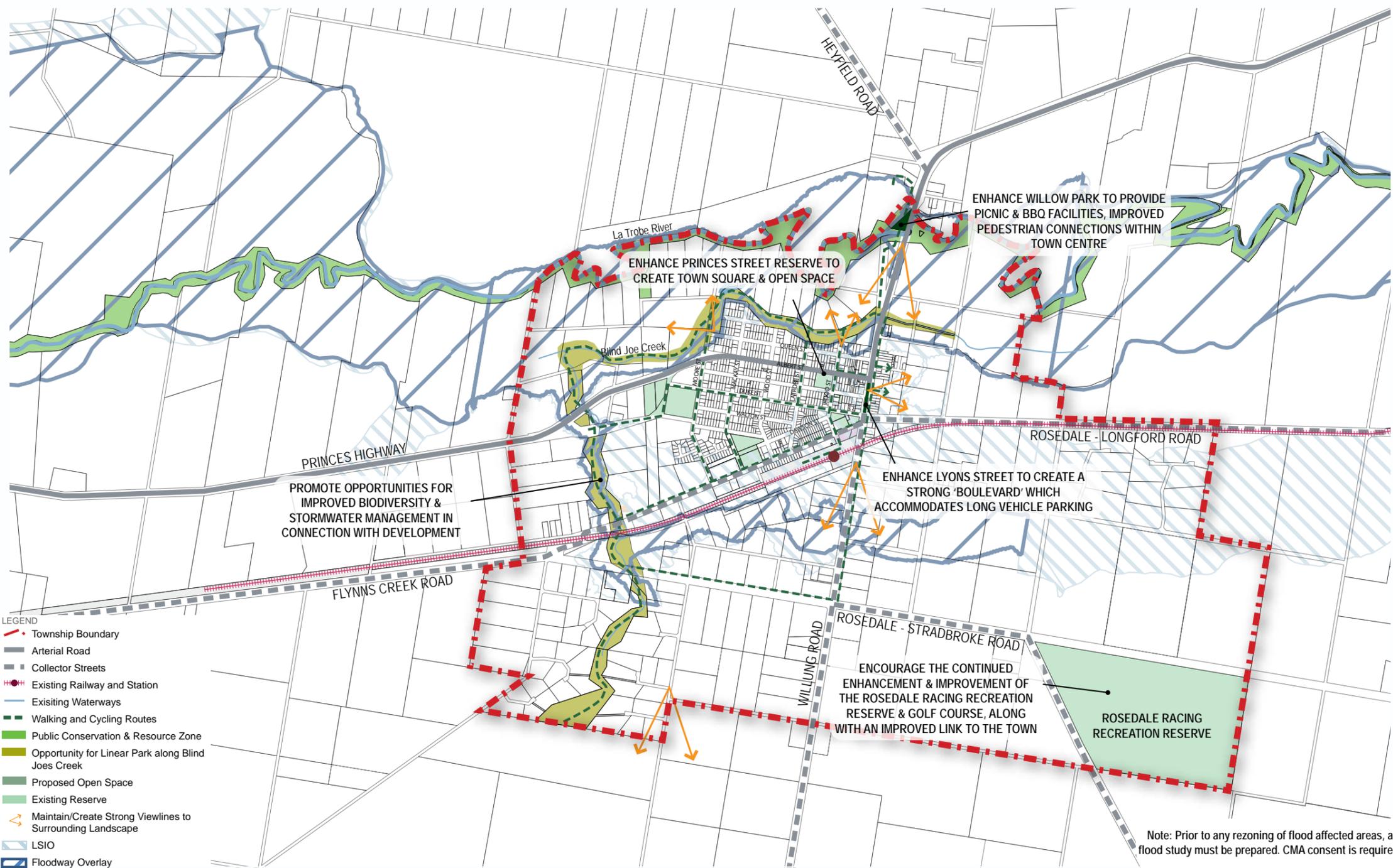
- To create a good first impression of the town when people arrive in or drive through Rosedale by:
 - Creating a vibrant town centre which defines the character of Rosedale;
 - Developing gateways to the town centre;
 - Creating a high quality urban environment on the highway and main attractions or arrival points (e.g. the train station, community buildings, speedway etc);
- To create an attractive and visitor friendly environment that will encourage travellers to stop and spend time in Rosedale (branding opportunity: stay a day in Rosedale); and
- To use Rosedale's heritage and buildings to build a stronger identity.

6.1.2.Strategies

- Ensure that future development implements the vision and objectives of the Rosedale Structure Plan;
- Incorporate the heritage and existing landscape character of the town into the future design of town entries and main routes and attractions;
- Create landscaped roads and streets which reflect the character of established boulevards in Rosedale.
- Provide opportunities for landmark buildings, public spaces and public art within the town centre and at key gateway locations;
- Enhance the rural location through appropriate landscape treatments to extend the surrounding rural character into the streetscape;
- Provide street planting (including trees) that assist with Water Sensitive Urban Design (WSUD), neighbourhood and street character definition and provides shade; and
- The design and character of main streets and open spaces should express Rosedale's identity as a rural town by maintaining and enhancing the landscape character defined by key streets such as Hood Street and Lyons Street.

6.1.3.Planning and Design Guidelines

- Development proposals which incorporate or will potentially impact on significant and heritage buildings must respect and enhance the character of these buildings as they define the character and identity of the town;
- New buildings within the town must be designed to have a strong relationship with the street. The scale, massing and height of buildings should reflect the predominant character of their surroundings;
- New development should respect the existing heritage buildings and character of the built form, but should not result in the creation of imitation heritage architecture;
- A detailed urban design analysis should be undertaken for new developments adjacent to heritage buildings and/or on key highly visible routes which will define the character of the town namely, Prince Street, Cansick Street, Lyons Street and Hood Street. This analysis must consider the potential impacts of development on its immediate and boarder context including consideration of:
 - How the building will impact the streetscape;
 - How it will relate to other buildings and landmarks;
 - Its impact on any important views from, to or within the town.
- Open spaces including linear parks must provide for a range of active and passive recreational pursuits across the town which include facilities such as playgrounds, shelters and seating where appropriate;
- Streets and open spaces should be designed to allow for significant tree planting of both exotic and native species including the provision of avenues and other street planting that reflects the road hierarchy;
- Water Sensitive Urban Design (WSUD) should be incorporated within new developments. This can included treatments such as retarding basins, porous paving and wetlands to manage stormwater flows and create habitat for native plants and animals along the creeks and drainage lines;
- Wherever possible, streetscape design should incorporate porous paving and other WSUD methods to manage stormwater and water retention; and
- The size of the street tree species should relate to the scale of the street infrastructure and should wherever possible be drought tolerant species.



Note: Prior to any rezoning of flood affected areas, a flood study must be prepared. CMA consent is required.



Figure 12 Rural Town Plan

6.2. A Small Rural Town

There are a number of rural features that contribute to Rosedale's character. These include the rural landscape and natural features such as Blind Joes Creek and the Latrobe River, as well as farming land around the township and rural living areas to the south and east of the township. The Structure Plan aims to celebrate these features in order to define Rosedale as 'a small rural town' offering attractive rural lifestyle opportunities for a range of groups in close proximity to the major centres of Traralgon and Sale.

It is envisioned that Rosedale will be connected to its natural assets through a network of safe pedestrian and cycle paths and a strong open space network that will provide high amenity for residents of both the urban and rural areas of the town.

The Structure Plan also seeks to build on Rosedale's strong relationship with the surrounding natural environment to provide opportunities for tourism through improved connections to the Rosedale Racing Recreation Reserve and Holy Plains State Park.

6.2.1. Objectives

- To maintain and enhance existing natural environmental assets;
- To allow for future growth while minimising encroachment of the floodplain and protecting communities from flooding;
- To better connect and integrate Rosedale with the surrounding landscape and natural features by:
 - Protecting or creating view lines from the town to the landscape;
 - Creating physical connections with the landscape;
 - Strengthening the relation between town and landscape; and
 - Ensure that species and landscape treatments used in streetscape improvement reflect the landscape character and setting of the town.
- To ensure future development does not compromise local environmental values;
- To provide opportunities for the enhancement of local biodiversity strategies; and
- To facilitate rural living development that respects environmental values, whilst providing for the 'lifestyle' character of the township;

6.2.2. Strategies

- Use creeks for physical walking and cycling connections between Rosedale and its surroundings;
- Development adjacent to river/creek environs should incorporate the creation of wetlands and retarding basins to help manage stormwater and provide habitat for local flora and fauna;
- Incorporate heritage and landscape features into the path and open space network;
- Allow for the creation of a permeable network of on and off road paths for pedestrians and cyclists which connect the town to Blind Joes Creek, Rosedale Recreation Reserve and Latrobe River and Willow Park;
- Maximise both views to the surrounding landscape from within the town and views into the town from existing high points;
- Strengthen the relationship with Holey Plains State Park and potential tourism opportunities by capitalising on Rosedale positions as the northern gateway to the park;
- Support the continued improvement and enhancement of Rosedale Racing and Recreation Reserve and create improved linkages to/from town (e.g., through signage); and
- Rezone land for rural living / low density residential development; and
- Prepare an outline development plan to facilitate orderly rural living / low density residential development.

6.2.3. Planning and Design Guidelines

- Use creeks and floodplains for physical walking and cycling connections between Rosedale and its surroundings;
- The landscape treatments within the town should express and define the rural character in Rosedale's reserves and street character;
- Ensure that future development manages stormwater runoff and has considerations for the Land Subject Inundation Overlay and Flood Overlay which apply to the area;
- Restrict development in inappropriate flood prone areas and ensure it is of a sufficient standard in other flood affected areas that are not considered hazardous;
- Express and define the rural character in the townships reserves and street character;
- A palette of suitable native tree species should be developed for the creek corridors and street network to create a clear landscape character for the town;
- A suite of street furniture should be established to provide a coherent public realm and contribute to the creation of place and local identity;
- Development should minimise impacts on existing topography;
- Open spaces should be designed to incorporate vegetation, habitat or heritage features wherever possible;
- Paths should be appropriately lit and provide clear sight lines for safety;
- Acknowledge aboriginal and cultural heritage and develop in accordance with existing local policies; and
- Through improved signage, improve connectivity and relationship with Holey Plains State Park.

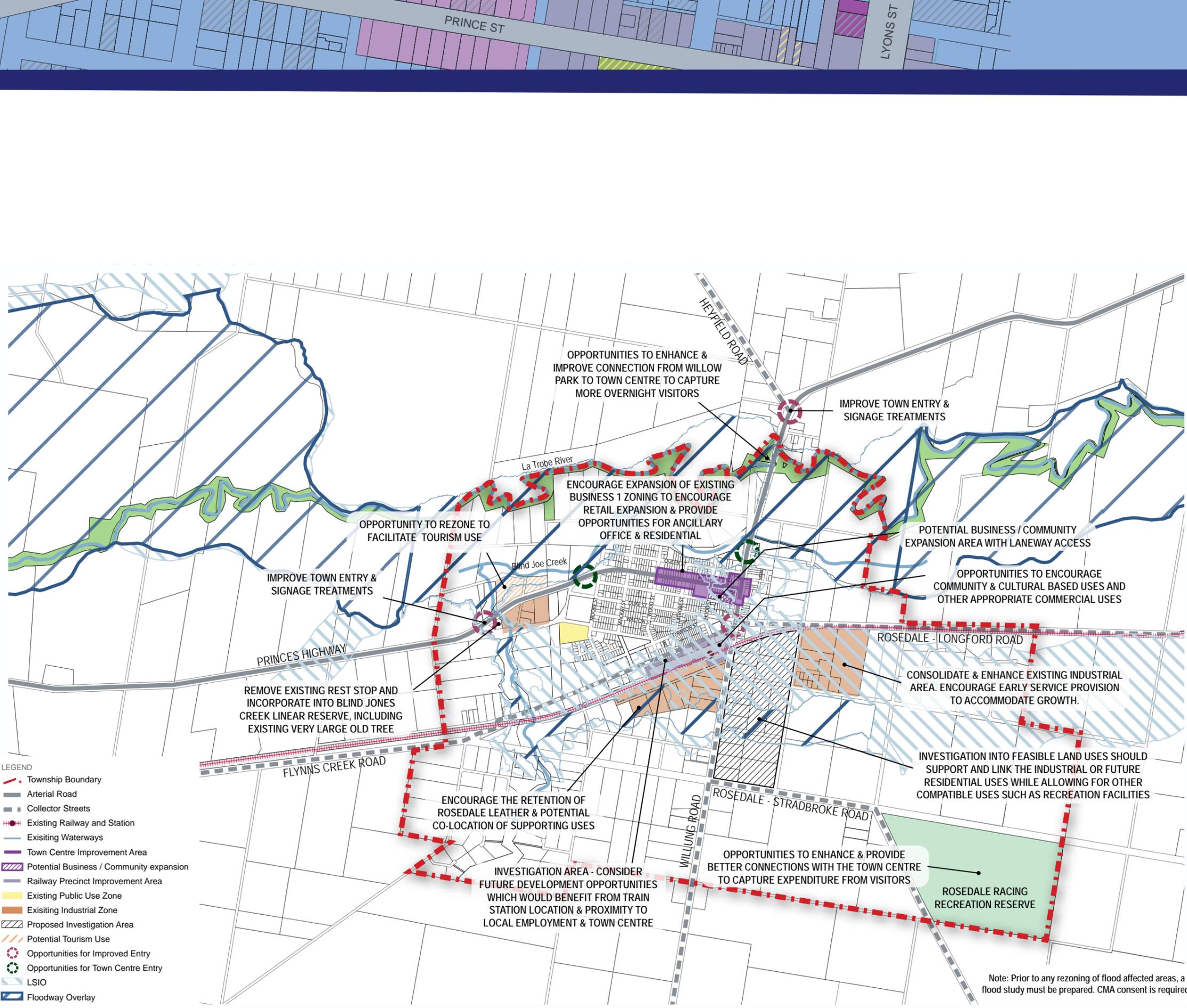


Figure 13 Town Centre and Local Economy



6.3. The Town Centre and the Local Economy

Rosedale is strategically located on one of the State's key transport routes, the Princes Highway, between two of the largest towns in the Gippsland region, Sale and Traralgon.

The Structure Plan seeks to build on this locational strength by encouraging a range of services and retail function in a high quality urban environment defined by the heritage and landscape setting of the town.

It seeks to establish Rosedale's status as a 'gateway' town through a range of initiatives, including the enhancement of visitor related uses which support the local economy, improved retail offer along Prince Street and the enhancement of the town image.

In terms of employment the structure plan envisages that the Rosedale industrial precinct will offer well serviced and accessible sites which provide for small-medium scale employment uses including manufacturing, rural industry, wholesale produce and the service industry.

6.3.1.Objectives:

- To maximise opportunities for a range of retail, commercial, community and visitor based business in the town centre;
- To provide opportunities for industrial and other employment uses in more appropriate locations outside the town centre on the existing industrial estates and around the railway station;
- To improve the quality of existing industrial zoned land through consolidation and environmental enhancement;
- To provide a good combination of visitor services and facilities (ranging from food, accommodation, RV, toilets, playgrounds etc) for people who stop;
- To support high quality built forms and uses such as office and small business workshops to provide an attractive interface with the Princes Highway
- To encourage the development of community and cultural enterprises such as museums and art galleries at the proposed Railway Precinct to celebrate and build on the success of the Historical Society; and
- To improve connectivity with the Rosedale Racing and Recreational Reserve to capture some of the visitors to the Speedway meetings.

6.3.2.Strategies:

- Encourage the expansion of the existing town centre / commercial precinct through the rezoning of the existing Business 4 Zone to the Business 1 Zone;
- Make provision for long term retail growth (potentially with laneway access) on Albert Street between Hood Street and Lyons Street;
- Encourage a mixture of uses in the town centre including retail/commercial uses on the ground level with residential or office above to activate the town centre throughout the day and evening;
- Establish Hood Street as a secondary 'main street' in order to create a connection between the town centre, Edward Crooke Park, the Historical Society, the Rosedale Community Centre and the railway precinct by:
- Undertaking streetscape improvements to create a visually cohesive corridor/axis;
- Encouraging more intensive land uses to locate on the street;
- Encourage a range of land uses to establish at the Railway Precinct, should land be deemed excess to VicTrack requirements. These could include, but not be limited to Emergency Services, museums, art galleries and specialised retail and small scale manufacturing enterprises such as a micro-brewery or ice cream factory;
- Retain and enhance the historic buildings within the town centre and in the railway precinct to provide a strong sense of place and character for the town centre;
- Provide tree lined streets, street furniture and urban art to give the centre a unique sense of place;
- Encourage provision for shop top housing within the town centre to help with activation throughout the day and evening;
- Provide a variety of employment and business opportunities through the provision of community, retail and non-retail commercial activities;
- Consider opportunities for 'eco' or 'green' tourism uses such as an ecology park at Blind Joes Creek;
- Support and encourage potential proposals to relocate Business 4 Zone uses from the Princes Highway to the railway precinct or other suitable locations;
- Encourage the development of underutilised employment land at Huffers Lane for appropriate industrial use. Consideration could be given to the servicing of the lots and infrastructure improvements as an incentive to 'locate' in Rosedale;

- Support the establishment of value adding industries/businesses, should local energy resources be utilised in the future;
- Investigate the closure of the public toilets at Blind Joes Creek rest stop to stimulate the uses of facilities in the Town Centre and at Willow Park;
- Investigate the provision of permanent public toilets at Willow Park to serve the community and to cater for and stimulate increase patronage from recreational vehicles;
- Improve connections with the Rosedale Racing Recreation Reserve and Holey Plains State Park;
- Develop an industrial master plan for the area which gives consideration to the Rosedale Leather factory, the eastern industrial precinct and the farming zone land in between these industrial parcels of land. This master plan would define the vision, design intent and subdivision of the industrial estate and consolidation of the uses. It is anticipated that such a plan would be required when demand develops for industrial use and sewerage infrastructure provision; and
- Give consideration of the existing Industrial Zone to the north of Princes Highway for tourism use to consolidate employment land and improve the entry to town.

6.3.3.Planning and Design Guidelines:

- Build retail and commercial frontages to the edge of footpaths with clearly defined principal entrances addressing streets or public spaces;
- Provide high quality pedestrian spaces through the town centre including Hood Street and Prince Street Reserve;
- Provide active uses at street level to ensure a high level of activation of streets and pedestrian spaces. This should be supported by the provision of wider footpaths wherever possible to encourage outdoor dining and encouraging informal social interaction;
- Shops should have a variety of widths and floor spaces to promote a diversity of occupancies including start-up opportunities; and
- Vehicle parking areas should be designed to ensure passive surveillance and public safety through adequate positioning and lighting.

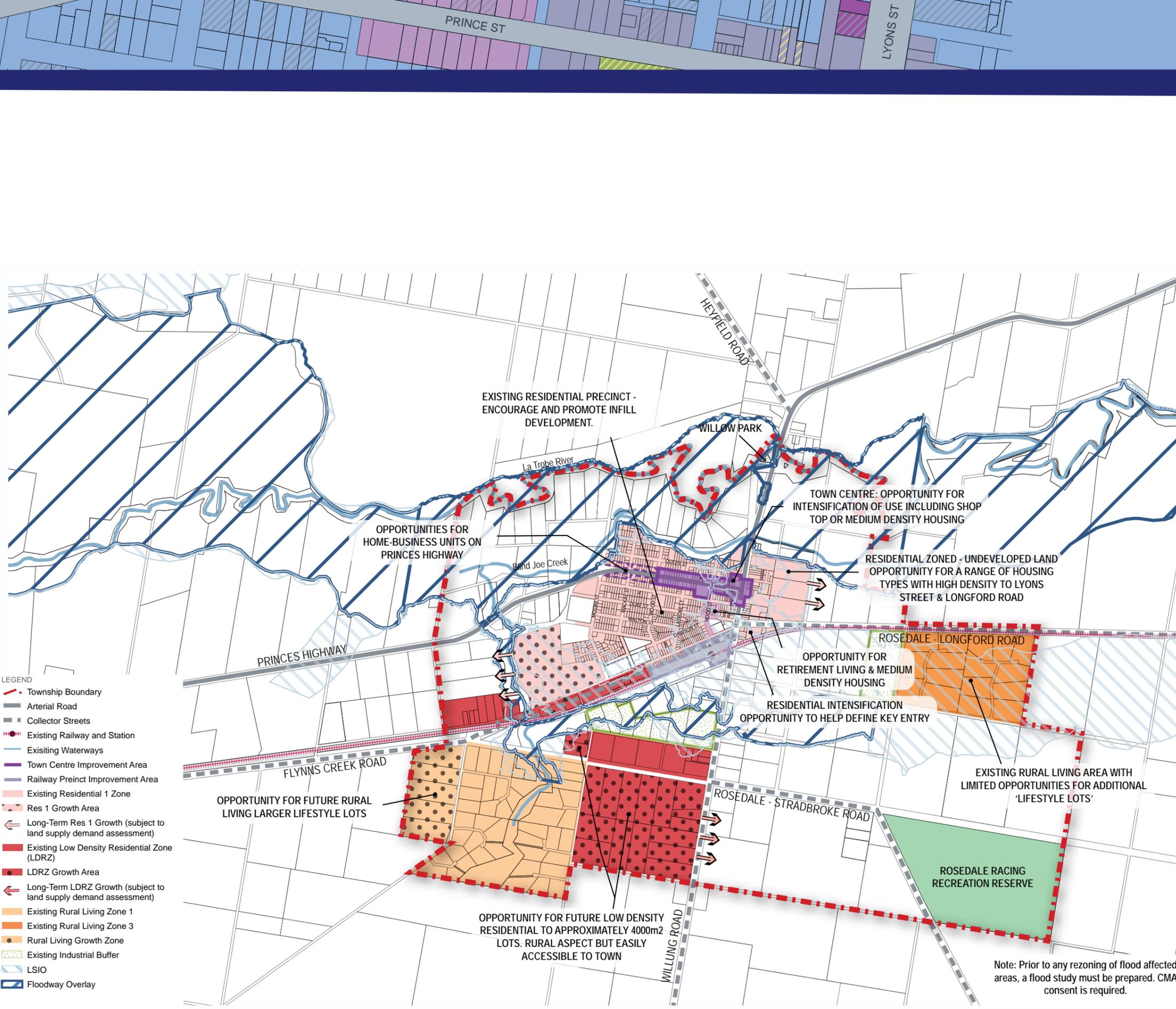


Figure 14 Improved Housing Choice

Note: Prior to any rezoning of flood affected areas, a flood study must be prepared. CMA consent is required.



6.4. Improved housing choice and diversity

Current zoning in Rosedale makes provision for usual residential development, acre sized development and larger rural living development. Collectively, these zones facilitate diversity in the types of housing that are achievable, but settlement patterns are scattered and sparse in a number of locations.

Accordingly, a key Structure Plan principle in directing long term housing growth is to maintain a compact and sustainable settlement pattern. This means that the Residential 1 areas are projected adjacent to the existing urban areas and the rural living areas will be situated south of the township adjacent to existing rural living areas and in close proximity to the town.

The Structure Plan also seeks to position Rosedale such that it offers diversity in housing choice in both rural and urban environments catering for all socio-demographic groups. This will foster a strong sense of community by ensuring that existing and future residents of Rosedale can remain in their community through all life stages.

This diversity of housing choice supported by the varied retail, community and recreational offer will contribute to Rosedale becoming an attractive and desirable community in close proximity to major regional centres.

6.4.1. Objectives

- To provide adequate land supply to meet current and future demand across a range of market sectors;
- To provide opportunities for a range of lot sizes and housing types which respond to the changing needs of the community;
- To support opportunities for retirement living within Rosedale to allow 'ageing in place';
- To make provision for affordable housing; and
- To maintain a compact settlement pattern.

6.4.2. Strategies

Residential 1 Areas (existing and growth areas):

- Encourage and give priority to the development of infill sites in the existing urban area;
- Encourage housing development on lots fronting Prince Street (between Wood Street and Moore Street) in a manner that allows their future conversion for commercial use in the long term;
- Contain residential development within the identified growth areas to avoid further sprawl and fragmentation of Rosedale;
- Proactively work with landowners and the market to encourage and/or facilitate the development of vacant lots within the urban area and already zoned residential land as a priority;
- Establish walkable residential neighbourhoods that have accessibility to local services, community facilities and open spaces;
- Facilitate short-term residential development within the existing large, Residential 1 Zone land holdings along Rosedale-Longford Road and infill development opportunities ;
- Facilitate medium term residential growth within the land bound by Cricket Street to the north, Cansick Street to the south, and Blind Joes Creek to the west and the existing Residential 1 Zone to the east; and
- Make provision for long term residential growth to the west of Blind Joes Creek, between the train line and the Princes Highway and to the east along Rosedale-Longford Road.

Low Density Residential (acre blocks):

- Residential development is to be contained within identified Low Density residential areas in the growth area;
- Land holdings immediately south of the existing Low Density Residential Zoned land are identified for short to medium term low density residential growth; and
- Long term low density residential growth is intended to be provided generally to the east of Willung Road and south of Rosedale-Stradbroke Road.

Rural Living Areas (rural residential land larger than an acre):

- Residential development is to be contained within identified Rural Living area in the growth area;
- Land holdings immediately west of the existing Rural Living Zoned land along Rosedale- Flynns Creek Road is to provide for short to medium term development opportunities.

6.4.3. Planning and Design Guidelines:

- Residential development should provide a high level of connectivity to the existing Rosedale town centre by all modes of transport.
- Residential development is to overlook open space areas and reserves in order to provide passive surveillance;
- Seek to ensure residential development minimises negative impacts on the existing environmental attributes of Rosedale (flora and fauna habitats, water courses and drainage lines);
- Land in flood affected areas will not be rezoned unless a flood study is prepared and the land is deemed viable for development according to the Catchment Management Authority;
- Any future development adjacent to Blind Joes Creek must provide a 30m buffer on either side of the creek in accordance with the requirements on the Catchment Management Authority;
- Subdivision is to demonstrate no adverse impacts are imposed on surrounding waterways (Blind Joes Creek and Latrobe River);
- Residential development adjoining farming land will provide an appropriate interface to ensure minimal impacts on agricultural and/or rural activities;
- Ensure subdivision and lot layouts provide for good solar access and incorporate other environmentally sustainable design principles wherever possible;
- Ensure all significant environmental assets are identified and sustainable design measurements are undertaken;
- Development of conventional density housing must include a mix of lot sizes and dwelling types;
- Housing within the interface to the Farming Zone must be site responsive and address the topography of the land;
- Rural residential lots must be of a size sufficient to accommodate on-site sewage detention;
- Ensure proper buffers or measures are considered when long term residential development has the potential to create an impact on existing facilities (for example closeness to industry, the rifle range or Rosedale Speedway);
- Rural living growth areas are to provide connections with established rural living areas where immediately adjacent; and
- Low density residential and rural living development should embrace views from surrounding rural land.

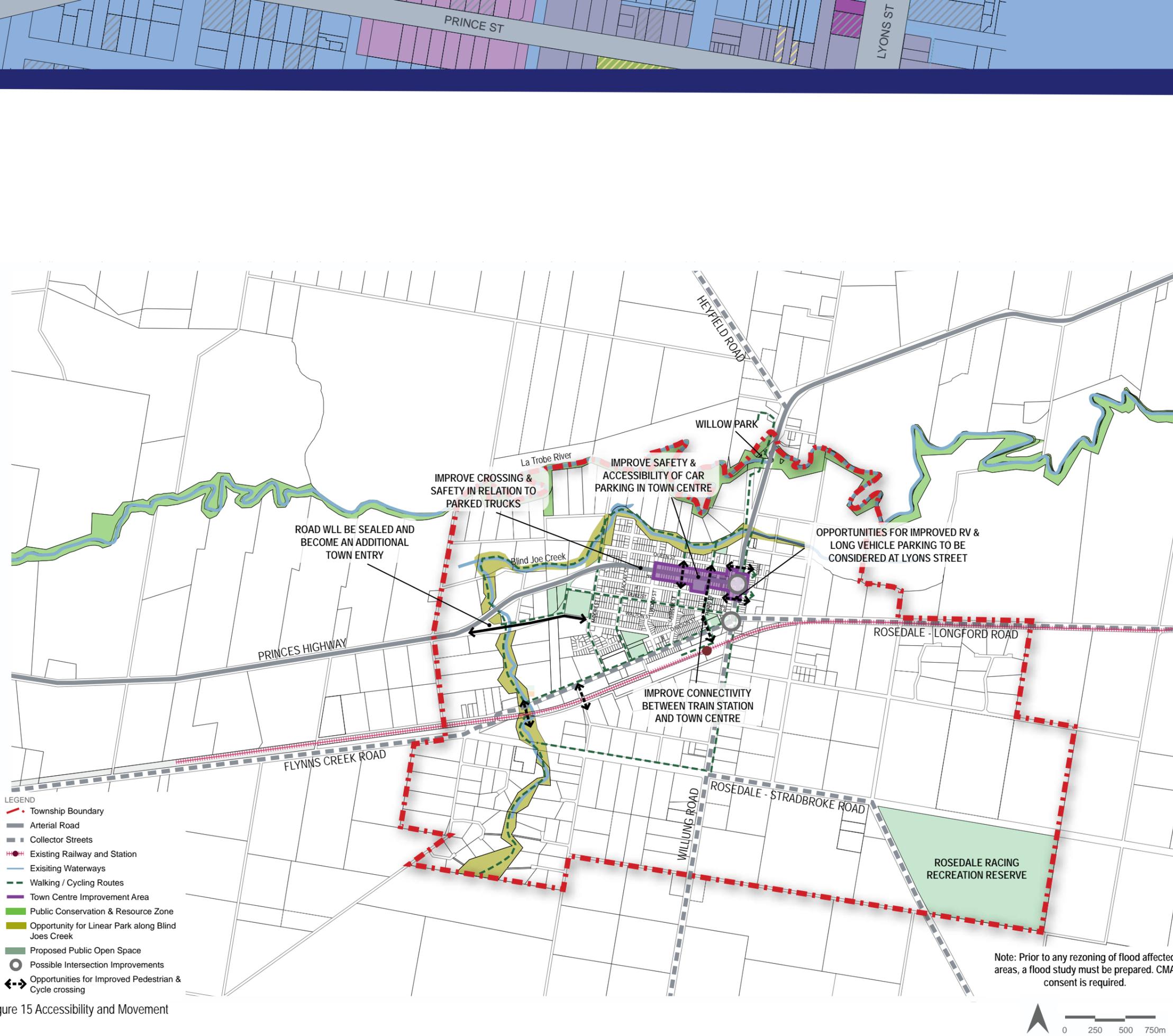


Figure 15 Accessibility and Movement

6.5. Accessibility and Movement

The Structure Plan seeks to embrace Rosedale's location on the Princes Highway and celebrate it as the western gateway to the Wellington Shire. As previously mentioned it aims to create a vibrant town centre which will capture people travelling through providing opportunities to eat, rest and shop.

A network of safe walking and cycling routes is proposed to provide residents with easy access to the wide range of community, retail and employment uses within the town. An important element of the improved accessibility of the town should be clear and well designed interpretative signage which not only aids way finding but contributes to the creation of a strong identity for the town.

6.5.1. Objectives

- To provide residents and visitors with improved access to a range of retail, commercial and community facilities;
- To create a legible and permeable network of streets supported by a signage strategy to aid way-finding;
- To improve the safety and ease of accessing and crossing Prince Street by vehicle, bicycle, foot, and/or other means;
- To cater for future improvement to the public transport network and promote alternative modes of travel;
- To provide appropriate parking, particularly long vehicle parking for trucks and RVs (including boats and caravans) to encourage people to stop in Rosedale; and
- To ensure roads can meet traffic demands and accommodate services.

6.5.2. Strategies

- Design a legible, permeable and interconnected street and path networks;
- Improve the safety and attractiveness of Prince Street through public realm improvements and improved signage;
- Design a safe and efficient pedestrian and bicycle network that connects to the town centre to the Rosedale community house, the railway station and existing parks and reserves;
- Develop a signage and wayfinding strategy for Rosedale that seeks to consolidate and minimise existing signs;
- Provide opportunities for on street parking on Hood Street and Wood Street to improve safety and access to the town centre. This would potentially provide the opportunity to create larger parking bays on Prince Street for longer vehicles;
- Create quality on and off road pedestrian and cycle links that allow for safe and efficient movement between residential areas and key community infrastructure and along Blind Joes Creek corridor;
- Provide safe and efficient bus routes, with stops that promote passive surveillance and passenger safety;
- Advocate for improvements to the railway station access from Cansick Street;
- Ensure that future roads and access ways are compliant with the requirements of the Gippsland Infrastructure Design Manual, Council policies and the Disability Discrimination Act; and
- Advocate for an increase and better coordinated public transport.

6.5.3. Planning & Design Guidelines

- New signage should graphically link with the town – through branding or an iconic local image such as Rosedale Mechanics Hall - to provide easily identifiable reference points around the town;
- Design streetscapes, landscaping and other urban design treatments to reinforce the identity of each place, legibility and safety of routes;
- Any new parking provided within the town should not be on the Princes Highway to ensure that passengers can safely access and egress their vehicles;
- Consideration should be given to the incorporation of landscape or traffic management treatments to improve the safety of the existing on-street parking and Prince Street. In the longer term this could include an increase in the size of the parking bays through a reduction in the number of spaces to avoid the need to reverse park into spaces on this busy route; and
- Provision should be made for formal footpaths on key streets which connect key community facilities and the town centre with the residential areas. This would include; Cansick Street, Wood Street, Hood Street, Latrobe Street, Duke Street, Prince Street and Lyons Street.



7. Strategic Development Opportunities

In addition to the strategies and potential projects set out in each theme, the Rosedale Structure Plan provides for several strategic development opportunities.

Two of the strategic development opportunities, the flood study and public realm and signage strategy will have an impact on the whole of Rosedale. The other strategic development opportunities are indicative design frameworks for two strategic development areas within the existing town, as well as guidance for one further investigation area. It is considered that the development of these sites will provide a catalyst for the growth of the area providing opportunities for employment and residential growth in a high quality environment. These developments should set the benchmark for design quality in Rosedale. All the strategic development opportunities should be identified and be prioritised through planning controls and development channels within Council.

The following section provides strategic principles for each of these sites, alongside indicative urban design frameworks.

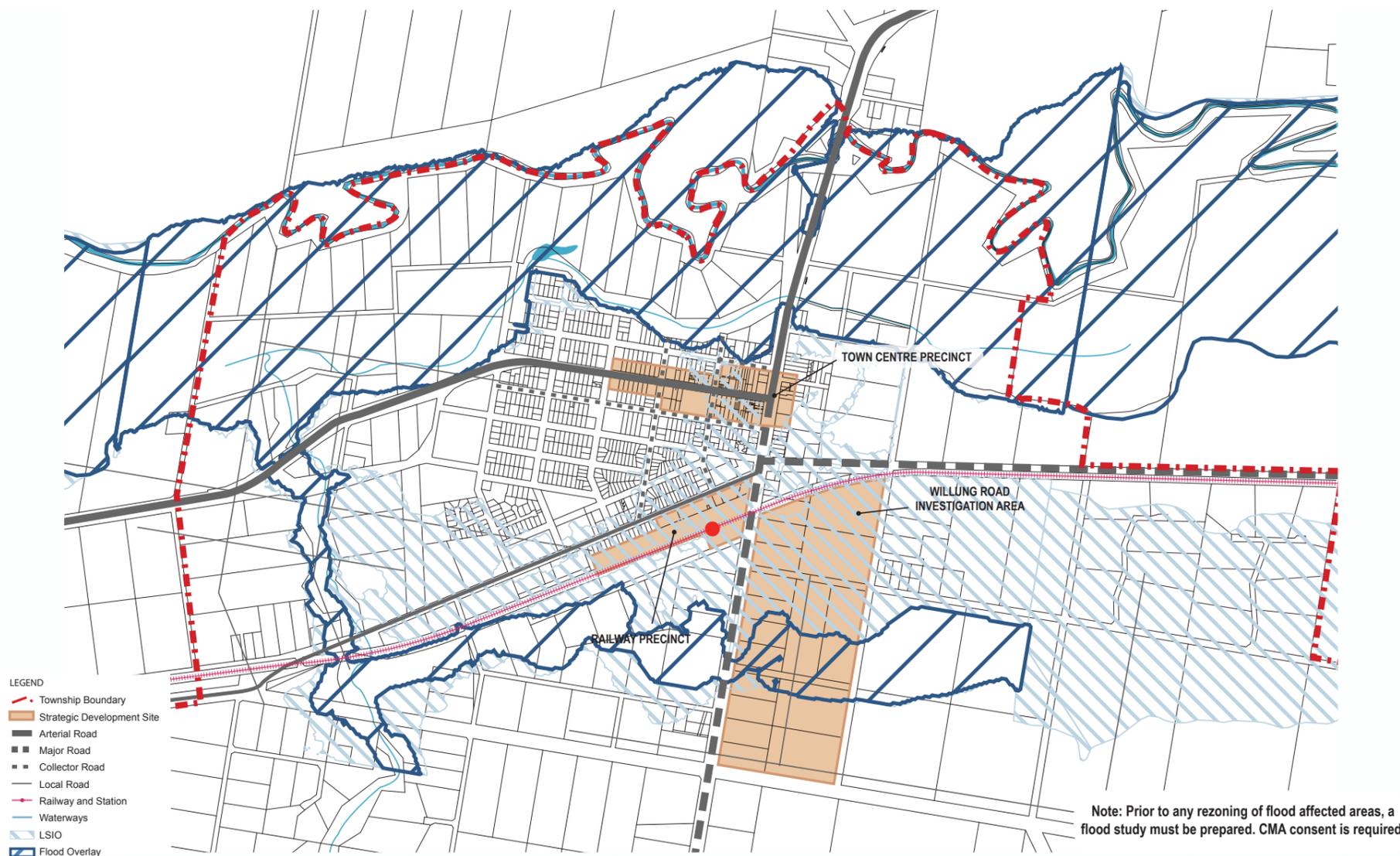


Figure 16 Strategic Opportunities

7.1. Flood Study

Growth in Rosedale is significantly affected by the Land Subject to Inundation Overlay (LSIO) and the Flood Overlay (FO), refer to Figure 17. Both existing zoned areas and proposed future growth areas are heavily impacted by flooding. In demonstrating this constraint, it has been identified that 412 properties are (partly) affected by flooding of which 316 properties are within the town's urban and residential areas.

	Floodway	LSIO	Total
Rosedale	93	380	412
Business 1 Zone		38	38
Business 2 Zone		2	2
Farming Zone	61	76	96
Industrial 1 Zone	3	18	18
Low Density Residential Zone	2	12	13
Residential 1 Zone	22	212	221
Rural Living Zone 1	5	7	8
Rural Living Zone 3		15	15

Consultation with the West Gippsland Catchment Management Authority (WG CMA) has established that a Flood Study should be undertaken for Rosedale to determine the extent of flooding impacts that can be reduced through mitigation works. The WG CMA also prescribes that they will not support rezoning of land until a Flood Study has been prepared. The Flood Study should focus on the whole of Rosedale and build on existing work undertaken in the current Latrobe River Flood Study.

Findings established from the Flood Study are expected to address the viability of future development to ensure the safety of existing and future residents. Dependent on these findings the following strategic development opportunities may arise for further growth in Rosedale:

- a holistic flood mitigation approach may be implemented in Rosedale;
- identified Residential 1 Growth Area located to the west of the township and east of Blind Joes Creek could be developed;
- flooding constraints on existing residential allotments may be reduced;
- further infill development of existing industrial zoned land may become feasible; and
- existing industrial zoned land may be provided with infrastructure services (if the land between the two industrial areas can be rezoned/ developed).

In support of growth in Rosedale, this Flood Study is recommended to be undertaken in the short term, concurrent with existing, unconstrained development opportunities. This will potentially unlock development opportunities in Rosedale in the mid to long term and create a safer environment in the existing residential and industrial areas.

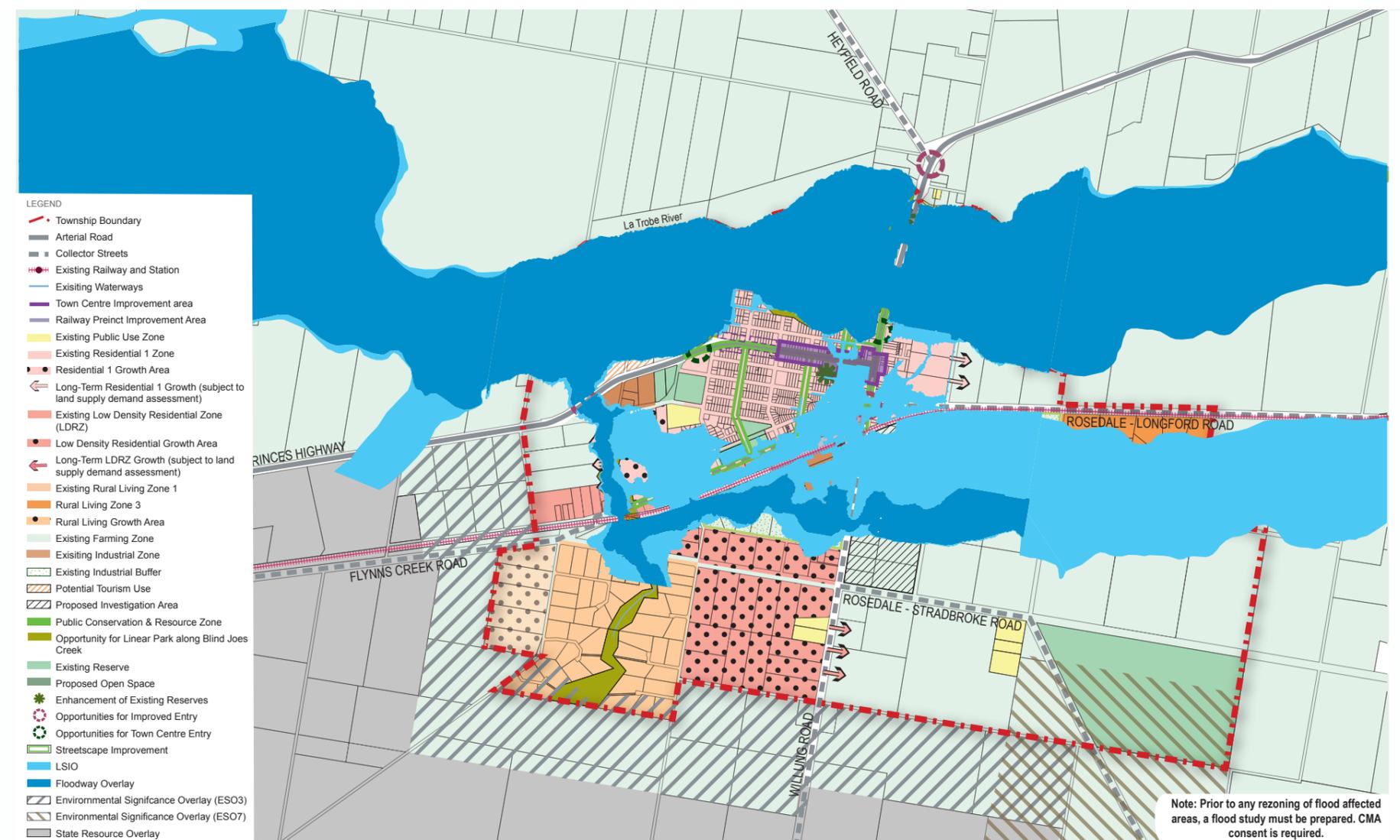


Figure 17 Flood Study





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7.2. Public Realm and Signage Strategy

The public realm is defined as the ‘space between buildings’ which includes streets, spaces and movement corridors. These elements influence our perception and inform our understanding of a place. A high quality and well design public realm improves legibility, adds to the attractiveness and therefore perception of the place. Visitors and residents will choose to spend more time in a well designed and high quality environment which has positive economic benefits.

There is a need to enhance the public realm within Rosedale, building upon the improvements already undertaken.

The design and organisation of signs is an essential component of a user-friendly town for both residents and visitors. Signage serves slightly different functions for these users groups, for residents they provide reminders along a chosen route whereas for visitors, it is the primary orientation tool.

The current Rosedale signage system has been implemented in an ad-hoc way with no consistent design approach which leads to confusion for both pedestrians and vehicles. A signage strategy should be developed for the town which provides a well designed system with the appropriate level of information that is easily understood by all users.

The creation of a high quality public realm supported by a strong signage strategy presents an opportunity to improve image of the town and subsequently improve the perception of Rosedale. A Public Realm and Signage Strategy should be prepared to set out detailed guidelines and specifications for the streets, spaces and signage of the town.

7.2.1. Designing the Public Realm:

- The public realm strategy should consider the hierarchy of the streets within the town. They should be categorised as primary, secondary or tertiary streets. Based on the analysis work undertaken as part of the Structure Plan it is considered that the streets can be classified as follows:
 - **Primary:** Prince Street (Lyons Street and Wood Street section), Lyons Street (Queen Street- Albert Street),
 - **Secondary:** Cansick Street (Lyons Street and Wood Street section) and Hood Street, Princes Highway West (Moore Street – Woods Street Section), Princes Highway North (Blind Joes Creek – Queen Street), Lyons Street (Albert Street – Cansick Street),
 - **Tertiary:** all other streets
- A palette of materials should be developed for Primary, Secondary and Tertiary streets within the town. The palette should be reflective of the street hierarchy in respect of the quality of materials used.
- A suite of street furniture should be designed for the town which reflects the street hierarchy but is consistent in design. A theme which reflects the character and identity of Rosedale should be developed based on consultation with the local community.
- The siting and design of any new buildings should maximise surveillance along streets, spaces, car parks and other pedestrian routes.
- Pavements and walkways should be of sufficient width to allow unimpeded passage for all users including the mobility impaired and pushchairs;
- Street furniture should be strategically placed at regular intervals to provide a degree of legibility and should not reduce the width of key pedestrian routes.
- Any future streetscape improvements must consider the micro-climate and provide suitable shade and/or protection from the elements.

7.2.2. Signage

To be effective, any signage system should convey the minimum level of information necessary. The following should be taken into account:

- The number of traffic and regulatory signs to direct traffic should be reduced to avoid conflicting information and potential for confusion.
- There should be a balance between the statutory requirements for traffic signs and visual clutter. Due to the presence of the Princes Highway and the fragmentation in land uses within the town a plethora of signs have been introduced along the Princes Highway/Street to alert visitors and residents to a range of uses that are not visible from this main traffic route.
- The design of the signage system should have a graphical link to the town to reinforce local identity and help visitor confidence by providing clear visual references throughout the town. This graphical link could be related to the natural environment and features of the town or its historical buildings and landmarks.
- Signs should be appropriately coloured and illuminated to be clearly visible throughout the day and evening.
- It is recognised that signs will be required to convey different types of information and therefore cannot be identical. The design link between these signs can be achieved in a number of ways to provide commonality including colour, typeface, the use of pictograms, and the application of a Rosedale logo.

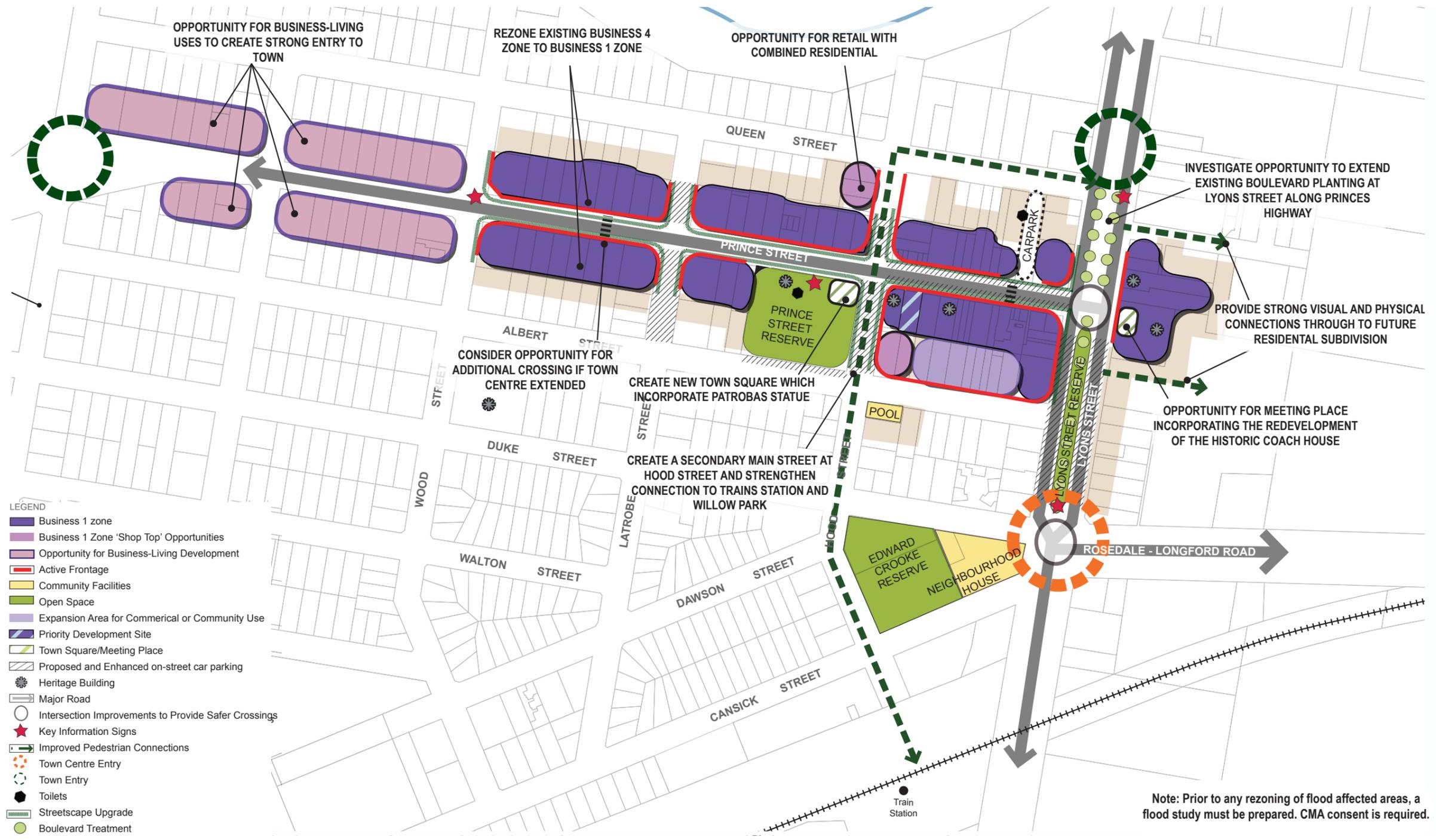


Figure 19 Town Centre

7.3. Prince Street Precinct

The Prince Street Precinct is defined by Wood Street to the west and Lyons Street to the east, and is contained generally to the commercial and retail areas along Prince Street. The enhancement and future development of the Prince Street Precinct will be critical to the long-term viability of Rosedale as it incorporates the town centre and its location on the Princes Highway means that it defines the image and character of the town.

Rosedale should continue to develop further as a focus for retail and commercial needs, employment and social interaction. Prince Street will continue to be the 'Main Street' for Rosedale with Hood Street providing secondary commercial and retail activity area for cafe and speciality retail development.

The guidelines below should be considered in conjunction with the strategic planning and design guidelines for each Structure Plan Theme.

It is recommended to develop a further detailed master plan for the Prince Street Precinct.

Prince Street Design Guidelines:

- Commercial and retail uses along Prince Street should be strengthened through infill development opportunities;
- Where applicable, built form along Prince Street will have dual frontages to address Hood Street and Lyons Street;
- A zero metre setback for commercial buildings is to be maintained along Prince Street between Lyons Street and Hood Street;
- Except where specifically identified, car parking is discouraged in frontage setbacks, whereas rear car parking is encouraged;
- Street planting, awnings and relocatable furniture are encouraged within street frontage setbacks;
- Streetscape upgrades are to use a strong pallet of building materials of a high quality nature along Prince Street, between Latrobe Street and Lyons Street. Building materials should reinforce the town character of built form through this area;
- Unless specifically identified, a maximum (2) storey height limit is to be imposed for all uses;
- Built form is to have a minimum of 60% glazing on ground storey, road frontages;
- Unless otherwise specified, business signage is to be flush with the outermost projection of built form and should not occupy more than 10% of the site frontage;

- Heritage buildings along Prince Street and Lyons Street are to be retained. Re-use and activation of these buildings is strongly encouraged;
- The Coach House building is to re-establish itself as a key element of the urban character of Rosedale;
- A formalised open space area is encouraged in front of the Coach House, which can be utilised for outdoor dining facilities or public event space;
- Views to the Coach House and Rosedale Hotel from Prince Street are to be retained to recognise heritage value of the existing built form;
- Pedestrian and vehicular access between Lyons Street and residential zoned land to the east are strongly encouraged;
- Fencing is not encouraged within the front setback of buildings. Where fencing is proposed within this area, it should be highly transparent and visually attractive in nature;
- The junction between Lyons Street and Prince Street is identified as a focus point within Rosedale. The War Memorial is an important local landmark and should be incorporated into any entry treatment to the town;
- The recreational reserve along Lyons Street is to be retained and further enhanced to a boulevard with some community uses;
- The Prince Street reserve should be restructured to ensure efficient use of space and responsiveness to community needs. The following measures should be considered:
 - Access should be provided from all sides, although landscape treatment should primarily focus on access points from Prince Street and Hood Street;
 - The old school should be better used by the community and can also play a role as a visitor information centre;
 - Landscape elements should focus on the frontage around the corner of Prince Street and Hood Street town square;
 - There should be no fencing between the adjacent streets and the town square;
 - Any fencing between the reserve and surrounding roads for safety purposes should be of a standard appropriate to a visually prominent public open space;

- The town square on this reserve should have high quality surface treatments and continue to incorporate the Patrobas statue;
- Car parking should be removed from the reserve; and
- The space should be equipped with a similar level of street furniture that adds a sense of enclosure but also addresses the primary pedestrian movements on the secondary main street;
- Street trees, landscaping and street furniture are to be provided to complement pedestrian linkages.

Hood Street Guidelines:

- "Shop-top" development is encouraged on lots adjacent to the residential zoned land at Hood Street;
- Angled on-street parking should be provided along Hood Street, between Albert Street and Queen Street; and
- Street trees are encouraged to be provided within car parking verges to complement on-road car parking.

Business 1 Zone - Wood Street to Latrobe Street Guidelines

- A building setback is to be provided to Prince Street. Landscaping, car parking and/or goods display are appropriate within the setback;
- A minimum three (3) meter setback is to be provided to Latrobe Street and Wood Street. Landscape is appropriate within the setback;
- One (1) business sign is appropriate within building setbacks along Prince Street. This should be limited to a maximum display area of 6.5 square meters; and
- Angled on-street parking is to be provided along Latrobe Street, between Albert Street and Queen Street.

7.4. Railway Precinct

The area adjacent to the northern edge of the station is currently underutilised. It is well situated between a transport hub, the town centre and various community facilities including a park and the town's community centre. The site also hosts a SES station on the western edge of the Cansick Street frontage. The site is located 300m to 400m from the town centre and is strategically situated between Rosedale Leather and the residential core of Rosedale. The site's current uses include a former Council office being used as a private dwelling and light industrial buildings.

As outlined in Section 3, part of this site, the former Council depot, is currently zoned Public Use Zone. In implementing the structure plan this site should be rezoned to allow for more flexibility and adaptive reuse of the site.

The following principles should inform future development proposals for this site:

- The site is ideally situated for a range of commercial, cultural and community uses which will have a strong relationship with the existing historical society and community house. These uses could include, but are not limited to, museums, art gallery, co location for emergency services or training facility, limited retail/manufacturing (that does not detract from the Prince Street Precinct), office or light industrial uses;
- The site has been identified as a possible site for co-location of Emergency Service Organisations, given the current presence of the SES and the high interest of the CFA to relocate to this area;
- SES site is currently on residential land. This land, and the adjacent block, should be rezoned;
- Preferred development is low-intensity, non-industrial due to the proximity to residential area.
- Any development of the site should consider an interface treatment that addresses both the train station and the intersection of Cansick Street and Lyons Street;
- The link between the lands adjacent to the railway station should be formalised with some landscape treatment. Connection between the railway station and town centre would ideally be enhanced, with an emphasis on walkability;
- Provision should be made for the Historic Society to expand south into VicTrack land, should the land be deemed excess to VicTrack requirements. Expansion would compliment the improvement of the town entry on Rosedale-Longford Road;
- The expansion of the Historic Society lends to the opportunity of car parking at the rear that could also service the train station;
- Any development / works / ownership arrangements in respect of the future development of this site need to be approved by VicTrack and the Department of Transport, and
- It is recommended by the Department of Transport to develop a more detailed masterplan for this precinct.

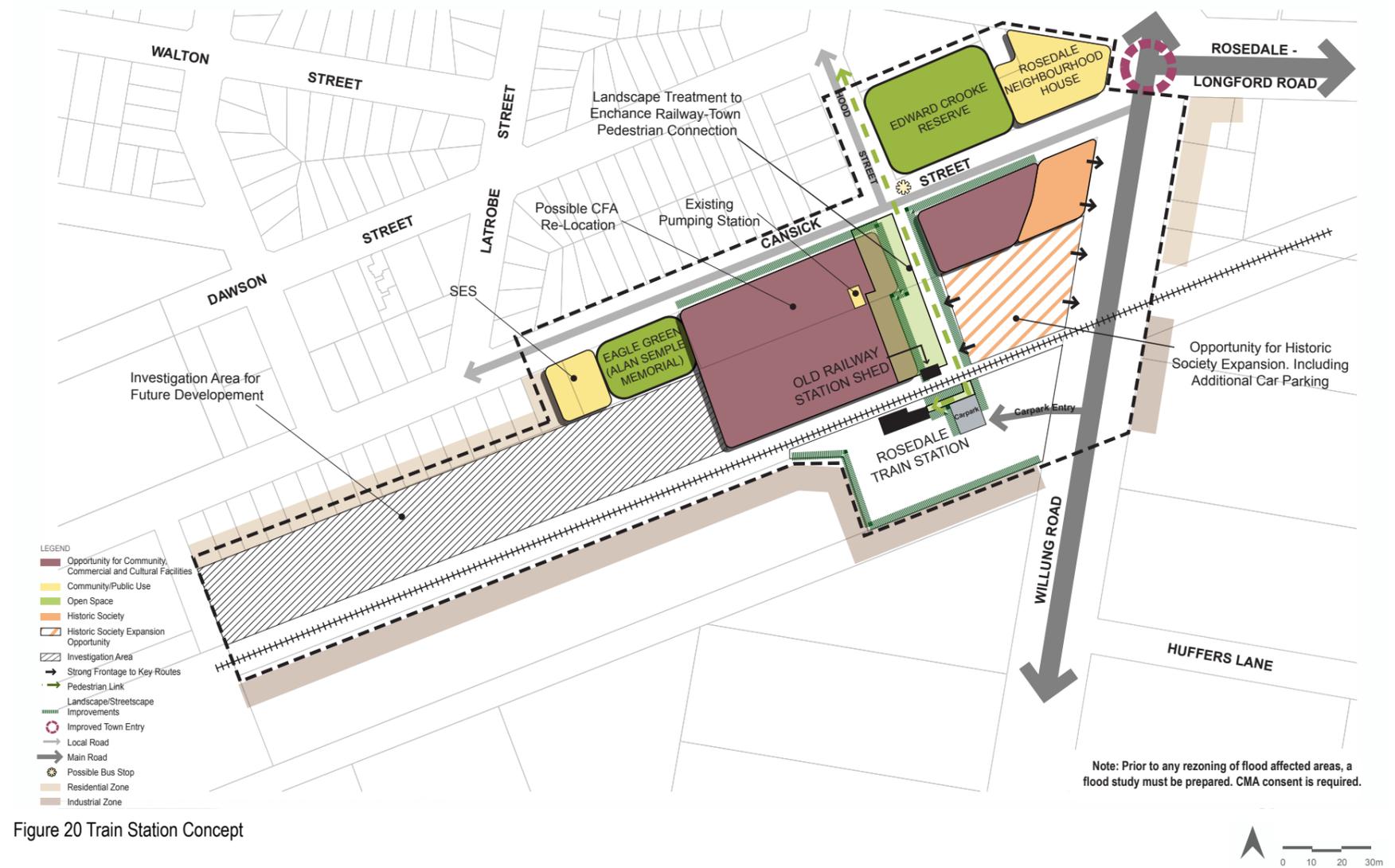


Figure 20 Train Station Concept

7.5. Future Investigation Area

The Future Investigation area is located between Willung Road and Mill Lane and south of the railway line within 300 metres of the town centre. The site presents the opportunity to redevelop a significant area of Farming Zoned land.

This land is well suited to industrial development given the proximity of major roads, the railway line and its location between two existing industrial areas. The land appears flat and serviceable, however it is constrained due to the location of the Rosedale Leather. A further constraint is posed by areas contained within the Floodway Overlay (FO) -the hazardous part of the flood plain - and Land Subject to Inundation Overlay (LSIO), which affect part of the site. Land within the LSIO may be developed subject to a Flood Study, subsequent mitigation works and the approval of the Catchment Management Authority.

Possible uses for investigation may include: recreation facilities, industrial, uses related to the nearby coal resources, office or commercial uses.

Further investigations are required in relation to this area, however opportunities for development on this land should be considered in light of:

- The impact of the floodway overlay and land subject to inundation overlay on the developable area;
- Provision of infrastructure services;
- The area being the access route to the speedway, which is a tourist destination and needs better connection with Rosedale; and
- Remain a good and safe connection between the future rural living areas in the south and the town centre, which reflects the feeling of living in a rural area.

Should development occur in the further investigation area, regard should be given to the following urban design principles:

- Development should be well integrated with adjoining industrial areas to the east and west;
- Consideration must be given to the sensitive interfaces with the existing and proposed residential uses to the north and south of the investigation area;
- Appropriate buffers are to be provided along the train line and the Rosedale Leather factory;
- Pedestrian and cyclist access is to be provided through the site to the Rosedale Train Station and town centre;

- A landscaping buffer is to be provided along Willung Road, with particular attention given to the south west corner of the Further Investigation Area as a key entrance node for Rosedale;
- Built form is to address Willung Road and Mills Lane;
- Internalised vehicular access and car parking is encouraged in this area;
- Development should not require additional road crossings over the train line;
- A small eatery and convenience goods premises may be established in this area.

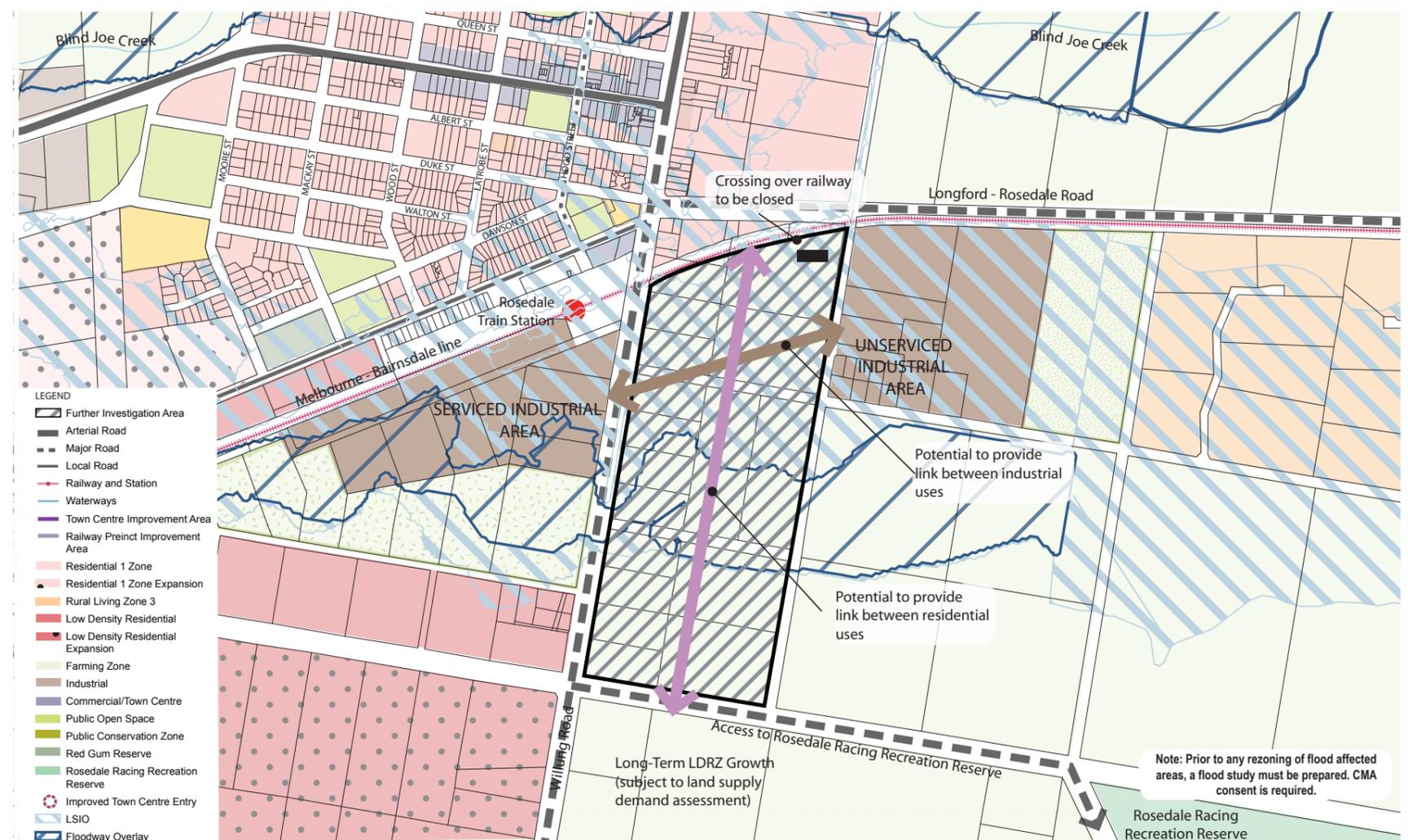
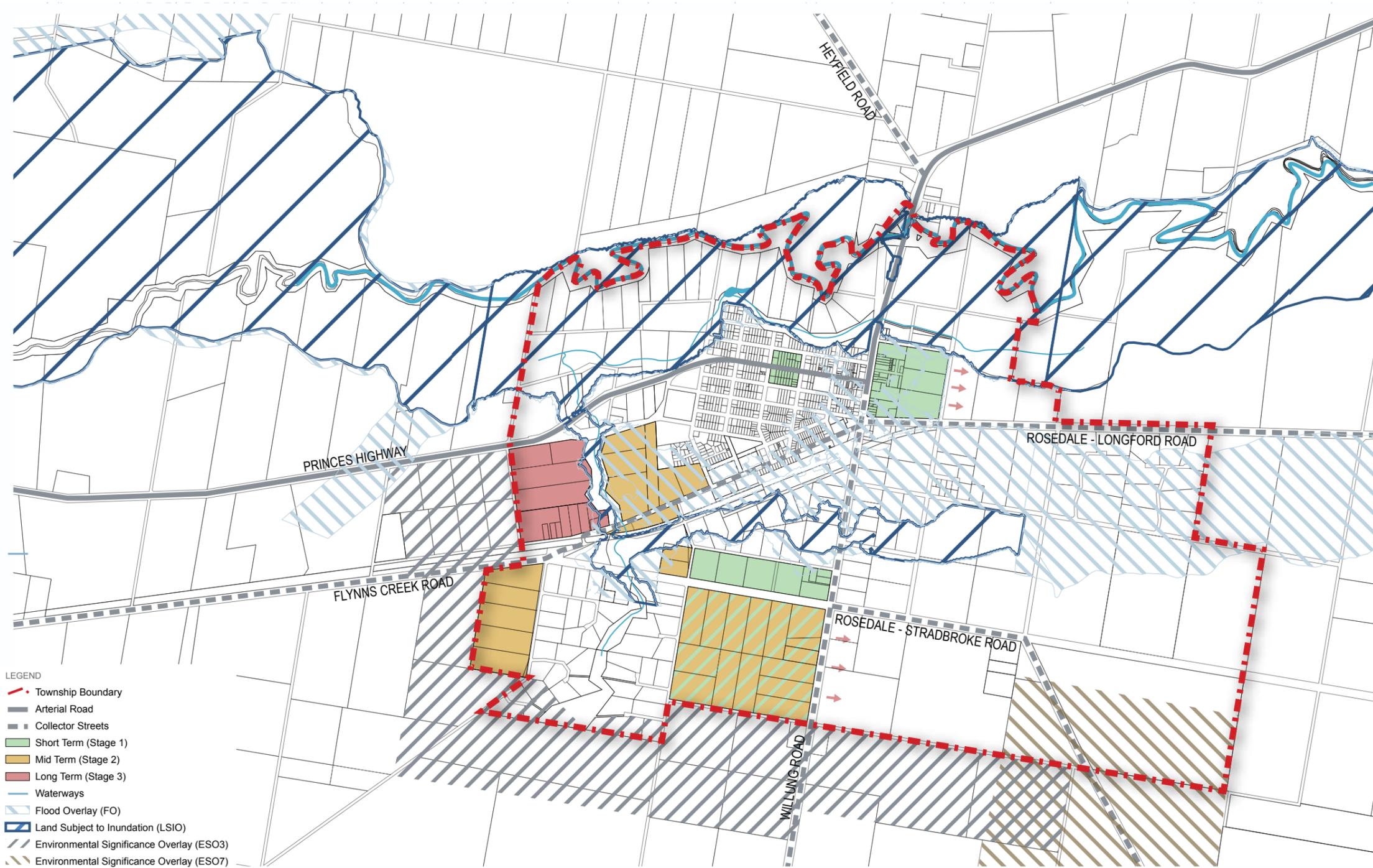


Figure 21 Future Investigation Area



- LEGEND
- - - Township Boundary
 - Arterial Road
 - - - Collector Streets
 - Short Term (Stage 1)
 - Mid Term (Stage 2)
 - Long Term (Stage 3)
 - Waterways
 - ▨ Flood Overlay (FO)
 - ▨ Land Subject to Inundation (LSIO)
 - ▨ Environmental Significance Overlay (ESO3)
 - ▨ Environmental Significance Overlay (ESO7)

Figure 22. Sequencing Plan



8. Sequencing

As demonstrated in this Structure Plan, a number of key constraints restrict future growth in Rosedale. These include:

- Blind Joes Creek, the Latrobe River and Flood Overlay to the north;
- the Land Subject to Inundation Overlay to the west and south; and
- the Environmental Significance Overlay (protecting coal fields) to the south and west.

Refer to Figure 22.

Through consultation with the West Gippsland Catchment Management Authority, it is recommended that a Flood Study for Rosedale be undertaken to address the current extent of the Land Subject to Inundation Overlay and Flood Overlay and the inability of future growth areas. Further analysis of these overlays may assist to reduce constrained land which will facilitate further development. This should therefore be carried out in the short term to support medium and long term growth.

With limited growth opportunities available, careful consideration and sequencing of development are imperative to ensure sustainable and logical growth of Rosedale for the future.

To facilitate the sustainable and logical growth of Rosedale, the following sequencing of development is recommended:

Short term - Stage 1

As identified in the Structure Plan, the existing Residential 1 Zone has potential to provide for short term residential growth in Rosedale. This may occur through a combination of infill development opportunities in the township and development of larger land holdings to the east of the CBD. Wellington Shire Council should work with landholders to encourage development of these areas in the short term.

Existing Low Density Residential (LDRZ) zoned land to the south of the Rosedale township, along Williams Road, provides short term development opportunities. Wellington Shire Council should work with landholders to encourage development of these areas in the short term and potentially rezone the land identified in figure 22 (subject to further consideration).

A Flood Study is required for Rosedale to address flooding constraints in the area. This study is particularly important prior to any further rezoning of land to inform and facilitate medium and long term development in Rosedale. It is recommended that the Flood Study to be carried out in the short term, concurrent with the development of existing Residential 1 Zoned land. No rezoning of future residential growth areas affected by flood should occur prior to the completion of the Flood Study for Rosedale.

Several strategies and actions coming out of this Structure Plan can be undertaken prior to the outcome of the Flood Study. These short term actions include:

- The rezoning from Business 4 Zone to Business 1 Zone on Prince Street;
- Potential relocation of the CFA to the Railway precinct;
- Masterplan development of Prince Street precinct and the Railway precinct which can generate development and public realm upgrades;
- Development of the town entries in conjunction with the duplication of Princes Highway;
- Signage and parking in the CBD; and
- Upgrade of Willow Park.

All these short term actions are considered important by the local community because it can stimulate local economic activity, provide better community facilities and will help change the identity of Rosedale.

Mid term – Stage 2

On the medium term the rezoning of future residential land can occur as part of a planning scheme amendment process when demand can be demonstrated.

The future rural living areas (Rural Living Zone west of Rosedale-Flynn Creek Road and Low Density Residential between Friends Road and Willung Road) can be rezoned as well as stage 2 Residential 1 Growth Areas to enable development to occur on this land. However the rezoning of stage 2 is dependent on the findings of the Flood Study for Rosedale. Should the Flood Study for Rosedale establish that all or part of Residential Growth Areas are not suitable for development, rezoning of long term (stage 3) Residential Growth Areas may be undertaken as determined by Wellington Shire Council (considering factors such as supply/ demand and servicing provision).

Part of this planning scheme amendment may also include changes coming out of the developed master plans for Prince Street precinct and the Railway precinct.

Long term – Stage 3

In the long term, at the time required to respond to demand, Residential 1 Zone growth should be extended to the west across Blind Joes Creek and to the east of existing Residential 1 zoned land. Long term growth of the Low Density Residential Zone is to occur to the west of the identified Low Density Residential Growth Area.

Planning Guidelines for growth

In conjunction with this sequencing the following planning guidelines should be met to ensure sustainable and logical growth of Rosedale:

- The preparation of development plans for the growth areas are needed which consider at least:
 - Development sequencing should be, as far as practical, integrated with adjoining development to ensure the timely and efficient provision of roads, services, walking and cycle paths, public transport and community infrastructure;
 - Each new lot must be accessible from a sealed road;
 - Services are to be provided in a logical and efficient manner. Consultation with the relevant service authorities will be necessary. Particularly for out of sequence development that does not accord with their indicative timing for the delivery of services in the growth areas; and
 - Where appropriate the installation of underground utilities and services should be coordinated to maximise the use of common trenching.
- Other relevant planning and design guidelines mentioned in paragraph 6.4 should also be met.

The sequencing strategy has been designed to provide general guidance in relation to the preferred staging of future development in order to ensure that growth is undertaken in a co-ordinated and orderly manner (e.g. considering the availability of infrastructure). This strategy is not intended to be a “rigid” or stifling mechanism for growth.

It should be noted that there may be instances where the preferred staging of growth may not be achievable. In such cases, “out of sequence” development may be appropriate provided that development satisfies the following conditions:

- There is a clear and demonstrable constriction in the available land supply that is impeding the release of saleable land;
- The proposal does not impede the objectives and strategies outlined in the Structure Plan;
- The development can be serviced and connected to required servicing infrastructure in a timely and efficient manner;
- The cost of extending infrastructure out of sequence is paid for by the developer; and
- The proposed development meets or exceeds best practice development standards.

Further Information:



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