

21.10 ROSEDALE STRATEGIC FRAMEWORK

15/10/2015
C86

21.10-1 Overview

15/10/2015
C86

Rosedale is located on the Princes Highway between Traralgon (24 km to the west) and Sale (27 km to the east) and is serviced by the Melbourne-Bairnsdale train line. The town is bound by the Latrobe River, Blind Joes Creek and their floodplains to the east and north. Rural lifestyle lots are established to the south of the town with extensive rural views. Also to the south are the Gippsland Brown Coalfields, timber plantations and the Holey Plains State Park.

Rosedale's main street, Prince Street, is located on the highway and relies, apart from the local community, on passersby visiting the local shops and amenities. The strong Crown grid pattern layout with historical places scattered throughout the town and roads lined with trees on wide green road reserves significantly contribute to Rosedale's distinctive character as a small rural town.

21.10-2 Key influences

15/10/2015
C86

Planning is to recognise Rosedale's:

- Strong identity as a small rural town and potential to attract residents looking for a rural lifestyle while working in a regional centre such as Sale or Latrobe City.
- Position on the highway and the opportunities this creates for visitors and tourists to stop in the town.
- Potential to build on the natural assets such as the Latrobe River and Blind Joes Creek and other cultural and heritage assets.
- Accessibility to public transport (train) and a range of community services such as a primary school, library, swimming pool, kindergarten and sports clubs all of which contribute to a strong and vibrant community.
- Attractiveness for tourists and visitors due to a choice of accommodation opportunities, proximity to State and National Parks and local attractions including heritage places, specialised retail and the Rosedale Speedway.

21.10-3 A small rural town

15/10/2015
C86

Objective

To maintain and enhance Rosedale's character as a small rural town while supporting growth.

Strategies

Recognise Rosedale's identity as a small rural town by maintaining and enhancing the rural character which is defined by its buildings, heritage places, streets and reserves by:

- Requiring that scale, location, massing and height of new development respects and enhances the visual character of the public realm.
- Ensuring that suitable species and landscape treatments are used to reflect the landscape character and setting of the town.

Build a strong identity based on Rosedale's heritage by conserving aboriginal and cultural heritage and preserving and enhancing Rosedale's culturally significant places.

Minimise negative impacts on the existing environmental assets by:

- Requiring Water Sensitive Urban Design (WSUD) principles which build on existing natural environmental assets (e.g. flora and fauna habitats, water courses and drainage lines) in Rosedale.
- Providing a minimum 30m buffer on either side of Blind Joes Creek to protect it from development.

Maintain existing connections and integration of the urban areas with the surrounding landscape and existing natural environmental assets by protecting or creating views from the town to the surrounding landscape.

Require new urban development to:

- Respect the characteristics of existing nearby historical places.
- Use the existing grid pattern as a design principle for new subdivision layouts.
- Provide housing frontages to face open spaces and green reserves, where possible.

Require new development in rural areas to:

- Respond to the topography and embrace views from the surrounding land.
- Provide an appropriate interface between proposed development and adjoining rural and industrial areas to ensure minimal impacts on existing activities.

21.10-4

15/10/2015
C86

A highway town

Objective

To strengthen Rosedale's identity as a highway town by celebrating its role as the western gateway to the heart of Gippsland.

Strategies

Create a good first impression of the town when people arrive in Rosedale by:

- Providing a high quality, attractive and visitor friendly urban environment on the highway and at arrival points that will encourage travellers to stop and spend time in Rosedale.
- Retaining and enhancing the historic places on the highway to provide a strong sense of place and character.
- Reinforcing the local identity of Prince Street through consistent streetscape treatment including street furniture and urban art.

Improve parking, particularly long vehicle parking for trucks and RVs (including boats and caravans) to encourage people to stop in Rosedale.

Develop an improved western town approach through:

- Upgraded landscape treatment and signage around Blind Joes Creek.
- Encouraging "sustainable" tourism uses within the rural activity area north of the highway.

Develop an improved eastern town approach through:

- Upgraded landscape treatment and signage that responds to the significant views.
- Enhancing and improving facilities in Willow Park.

Acknowledge the location of Rosedale on Victoria's Principal Freight Network (PFN) and National Transport Network.

21.10-5 A connected town

15/10/2015
C86

Objective

To create a healthy, active and liveable community through the provision of a safe walking and cycling network which connects residential areas, key nodes and heritage, cultural and landscape assets.

Strategies

Create a walking and cycling path network that connects and allows for safe movement between residential areas, recreation areas and key nodes within Rosedale by:

- Improving the safety and ease of accessing and crossing Prince Street.
- Using creeks (including the Blind Joes Creek corridor) and floodplains to provide physical walking and cycling connections between Rosedale and the surrounding area.
- Supporting improvements to create direct access between Cansick Street and the railway station.

Require that future roads and access ways meet the requirements of the Infrastructure Design Manual.

Provide a high level of connectivity between new residential development, the existing Rosedale town centre and natural corridors by all modes of transport.

Provide safe walking and cycling connections between existing rural living areas, new rural living areas and the urban areas.

21.10-6 A strong and vibrant community

15/10/2015
C86

Objective

To strengthen the local economy and create a vibrant town centre with a unique sense of place.

Strategies

Provide for a range of retail, commercial, community and visitor based business in Rosedale by:

- Encouraging a mix of uses with a focus on retail, commercial and visitor facilities in the CBD with a variety of floor spaces to promote diversity in occupancies.
- Encouraging a mix of residential, community, cultural, commercial uses and specialised retail in the Railway Precinct, while discouraging industrial uses.
- Encouraging community uses in Hood Street in order to create a connection between Prince Street and the Railway Precinct.

- Encouraging long term growth of retail and commercial uses along Prince Street in a westerly direction; on the northern side of Albert Street between Hood Street and Lyons Street; and along Hood Street.

Support opportunities for the establishment of new industries on existing vacant land while recognising the potential flood impacts and amenity issues.

Create a vibrant town centre by activating public space through:

- Supporting a mix of retail, commercial and community uses in combination with residential use.
- Encouraging informal seating in public areas.
- Encouraging zero setbacks (except for existing heritage places) for retail and commercial frontages with clearly defined entrances that address the street or public spaces.

21.10-7 Diversity of housing choice

15/10/2015
C86

Objective

To improve housing choice and diversity and ensure a sufficient land supply.

Strategies

Facilitate development in accordance with the Rosedale Strategy Plan.

Provide for a range of lot sizes which take into account:

- Lot densities which respect existing lot sizes and the connected lifestyle character of Rosedale (existing average urban lot size is 800m²).
- Unsewered lots which need to be of a sufficient size to accommodate on-site sewerage treatment.

Support opportunities for retirement living.

Facilitate future growth while minimising encroachment of development into floodplains and protecting communities from flooding.

Provide opportunities for sufficient growth for Rosedale's urban area by:

- Supporting and prioritising the residential development of infill sites.
- Facilitating residential development of the vacant broad acre land to the east of the town (Mill Lane) as a priority.
- Facilitating new residential development between Moore Street, Rosedale-Flynn's Creek Road, Cricket Street and Blind Joes Creek, subject to the outcome of the Rosedale Flood Study and West Gippsland Management Catchment Authority consent.
- Facilitating new low density residential development on Rosedale-Flynn's Creek Road north of the railway line, subject to the outcome of the Rosedale Flood Study and West Gippsland Management Catchment Authority consent.
- Supporting subdivision of Low Density Residential Zoned land within the Rosedale Urban Area (north of the railway line) where reticulated sewerage can be provided to smaller lot sizes.
- Supporting long term residential development opportunities to the west of Blind Joes Creek and east of Mill Lane.

Provide opportunities for sufficient growth for Rosedale's rural area by:

- Supporting the development of existing vacant Low Density Residential Land on Williams Road while respecting the rural character and connected rural lifestyle on bigger lots.
- Supporting the development of land bound by Williams Road, Willung Road, Hoopers Road and Friends Road for rural lifestyle living.
- Supporting the long term intensification of land to the west of Rosedale-Flynns Creek Road outside the coal buffer and to the east of Willung Road.

21.10-8

15/10/2015
C86

Implementation

The Rosedale strategies will be implemented through the planning scheme by:

Policy guidelines

Planning must consider as relevant:

Rosedale Structure Plan (Wellington Shire Council, adopted 7 August 2012)

Current Flood Data available from West Gippsland Catchment Management Authority

Healthy by Design guidelines

Infrastructure Design Manual

Public Transport Guidelines for Land Use and Development, 2008

Wellington Open Space Strategy 2014-24

Wellington Heritage Study: Stage 1, May 2005

Application of policy, zones and overlays

- Apply *Clause 22.02 Rural Policy* in considering applications in the Farming Zone and Rural Activity Zone to protect agriculture and agricultural land.
- Apply *Clause 22.03 Heritage Policy* in considering applications covered by the Heritage Overlay or places included in the Victoria Heritage Inventory for direction as the most appropriate manner to undertake works in heritage places.
- Apply *Clause 22.04 Car Parking Policy* in considering a permit to reduce the number of parking spaces required to be provided under Clause 52.06.
- Apply *Clause 22.07 Coal Buffers Policy* in considering applications covered by the Urban and Construction Buffer (ESO3) to ensure that the use, development and management of land mutually protects urban amenity and coal resource development.
- Apply *Clause 42.01 Environment Significance Overlay Schedule 3* where an appropriate buffer to the Gippsland Brown Coalfields needs to be taken into account to ensure that the use, development and management of land mutually protects urban amenity and coal resource development.
- Apply *Clause 43.01 Heritage Overlay* to land identified having heritage significance to conserve and enhance heritage places.
- Apply *Clause 43.02 Design and Development Schedule 1* to industrial areas to provide well planned industrial estates.
- Apply *Clause 43.04 Development Plan Overlay Schedule 1 and 8* to "greenfield" areas to develop a physical framework plan which outlines the desired development approach

including but not limited to; location of open space and necessary community facilities; access; drainage solution based on Water Sensitive Urban Design principles; location power, water and sewerage; proposed neighbourhood character; and connections for pedestrians, cyclists and cars within the development area, to adjacent areas and key nodes in Rosedale prior to subdivision.

- Apply *Clause 44.03 Floodway Overlay* and *Clause 44.04 Land Subject to Inundation Overlay* on land identified by West Gippsland Catchment Management Authority as being flood prone to ensure that development maintains the free passage and temporary storage of floodwaters.
- Apply *Clause 45.01 Public Acquisition Overlay Schedule 2* to ensure that changes to the use or development of the land do not prejudice the purpose (a road) for which the land is to be acquired.
- Apply *Clause 45.03 Environmental Audit Overlay* to land identified as having a potential for contamination to ensure that the land is suitable for a use which could be significantly adversely affected by any contamination.

Undertaking further strategic work

Implement the outcome of the Rosedale Flood Study by updating the Land Subject to Inundation Overlay, Flood Overlay and determine which areas are appropriate for residential and industrial development.

Investigate the opportunities for a sufficient supply of industrial land.

Prepare a master plan for the area that includes the Rosedale Leather factory, the eastern industrial precinct and the Farming Zone land in between these industrial parcels of land that would define the vision, design intent, location, subdivision and potential uses.

Prepare master plans for the CBD and Railway Precinct to provide a level of detail that would provide direct long term development opportunities and public realm treatment.

