



Rosedale Structure Plan

Background & Strategic Directions Report December 2011

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1 Introduction

1.1 The Structure Plan

SMEC Urban in association with Urban Enterprise, are assisting Wellington Shire in preparing a Structure Plan for Rosedale.

The Rosedale Structure Plan will present the opportunity to enhance the existing character of the town and improve the urban environment to create a vibrant rural town that will offer an enhanced quality of life for existing and future residents. 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 preparation of the Structure Plan must embrace 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 will be supported by indicative framework plans and urban design guidelines for key development sites within the study area.

1.2 The Background Report

The Background and Strategic Directions Report provides a summary of the analysis and consultation undertaken in the initial stages of the project. It builds upon the previous studies and consultation undertaken by Council to identify the key issues and opportunities which will underpin the Structure Plan and inform the visioning for future land use and development.

The report includes:

- Analysis of the key features of Rosedale;
- Land supply and demand Analysis;
- Overview of existing infrastructure;
- Overview of existing movement network;
- Planning policy analysis;
- Literature review;
- Stakeholder consultation summary to date; and
- Draft vision and strategic directions that will inform the draft structure plan.

2 Methodology

2.1 Process

The draft structure plan is developed between September 2011 and January 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 was 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.

2.2 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 proactively 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. A summary of the feedback received at stakeholder engagement sessions is provided as an attachment to this report.



Figure 1: Project Methodology

3 Rosedale Profile

3.1 Regional Context

Rosedale is situated 187km south east of Melbourne, Victoria. The town is located centrally within the region of Gippsland. The Gippsland region extends easterly from Melbourne suburbs 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 best 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, around Sale and off-shore in the Bass Strait.

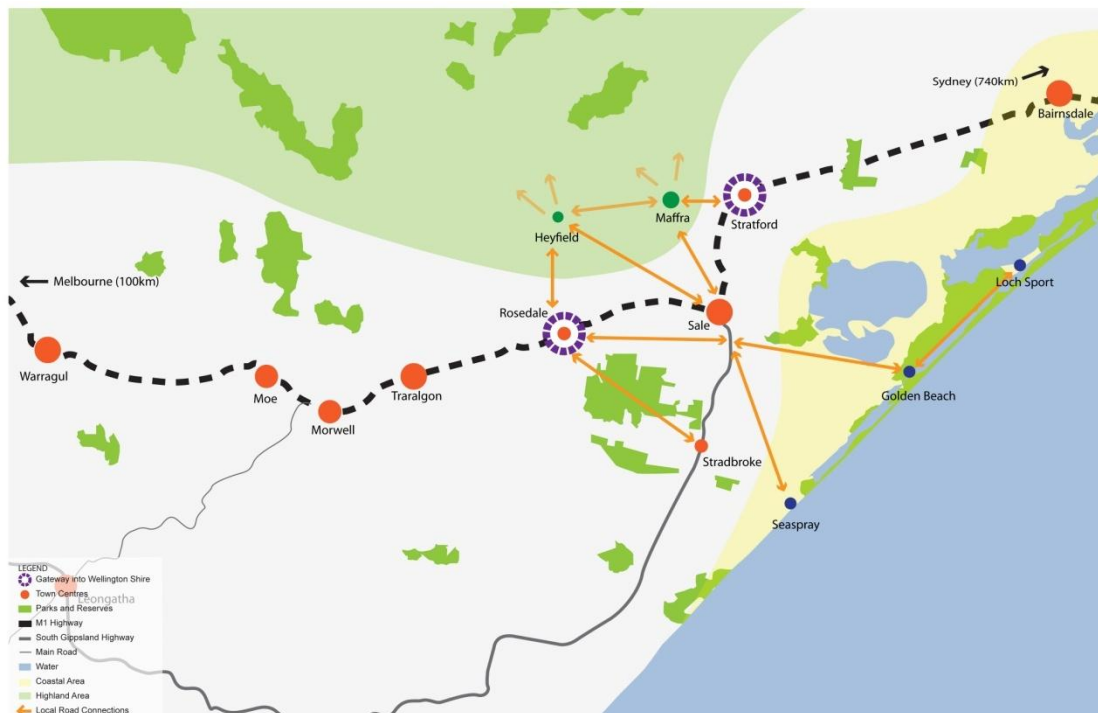


Figure 2: Sub-Regional Context Map

3.2 Sub-Regional Context

Rosedale is identified as the gateway of 'Central Gippsland', a sub-region which includes the land situated between the Latrobe Valley west, Gippsland Lakes east, Great Dividing Range north and Bass Strait south. Central Gippsland primarily comprises the area of Wellington Shire Council, in which Rosedale is situated. The Municipality also includes the towns of: Sale (regional centre); Heyfield; Maffra; Stratford; Longford; and Yarram (Figure 2: Sub-Regional Context Plan).

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



Figure 3: Sub-Regional Context Map

3.3 Local Context

Rosedale is situated within 'Central Gippsland', a sub-region which includes the land situated between the Latrobe Valley west, Gippsland Lakes east, Great Dividing Range north and Bass Strait 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 10,989km².

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

Rosedale is located 27km west of Sale and 24km 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 activities centres. Rosedale is currently situated along the Princes 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.

3.4 Study Area

Rosedale is bound by the Latrobe River to the north and Blind Joe 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 (Figure 4: Study Area).



Figure 4: Study Area

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 employer being Rosedale Leather, which established a large tannery in the early 1990s. It is also understood that the town has a strong employment link with Traralgon and Sale.

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 Joe 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 is generally vacant lots along with poorly maintained accommodation buildings. This significantly impacts on the perception of the town from passing by motorists 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 locality dramatically influences the built form in this area 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 front which establishes a consistent built form on the southern side of Princes Street.

Scattered throughout the towns activity centre are historically significant buildings. Notable historically significant builds are situated on the corners of Hood Street and Prince Street; Princes Street and Lyons Street; and the intersection of Princes Street and Lyon Street. These buildings create focus nodes within the town centre, underpinning the urban character for 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 reserved styles 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.

Landscape Character

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

Vegetation along the Blind Joe 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.

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

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 Joe 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 which is an attractor in the Region and provides opportunities for recreational pursuits such as four-wheel driving, camping and hiking.

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, kindergarden;
- Cricket Street Recreation Reserve;
- Rosedale Racing Recreation Reserve;
- Willow Park; and
- Princes Street Reserve.

Background & Strategic Directions Report

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 Princess Highway, Willung Road, Huffers Lane and Huffers Road.

Brown coal reserves have been identified in close proximity to the Rosedale. These areas have been retained and remain undeveloped to ensure the natural asset continues to be protected.

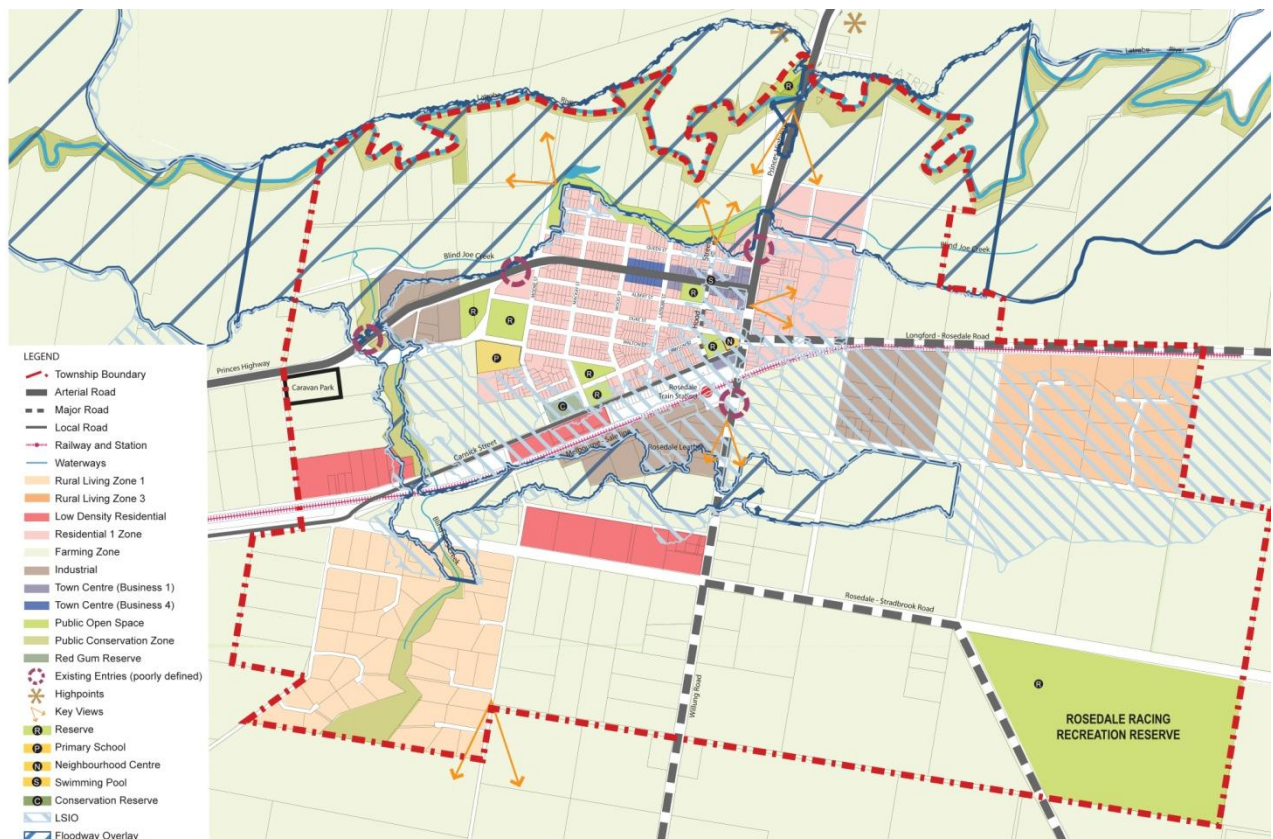


Figure 5: Site Analysis Plan

Identity of Rosedale

Rosedale is in the midst of an identity crisis. It 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. These uses are fragmented and poorly signed.

The existing entries to the town are poorly defined and have an adverse impact on the image of the town and perception of those travelling through.

3.5 Engineering

A number of engineering and infrastructure servicing requirements have been assessed to assist in the preparation of the Rosedale Structure Plan. This assessment has identified current infrastructure services that are available in the town, along with identification of constraints that may restrict development expansion of these services to cater for future development resultant from the Structure Plan. Information provided has been obtained from desktop reviews of available electronic utility information and discussions with supply authority offices.

3.5.1. Water & Sewerage

Gippsland Water is the responsible authority for providing water and sewerage services to Rosedale.

The current town area is serviced with both reticulated water and sewerage services. Water is supplied from Gippsland Water's Tyers Supply System whilst sewerage is collected and pumped to Gippsland Water's Water Factory for processing.

Verbal advice received from Gippsland Water indicates that existing infrastructure has capacity to service a population increase in the order of 20% through infill development and expansion of town's fringe.

Development on the northern side of the Latrobe River would be difficult to service. A new, higher level water basin would need to be installed together with a new sewerage collection and transfer system.

It should be noted that the existing caravan park, rural living zone and low density residential zone areas are unsewered and rely on on-site treatment and disposal systems.

3.5.2. Electricity

SP AusNet is the responsible authority for the provision of electricity supply to service the Rosedale. Electricity supply is currently supplied via predominantly overhead power cable transmission. More recent developments have had underground power provided.

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

3.5.3. Telecommunications

Rosedale is included in the indicative list of towns that will receive fibre optic coverage. Many of these towns will also receive some wireless coverage. The list is based on initial detailed modelling work undertaken by NBN Co. which may be subject to change following more detailed planning and design work. The fibre optic modelling is based on NBN Co's current optical fibre design rules rather than detailed premise and density and may not result in contiguous coverage of all locations within the indicated fibre footprint. At this stage, the timing for installation of the fibre optic network is unknown.

3.5.4. Gas

APA Group is the principal authority responsible for the provision of gas reticulation to service the Rosedale.

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

Discussions with APA Group regarding future servicing issues have not been undertaken at this stage.

3.5.5. Drainage

Not all land included in the study area is provided with Urban Drainage Pipelines.

No stormwater treatment or detention has been established prior to outfall to the land area surrounded by Blind Joe Creek. Given this area is subject to localised flooding from Blind Joe Creek and (to a lesser extent) the Latrobe River, restrictions apply to further development. Flood and inundation are identified through the Planning Scheme, Floodway Overlay (FO) and Land Subject to Inundation Overlay (LSIO).

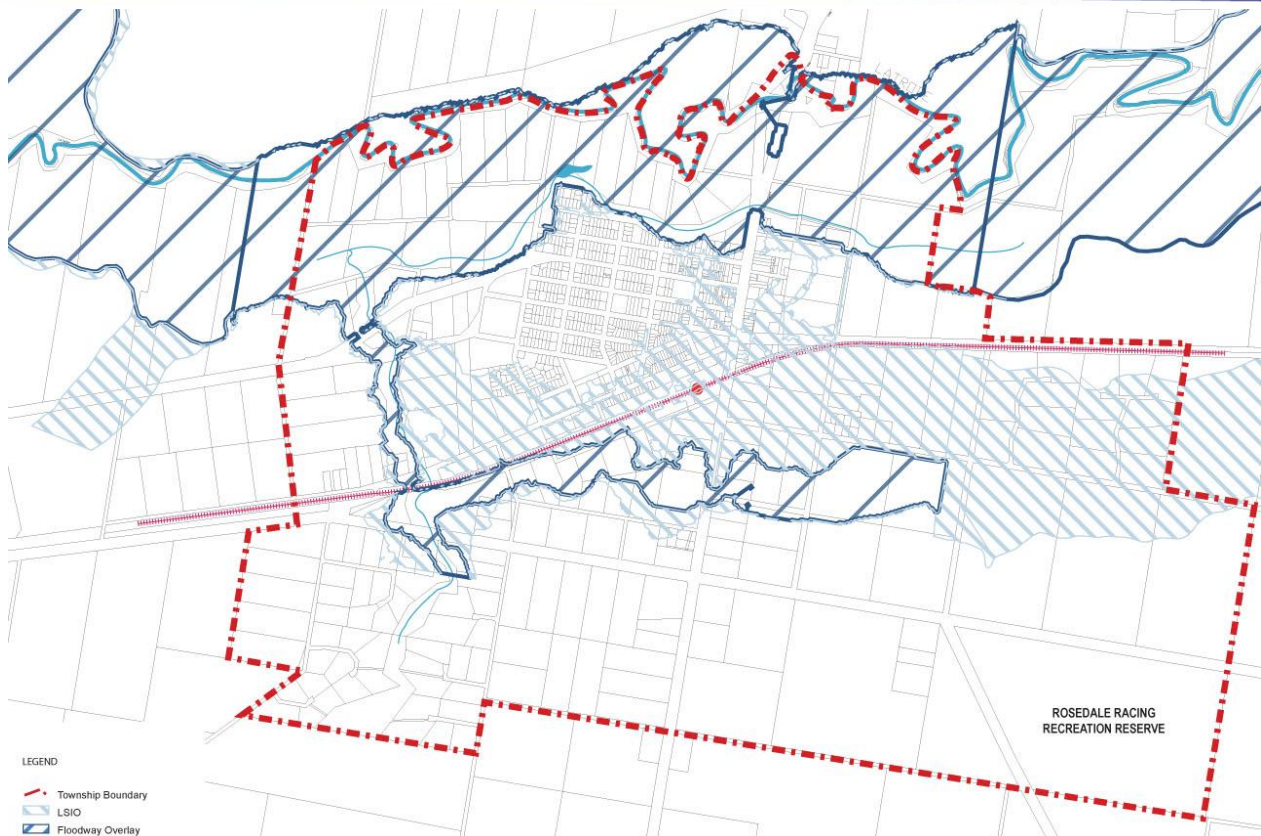


Figure 6: Flooding

3.6 Transport

Rosedale 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 town.

An analysis of the Transport infrastructure (including pedestrian and cyclist) has been carried out and recommendations for future development in the study area have been made in the following sub-section of this report.

3.6.1. Road Infrastructure

The section of the Princes Highway that runs through Rosedale comprises a four-lane, two-way divided arterial road. The road runs mainly in an east-west direction through the town centre and then turns north at an intersection controlled by a roundabout. The east-west section is locally called Prince Street and the north-south section is locally called Lyons Street. Lyons Street also extends south from the roundabout to Rosedale-Longford Road.

Indented parking is provided along both sides of the Princes Highway through the town centre.

Sealed shoulders are present along the northern section, excluding the Latrobe River Bridge.



Photo 1: Princes Street and indented parking



Photo 2: Entry to Rosedale approach from Sale

The alignment of the Princes Highway through Rosedale is flat. There is an incline to the north which starts at the Latrobe River Bridge. The sight distance requirements at the Prince Street / Lyons Street roundabout comply with the Austroads Guidelines.

The speed limit on the Princes Highway through Rosedale is 60km/h. On both approaches to the town, the speed limit increases to 100km/h.

Rosedale-Longford Road is a sealed two-lane, two-way undivided arterial road which runs in an east-west direction. Unsealed/grassed shoulders are present on both sides of the carriageway.

The alignment of Rosedale-Longford Road towards Rosedale is straight and flat. Its intersection with Lyons Street operates under give-way control.

The safe intersection sight distance (SISD) on both approaches to the intersection is greater than 140m, which complies with the Austroads Guidelines. The posted speed limit on Rosedale-Longford Road decreases from 100km/h to 60km/h approaching Rosedale.



Photo 3: Longford Road



Photo 4: Longford Road

The following local roads were inspected:

- North-south orientated roads:
 - Moore Street
 - Wood Street
 - Latrobe Street
 - Hood Street

- East-west orientated roads:
 - Queen Street
 - Albert Street
 - Cansick Street.

These local roads are sealed two-lane, two-way undivided roads which provide access to arterial roads and adjacent properties. The alignment of these roads is flat and straight with a gentle bend on Moore Street, Wood Street and Hood Street.

A default speed limit of 50km/h (unsigned) applies to all of these local roads, except Moore Street which has a posted speed limit of 50km/h and 40km/h adjacent to Rosedale Primary School.



Photo 7: Hood Street



Photo 6: Typical Residential Street

3.6.2. Public Transport

Public transport infrastructure is established within Rosedale with the provision of both train and bus. The Rosedale train station is located on the southern border of the town centre, with access available via Cansick Street and Hood Street. There are six daily train services between Melbourne and Bairnsdale (including weekends) between 7:00am and 9:00pm.

Bus services operate between Traralgon and Sale via the Princes Highway, providing service to Rosedale. There are four (4) weekday services, two (2) services on Saturday and one (1) service on Sunday. The bus stop is located at the intersection of Prince Street and Hood Street in the town centre. There are no local bus routes within Rosedale.

Public transport frequencies are minimal to service the varying needs of the local community and, as per community feedback, train and bus timetables do not align and are inconvenient. This reportedly makes it difficult for persons wanting to travel to Sale or Traralgon for services. The provision of additional services may be required in the future, however, this may require further upgrade to the existing platform as it is understood from consultation with the focus group and stakeholders that the platform is not long enough for some trains.

In addition, there are inadequacies with the location of the current bus stop, which is adjacent to an electricity pole. The problem arises due to the camber of the road, which makes buses lean onto the pole if they do not park away from it. As a consequence, dismounting passengers have to step onto the street and then onto the kerb within a very short distance, due to which they frequently trip and fall onto the grass. This presents particular difficulties for people with mobility and sight impairments. The relocation of the bus stop should therefore be considered and discussed with the relevant transport authority.

3.6.3. Pedestrian and Cycleways

There are no formal bicycle path facilities within Rosedale. Table 1 provides a summary of footpath provision on the local road inspected.

Table 1: Footpath Provision

STREET	PROVISION
Princes Highway	both sides through Rosedale
Lyons Street (extension)	west side only
Moore Street	both sides adjacent to the new residential development and Rosedale Primary School
Wood Street	east side between Princes Highway and Dawson Street
Latrobe Street	both sides between Princes Highway and Dawson Street, east side only south of Dawson Street
Hood Street	both sides between Queen Street and Cansick Street
Queen Street	north side between Mackay Street and Princes Highway
Albert Street	both sides, except on the south side between Hood Street and Lyons Street
Cansick Street	both sides, except on the south side between Latrobe Street and Lyons Street
Rosedale-Longford Road	No footpaths

3.7 Demographic Analysis

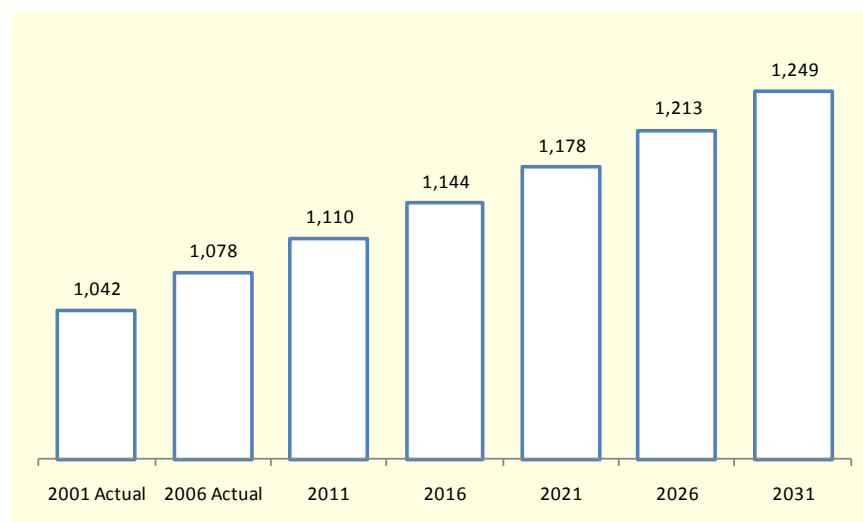
3.7.1. Population

Table 2 and Figure 7 below provide an overview of population trends and projections for Rosedale and Wellington Shire during the period between 1996 and 2031.

Table 2: Resident population, Rosedale and Wellington Shire, 1996-2031

	1996 actual	2001 actual	2006 actual	2011	2016	2021	2026	2031	Average annual growth rate
Rosedale	n/a	1,042	1,078	1,110	1,144	1,178	1,213	1,249	0.6%*
Wellington	39,817	39,288	39,079	43,007	44,317	45,762	47,283	48,961	0.7%

* Annual growth rate is based on Rosedale Statistical Local Area and is therefore conservative.



Source: Time Series Profile & Basic Community Profile, ABS Census 2006 & Victoria in Future 2008

Figure 7: Residential Population, Rosedale, 2001-2031 (Source: Basic Community Profile, ABS Census 2006 & Victoria in Future 2008)

In 2006, Rosedale had a total resident population of 1,042 people.

It is estimated that population in Rosedale will reach 1,249 people by 2031 at an average annual growth of 0.6%. Rosedale has a comparable population growth rate to Wellington Shire (0.7% p.a.)

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.

3.7.2. Average Household Size

The table below shows the average household size for Rosedale, the Rosedale Statistical Local Area (SLA) and the Wellington Shire between 1996 and 2006.

Rosedale had an average household size of 2.5 persons per household in 2006. Average household size for Rosedale SLA decreased from 2.8 persons per household in 1996 to 2.5 persons. This trend is in-line with the Shire's average during the same period.

The reduced household size in Rosedale SLA suggests the need for smaller dwellings and lot sizes to meet the needs of smaller households in Rosedale in the future.

Table 3: Average household size, Rosedale SLA and Wellington Shire, 1996 - 2006

Average household size	1996	2001	2006
Rosedale	N/A	N/A	2.5
Rosedale SLA	2.8	2.6	2.5
Wellington Shire	2.7	2.6	2.4

Source: ABS Census 2006

3.7 Age Structure

Figure 8 illustrates the age structure of Rosedale and Wellington Shire in 2006.

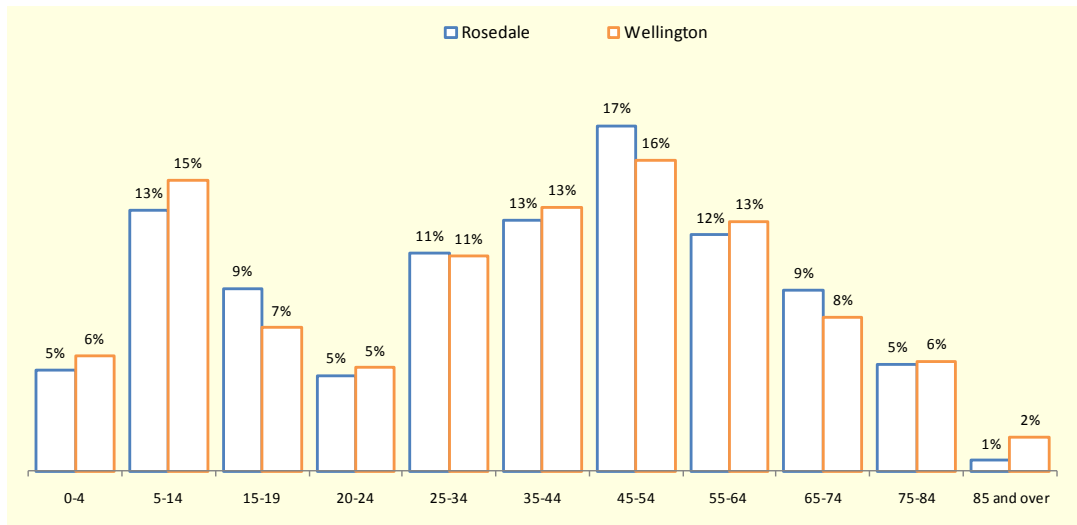


Figure 8: Age Structure, Rosedale and Wellington Shire, 2006 (Source: ABS Census 2006)

In 2006, 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 Rosedale residents aged less than 19 years in 2006.

Overall, Rosedale had a comparable age structure as Wellington Shire in 2006, with a slightly larger proportion of residents in the '15-19' and '45-54' age brackets.

The significant proportion of middle-aged and young residents highlights that Rosedale has a strong family component.

3.7.1. Dwelling Typologies

Table 4 provides an overview of the dwelling typologies in Rosedale and Wellington Shire in 2006. Rosedale had 394 dwellings in 2006 and Wellington Shire had 14,215 dwellings.

Table 4: Dwelling Typologies, Rosedale and Wellington Shire, 2006

	Rosedale	Wellington
Separate houses	94%	91%
Semi-detached houses or townhouses		3%
Flats, units or apartments	6%	4%
Other dwellings		1%

Source: ABS Census 2006

In 2006, the majority of dwellings in Rosedale were 'Separate houses' (94%) and the remaining 6% of dwellings were 'Flats, units or apartments'.

When compared to Wellington Shire, Rosedale had a higher proportion of 'Separate houses' and 'Flats, units or apartments'. However, the town had no 'semi-detached houses or townhouses' in 2006.

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.

3.7.2. Labour Force

Table 5 provides an overview of the labour force in Rosedale and Wellington Shire in 2006. Rosedale had 463 residents in the labour force in 2006 while Wellington Shire had 17,738 residents in the labour force.

Table 5: Labour Force, Rosedale and Wellington Shire 2006

	Rosedale	Wellington
Employed, worked:		
Full-time(a)	60%	58%
Part-time	25%	30%
Employed, away from work(b)	3%	4%
Hours worked not stated	3%	2%
Total	91%	94%
Unemployed, looking for:		
Full-time work	6%	4%
Part-time work	3%	2%
Total	9%	6%
Total labour force	53%	57%

Source: ABS Census 2006

In 2006, 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.

The proportion of residents unemployed but actively seeking full-time or part-time work in Rosedale was higher than the Shire's average in 2006.

The lower-than-average labour force in Rosedale may have been a result of a range of complex issues such as a high concentration of youths, an aging population, recent economic downturn and limited employment/investment opportunities. The future development in Rosedale could present employment opportunities for Rosedale residents who are seeking employment or are currently unemployed.

3.7.3. Employment by Industry

Figure 9 illustrates the industries of significance in Rosedale and Wellington Shire in 2006.

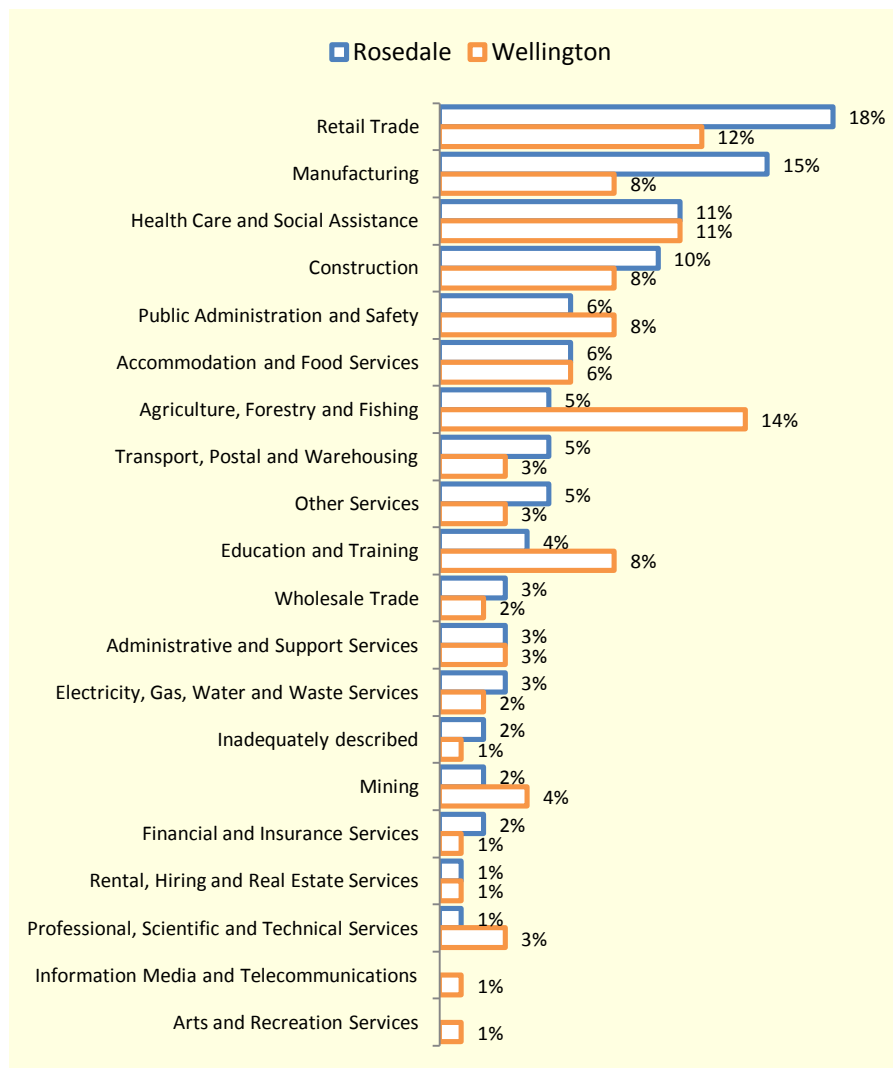


Figure 9: Employment by industry, Rosedale and Wellington Shire, 2006 (Source: ABS Census 2006)

In 2006, 18% of Rosedale residents worked in 'Retail Trade'. This was followed by 'Manufacturing' (15%) and 'Health Care, and Social Assistance' (11%).

The data indicates that Rosedale had a significant proportion of retail/commercial and light industrial activities such as retail trade, manufacturing, building and construction and health care. However, employment in Wellington Shire was more concentrated in the heavy industrial, agricultural and education activities. 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.

3.7.4. Journey to Work

The table below shows the place of work for Rosedale and Wellington Shire residents by industry sectors in 2006.

Table 6: Journey to work, Rosedale and Wellington Shire 2006

Place of Work	Wellington (S)		Latrobe (C)		Other Locations	
Resident Workers	Wellington Shire	Rosedale	Wellington Shire	Rosedale	Wellington Shire	Rosedale
Professional, Scientific and Technical Services	90%	100%	5%		5%	
Accommodation and Food Services	95%	86%	3%	14%	2%	
Other Services	92%	76%	5%	24%	3%	
Agriculture, Forestry and Fishing	97%	71%	2%		1%	29%
Transport, Postal and Warehousing	85%	63%	7%	19%	7%	19%
Public Administration and Safety	88%	63%	8%	38%	4%	
Retail Trade	92%	61%	6%	39%	2%	
Manufacturing	84%	55%	11%	35%	6%	10%
Construction	82%	53%	12%	32%	6%	16%
Mining	91%	50%	2%		6%	50%
Administrative and Support Services	83%	50%	11%	25%	6%	25%
Education and Training	89%	50%	7%	31%	4%	19%
Wholesale Trade	82%	46%	11%	31%	7%	23%
Health Care and Social Assistance	87%	45%	9%	49%	4%	6%
Financial and Insurance Services	87%	38%	10%	63%	3%	
Electricity, Gas, Water and Waste Services	62%	23%	36%	77%	3%	
Information Media and Telecommunications	80%		14%		6%	
Rental, Hiring and Real Estate Services	89%		7%	100%	5%	
Arts and Recreation Services	94%		4%		2%	
Total	89%	57%	7%	34%	4%	9%

Source: Place of Work, ABS Census, 2006

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.

The significant proportion of Rosedale workers travelling to Latrobe for work may indicate better employment opportunities and services offered in town centres such as Traralgon and Morwell in the Latrobe City. It may also indicate that people are prepared to commute to nearby regional centres (e.g. Traralgon and Sale) for employment, but choose to live in Rosedale, for reasons such as housing affordability and lifestyle choice. 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.

However, Rosedale workers in the manufacturing, energy, property and financial services, and wholesale trade industry sectors travelled to the Latrobe City for work in 2006. This highlights the limited employment opportunities or industry activities offered by these sectors.

3.8 Land Supply

This section describes the amount of land in Rosedale zoned for urban purposes, the capacity within these zones, and the types of businesses operating within the town.

3.8.1. Zoned Land

The following table provides an overview of the existing residential, commercial and industrial lots supply in Rosedale. This table excludes broad hectare residential land which is described in Table 6.

Table 7: Zoned Lots and Vacant lots

Zone	Total Zoned Land Area (ha)	Total Lots within Zone	Vacant Area (ha)	Vacant Lots	Vacancy %	
					Area	Lots
R1Z	90	580	11	74	12%	13%
LDRZ	39	22	17	10	43%	45%
RLZ1	120	44	8	3	7%	7%
RLZ3	69	16	8	2	11%	13%
Total Rural Living	228	82	33	15	14%	18%
Total Residential	318	662	58	89	14%	13%
B1Z	4	62	0.2	2	4%	3%
B2Z	1	4	0.1	1	14%	25%
B4Z	2	17	0.4	4	21%	24%
Total Business	7	83	0.7	7	10%	8%
IN1Z	54*	38	28	12	61%	32%

* 67 hectares are zoned, but 13ha is considered undevelopable due to the Flood Overlay.

Source: Wellington Shire Council & Planning Maps Online

At present, 74 subdivided lots or 13% of total Residential 1 Zone lots are vacant. A further 15 lots or 18% of total Rural Living zoned lots are vacant. This provides 89 vacant residential lots or a vacancy rate of 13% for residential lots in Rosedale.

The lots vacancy rate for business zones is 8% in Rosedale. The majority of vacant lots are in B4Z.

12 Industrial 1 Zone lots are vacant in Rosedale or 32% of total Industrial 1 Zone land (excluding land unencumbered by the Flood Overlay).

Table 7 provides an indication of the potential lots capacity in Residential 1 Zone if the large Residential 1 Zone lots are subdivided.

There are 7 vacant broad-hectare lots in the Residential 1 Zone in Rosedale, covering a total area of 15.4 hectares. Once subdivided, this broad hectare land could provide 123 additional residential lots. This assumes an average lot size of 1,000m² and makes allowance for drainage, open space and internal access (20% of gross developable land).

Table 8: Residential 1 Zone broad hectare lot capacity

R1Z Broad-Hectare Land	
Broad hectare lots	7
Broad hectare area (ha)	15.4
Estimated lots per ha	8
Broad hectare lot capacity	123

Source: Urban Enterprise, 2011.



Figure 10: Vacant Residential 1 Zone Lots and Land within Rosedale

3.8.2. Constraints

A significant proportion of residential land in Rosedale is affected by the Floodway Overlay (FO) and Land Subject to Inundation Overlay (LSIO). This restricts growth within land already zoned for residential development. Development opportunities may be limited due to the likelihood of flooding and the restricted use and development of land within the Flood Overlay and Land Subject to Inundation Overlay controls. Future expansion and development of some residential areas is constrained due to flooding.

Despite the significant number of vacant lots in Residential 1 Zone and Rural Living Zones, it is understood that only ten (10) residential lots are currently for sale. Nine (9) of these lots are in the Residential 1 Zone.

3.8.3. Commercial Supply

In Rosedale, there is approximately 7ha of land within Business Zones, with 4ha Business 1 Zone.

The commercial centre of Rosedale has a range of businesses, with a significant proportion of businesses in the Antiques, Arts & Craft, and food & accommodation sectors. Rosedale has a number of light industrial retail/warehouses, such as a used car yard, automotive stores, Rosedale Caravan Home Centre and a building and plumbing warehouse. Rosedale also has a range of local retail services such as a small IGA supermarket, newsagent, bakery, Post Office and two petrol stations.

Rosedale has three (3) accommodation establishments currently operating. They are:

- Coach Lamp Motel.
- Rosedale Motel;
- Rosedale Caravan Park.

3.8.4. Industrial Supply

There is approximately 67ha of industrial land in Rosedale. The main industrial businesses in the town include Rosedale Leather, sawmill and related timber businesses, fertiliser supplies, storage and scrap yards.

The land in the Industrial 1 Zone on Huffers Lane is not connected to reticulated water or sewerage. This restricts the types of activities and businesses which can operate in this area. As such, land between Rosedale Leather (Industrial 1 Zone) and the Huffers Lane Industrial 1 Zone are strategically located in terms of extending services to the east of Rosedale Stradbroke Road.

There is a significant amount of land in the Industrial 1 Zone that is vacant or under-utilised, particularly in parcels that are owned by existing industrial operations such as Rosedale Leather. These vacant lots account for approximately 52% of all industrial land in Rosedale. Whilst these lots are not currently on the market, anecdotal evidence suggests that they may be surplus to requirements of the owners and could be put on the market in the future.

3.9 Land Demand

This section of the report provides an assessment of demand for residential, commercial and industrial land over the next 15 and 20 years in Rosedale.

3.9.1. Residential

Based on the Estimated Resident Population (ERP) established by Victoria in Future (2008) for the Rosedale SLA, it is projected that Rosedale SLA will experience an average annual population growth of 0.6% per annum.

Applying this growth rate, Rosedale is expected to have an additional 103 new residents in the next 15 years (2011 - 2026) or 139 new residents in the next 20 years (2011 - 2031). This is equivalent to approximately 7 new residents each year.

Based on the average household size of 2.5 persons (2006), it is estimated that the town will require approximately 41 new dwellings over the next 15 years and 56 new dwellings over the next 20 years.

Table 9: Rosedale population and dwelling projections, 2011 - 2031

	2011	2016	2021	2026	2031	Average Annual Growth Rate
Rosedale	1,110	1,144	1,178	1,213	1,249	0.6%*
Additional Residents 2011 - 2026	103					
Additional Residents 2011 - 2031	139					
Average Household Size	2.5					
Additional new dwellings 2011 - 2026	41					
Additional new dwellings 2011 - 2031	56					

* Annual growth rate is based on Rosedale Statistical Local Area and is therefore conservative.

Source: Time Series Profile & Basic Community Profile, ABS Census 2006 & Victoria in Future 2008

3.9 Traralgon and Regional Growth

Traralgon and the Gippsland region are expected to experience stable population growth of around 1% per annum over the next 20 years.

It is estimated that Traralgon will need to accommodate an additional 4,165 people over the next 20 years.

As one of the main service towns to Traralgon, Rosedale is likely to attract a small percentage of the population growth in Traralgon given the cheaper land prices, larger lot sizes and easy commuting distance.

Table 10: Population Growth, Traralgon and Gippsland Region 2006 to 2026

	Traralgon	Gippsland Statistical District
2006 (actual)	28,259	165,472
2011	29,167	175,070
2016	30,430	184,735
2021	31,516	194,888
2026	32,424	205,128
Ave Annual Growth Rate	0.7%	1.1%
Additional Residents between 2006 & 2026	4,165	39,656

Source: Victoria in Future 2008

3.9.1 Residential Indicators

The table and figure below provides an overview of the consumption of residential land in Rosedale over the last 11 years.

Between 2001 and 2011, Rosedale had 74 new dwelling building permit applications approved, of which 60 were in Residential 1 Zone and 14 were in Rural Living Zones.

The average number of new dwellings approved in Residential 1 Zone was 5.5 dwellings per years, while the average number of new dwellings approved in Rural Living Zones was 1 dwelling per year, between 2001 and 2011.

The average lot size for new dwellings approved in Residential 1 Zone was 1,195m².

Table 11: Dwelling Building Approval Residential Zone Overview, 2001 - 2011

	Residential 1 Zones	Rural Living Zones	Total No. of Residential Building Approvals	Average Lot Size (sqm)	
				Residential 1 Zones	Rural Living Zones
2001	1		1	2,070	
2002	3	1	4	1,324	n/a
2003	7	6	13	1,108	19,800
2004	10	1	11	1,368	n/a
2005	2	3	5	865	36,000
2006	2		2	928	
2007	5		5	937	
2008	7		7	1,178	
2009	4	1	5	1,177	
2010	12	2	14	1,128	23,095
2011	13	1	14	1,059	
Total Building Approvals	66	15	81		
Average Lot Size (Sqm)				1,195	
Average No. of Lot per year	6.0	1.4	7.4		

Source: Wellington Shire Council

The number of new dwellings approved per annum in Rosedale in the past 11 years varied significantly, with the most dwellings approved in 2010 and 2011 (14 new dwellings) followed by 2003 (13). The recent increase in residential building approvals is likely to be the result of new residential subdivision.

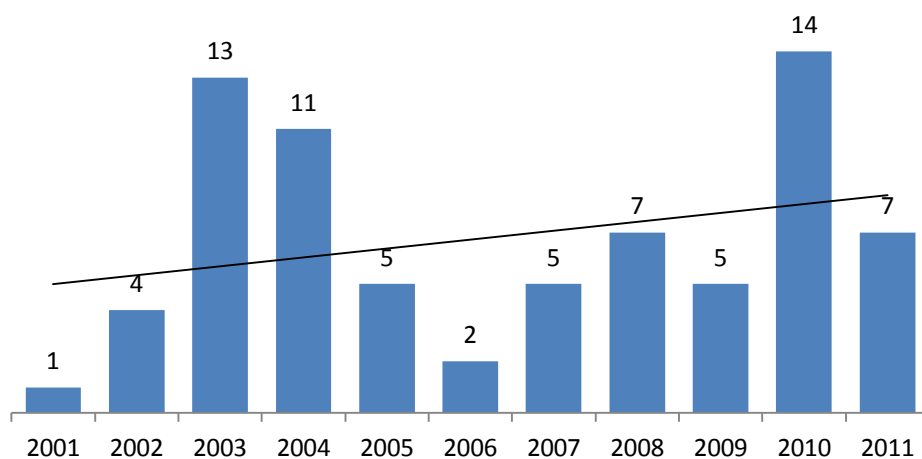


Figure 11: Residential lots consumption 2001 – 2011 (Source: Wellington Shire Council)

3.10 Property Values

3.10.1. Median House Price

The table below provides an indication of the median property prices in the Rosedale suburb, Wellington Shire and regional Victoria from 2000 to 2009. Median unit or apartment price is not compared in this section as Rosedale did not generate sufficient sales in units/apartments during 2000 and 2009 for compilation purposes.

Table 12: Median Property Values, Rosedale Suburb and Wellington Shire, 2000-2009

	Rosedale Suburb		Wellington		Traralgon		Regional Victoria	
	House	Vacant Blocks	House	Vacant Blocks	House	Vacant Blocks	House	Vacant Blocks
2000	\$70,000	\$10,000	\$77,000	\$12,000	\$88,000	\$41,000	\$105,000	\$39,500
2001	\$62,500	\$14,000	\$82,000	\$17,000	\$91,500	\$40,000	\$121,000	\$44,000
2002	\$77,500	\$13,500	\$90,000	\$15,000	\$113,000	\$45,000	\$145,000	\$52,500
2003	\$112,000	\$25,500	\$132,000	\$36,500	\$150,000	\$56,000	\$174,000	\$65,000
2004	\$143,000	\$33,000	\$157,500	\$55,000	\$170,000	\$69,000	\$193,500	\$75,000
2005	\$173,000	\$34,000	\$170,000	\$65,000	\$182,000	\$77,000	\$210,000	\$85,000
2006	\$140,000	\$55,000	\$175,000	\$61,751	\$195,000	\$82,500	\$222,000	\$92,000
2007	\$161,500	\$50,500	\$185,000	\$73,000	\$217,000	\$93,000	\$230,002	\$99,000
2008	\$177,500	\$60,500	\$200,000	\$71,500	\$230,000	\$105,000	\$235,000	\$101,002
2009	\$162,500	\$70,000	\$205,000	\$81,000	\$236,000	\$112,000	\$245,000	\$105,000
Ave Annual Change %	11.1%	27.5%	13.0%	27.0%	11.6%	11.8%	11.2%	13.0%

Source: A Guide to Property Values, 2010

In 2009, the median price of a residential house in Rosedale was \$162,500, which was 20% lower than Wellington Shire (\$205,000) or 34% lower than regional Victoria (\$245,000). The median price for a vacant block in Rosedale was also significantly lower than the Shire and regional Victoria's averages.

Between 2000 and 2009, median house price in Rosedale increased by 11% annually, which was comparable to Traralgon (11.6%), Wellington Shire (13% p.a.) and regional Victoria (11.2% p.a.). Growth in the median value of a vacant block in Rosedale (27.5% p.a.) was also comparable to the Wellington Shire (27% p.a.) and was significantly higher than regional Victoria (13% p.a.) and Traralgon (11.6%). This difference is largely due to the low base value for vacant house blocks in 2000.

The analysis of property values indicates that despite the lower median house price in Rosedale when compared to Wellington Shire and regional Victoria, demand for housing in the town has been growing over the past 10 years. Vacant block price growth in Rosedale has also been strong, albeit from a very low base.

3.10.2. Rental Properties

Anecdotal evidence suggests that there is a limited supply of rental properties available in Rosedale. ABS data from the 2006 Census shows that 19% of all dwellings in Rosedale were available for rent, lower than the Victorian average of 24%.

The Department of Housing Rental Report does not provide data for the Rosedale, however desktop research indicates that there is only a small number of rental properties currently on the market in the town.

Major real estate websites list only 3 properties currently available (as at October 2011) for lease in Rosedale. Each of these properties are houses with 3 or 4 bedrooms and range in price from \$180 to \$420 per week. The apparent shortage in supply of rental properties in Rosedale presents a significant constraint to housing affordability and choice in the town. It is important that new development is facilitated to provide increased opportunities for private rental dwellings, thus increasing the affordability and flexibility of the housing market and increasing the attractiveness of Rosedale to new residents, employees and investors.

Table 13: Rental Properties Listed, Major Real Estate Websites, Rosedale, October 2011

Address	Rent per week	No. of Bedrooms
46 Kyle Street	\$420	4
55 Boyd Court	\$370	3
3 Latrobe Street	\$185	3

3.10.3. Real Estate Agents

Real estate agents active in Rosedale were contacted in order to gain an understanding of the characteristics and drivers of demand for property in Rosedale. Key comments included:

- Overall demand for residential property in Rosedale is low but steady. A recent residential subdivision sold quickly, with only 3 lots remaining on the market.
- Demand is predominantly from the first home buyer market (60% - 70% of the residential market), and the vast majority of buyers are from the local area (within 50km).
- There is also some demand for lifestyle residential lots, but not many of these have been placed on the market in recent years;
- The main driver of the Rosedale market is the relatively cheap land prices compared with Traralgon and Sale. This has increased in recent years, with strong price growth in Traralgon due to constrained residential land supply.
- In the early 2000's, many standard residential lots were sold for around \$10,000 each. Most of these lots have been held for investment purposes and have not been put on the market in the proceeding 10 or so years. This is largely due to the strong land value growth over this period (see Property Values section of this report for details), and the Capital Gains Tax payable if the land is sold. Real estate agents suggest that many of the vacant residential lots in Rosedale are being held for family investment/trust purposes.

3.10 Residential Land Requirements

This section provides 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.

Basing our calculations on the average household size (2.5 persons per household) in Rosedale and the existing ratio between R1Z and low density lots (88% R1Z lots and 12% low density lots), it is estimated that there will be demand for 36 R1Z lots and 5 low-density lots over the next 15 years, and 49 R1Z lots and 7 low-density lots over the next 20 years.

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.

Rosedale currently has 74 vacant lots in R1Z and 15 vacant low-density lots (excluding broad-hectare land). Based on the average number of lots required annually, the existing zoned land in Rosedale is equivalent to 31 years supply in the Residential 1 Zone and 50 years supply in low-density zones.

When broad-hectare (un-subdivided) land is included in the assessment (123 potential lots), the existing residential land supply in Rosedale increases to 82 years in the Residential 1 Zone.

Table 14 Scenario 1 – 0.6% population growth

Scenario 1	15 Years (2026)		20 Years (2031)	
	Residential 1 Zone	Low Density	Residential 1 Zone	Low Density
Current Population 2011 (estimate)	1,110			
Future Population	1,213		1,249	
Population Growth Rate p.a.	0.60%			
Additional Residents	103		139	
Ave Household Size	2.5			
Residential 1 Zone and Other Residential Zones Split	88%	12%	88%	12%
Additional Lots Required	36	5	49	7
Additional Lots Required per annum	2.4	0.3	2.4	0.3

Source: Victoria in Future, Wellington Shire Council & Planning Maps Online

Scenario 2

Growth scenario 2 is based on historical residential lot consumption in the Rosedale Township.

The analysis of building approvals data in the past 10 years suggest that on average, 6 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.

The existing supply of 74 R1Z lots (subdivided) and 123 R1Z lots (broad-hectare) will provide sufficient supply for Rosedale over a 15-year and 20-year period based on this scenario.

The existing supply of 15 low-density vacant lots equates to approximately 11 years supply under this growth scenario.

Table 15: Scenario 2 - Historical Lot Consumption

	15 Years (2026)		20 Years (2031)	
	Residential 1 Zone	Rural Living	Residential 1 Zone	Rural Living
Ave. No. of Building Approvals p.a.	6.0	1.3	6.0	1.4
Additional Lots Required	90	20	120	28

Source: Wellington Shire Council & Planning Maps Online

3.10.1. Commercial

Demand for retail and commercial floorspace and land in Rosedale will be primarily driven by population growth. There were 5 building permits issued in the past 11 years for new commercial development, with a total land area consumed of 0.8ha.

Rosedale is made up of 2 ABS Census Collection Districts (2041607 and 2041611). The retail expenditure of residents within these CCDs has been used to estimate the expenditure of future residents in Rosedale over the next 15 to 20 years.

Based on the Estimated Resident Population (ERP) established by Victoria in Future (2008) for the Rosedale SLA, it is projected that Rosedale SLA will experience an average annual population growth of 0.6% per annum. Applying this growth rate to Rosedale, the population of Rosedale will increase from 1,110 residents in 2011 to 1,249 residents in 2031.

Assumptions on local expenditure data were applied to these population growth rates to estimate the additional local retail expenditure in Rosedale over the next 15 to 20 years. Based on existing expenditure patterns, new residents will spend an estimated \$4,711 per person on retail items in Rosedale.

In addition to residential expenditure, an allowance has been made for passing trade. This passing trade includes through traffic on the Princess Hwy and other major roads passing through Rosedale. The impact of this passing trade has been estimated at 50% of the residential expenditure. The allowance for passing trade is significant in Rosedale, given the high exposure location on the Princes Highway. Passers-by include: visitors to the Gippsland Region, visitors to Victoria's High Country, road travellers on the Melbourne to Sydney coastal route, residents of other Gippsland settlements and truck drivers and RV occupants using the Princes Highway.

The following table depicts the projected increase in retail expenditure from 2011 to 2026 and 2031. Assumptions were made regarding expenditure of Rosedale residents that would occur in other centres such as Traralgon and Sale; high levels of escaped expenditure were assumed for bulky goods and apparel, homewares and leisure items given the low presence of these goods in Rosedale.

Table 16: Rosedale Projected retail Expenditure pool

	2011	2026	2031
Estimated Population	1,110	1,213	1,249
Local Food Expenditure	\$4,467,401	\$5,238,379	\$5,505,589
Local Non-food Expenditure	\$1,037,692	\$1,384,877	\$1,516,027
Total Local Retail Expenditure Pool	\$5,505,093	\$6,623,257	\$7,021,616

Source: Urban Enterprise, 2011

The total local retail expenditure pool in 2011 is estimated to be \$5.5 million. Between the years 2011 and 2031, total local retail expenditure is expected to grow by \$1.1 million to \$6.6m. The total local retail expenditure pool is estimated to reach \$7 million by 2031.

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

Table 17: 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.

In the medium term (15 years), there will be a requirement for an additional 150m² of retail floorspace in Rosedale. Applying typical site coverage, it is estimated that in the medium term, provision for 450m² of land will be required to support retail industry growth.

In the long term (20 years), there will be the requirement for 210m² of new retail floorspace. Applying typical site coverage, it is estimated that in the long term, provision for 640m² of land will be necessary to support retail industry growth by 2031.

There are currently 7 vacant lots covering a total of 7,000m² of land in the business zones. However, only two of these lots are located in the Business 1 Zone.

There is sufficient business zoned land in Rosedale to cater for the projected population growth and associated employment and business growth over the next 15 to 20 years.

However, the Business 4 Zone on Prince Street is not successful, with a number of vacant lots and disused buildings in this zone and potential retail developments requiring a rezoning before they can proceed.

If rezoned to the Business 1 Zone, this area would provide sufficient land (with 4 vacant lots) for business expansion over the next 15 to 20 years.

3.11 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 currently in use – some of 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.

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.

3.12 Summary of Land Requirements

3.12.1 Residential

Table 18 shows the residential lot supply based on the 2 growth scenarios used in this report.

Table 18: 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	33	11

The table shows 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 is no need to rezone land for standard density residential purposes in the short to medium term.

Given that the current vacant lot supply of low density residential is below 15 years supply undergrowth Scenario 2, consideration should be given to identifying further land to the south of the town to accommodate further supply to meet State policy requirements.

3.12.2. Commercial

Projected population growth in Rosedale will generate demand for an additional 150m² of retail floorspace in the town over the next 15 years, requiring approximately 450m² of land.

Whilst this is not a significant amount of additional floorspace, consideration should be given to the need for appropriately zoned land, given the anecdotal demand identified for subdivision of 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 specialty 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.

3.12.3. Industrial

It is considered that existing vacant industrial land will meet the needs of population and business growth in Rosedale over the next 15 to 20 years. If industrial growth is experienced and these vacant lots are not made available, provision should be made for new industrial land. The most logical location for any new industrial land would be at the corner of Willung Road and Huffers Lane.

Notwithstanding there is no immediate need to rezone land for industrial purposes, the land is affected by both a Floodway Overlay and a Land Subject to Inundation overlay which will restrict the amount of land available for development. The development of the site would also have to have consideration of the relationship between the town centre and the existing/proposed low density residential uses to the south and east of this area.

4 Planning Policy Framework

4.1 State Planning Policy Framework

The State Planning Policy Framework 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 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.

Key elements of relevance to the Structure Plan include:

Clause 11: Settlement

The broad directions outlined in Clause 11 generally establish (in part) that:

“Planning is to anticipate and respond to the needs of existing and future communities through provision of zoned and serviced land for housing, employment, recreation and open space, commercial and community facilities and infrastructure.”

And;

“...Planning is to facilitate sustainable development that takes full advantage of existing settlement patterns, and investment in transport and communication, water and sewerage and social facilities.”

The following Clauses are of particular relevance to the Rosedale Structure Plan:

11.02-1 Supply of urban land: *To ensure a sufficient supply of land is available for residential, commercial, retail, industrial, recreational, institutional and other community uses.*

The Strategies prescribed to support Clause 11.02-1 ensure (in part) that ‘sufficient land is available to meeting forecast demand’ and should ‘plan to accommodate project population growth over at least a 15 year period and provide clear direction on locations where growth should occur.’

11.02-4 Sequencing of development: *To manage the sequence of development in growth areas so that services are available from early in the life of new communities.*

The Rosedale Structure Plan should aim to support Clause 11.02-4 ensuring that the key supporting Strategies are met. Specifically, the Structure Plan will *ensure that planning for water supply, sewerage and drainage works receives high priority in early planning for new developments.*

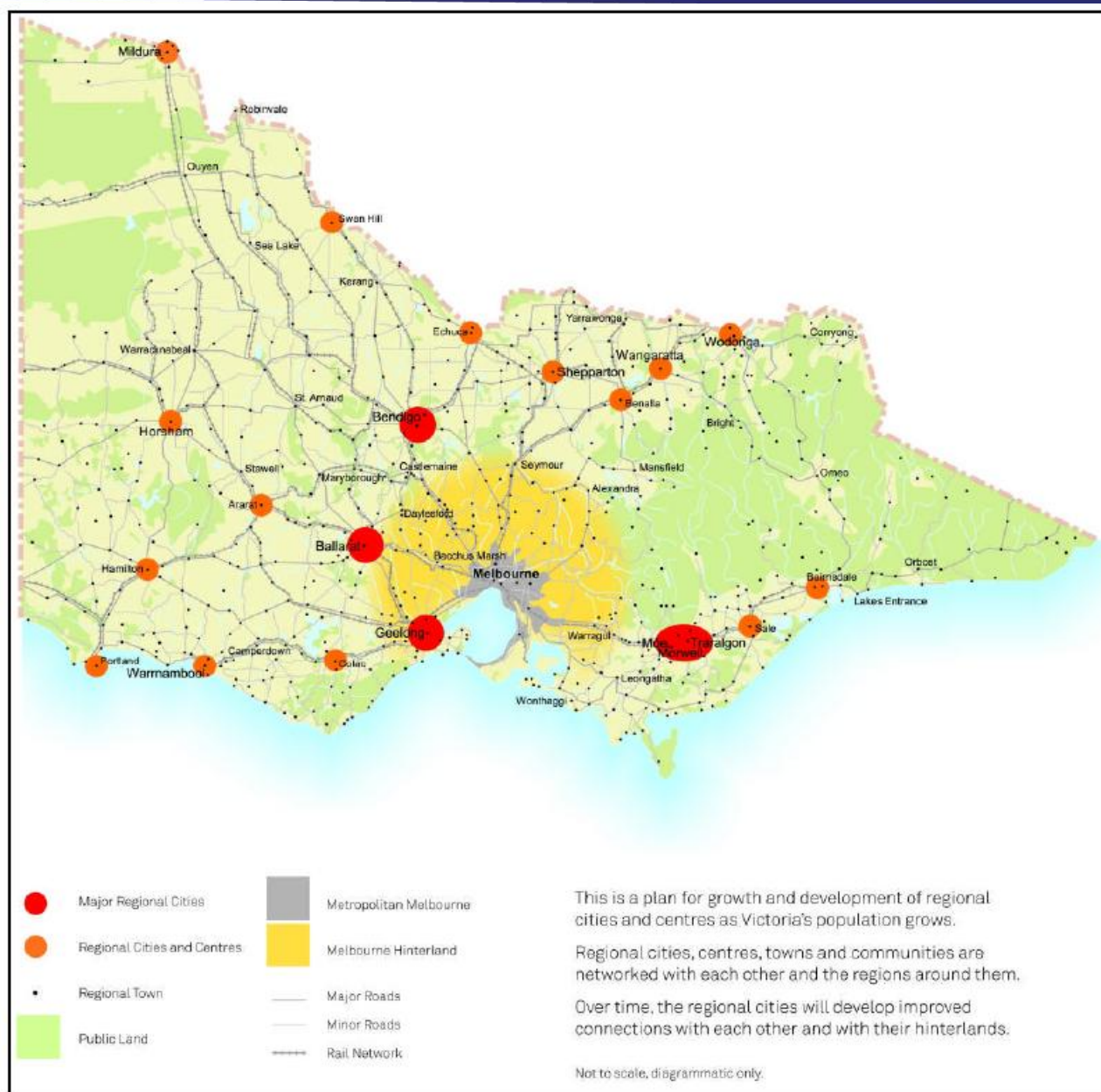


Figure 12: Regional Growth Plan (State Planning Policy Framework, planningschemes.dpcd.vic.gov.au)

11.05-4 Regional planning strategies and principles: To develop regions and settlements which have a strong identity, are prosperous and are environmental sustainable.

Rosedale will form part of the overall regional network of settlements in Victoria. Development occurring in Rosedale will address and be responsive to its surrounding regional context, helping to further strengthen spatial and land use across Gippsland.

Clause 13.02: Flood Plains

The following Clauses are of particular relevance to the Rosedale Structure Plan:

13.02-1 Floodplain management: To assist the protection of:

- Life, property and community infrastructure from flood hazard.
- The natural flood carrying capacity of rivers, streams and floodways.
- The flood storage function of floodplains and waterways.
- Floodplain areas of environmental significance or of importance to river health.



Strategies identified to support Clause 13.02-1 require that planning for the area should respect land affected by flooding, avoiding *intensifying the impacts of flooding through inappropriately located uses and development*. The Strategies further require that planning should *locate emergency and community facilities (including hospitals, ambulance stations, police stations, fire stations, residential aged care facilities, communication facilities, transport facilities, community shelters and schools) outside the 1 in 100 year floodplain and, where possible, at levels above the height of the probable maximum flood*.

Clause 14.02: Water

The following Clauses are of particular relevance to the Rosedale Structure Plan:

14.02-1 Catchment planning and management: *To assist the protection and, where possible, restoration of catchments, waterways, water bodies, groundwater, and the marine environment.*

The Strategies relating to Clause 14.02-1 require that *natural drainage corridors with vegetated buffer zones at least 30m wide along each side of a waterway* are provided.

14.02-2 Water quality: *To protect water quality.*

In achieving the objective of Clause 14.02-2 the Strategies establish that *incompatible land use activities in areas subject to flooding ... where land cannot be sustainably managed to ensure minimum impact on downstream water quality or flow volumes should be discouraged*.

Clause 15.01: Urban Environment

The following Clauses are of particular relevance to the Rosedale Structure Plan:

15.01-1 Urban design: *To create urban environments that are safe, functional and provide good quality environments with a sense of place and cultural identity.*

15.01-2 Urban design principles: *To achieve architectural and urban design outcomes that contribute positively to local urban character and enhance the public realm while minimising detrimental impact on neighbouring properties.*

Urban design in Rosedale should consider the Strategies which support Clause 15.01-1 and 15.01-2 which generally promote *good urban design to make the environment more liveable and attractive*.

Strategies which supported Clause 15.01-2 require the application of a set of design principles which are to be applied to development proposals for non-residential development or residential development not covered by Clause 54, Clause 55, or Clause 56. These principles relate to:

- Context;
- The Public Realm;
- Safety;
- Landmarks, views and vistas;
- Pedestrian spaces;
- Heritage;
- Consolidation of sites and empty sites;
- Light and shade;
- Energy and resource efficiency;
- Architectural quality;
- Landscape architecture.

15.01-4 Design for safety *To ensure the design of subdivisions achieves attractive, liveable, walkable, cyclable, diverse and sustainable neighbourhoods.*

Clause 15.03: Heritage

The following Clauses are of particular relevance to the Rosedale Structure Plan:

15.03-1 Heritage conservation *To ensure the conservation of places of heritage significance.*

Appropriate development that respects places with identified heritage values and creates a worthy legacy for future generations should be established in areas of cultural and heritage significance within Rosedale, consistent with the Strategies which support Clause 15.03-1.

Clause 16.01: Residential Development

The following Clauses are of particular relevance to the Rosedale Structure Plan:

16.01-2 Location of residential development *To locate new housing in or close to activity centres and employment corridors and at other strategic redevelopment sites that offer good access to services and transport.*

An adequate supply of redevelopment opportunities within the established urban area to reduce the pressure of fringe development should be established in Rosedale consistent with the Strategies to support Clause 16.01-2. In identifying additional residential land through the area, development opportunities should consider facilitating residential development that is cost-effective in infrastructure provision and use, energy efficient, incorporates water efficient design principles and encourages public transport use and identifying opportunities for increased residential densities to help consolidate urban areas.

Clause 17.01: Commercial

The following Clauses are of particular relevance to the Rosedale Structure Plan:

17.01-1 Business *To encourage development which meet the communities' needs for retail, entertainment, office and other commercial services and provides net community benefit in relation to accessibility, efficient infrastructure use and the aggregation and sustainability of commercial facilities.*

To meet the object of Clause 17.01-1 the Strategies establish (in part) that commercial facilities should be located in existing or planned activity centres.

Clause 18.02: Movement Networks

The following Clauses are of particular relevance to the Rosedale Structure Plan:

18.02-1 Sustainable personal transport: *to promote the use of sustainable personal transport.*

18.02-4 Management of the road system: *to manage the road system to achieve integration, choice and balance by developing an efficient and safe network and making the most of existing infrastructure.*

18.02-5 Car parking: *to ensure an adequate supply of car parking that is appropriately designed and located.*

Clause 19.02: Community Infrastructure

The following Clauses are of particular relevance to the Rosedale Structure Plan:

19.02-2 Education facilities *To assist the integration of education facilities with local and regional communities.*

Of relevance to Rosedale, the Strategies which support Clause 19.02-2 require the location of *primary education facilities to maximise access by walking and cycling.*

4.2 Municipal Strategic Statement

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

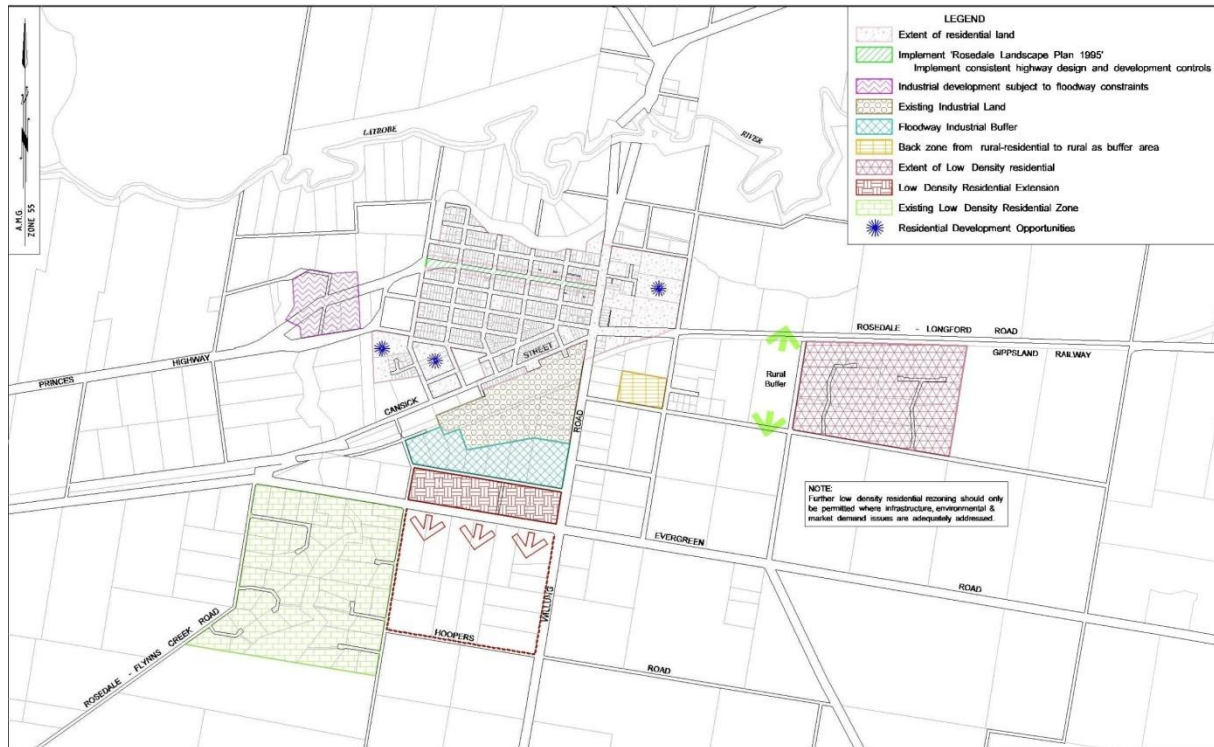


Figure 13: Rosedale Strategy Plan (Source: Wellington Shire Planning Scheme)

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.

It is noted, however, that the above strategies will be reviewed as a consequence of the Rosedale Structure plan.

4.3 Local Planning Policies

The following local policies 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.

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.

4.4 Particular / General Zone Provisions

Particular provisions relevant to the Rosedale Structure Plan are as follows:

- Clause 52.06: Car Parking;
- Clause 52.29: Land Adjacent to a Road Zone, Category 1 or Public Acquisition Overlay for Category 1; and
- Clause 52.36: Integrated Planning Transport Planning.

4.5 Zones

Within Rosedale, the following Zones apply:



Figure 14: Planning Zones

In Rosedale, the **Residential 1 Zone** has been applied to residential areas. The Purpose of the Residential 1 Zone is:

- To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- To provide for residential development at a range of densities with a variety of dwellings to meet the housing needs of all households.



- To encourage residential development that respects the neighbourhood character.
- In appropriate locations, to allow educational, recreational, religious, community and a limited range of other non-residential uses to serve local community needs.

Retail and Commercial uses located within Rosedale area located within the **Business 1 Zone**. The Purpose of the Business 1 Zone is:

- To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- To encourage the intensive development of business centres for retailing and other complementary commercial, entertainment and community uses.

An area of Commercial uses located in the western urban fringe of Rosedale is located in the **Business 4 Zone**. The Purpose of the Business 4 Zone is:

- To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- To encourage the development of a mix of bulky goods retailing and manufacturing industry and their associated business services.

A single land parcel located between the train line and Cansick Street is included in the **Business 2 Zone**. The Purpose of the Business 2 Zone is:

- To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- To encourage the development of offices and associated commercial uses.

Rosedale Primary School and other land along Cansick Street are included in the **Public Use Zone**. The Purpose of the Public Use Zone is:

- To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- To recognise public land use for public utility and community services and facilities.
- To provide for associated uses that are consistent with the intent of the public land reservation or purpose.

Numerous parks and recreational facilities throughout Rosedale are included in the **Public Park and Recreation Zone**. The Purpose of the Public Park and Recreation Zone is:

- To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- To recognise areas for public recreation and open space.
- To protect and conserve areas of significance where appropriate.
- To provide for commercial uses where appropriate.

Princess Street (running through Rosedale), Rosedale-Longford Road (running north of Rosedale) and Lyon Street (east of Rosedale) area included in the **Road Zone 1**. The Purpose of the Road Zone 1 is:

- To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- To identify significant existing roads.
- To identify land which has been acquired for a significant proposed road.

Rosedale-Stradbroke Road which runs south of Rosedale is included in the **Road Zone 2**.

Pockets of **Industrial 1 Zones** are situated west, south and east of Rosedale. The Purpose of the Industrial 1 Zone is:

- To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- To provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local communities.

Land included in the **Low Density Residential Zone** is situated to the south and south-east of the Rosedale. The purpose of the Low Density Residential Zone is to:

- To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- To provide for low-density residential development on lots which, in the absence of reticulated sewerage, can treat and retain all wastewater.

Located to the east of Rosedale, along Rosedale-Longford Road is land included in the **Rural Living Zone**. The purpose of the Rural Living Zone is to:

- To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- To provide for residential use in a rural environment.
- To provide for agricultural land uses which do not adversely affect the amenity of surrounding land uses.
- To protect and enhance the natural resources, biodiversity and landscape and heritage values of the area.
- To encourage use and development of land based on comprehensive and sustainable land management practices and infrastructure provision.

Rosedale is broadly surrounded by large parcels of land included in the **Farming Zone**. The purpose of the Farming Zone is to:

- To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- To provide for the use of land for agriculture.
- To encourage the retention of productive agricultural land.
- To ensure that non-agricultural uses, particularly dwellings, do not adversely affect the use of land for agriculture.
- To encourage use and development of land based on comprehensive and sustainable land management practices and infrastructure provision.
- To protect and enhance natural resources and the biodiversity of the area.

Latrobe River, to the north of Rosedale, is included in the **Public Conservation and Resource Zone**. The purpose of the Public Conservation and Resource Zone is:

- To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- To protect and conserve the natural environment and natural processes for their historic, scientific, landscape, habitat or cultural values.
- To provide facilities which assist in public education and interpretation of the natural environment with minimal degradation of the natural environment or natural processes.
- To provide for appropriate resource based uses.

Giving consideration to the existing zoning in Rosedale, it becomes obvious that changes to the zoning will be required as part of the Structure Planning recommendations, to assist in facilitating co-ordinated and well managed growth in the area. The reconsideration of all existing zonings in the area will draw on other assessments carried out as part of this process to assess their appropriateness. Of particular importance will be the apparent over supply of land included in the Residential 1 Zone and the Business 4 Zone.

4.6 Overlays

Rosedale is affected by the following Overlays by the Wellington Shire Council Planning Scheme:

A **Development Plan Overlay** exists over undeveloped Residential 1 Zone to the east of Rosedale. The site is bound by Lyon Street to the west, Longford-Rosedale Road to the south and Mill Lane to the east. The Development Plan Overlay also applies to Farm Zone land adjacent to McLeod Court and Low Density Residential Zone land accessed of Shaws Lane. The purpose of the Development Plan Overlay is:



- To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- To identify areas which require the form and conditions of future use and development to be shown on a development plan before a permit can be granted to use or develop the land.
- To exempt an application from notice and review if it is generally in accordance with a development plan.

The Business 4 Zone land along Prince Street and all Industrial 1 Zone land are included in the **Design and Development Overlay**. The Purpose of the Design and Development Overlay is to:

- To identify areas which are affected by specific requirements relating to the design and built form of new development.

The application of the Design and Development Overlay within Rosedale will need to be considered as part of the structure planning process. Pending the proposed outcomes for areas affected by the Design and Development Overlay under the Structure Plan, there may be a requirement to amend the relevant schedule to this Overlay.

Large portions of land to the south of Rosedale are included in the **State Resource Overlay**. The purpose of the State Resource Overlay is:

- To protect areas of mineral, stone and other resources, which have been identified as being of State significance, from development that would prejudice the current or future productive use of the resource.

Land included in the State Resource Overlay as it has been identified through the State legislation as holding natural minerals capable of being mined. Development of these areas is governed largely through State legislation, to ensure the protection of land for the use of State resources. As such, governing these areas at a local level through the Planning Scheme or any other sub-ordinate legislation (such as an endorsed Structure Plan) will need to be consistent with the State's intent for the land.

Land included in the **Environmental Significance Overlay** is located along the northern extent of the State Resource Overlay area, stretching for approximately 6km across the southern Rosedale fringe. The purpose of the Environmental Significance Overlay is:

- To identify areas where the development of land may be affected by environmental constraints.
- To ensure that development is compatible with identified environmental values.

Ecological values of land included in the Environmental Significance Overlay will need to be protected. The structure planning process should give consideration to this area and minimise, where possible, negative impacts to these areas by avoiding development.

A significant area surrounding Rosedale to the south, east and west is included in the **Land Subject to Inundation Overlay**. The purpose of the Land Subject to Inundation Overlay is:

- To identify land in a flood storage or flood fringe area affected by the 1 in 100 year flood or any other area determined by the floodplain management authority.
- To ensure that development maintains the free passage and temporary storage of floodwaters, minimises flood damage, is compatible with the flood hazard and local drainage conditions and will not cause any significant rise in flood level or flow velocity.
- To reflect any declaration under Division 4 of Part 10 of the Water Act, 1989 where a declaration has been made.
- To protect water quality in accordance with the provisions of relevant State Environment Protection Policies, particularly in accordance with Clauses 33 and 35 of the State Environment Protection Policy (Waters of Victoria).
- To ensure that development maintains or improves river and wetland health, waterway protection and flood plain health.

Planning Scheme Amendment 33 is currently being reviewed by the Minister for Planning. This Planning Scheme Amendment has been initiated by Wellington Shire Council and seeks to reduce the area of land within the Rosedale vicinity which is affected by the Land Subject to Inundation Overlay.

Where land is included in the Land Subject to Inundation Overlay, development in these areas should be avoided. If development through these areas is unavoidable, further engineering consideration will be required to address inundation issues.

The **Land subject to Inundation and Floodway Overlays** have been applied to a large linear track of land which follows the Latrobe River. This land is situated immediately to the north of the Rosedale. The Purpose of the Land subject to Floodway Overlay is:

To identify waterways, major floodpaths, drainage depressions and high hazard areas which have the greatest risk and frequency of being affected by flooding.

To ensure that any development maintains the free passage and temporary storage of floodwater, minimises flood damage and is compatible with flood hazard, local drainage conditions and the minimisation of soil erosion, sedimentation and silting.

- To reflect any declarations under Division 4 of Part 10 of the Water Act, 1989 if a declaration has been made.
- To protect water quality and waterways as natural resources in accordance with the provisions of relevant State Environment Protection Policies, and particularly in accordance with Clauses 33 and 35 of the State Environment Protection Policy (Waters of Victoria).
- To ensure that development maintains or improves river and wetland health, waterway protection and flood plain health.

Where land is included in the **Land Subject to Inundation Overlay** and **Floodways Overlay**, development in these areas should be avoided. If development through these areas is unavoidable, further engineering consideration will be required to address flooding issues.

The **Public Acquisition Overlay** runs along the back of property boundaries of specific lots within close proximity of the existing town centre area. The Purpose of the Public Acquisition Overlay is to:

- To identify land which is proposed to be acquired by an authority.
- To reserve land for a public purpose and to ensure that changes to the use or development of the land do not prejudice the purpose for which the land is to be acquired.

The intent of the application of this Overlay will require further assessment. In light of the surrounding established development, it is envisaged that the Public Acquisition Overlay is not longer relevant. This will be assessed in the structure planning process and recommendations will be made as to the future use of this Overlay in Rosedale.

Key sites within Rosedale have been identified in the **Heritage Overlay** due to their existing heritage values. These sites include, but are not limited to the Rosedale Hall, Rosedale Railway Station, Rosedale Hotel, St Marks Anglican Church along with the Prince Street reserve. The Purpose of the Heritage Overlay is:

- To conserve and enhance heritage places of natural or cultural significance.
- To conserve and enhance those elements which contribute to the significance of heritage places.
- To ensure that development does not adversely affect the significance of heritage places.
- To conserve specifically identified heritage places by allowing a use that would otherwise be prohibited if this will demonstrably assist with the conservation of the significance of the heritage place.

Areas identified in the Heritage Overlay will be retained as part of the Rosedale Structure Plan.

The purpose of all overlays is to *implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.*

5 Literature Review

A wide range of literature has been reviewed to provide a broad background on the development of the Region, Shire and Rosedale specifically. This literature review provides a brief overview of the key findings which have been identified literature as relevant to the Rosedale Structure Plan.

Summary of Key Findings:

Document	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 on 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 Development Strategy (2006)	<ul style="list-style-type: none"> • The Wellington Shire had 5462 businesses in 2004; • 34% of all businesses in Wellington Shire are located in Sale; • There are over 14,000 persons who work in Wellington Shire; and • The Gross Regional Product (GRP) for Wellington Shire is \$893 million (excluding mining).
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.

Gippsland Regional Plan (2010)

The Gippsland Regional Plan (GRP) 2010 is a long-term strategic plan which focuses on the region's economic, social and environmental challenges and trends. The GRP was commissioned by six municipal councils with an interest in Gippsland, including East Gippsland, Wellington, Bass Coast, South Gippsland, Baw Baw Shire and Latrobe City. It was launched in September, 2010 with the aim of establishing the broader priorities of the region and as a gateway to future funding.

The GRP establishes that the Gippsland region is expected to experience significant population growth between 2009 and 2026. In particular, the region's population aged 65 and over is projected to double from 41,000 to 85,300 by 2026. This poses significant demand for residential land that would reflect the needs

of an aging population in the Gippsland region and provides a range of opportunities for investment in facilities services and jobs that support positive aging (p24).

The GRP also suggests that Wellington's population is expected to grow by 4,707 people by 2026. This is a considerable increase of 11% compared to the current population of approximately 42,567 in 2009. An increase in population of the Wellington Shire will in turn, affect demand for residential, retail/commercial and industrial land.

In response to population growth, the GRP establishes the following key initiatives:

- Provide land for residential or industrial development;
- Increase the capacity of town centres and improve their functionality;
- Develop or improve infrastructure and services.

Both Sale and the Latrobe Valley have been identified as medium growth centres in the GRP. In proximity to these growth centres, Rosedale can be presented with opportunities for collaborative approaches to managing growth, services, employment opportunities and attracting investment.

Findings which are related to land use and development within the Wellington Shire and the Gippsland region include:

- 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;
- The industrial land vacancy rate by total area for the Wellington LGA is 17%;
- Demand for industrial land in Wellington on Shire and the wider Gippsland region is rising;
- The major industries in Wellington include agriculture, forestry and fisheries, manufacturing, construction, retail and wholesale trades;
- A number of Councils in Gippsland are planning to increase the availability of industrial land.

Rosedale Community Plan (July 2010)

The overall response from community consultation carried out in support of the Rosedale Community Plan, 2010 identifies the following needs and desires:

- Update the entry and amenity of the path of travel along the Princes highway through Rosedale. Improve facilities to encourage cleanliness along this area;
- Upgrade the Rosedale Pool;
- Replace toilets in Willow Park;
- There is a desire for more public events to be held in town;
- Importance placed on the cleanliness and maintenance of the main street;
- Desire for increased police presence;
- Provision of additional public seating for elderly. Relocation of existing seating in the CBD, away from sun/rain;
- Seal existing gravel roads;
- 'Youth requests' - Upgrade transport, pool, tennis courts. Introduce bike/motor cross/walking tracks. Improve lighting at the railway station.

The aforementioned key findings established in the Rosedale Community Plan, 2010 are to be considered in the preparation of the Rosedale Structure Plan. Where possible, the Structure Plan will respond to the needs and desires of the community.

Wellington Shire Council – Economic Development Strategy (2006)

The Economic Development Strategy for Wellington Shire Council was prepared to facilitate co-ordinated growth across the Shire.

Some key indicators for Wellington Shire include:

- The estimated regional population in Wellington for 2004 is 41,240;
- The Wellington Shire had 5462 businesses in 2004;
- 34% of all businesses in Wellington Shire are located in Sale;
- There are over 14,000 persons who work in Wellington Shire; and
- The Gross Regional Product (GRP) for Wellington Shire is \$893 million (excluding mining).

The Strategy also recognises key sectors that will drive economic development in the Wellington Shire into the future, which include:

- Food and Horticulture;
- Dairy;
- Timber (value added);
- Aviation;
- Mining and Energy; and
- Specialist Manufacturing (e.g. engineering).

Further supporting sectors which will support further growth of industrial sectors were also identified by the Strategy. These supporting sectors include:

- Education;
- Health; and
- Workforce Development.

Key infrastructure items were identified in the Strategy which will be required to be addressed prior to facilitating sustainable economic growth across the Shire:

- An adequate supply of appropriately zoned commercial and industrial land;
- Telecommunications and communication technology;
- Upgraded transport links; and
- Land information systems.

The Economic Development Strategy for Wellington Shire Council provides the platform for economic growth within Rosedale. Further analysis of this information is required to ensure the economic component of the Structure Plan is progressive and consistent with current economic trends.

Wellington Heritage Study – Volume 1 (2005):

Commissioned by the Wellington Shire Council in 2005, the Wellington Heritage Study – Volume 1 identifies the following sites within Rosedale to be of heritage significance:

- St Mark's Anglican Church, Albert Street, Rosedale;
- Railway Bridge over Latrobe River & floodplain. Dandenong – Sale (Main Gippsland) Railway, Rosedale;
- Rosedale Hotel, Lyons Street, Rosedale;
- Old primary school, brick building, Prince Street, Rosedale;
- Mechanics Institute, Prince Street, Rosedale;
- Masonic Hall, Prince Street, Rosedale;
- Old Post Office building, Prince Street, Rosedale;
- 'Ridge' Homestead, Rosedale;
- 'Nambrok' Homestead, Princes Highway, Rosedale;
- 'Holey Plain' Homestead, Rosedale Longford Road, 11 km east of Rosedale; and
- Railway Station complex, Willung Road, Rosedale.

Each of the aforementioned sites of heritage significance is to be identified in the Rosedale Structure Plan to ensure the retention of heritage values throughout the town and wider Wellington Shire Council Area.

Rosedale Strategic Mapping – Report 333 (2005)

The Rosedale Strategic Mapping Report 333 provides a Strategic Vision for Rosedale. The Report expresses the Rosedale vision as follows:

- Support several viable and effective community based enterprises in tourism, business services, hospitality, transport and finance (including a rural transaction centre and a community bank);
- Offer attractive stop-over options for travellers in central Gippsland (including accessible retail, cafes, public toilets and parks);
- Develop a significant “residential catchment” population; people living in Rosedale and working in Latrobe City and Sale;
- Have a practical urban design and planning system, with residential, industrial and commercial sites available ahead of demand;
- Have a collaborative community of retail and service businesses, catering for the needs of visitors and local events; and
- Maintain a resident population of around 950 people, including a large proportion of active retirees.

This strategic vision is consistent with the Planning intent and policy documentation for the area in 2005. The Rosedale Structure Plan will draw on this vision and will seek to further consolidate the findings of the Rosedale Strategic Mapping Report.

Rosedale Business Opportunity Study (2003)

Rosedale Business Opportunity Study was commissioned by Wellington Shire Council in 2003 to identify opportunities for new businesses and business growth in the town. This Study identifies key opportunities and constraints for the establishment and growth of businesses in Rosedale.

Recommendations identified in the Study include (but are not limited to):

- 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;
- It is a convenient stop, two (2) hours from Melbourne, for people travelling from Melbourne to holiday destinations further east;
- There is a need to develop a competitive advantage compared with other travellers’ rest stops in Gippsland (Yarram, Trafalgar, Traralgon, Sale, Stratford etc);
- 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. The target markets could include members of craft producers’ organisations around the nation, and craft producers from the surrounding region;
- If sufficient interest can be demonstrated, a purpose built craft producers centre could be constructed. Models elsewhere suggest that a series of small workshops linked to an attractive retail outlet can be a magnet for visitors and for new producers;
- A leather information centre would provide information about the leather making process and products (and the example of the Toora Windpower Visitor Centre has been highlighted as a potential model). Such a facility could be a core tenant of the visitor and craft centre;
- An improved range of local events would help to build the image of Rosedale as a regional craft centre, and raise the profile of the town with craft producers. A range of events could be developed over time;
- Regular farmers market – bringing specialist food and wine produce from the region for sale (and there is a growing network of farmer’s markets around the country); and
- Regular craft market – possibly building on the existing Sunday variety market.

Whilst some of the above recommendations have been successfully implemented in the town, a large number have not. Drawing on further analysis carried out to support the Structure Plan to substantiate the recommendations, some may be capable of implementing through the Structure Planning process.



Rosedale Urban Design Study (2002):

The Rosedale Structure Plan will give consideration to the outcomes proposed in the Rosedale Urban Design Study, 2002. Preparation of the Structure Plan will also draw on the constraints and opportunities identified in the Study. Issues identified in the Urban Design Study are summarised as follows:

- Traffic management (speed and volume) is seen as a major issue affecting amenity;
- The billboard dominates the landscape of the town;
- The town's assets are relatively hidden and often difficult to access;
- The town centre is poorly presented and lacks;
- 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.

It is envisaged that the Structure Plan will seek to address the aforementioned issues where relevant. A number of 'design interventions' were identified under the Rosedale Urban Design Study which seek to provide a better design outcome for the town. The following design interventions are relevant to the Rosedale Structure Plan:

- Attract visitors into town by providing visual landmark/icon signage that is an attraction in its own right and expresses something of the qualities of the town;
- Lessen the perception of the main road as a high-speed linear barrier that divides the town;
- Promote Rosedale as a hub for access to the areas surrounding qualities, reinforcing its integration with the surrounding countryside;
- Articulate presence of creek to passers-by as the threshold to the town;
- Provide visitors with an attractive sense of arrival to the town that downplays the visual emphasis placed on the commercial buildings and caravan parks whilst ensuring they are still visible from the road;
- Provide people with clear and easy access to the town's diverse attractions;
- Improve the presentation and sense of cohesiveness of the town's heritage assets;
- Improve the presentation and sense of cohesiveness of the centre generally, buildings and landscape;
- Emphasise heritage architecture and landscape relative to other, more mundane elements;
- Reinforce links to the surrounding countryside;
- "Green up" the stark skyline in the town centre;
- Improve the comfort of shoppers by providing shelter from climatic extremes;
- Provide a focal point that offers the community an area they can identify as the centre of their community and that visitors can identify as an attractive visual composition that contributes greatly to the identity of the town; and
- New car parking seems to be of a high priority for local community.

Wellington Open Space Strategy (2000)

Community consultation which was carried out during the preparation of the Wellington Open Space Strategy identified a high level of support to:

- Improve existing open space - don't develop more;
- Plant more trees for shade, shelter and amenity, (for example, in the streets at town approaches and in recreation reserves);
- Upgrade and improve maintenance of footpaths and facilities including toilets, seats, signs, shelters, lighting and rubbish collection;
- Provide additional walking paths and tracks; and
- Provide more equitable services particularly for smaller towns.

Other relevant issues and opportunities were:

- Clarify the role and responsibility for open space planning, development and management within council;
- Commit to long term implementation of the strategy and avoid ad hoc decisions;
- Increase competence on open space management;
- Coordinate support and training for committees of management and volunteers.

Open space within Rosedale will be further assessed as part of the Rosedale Structure Plan preparation.

Rosedale Leisure Plan

Rosedale Leisure Plan was prepared to facilitate the establishment, management and maintenance of Leisure facilities in the town. The key conclusions are summarised as follows:

- The masterplanning of the Prince Street Reserve and the Rosedale Recreation Reserve;
- The provision of toilets at the Prince Street Reserve and the completion of the development of the overall site;
- The initiation of action to improve all aspects of public and community transport within, to, and from the town for the young, aged, less well off and disabled;
- The provision of social activities and venues for young people;
- The redevelopment of the former Shire offices as a multi-purpose venue for the community capable of offering new library, community health, social, community activity, education and other similar services 6. Improved provision of footpaths (within parks, around the town and around the district) and seating, lighting and public telephones (at the rail station and near the former school);
- Construction of skate facilities at the Prince Street Reserve;
- The provision of a wide array of programs in the community so as to diversify before school, day time, after school, evening and holiday opportunities across all relevant age groups;
- Improved traffic management and parking around the town; and
- Improved information services.

Whilst some of the conclusions of the Plan are now irrelevant, the Rosedale Structure Plan will draw on the document to inform leisure facility provision and upgrades.

Growth Options for the Town of Rosedale (1986)

Key conclusions of the Growth Options for the Town of Rosedale (1986):

- The town of Rosedale, together with the rural, residential and other rural towns has been growing more rapidly than the main valley towns and is likely to reach a population of around 1,900 by the year 2001;
- There is capacity to accommodate up to 3,000 population without any physical constraint from the proposed coal protection areas and associated buffer areas;
- There are advantages in allowing the town to expand to a population of between 4,500-5,000 in terms of a better range of local services;
- Given incremental rather than sudden expansion, growth to the south and south-west appears to be the most appropriate;
- The proposed coal protection and buffer area would inhibit the option for expansion beyond 3,000 population and could inhibit present growth through the long term threat of coal development; and
- If the transport corridor was consistently maintained between Traralgon and Rosedale, only minor further adjustment to the 'Category C' boundary would be required in order to preserve the future options for the expansion of the town.



Framework for the Future (1986)

The document projected population growth to around 1,900, looking for a capacity of up to 3,000 and recommends there should be more need for residential land supporting growth of the town to expand in a south and south-westerly direction.

Framework for the Future draws on information provided in Rosedale Commercial Centre (1981) report and identifies a decreased in population by approximately 200 people.

“The most obvious extension for the town would be between Moore Street and Blind Joe Creek. This has an estimated area of 22 hectares and a capacity of 563. There is therefore a capacity for the Township to expand to a population of 3,000 without being physically affected by the revised coal protection areas and associated buffer zones.”

It was noted that expansion was difficult for Rosedale. It is limited to the north because of floodplains and to the east and immediate south due to low lying poorly drained flat areas. As a result of this 4 areas have been identified for future expansion.

- The plateau area north of the river.
- The slopes to the south of the town between Friends Road and Willung Road.
- The sloping land south of the Railway west of Blind Joe Creek.
- West of Blind Joe Creek between the highway and the Railway.

Shire of Rosedale - Townscape Report

The aim of any improvements should be to provide a more relaxed and natural environment which encourages people to make the most of the facilities in their own community. This in turn makes it worthwhile for new commercial developments to take place.

- Additional off street parking needed on the south side of Prince St., possibly on vacant land behind shops;
- Traffic control measures and appropriate landscaping should be implemented in Prince St. as a measure to encourage motorists to slow down through the town;
- Opportunity for commercial development on a small scale;

A more relaxed and natural environment in the commercial area should be provided by erecting seats, cycle racks, landscaping of kerbside parking areas, planting the appropriate street trees to provide summer shade and the possible provision of a median divider along the highway. There is also a desire to remove overhead power lines in Prince St and relocate underground;

Provision of new public open space and upgrade of existing parks. (e.g. Are along Cansick St); and

Suggestions of improving existing sites and facilities to encourage a flow of tourism through the town as the starting point for tourists visiting the region. Also suggestions for a tourist information centre to facilitate this idea.

6 Key Issues

There are a number of key issues which have emerged through the background and analysis work which must be considered in the preparation of the Rosedale Structure Plan. As outlined in section 2.2, the consultant team have engaged with the local community and key stakeholders to understand the issues, needs and aspirations of the local community in respect of the future growth and development of Rosedale. A summary of the discussions with these stakeholders is provided in Attachment 1: Consultation Newsletters.

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 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 significant visitors to the area during the racing season 	<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 Poor signage 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 Public transport deficiencies
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 particularly in the town centre Improvement of public transport services Consider potential for a secondary land use and movement axis along Hood Street Provide walking and cycling trail that better connects the town and links to natural features such as the Blind Joe 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 the public realm and landscape improvements Build on Rosedale' strategic location between Sale and Traralgon for employment and capitalise on its relative affordability and lifestyle appeal 	<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



7 Vision and Strategic Direction

7.1 Project Vision

Rosedale will be a place of activity where people will want to visit, stay and enjoy. It will become a symbolic gateway to central Gippsland.

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 and, to a lesser extent, adjacent streets and open space, will be transformed into an iconic strip that represents both Rosedale's history 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. Streetscapes will encourage a flow of pedestrian movement and assist in establishing a strong sense of place and vibrancy.

At the heart of Rosedale will be a strong community identity supported through social infrastructure and built form that attract future residents to Rosedale as a lifestyle choice.

7.2 Strategic Principles

There are a number of challenges facing the future development and growth of Rosedale as outlined in this report. The Rosedale Structure Plan will seek 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 undertaken to date.

1. Celebrate and capitalise on Rosedale's location on the Princes Highway
2. Celebrate Rosedale as the western gateway to the Wellington Shire
3. Create a vibrant town centre with a unique sense of place
4. Improve housing choice and diversity
5. Create a walkable community that connects with the landscape character of the area

A number of key principles have been identified to help realise these objectives and inform the preparation of the Rosedale Structure Plan.

- Capitalise on Rosedale's proximity to growth areas of Traralgon and Sale, through the available supply of affordable land, well situated in relation to social and physical infrastructure.
- Provide opportunities for improved housing diversity and choice to respond to changing market demands.
- Create incentives for residential infill development in the existing urban area.
- Provide for staged development to appropriately respond to market demands and availability of infrastructure provision.
- Encourage new business to the area through the availability of appropriately zoned land which is well located in proximity to physical and social infrastructure.

- Facilitate organic growth within the area through the creation of employment opportunities for young people and establishment of aged care facilities.
- Take advantage of business opportunities along the Princess Highway, as a major tourist route, attract travellers to Rosedale.
- Attract specialist retail businesses to Rosedale to encourage customer visitation from across the Gippsland Region.
- Provide opportunities for the production and sale of local goods and services in Rosedale to take advantage of its strategic location along a high volume traffic route.
- Protect waterways from downstream effects of urban development.
- Encourage social awareness of the ecological footprint of Rosedale through education and appropriate interaction with the environment.
- Respect State significant natural assets in the surrounding area and improve connectivity with these features for recreational use.
- Improve safety and access to parking, including long vehicle parking;
- Improve the existing entries into the town through public realm and landscape improvements;
- Develop a way finding strategy which includes the consolidation and co-ordination of signage.

7.3 Key Development Sites

Key development sites within Rosedale have been identified based on consultation with the local community, businesses, Council officers and Real Estate agents. Development of these key sites will ensure that investment in Rosedale is made, and that land and buildings are made available for residential, commercial and industrial growth and to support organic population growth.

These sites should be identified as key development sites, and subdivision/development of the sites should be prioritised through planning controls and economic development channels within Council. The Structure Plan should prepare indicative urban design frameworks for these key sites and site specific urban design guidelines that will inform future development proposals and ensure that the emerging vision for Rosedale is realised.

1. Residential Land between the Rosedale Hotel and Rosedale-Longford Road

Approximately 15.4ha of broad hectare Residential 1 Zoned land is located immediately east of Rosedale. This land is the only broad hectare residential zoned land in the existing town, and when subdivided has the capacity to provide medium to long term housing supply for the town. The land is owned by two main parties, one of whom has indicated a willingness to subdivide and develop in the next 5 years.

2. Old Hardware Site – Corner Wood and Prince Streets

The former hardware store is currently unused and is strategically located at the western entrance to the commercial centre of Rosedale. The current owner has indicated their willingness to redevelop the building to accommodate retail tenants, however this cannot occur under the current Business 4 Zone. The Hardware store site, and potentially other sites within the Business 4 Zone, would benefit from rezoning to accommodate more flexibility for uses including Business 1 or Business 2 to reflect the demand for retail uses in this highway location.

3. The Cansick St Precinct

The Cansick St Precinct comprises the following sites:

- The former Council offices (now privately owned)
- The Council depot (currently unused); and
- VicTrack land (currently underutilised).

These sites represent significant redevelopment opportunities along a key access corridor. The old Council building could readily be used for an institutional use and the depot could be utilised by a range of users. It is understood that a vintage car businesses and the Country Fire Authority are both interested in purchasing or leasing the depot land. With regard to the VicTrack land, consideration should be given to whether some of this is excess to requirements and could be redeveloped for private use.

There is an area of land currently owned by VicTrack adjacent to the railway line which could be integrated with the Shire Depot site.

5. Rosedale Leather and Industrial Link.

Rosedale Leather own a large tract of industrial zoned land to the south of the town, most of which is not in use. This land contains many smaller lots which if sold could provide land for long term industrial growth. Three lots in particular have direct access to Rosedale-Stradbroke Road and are well suited to industrial use. It is noted however that development would need to occur in areas that are not affected by the Floodway Overlay, which represents the hazardous part of the floodplain. Development would also need to occur in a manner that accommodates less hazardous flooding, as identified by the Land Subject to Inundation Overlay

There is also land available for long term industrial growth bordered by Huffers Lane, Mill Lane and the railway line. 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, and is unlikely to be suitable for residential or commercial use. It is noted again, however, that this land is affected by the Land Subject to Inundation Overlay.

7.4 Tourism Development Opportunities

Rosedale, whilst having limited tourism product itself, experiences high levels of visitation and visitor traffic due to its location at the junction of major touring routes. The Princes Highway and Rosedale –Longford Road each carry significant numbers of visitors through Gippsland. These roads meet and turn in Rosedale, creating high exposure and opportunity for local businesses. Rosedale has limited tourist accommodation, largely due to competition from Traralgon and Sale which services both tourism and business accommodation needs. It is considered that tourist accommodation should not form a key component of Rosedale's tourism products. Rather, leveraging from the strategic road position should be a priority for tourism development in the town.

7.4.1. Opportunities

Cafes and convenience shops – given the strategic road position of the town, the major tourism strength is as a rest stop for road travellers passing through the town. Rosedale is approximately 2 hours drive from Melbourne – this is a typical stopping time for many drivers. Rosedale therefore has the potential to become a major stopping point for travellers going east.

A number of businesses identified the opportunity to follow the model of Yarragon, which has been successful in establishing a strong cluster of cafes and shops to service road travellers. Since the recent establishment of highway service centres near Pakenham (including petrol stations and take away food), anecdotal evidence suggests that less travellers from Melbourne using the Princes Highway are stopping at Yarragon given the relatively short travel time from Pakenham (approximately 45 minutes). This presents the opportunity for Rosedale to capture an increased share of the road rest-stop visitors than previously, and to provide food and drink and convenience retail products to these travellers.



Photo 8: Existing craft and art businesses

Background & Strategic Directions Report

Antiques and craft shops – as a secondary tourism product to cafes and convenience retail, Rosedale has a number of local antique and craft businesses. There is the opportunity to leverage from the visitation to the town by developing antiques and crafts as a secondary tourism product to food and drink. This can include both permanent shops and temporary/seasonal markets and exhibitions.



Photo 9: Willow Park – popular RV destination



Photo 10: Cansick Park

Recreational vehicle visitors – Rosedale has a strong reputation as a location for Recreational Vehicle (RV) visitors, largely due to the free 36 hour RV stopping area

located approximately 1km north of the town, known as Willow Park. Willow Park is a Crown owned and Council managed facility that is advertised strongly in RV guides

and attracts a large number of visitors touring through Gippsland, particularly retirees and families. There is the opportunity to increase the reputation of Rosedale as an RV-friendly town and to improve the connections from Willow Park to the town and its retail and hospitality offer.

Recreation – Rosedale has excellent recreation facilities relative to 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 Racetrack, under an overall Rosedale tourism brand.