

22.13 ROWVILLE ACTIVITY CENTRE17/03/2016
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This policy applies to all planning applications within the Rowville Activity Centre, defined by the boundary shown in Figure 1 to this Clause.

22.13-1 Policy Basis17/03/2016
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This policy gives effect to Clause 21.07 on Major Activity Centres with regard to Rowville.

Key issues in the Rowville area are:

- *Declining average household size:* Ninety-five percent of homes in Rowville have three or more bedrooms. While Rowville remains predominantly a traditional family suburb, the number of households comprised of families with children is declining while the number of couples and single person households is increasing. This means demand for new and different types of housing is expected to continue.
- *Ageing population:* As children move away and parents age in place, fewer young families are arriving to take their place in Rowville. This is changing not only the type of housing needed, but also the mix of: education; health; and service needs; of the local community.
- *Declining housing affordability:* Since 2001, the median cost of housing in Rowville became greater than 30 percent of the median household income (the level used to define 'housing stress').
- *Shortage of social housing:* At 2.1 percent of all dwellings, availability of social housing in Knox is lower than the regional average of 3 percent. Rowville has the largest shortfall of any suburb in Knox
- *Car dependency:* A framework of cul-de-sac streets, disconnected pedestrian and bicycle trails, and lack of public transport options has made driving the dominant mode of transportation in Rowville. In 2011 92 percent of trips to work were made by car; walking and cycling comprised less than two percent of trips.
- *Increasing traffic congestion:* Development in Rowville and adjoining suburbs, along with the opening of EastLink in 2008 is leading to congestion, long travel times, and significant delays in Rowville.
- *Changing climate:* Future rainfall projections show an increase in the frequency and intensity of storm events.
- *Health risk factors:* Rowville has some of the highest rates of health risk factors for obesity in Knox. Many of the common stresses of suburban life are present in Rowville: long commutes, increasing family breakdown, and social isolation.

22.13-2 Objectives and Strategies for Rowville Activity Centre17/03/2016
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- To achieve an urban form where residents can 'live locally' with a wide variety of daily needs within convenient walking and cycling distance of home.

Strategies

- Improve access to the Commercial Core from the Community Precinct and surrounding neighbourhoods.

- Encourage a more diverse mix of activities, services, retail, dining, and entertainment in the Commercial Core.
- Support the development of Fulham Road as a 'Main Street' that accommodates a variety of street-front shops, cafes, and outdoor dining that emphasises pedestrian activity, safety, and amenity.
- Support the expansion of the Stud Park Shopping Centre.
- Encourage flexible housing that provides easy access for people with limited mobility and can be adapted to support changes to intergenerational living arrangements.
- Improve accessibility within the Activity Centre for people with limited mobility.

Objective

- To provide more viable choices of convenient and attractive public transport, that can help reduce Rowville's dependence on the car and slow the growth of congestion.

Strategies

- Support a new and expanded bus interchange at Stud Park (delivered by the shopping centre owners as part of any future expansion and designed in consultation with Public Transport Victoria to include provision for a future railway station).
- Contribute to improved viability of future rail service to Rowville (to encourage delivery of the Rowville Rail by the state government).

Objective

- To increase the range of housing types and sizes within the Activity Centre to better meet the needs of Rowville's changing population.

Strategies

- Encourage 1 and 2 bedroom dwellings.
- Support the development of apartments only in the Residential Growth Zone and Commercial 1 Zone.
- Encourage a mix of medium density development in the General Residential Zone.
- Advocate for the delivery of new social housing to bring the percentage of social housing in Rowville at least in line with the Knox average.

Objective

- To extend ecological corridors that support a variety of native and indigenous wildlife in Rowville's neighbourhoods and open space.

Strategies

- Encourage the planting of indigenous and native vegetation.
- Require a landscaped front setback in all residential zones, which includes canopy trees.

Objective

- To encourage developments that minimise the use of natural resources and impacts on the natural environment.

Strategies

- Implement Environmentally Sustainable Design (ESD) principles in all buildings and works in the Activity Centre.
- Implement Water Sensitive Urban Design (WSUD) principles in all buildings and works in the Activity Centre.

Objective

- To make best use of existing community assets to support a range of educational, cultural and recreational opportunities.

Strategies

- Provide expanded capacity for the Rowville Library
- Support the delivery of education and lifelong learning opportunities
- Support facilities and programs that seek to increase physical activity
- Support multipurpose use of recreational areas through upgrades of existing facilities

Objective

- To develop new public spaces.

Strategies

- Provide new public spaces (including a Town Square) within the Stud Park Shopping Centre.
- Support informal or temporary ‘pop-up’ spaces for arts and cultural activities.

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Opportunity Sites

Within the Activity Centre there are eight Opportunity Sites. These sites are expected to provide a range of opportunities for commercial, mixed use and residential development.

See Figure 1 Rowville Activity Centre Opportunity Sites for locations.

Objective

- For Opportunity Sites to provide to increase the range of housing types and sizes within the Activity Centre; and support a more diverse and vibrant Commercial Core.

General Strategies

- Encourage coordination of development concepts for sites fronting Fulham Road to contribute to a consistent look and feel and continuous environment of active frontages, amenity, accessibility and walkability.

- Encourage coordination of development concepts between the shopping centre and commercial site along Stud Road to ensure connectivity and legibility of interface treatments.
- Consider alternative land use options for the Opportunity Sites subject to the applicant demonstrating that an alternative proposed land use will achieve the general objectives and strategies of this clause and of Clause 21.07 on Major Activity Centres.

The use of each Opportunity Sites is to be in accordance with the following directions:

1. Former Pool & Spa Display Centre, 1060 Stud Road

- Higher density residential development, that includes a range of dwelling sizes is encouraged.
- A component of affordable housing (including low-cost and/or social housing) is encouraged.

2. Australia for Christ Fellowship (ACF) Church, 1070 Stud Road

- Continuation and expansion of the existing community uses on this site will be supported.
- Higher density residential development, that includes a range of dwelling sizes is encouraged.
- Built form is to be highest and most intense at the Stud Road frontage, scaling down to the sensitive residential interfaces and Stamford Park.
- A component of affordable housing (including low-cost and/or social housing) is encouraged.

3. Peppertree Hill Retirement Village, 15 Fulham Road

- The existing aged care use and built form may intensify, providing a range of aged care options and dwelling types to accommodate for changing needs in the aged care sector.
- Built form is to be highest and most intense near Stud Road frontage and Fulham Road frontages and scale down to sensitive existing residential interfaces to the north and east.
- The interface with the commercial land to the south must be carefully considered to avoid any potential amenity issues for future residents.
- Development along the Fulham Road frontage should complement the 'main street' theme envisaged on Fulham Road, to the west of this site.

4. Veterinary Clinic, 1103 Stud Road

- Higher density residential development, that includes a range of dwelling sizes is encouraged.
- Development must be site responsive and address the slope of the land.
- A component of affordable housing (including low-cost and/or social housing) is encouraged.

5. Fulham Road Commercial Precinct, 1-7 Fulham Road

- A mixed use development which provides active ground floor uses such as retail, cafe and office with residential uses at upper levels is encouraged.
- Built form is to be designed to create active street frontages, a safe pedestrian environment and must contribute to the 'main street' concept.
- Development must have regard to residential amenity of the Retirement Village to the north and east.

6. Restaurants & Takeaways, 1085, 1087 & 1089 Stud Road

- A mix of uses such as commercial, retail, higher-density housing is encouraged.
- Consolidation of sites to form larger sites could expand the range of development opportunities and is encouraged.
- Development which adjoins Fulham Road must contribute to the Fulham Road 'main street concept'.
- Built form is to integrate with the development of Stud Park Shopping Centre.

7. Commercial Building, 1091 Stud Road

- A mix of commercial and office uses is encouraged.
- Built form is to integrate with the development of Stud Park Shopping Centre.

8. Stud Park Shopping Centre, 1101 Stud Road

- Redevelopment of the shopping centre will include a new public transport interchange, designed in consultation with Public Transport Victoria and Council. The interchange must have provision for a future railway station.
- A mixture of commercial, office, accommodation and community uses are encouraged.
- An increase in height in the northern part of the site is encouraged.
- Built form is to be designed to create active street frontages, a safe pedestrian environment and integrate development concepts with other sites within the Commercial Core.
- Development which adjoins Fulham Road must contribute to the Fulham Road 'main street concept'. The provision of a food and drink precinct at ground level along the Fulham road frontage is encouraged
- Redevelopment of the shopping centre is to ensure that residential amenity to the south is protected.

22.13-4 Reference documents

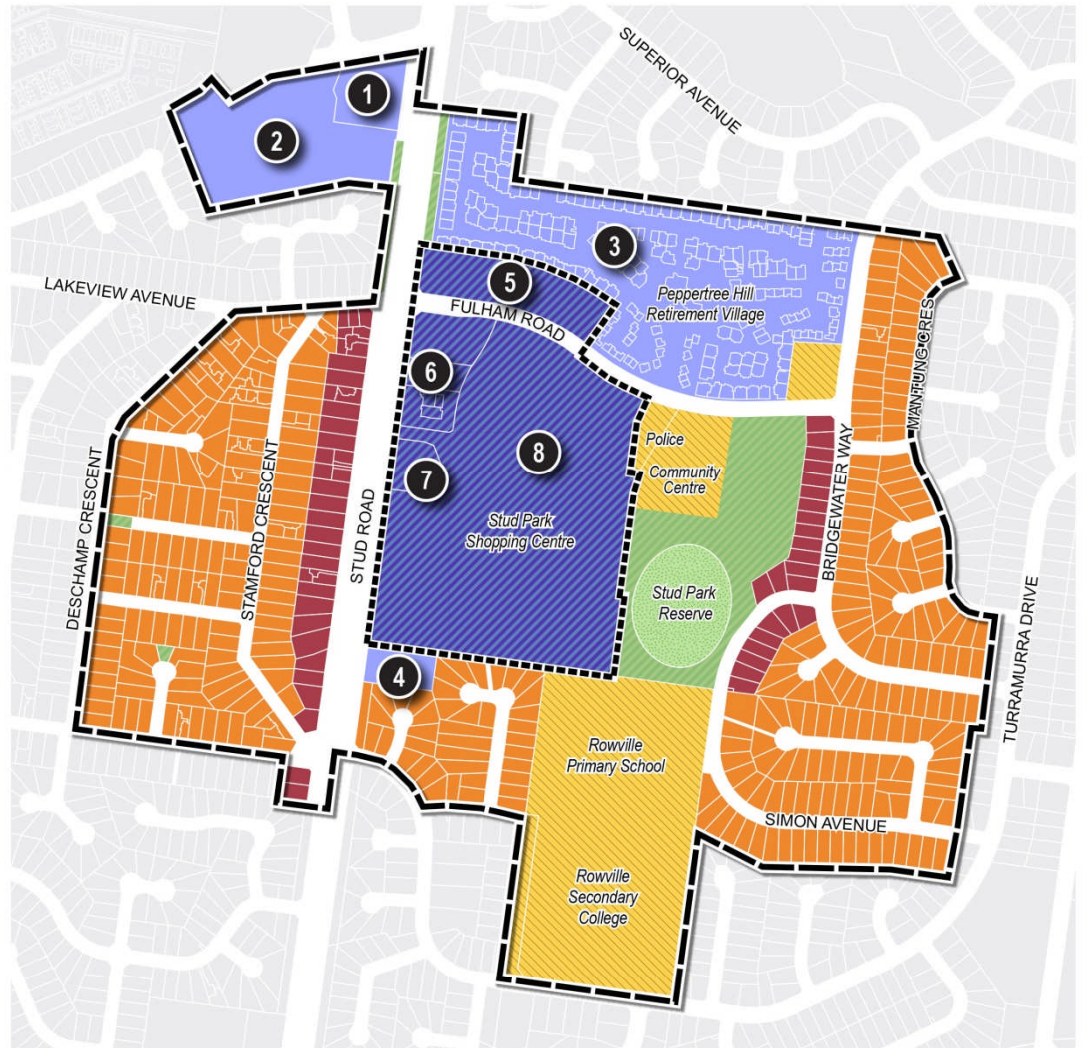
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The Rowville Plan, Knox City Council (2015)

Knox Housing Strategy 2015, Knox City Council (2015)

Knox Urban Design Framework 2020, Knox City Council (2003)

Figure 1: Rowville Activity Centre boundary and location of Opportunity Sites



LEGEND

-  Activity Centre Boundary
-  Commercial Core
-  Lower Residential Change (Local Living)
-  Higher Residential Change (Activity Areas)
-  Opportunity Sites - Residential/ Community Uses
-  Opportunity Sites - Mix of Uses
-  Public Open Space
-  Community Uses