



DRAFT ROSE BAY PLACE PLAN

October 2021

Acknowledgement of Country

Woollahra Council acknowledges the Gadigal and Birrabirragal people who are the traditional custodians of this land and pay respects to Elders both past and present and leaders emerging.



Forward by the Mayor



Developing a shared vision for the future of Rose Bay

A 'place is never finished' – this is a globally accepted placemaking ethos that guides Woollahra Council on planning the future of Rose Bay. The new Draft Rose Bay Place Plan affirms Woollahra Council's commitment to prioritising 'sense of place' and continuous improvement in planning for the future of Rose Bay.

With such stunning views of the harbour, an abundance of beautiful tree-lined streets, green spaces, unique heritage buildings, and popular commercial shopping villages, Rose Bay is already regarded as an iconic destination. We recognise that there are always areas for improvement.

The Place Plan takes a fresh view and collaborative approach to further enhancing these places and spaces we love.

This collaboration started with developing a shared vision and guiding principles together with our community. Recommended actions are informed by the expressed needs and aspirations of Rose Bay residents and businesses.

Proposed actions look at opportunities to introduce pedestrianisation, support our businesses, improve connectivity to our harbour, activate our retail centres, and create vibrant and healthy gathering spaces.

The Place Plan also provides insights into how we can leverage temporary placemaking initiatives to gain better physical outcomes for our natural and built environments in the long term. We've taken this

approach because we believe that meaningful and authentic change requires us to 'bring the community on this journey'.

Further investigation will occur before proceeding with any of the recommended projects. These projects require a significant amount of planning, resources and funding, which we won't be able to provide on our own. Over time and with the implementation of these proposed projects we will ensure that Rose Bay continues to be a magnetic destination that leaves a lasting impression on locals and visitors.

A handwritten signature in blue ink, reading 'Susan Wynne'.

Councillor Susan Wynne
Mayor of Woollahra

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All concept sketches and illustrations have been prepared by Rose Bay resident Michael Bennett

Introduction





"A good city is like a good party.

You know it's working when people stay

for much longer than really necessary,

because they are enjoying themselves."

**Jan Gehl – Danish architect
and urban planning expert**

1.1 Executive Summary

Why a Place Plan for Rose Bay?

In a Council meeting on June 2020, Council resolved, via a notice of motion, that a place plan be developed for Rose Bay Centre. In the early phases of project planning, it was agreed between Councillors and council staff that the scope of the place plan be widened to all of Rose Bay within the Woollahra LGA.

Further, developing a Place Plan is in line with the Woollahra Local Strategic Planning Statement (LSPS) 2020. The Rose Bay Place Plan is a response to Action 36 under the Woollahra LSPS:

‘Continue to implement place-based planning through the Woollahra Development Control Plan 2015, place plans and public domain strategies to protect heritage and village character, increase pedestrian access and amenity, manage parking and promote active street frontages.’

More broadly, the development of this Place Plan is consistent with theme of ‘Local Prosperity’ contained within Woollahra Council’s Community Strategic Plan 2030.

Local Prosperity refers to how we support our local economy whilst balancing growth with business and tourism demands and community desires. Goal 9 under this Theme is Community focused economic development:

‘Woollahra will maintain the diversity of our local economic base and encourage new businesses into the area that will enhance and positively impact on community life.’

Key opportunities and challenges relevantly include supporting local business.

Ultimately the Rose Bay Place Plan represents a new way of thinking for the much loved commercial shopping areas of Rose Bay with unique natural environmental and open space assets and cultural heritage which provide outstanding potential for sustainable, well managed growth.

Place Plan Structure

This document has been structured into seven key sections as follows:

1. Introduction/ Context

2. Engagement Overview

3. Place Vision

4. Community Snapshot

5. Place Analysis

6. Action Plan

7. Next Steps

1.2 What is a Place Plan?

What is a place plan?

A Place Plan is a guiding strategic document that enables both Council and the community to collaboratively develop a shared future vision for a place, along with recommended actions that aim to deliver that vision.

The place could be a site specific area, a street, a precinct or suburb.

What does a place plan do?

- Develops a shared place vision for a town, suburb or any other defined place.
- Provides a detailed analysis of the place including attributes, gaps and opportunities, challenges and constraints, demographic profiles, stakeholder analysis, and other contextual factors.
- Geographically identifies key areas of focus.
- Seeks to identify key ideas, concerns and messages from the community.
- Aims to build a tangible 'sense of place' for residents, visitors, and businesses.
- Recommends potential actions that respond to the expressed needs, aspirations or ideas expressed by the community, local businesses, and key stakeholders.
- Informs other council strategies and plans to enable efficient place activation, future master planning and proposed future works within the area.
- Creates a way forward to support local businesses and create vibrant commercial centres over the long-term.



1.3 Understanding Placemaking

What is placemaking?

Stepping back from the Place Plan, it can be helpful to understand the concept of placemaking.

Whilst there are many definitions of placemaking, it can be simply described as a holistic or 'human-centric' approach to the planning, design and management of public and private places and spaces.

There are many placemaking organisations and advocacy groups within Australia and internationally who have contributed to the growth and evolution of placemaking as a practice including Project for Public Spaces (PPS).

PPS offer the following definition for placemaking:

"as both an overarching idea and a hands-on approach for improving a neighbourhood, city, or region, placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community."

At a local government level, placemaking can often be seen through the delivery of projects, plans, and services that enhances people's experience of place. This can include:

- Place management of key public spaces
- Programming of events and activities
- Innovative community engagement
- Temporary or semi-permanent physical changes
- Holistic design of new projects and developments

In all cases, however, placemaking is about deeply connecting people to place.



Woollahra Council's approach to Placemaking

Council has a dedicated placemaking team, however, it should be noted that all teams within Council deliver projects and services that contribute to 'place'. The adoption of placemaking as a Council service and ethos marks our commitment to prioritising people and local knowledge in the planning, design and development of our suburbs, places and precincts.

Whilst this commitment can be achieved in many different ways, it is common that these project ideas and actions are delivered through a Place Plan. Our placemaking approach to the management, future planning and economic revitalisation has already been applied through two existing place plans.

1. Double Bay Place Plan 2019-2023
2. Oxford Street & Paddington Place Plan 2019-2023

Council's approach to placemaking is to continue to empower the community to have an authentic role in shaping the future of their neighbourhoods through a place vision and supporting initiatives to deliver that vision.

Outside of the development and implementation of place plans, Woollahra Council is embedding new policies and guidelines that encourage and empower the public, creatives, entrepreneurs, our local businesses and community to become the leaders in activating and animating our public spaces and places.

1.4 Integrated Planning & Reporting Framework

Strategic Framework

Integrated Planning and Reporting (IP&R) is a strategic framework for NSW Local Governments to use in planning for the future.

With the aim of promoting the long-term social, economic, and environmental sustainability of our community, as well as providing civic leadership and equitable service delivery.

Woollahra Council's IP&R framework includes our Community Strategic Plan and our combined Delivery Program and Operational Plan, which are supported by our Resourcing Strategy. Progress is monitored and reported to Council through quarterly updates and our Annual Report and published in an End of Term Report to the community.

Rose Bay Place Plan in context with other plans

The recommended actions within this Place Plan are not funded or resolved projects. They are intended to be conceptual ideas and initiatives that inform Councillors on how the future place vision of Rose Bay, developed in collaboration with the community, can be delivered in future.

The Rose Bay Place Plan, inevitably, will cover geographical areas that are already governed by adopted plans and strategies. The intent of this Place Plan is to identify potential projects and initiatives that can support its own place vision as well as the aims and objectives contained within other plans and strategies.



1.5 Areas covered by this plan



Rose Bay Centre

Rose Bay Centre is a unique local centre focused around New South Head Road which enjoys a privileged position along the South Head peninsula.

The consistent scale of buildings and the distinctive landscape quality evoke an appealing urban village character which is warmly valued by local residents and users of the centre. Under this plan, Rose Bay Centre also considers Rose Bay Beach. Whilst not marked on this map, there are actions that related to Old South Head Road / Rose Bay South.

Lyne Park Precinct

The Lyne Park Precinct considers both Lyne Park itself and Tingira Memorial Reserve which consists of four community land categories - park, sports ground, general community use, natural area – foreshore and area of cultural significance. It is also the location of the Rose Bay War Memorial, which is community land of cultural significance.

This site is used for access to the public ferry wharf, public boat ramp, car parks, tennis, basketball, children's playgrounds, toilets, bike racks, cafés, Catalina's restaurant, Sydney Seaplanes, Woollahra Sailing Club, Rose Bay Scout Hall, Cranbrook Boat Shed, the Rose Bay RSL and the Rose Bay War Memorial.

Rose Bay West

Rose Bay West considers the Rose Bay Promenade, Rose Bay Park, O'Sullivan Road and Plumer Road shops, and pockets within Woollahra Golf Course + Park.

1.6 How we determined our scope

In June 2020, via a notice of motion from Councillors, it was resolved that Council

‘Develops a Place Plan in the longer term for the Rose Bay Centre having regard to the planning proposal for the Wilberforce Council carpark site, as approved by Council in 2019 and investment by private owners’.

Ultimately, the intention of this notice of motion was to initiate the development of a Place Plan that covered Rose Bay Centre only - specifically the commercial centre around New South Head Road, Dover Street, Wilberforce Avenue, and Newcastle Street.

Prior to the commencement of engagement for the Rose Bay Place Plan in November 2020, it was agreed by Council staff and Councillors that the scope be widened to include the whole of Rose Bay.

Amongst a significant amount of general commentary, the survey responses contained several references to site specific locations within Rose Bay. Council’s GIS team were asked to develop a heat map that plotted these locations as well as the density of responses.

Whilst it is not possible to customise the Place Plan scope around every individual submission, the spread and inherent clusters shown in the heat map assisted Council in determining a scope and a hierarchy.

1. Rose Bay Centre (Principal Focus Area)

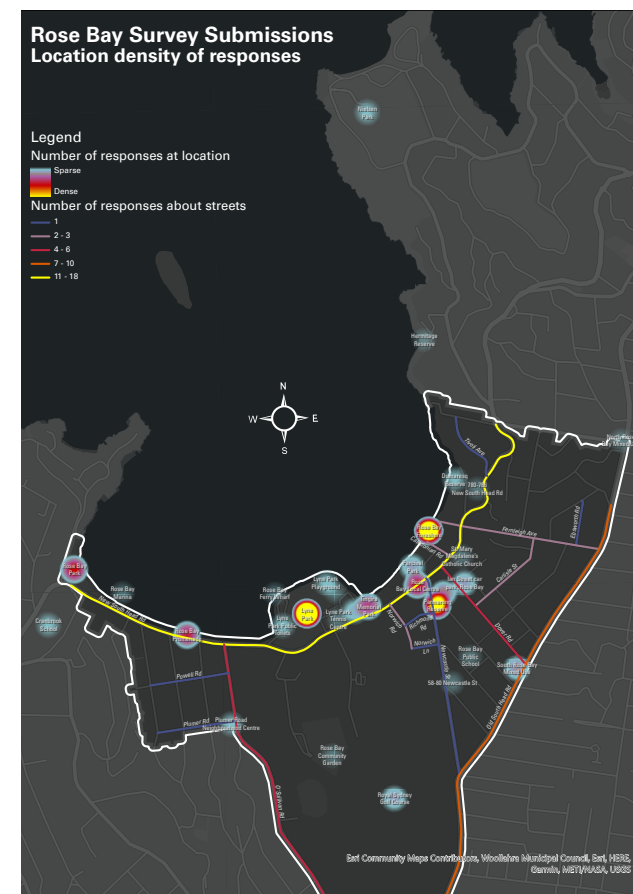
Rose Bay Centre, referring to the commercial centre on New South Head Road is the principal focus area of this plan. The majority of proposed actions are focused on this area due to both the original notice of motion, and the concentration of feedback relating to the area.

2. Rose Bay West (Secondary Focus Area)

The name ‘Rose Bay West’ is used for the purposes of consolidating an area of scope. It is not a name used by locals or within strategic documents. The area covers actions that relate to Rose Bay Promenade, O’Sullivan Road, Plumer Road and pockets within the Woollahra golf course and park.

3. Lyne Park Precinct (Secondary Focus Area)

With open space such an important place attribute within Rose Bay, and so many submissions on Lyne Park, we have dedicated a scope to the Lyne Park Precinct. Again, this not a typical name to describe the area, but for the purposes of scope, it brings together Lyne Park and Tingira Memorial Reserve.



1.7 Using the Place Plan: Key Considerations

A 'place' is never finished or complete

The place plan, and importantly the action plan within it, should be considered a living, breathing document, one that is dynamic and revised and improved over time. Like every other place, Rose Bay can never be considered complete or finished. This is why we have proposed many temporary initiatives that can 'test' ideas and concepts. This is sometimes referred to 'Place Evolution'. As such, readers of the plan should note that there is an intent to enable continuous improvement in Rose Bay.

Collaboration is key

The Rose Bay Place Plan, the overarching vision, and recommended actions have been informed by the community and businesses. As such, it is important that a collaborative approach be explored during implementation stages. Early stakeholder mapping has identified potential delivery partners, event sponsors, and important community representatives.

Review & Renew

As the needs and aspirations of Rose Bay businesses and residents change, and Rose Bay changes physically, it is important that the plan evolve. The Rose Bay Place Plan will be reviewed every three years to ensure that both the place vision and proposed actions are consistent and in keeping with the local views.

Seeding the future vision

There are a range short, medium and long term actions, identified within this document. Many recommendations are aimed at onboarding the community or seeding potential changes in a temporary manner. Our aim is to bring the community on the journey so that there is a joint understanding between Council, local businesses and the community of how a place or precinct might transform in the future.

Concepts are indicative

For the purposes of visually communicating ideas for improvement within Rose Bay, we engaged a local artist to develop a series of concept sketches. In reading this plan, it is important to note that these concepts are indicative in nature. There is no strategic resolution of Council, nor is there allocated budget to fund these concepts. At this stage, they exist as conceptual ideas.

Uniform approach

Multiple divisions within Council are involved in delivering projects and services that aim to improve and enhance Rose Bay as a place. Whether this be planning, transport, community services or cultural projects our goal is to be unified in our approach and work towards the same overarching vision.

The place plan crosses multiple disciplines, so it is foreseeable that there may be some overlap in projects. The Rose Bay Place Plan is a non-statutory document that aims to support, and not conflict with other important projects within the Rose Bay locality. In short, many of the actions within this document can be considered ideas and concepts for further investigation.

The community is the expert

Based on one of the key principles of the global placemaking movement, this place plan embraces the concept that the community know best what is required for the place or precinct in which they live or work. This concept crosses many categories including historical knowledge, functionality of their neighbourhood and areas most in need of improvement. Often, there are valuable insights to be gained by engaging with the community early in the place planning process.

COVID-19 Considerations

It is important to acknowledge that whilst Council has sought to engage and involve as many community and business stakeholders as possible, the global COVID-19 pandemic has impacted on the level of consultation that we could safely undertake. It should be noted that parts of this plan considers feedback and proposes actions that may, in the future, require amendments pending public health orders.

Measure & Evaluate

Unlike many other services typically delivered by local government, the impacts of Placemaking are not easily measured in quantitative terms. Measurement and evaluation of actions is critical in determining the success of the Place Plan. Therefore, many actions seek to test, trial and pilot certain initiatives - to provide much needed data on what really improves Rose Bay as a Place.

1.8 Guiding plans, strategies and policy documents

What documents, plans and strategies have been considered in the development of this plan?

Woollahra 2030 – Our community, our place, our plan

Woollahra 2030 is our Community Strategic Plan that has been developed by Council in consultation with the Woollahra community to establish a long term vision for Woollahra.

Woollahra Local Strategic Planning Statement 2020

The Woollahra Local Strategic Planning Statement 2020 is a legislative document that sets out a 20-year vision and planning priorities for managing future land use and preserving our community's values and the special characteristics of our area.

Community Facilities Study 2019

This study will provide options and recommendations for the strategic provision of community facilities in the LGA, in particular the location where facilities should be provided, the redevelopment feasibility of existing facilities and whether a multi-purpose community facility is required in the LGA.

Woollahra Local Environmental Plan 2014 (Woollahra LEP 2014)

The Woollahra Local Environmental Plan (Woollahra LEP 2014) is Council's main legal document controlling development and guiding planning decisions made by Council to ensure that growth and development occurs in a planned and coordinated manner.

Woollahra Development Control Plan 2015

The Woollahra Development Control Plan contains detailed planning and building design guidelines for new and existing developments within the Woollahra LGA.

Draft Recreational Needs Study

The development of the Woollahra Recreation Needs Assessment and Strategy provides Council with an up-to-date understanding of the community's recreation needs, existing opportunities and relevant trends impacting on recreation services or facility provision.

Draft Generic Plan of Management for Crown Land Reserves

This document is a plan of management for the majority of the Crown land reserves in the Woollahra local government area. It has been prepared under the Crown Land Management Act 2016.

Integrated Transport Strategy

The Integrated Transport Strategy will set out a vision for a more accessible municipality where active, sustainable and efficient modes of transport are the most convenient choice for most trips.

Draft Woollahra Active Transport Plan

The new Active Transport Plan will outline what we want our walking and cycling infrastructure to look like, and where Council will prioritise investment in the walking and cycling networks over the next decade.

Woollahra Social & Cultural Plan 2018-2030

The new Active Transport Plan will outline what we want our walking and cycling infrastructure to look like, and where Council will prioritise investment in the walking and cycling networks over the next decade.

Aboriginal Heritage Study

The study provides Council with a much better understanding of the Aboriginal history and heritage of Woollahra; where traces of that history are known, and where others are likely to be. It will also provide Council with a recommended strategy for managing known and undocumented Aboriginal heritage.

Draft Woollahra Play: Playspace Strategy for Woollahra 2021-2031

The strategy aims to provide strategic direction for Council for the next 10 years in regards to play provision across the LGA. This document will work alongside relevant council, state government, and federal government documents to establish a work plan to meet the needs of the community

Engagement

2



"We want to live and work in a place
that is built around the interests of people.
Everyone should feel welcome here."

**Michael & Arnelia – Rose Bay residents and
business owners**

2.1 How we engaged

Business Interviews

We physically walked through Rose Bay Centre and surrounds and had conversations and interviews with business owners.

Online Engagement

We obtained community feedback from our Community and Business Surveys: 'Rose Bay: Your Vision for the Future'. Council received a total of 228 responses from the Community + Business Surveys.

On-site intercept surveys

Council leveraged a range of community and business events such as 'A Rose Bay Evening' to engage with the local community.

Pop-up Kiosks

We hosted three two-hour community engagement pop-ups in Lyne Park, New South Head Road and Dover Road.

Past engagement data

Analysis of engagement data from a range of past studies, strategies, strategic plans, and documents were leveraged to understand community needs and aspirations

Ideation sessions

Leveraging local knowledge and understanding of the area, we invited residents and business owners to re-imagine key places and spaces in Rose Bay.

Stakeholder meetings

We reached out to several local stakeholder groups to discuss their aspirations for the future of Rose Bay



Engagement activities included meeting with businesses and the local community



Local resident in ideation session re-imagining spaces within Rose Bay Centre

2.2 Here's what we heard

What were the key themes and messages that came out of the community engagement process?

Traffic & congestion

Greater focus on traffic management, alleviating congestion and ensuring pedestrian safety throughout Rose Bay.

Public transport

Lack of public transport options which dramatically impact upon the connectivity of Rose Bay.

Lack of parking

There is a need for additional car parking for residents, commuters, shoppers and businesses – in Rose Bay Centre particularly.

Waste management

Inadequate waste facilities and a need to improve cleansing and waste management generally.

Community facilities

Increasing need for community facilities or consolidation community centre.

Food + beverage

Higher quality, higher quantity and more affordable food and beverage establishments including a greater mix of restaurants.

Connectivity + linkages

Greater connection between Rose Bay Beach and New South Head Road via Percival Lane.

Retail mix

Greater retail mix within Rose Bay Centre with better cafés, restaurants, and take away options.

Open space + amenities

There is a need for more usable, green open space within Rose Bay. Existing open spaces should be improved and upgraded to multi-functional spaces that 'work harder' and enable a wider range of uses for the local community

Outdoor dining

Increased outdoor dining/ alfresco style seating within Rose Bay Centre and commercial centres generally

Events + programming

Recurring community markets and street festivals that leverage local laneways, open spaces assets and car parks within Rose Bay.

Licensed venues

More smaller licensed venues to enable the establishment of small artisanal wine bars.

Over-development

There is a strong opposition to high rise development within the area – both the development itself and the subsequent impacts on local infrastructure and amenities.

Cyclability

Introduction of bike paths to and from and within the suburb of Rose Bay

Live music

Establish a yearly calendar of recurring diverse programmed minor and major events including live music and cultural performances.

Pedestrianisation

Various feedback and commentary received throughout engagement requested Council to look at areas for greater pedestrianisation.

Heritage

Desire to retain the essence of the heritage core as a site for meeting, celebration and reflection within a publicly owned green space

Place Vision





"We don't build aircraft that float,
we build ships that fly".

**Short Brothers – Designers/ owners of the Empire
Flying Boats that operated in Rose Bay**

3.1 Developing the Place Vision

Place visioning is a collaborative process that brings together community stakeholders with a project team (Council in this instance) to co-design and articulate a shared future vision and guiding principles for a future or existing place or precinct. The process allows us to gain the authentic insights and needs of the community. This higher level of understanding means that Council and its community can create more meaningful places that people connect with.

Establishing the place vision and guiding principles in the early stages of the place plan ensures that all recommended actions for the place or precinct are underpinned by values created by the community. The place visioning process for Rose Bay is detailed in the flow chart below.

Community Engagement

All engagement data is brought together to ensure that all ideas and aspirations relating to Rose Bay are captured.

- Community feedback
- Stakeholder meetings
- Business interviews
- Survey data
- Ideation sessions
- Past engagement data
- Pop up kiosks

Discovery & Research

Research information is consolidated to assist in the formation of the overall guiding principles and place vision of Rose Bay.

- Stakeholder Mapping
- Events research
- Site visits
- Digital data analysis
- Stakeholder Mapping
- Local Gap Analysis
- Challenges & Constraints
- Digital Data

Emerging Themes

Engagement data along with discovery and research information is consolidated and synthesized into themes.

- Lack of car parking
- Lack of public transport
- Maintain village character
- Cleaner beaches
- Greater retail mix
- More community markets
- Enhance connectivity
- Public gathering space
- More useable open space
- Greater protection of heritage
- Vibrant Laneways

Guiding Principles

Place themes are grouped into guiding principles. These become the key principles that guide our recommended actions within the action plan.

- Community, Culture & Creativity
- Vibrant Village Centres
- Connected & Accessible
- Health & Wellbeing
- Clean, Green, Smart, Sustainable
- Flexible & Activated

Place Vision

Based on the emerging themes and guiding principles, an overarching visioning statement is developed. This becomes the guiding vision for Rose Bay.

Place
Vision

3.2 Our Place Vision for Rose Bay

Rose Bay is a place of vibrancy; full of life and vitality but also connection.

Connection to water, connection to natural amenity, connection to neighbourhood centres, local businesses and the wider LGA, and of course connection to each other - the Rose Bay community.

Framed by the beautiful Sydney Harbour that surrounds our suburb and the awe inspiring trees along the promenade, Rose Bay is cognisant of its unique, existing village character that is low-rise, intimate, and green.

Rose Bay locals love their suburb and green open space as it aligns with their value of health and well-being. The preservation and celebration of heritage is central to the way the suburb moves forward.

Rose Bay is a place that is full of moments that surprise and delight its diverse community every day, from green pockets and sparkling harbour views to Art Deco masterpieces, hidden laneways, boutique retail and unique food and beverage offerings.

The future of Rose Bay is inclusive, equitable, accessible and welcoming. The Rose Bay community is a celebration of family, friends, and life.



3.3 Our Guiding Principles for Rose Bay

Council has amalgamated all of the information collected through both the discovery/research and engagement phases to develop six guiding principles

These guiding principles co-designed by the Rose Bay community and Council shape our place vision and directly inform our strategies and recommended actions



Community, culture & creativity

Rose Bay is underpinned by its sense of community. Public spaces are inclusive and equitable and encourage community connection. Importantly, Rose Bay has a strong focus on families with a multitude of activities and experiences that support and celebrate family life.

Every intersection, alcove, shopping centre, park, car park, shop front, restaurant or cafe, or laneway presents and opportunity to enhance 'sense of place' with community, culture and creativity.

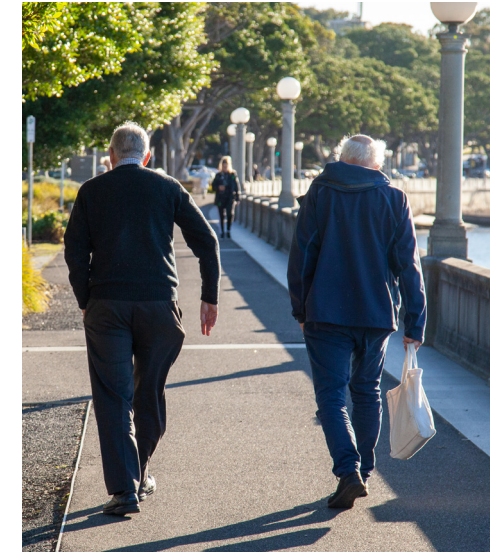


Vibrant village centres

The consistent scale of buildings and the distinctive landscape quality evoke an appealing urban village character which is warmly valued by local residents and users of the centre.

Art Deco buildings, iconic tree plantings and easily accessible local shops are yet a few of the natural and built elements that leave a lasting impression on visitors to the area.

The streetscape character, high quality cafés and restaurants, pubs, laneways and the locals that meet in them are what brings vibrancy to the villages of Rose Bay.



Connected & accessible

Connectivity and accessibility are paramount in Rose Bay. Being destination rich and a place of hubs and villages, it should be easy to find your way around Rose Bay.

Connection to water is arguably the most important. This is why there is a focus improving pedestrian links to the beach from the centre and activating the waterfront as a priority.

With Rose Bay Centre as the central heart, it is easy to know where you're going and how to get there.

3.3 Guiding principles CONTINUED



Health & Wellbeing

The diverse range of available recreational facilities, large clusters of health services, and world class open space assets within Rose Bay are highly valued by residents and visitors alike.

Fitness and sporting activities are part of the culture of Rose Bay life and this can be seen by the many sporting clubs and institutions embedded into the area. There is perhaps no stronger evidence of it being a significant health destination than the fact that it makes up a significant part of the world's largest fun run each year - the 'City2Surf'.



Clean, green, smart & sustainable

With such inherent richness in natural amenity and aesthetic beauty, the maintenance and preservation of Rose Bay's natural environment is imperative.

The community has articulated that there is perhaps no higher priority than cleanliness of their beloved beaches and waterfront areas.

Green space, trees, natural landscapes are top drawcards to Rose Bay and there have been exhaustive efforts to ensure that these places are protected and enhanced not only for today, but for generations to come.

Rose Bay has the opportunity to become a 'smart' suburb and a leader in sustainability.



Flexible + activated


Unlike other suburbs within the LGA, Rose Bay is a blank canvass with regards to its potential for place activation and programming. Major assets such as the Promenade, Lyne Park, Pannerong Reserve, Rose Bay Beach offer flexibility. There is space to test and pilot new activities and programs.

It also offers the potential for new destinations and new informal public gathering place - particularly with major new developments within the area. Activation starts with temporary initiatives, place management, and engaging programming.

Our existing built landscape needs to work harder for the people of Rose Bay. This is why flexible and adaptable use should be considered in the future planning and design of spaces within the area.

Community Snapshot

4

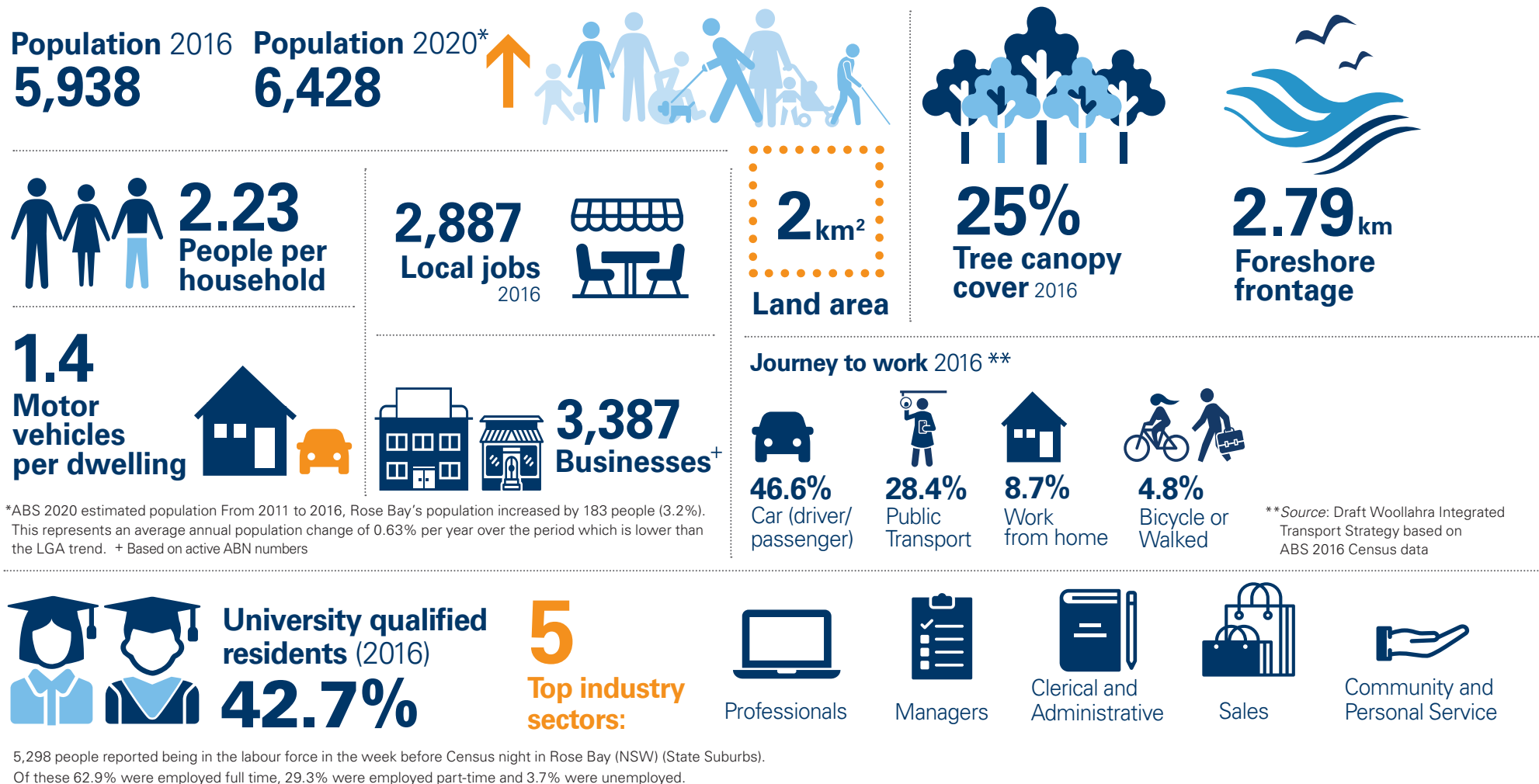
A scenic view of a beach with people and dogs, and a hillside with houses in the background. The foreground shows a sandy beach with gentle waves lapping at the shore. A golden retriever is running in the water on the left, and a brown dog is running on the sand in the center. Two men are walking on the sand to the right, one in a white shirt and the other in a dark blue shirt. In the background, a hillside is covered with lush greenery and several houses, including a prominent white house with a large palm tree in front of it. The sky is clear and blue.

"We're so lucky to have foreshore areas
and facilities providing access to
walking, swimming, boating or
just relaxing with friends"

**Local Resident – Rose Bay Place Plan, Community
Survey**

4.1 Our Community

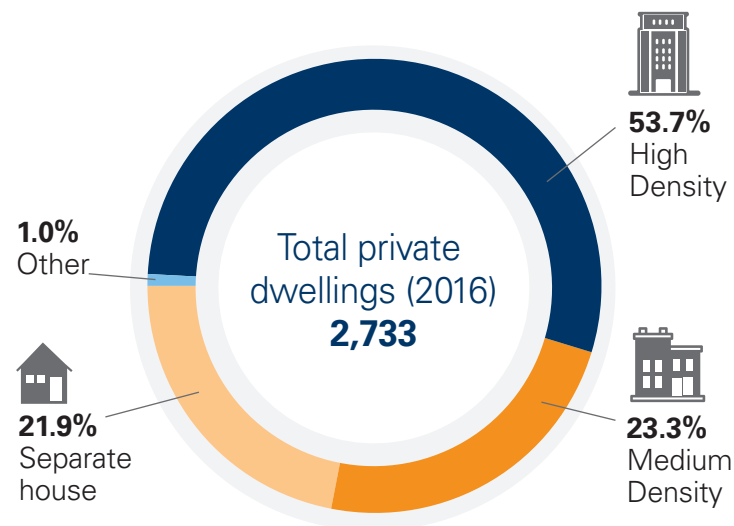
Our local profile



4.1 Our Community CONTINUED

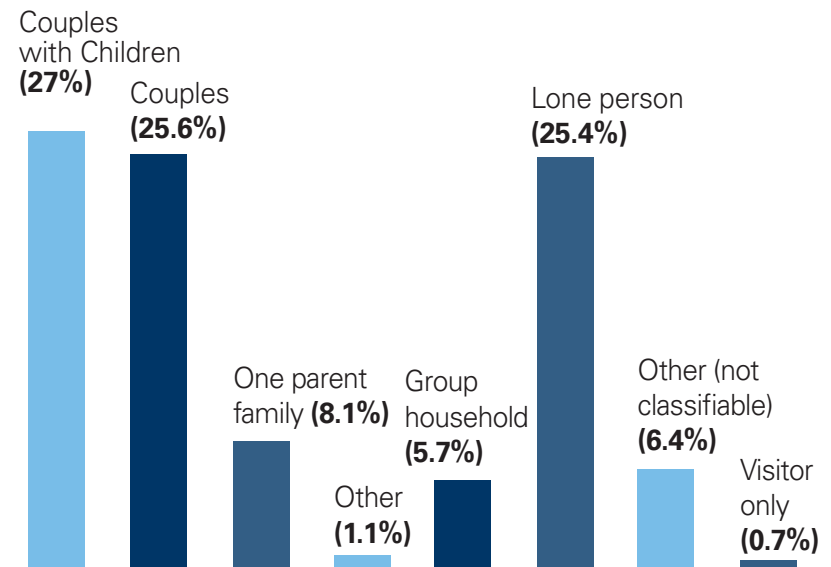
Housing type (2016)

In Rose Bay, **77.1%** of the dwellings were medium or high density, compared to **44%** in Greater Sydney.



Household type (2016)

In Rose Bay, **27%** of households were made up of couples with children in 2016, compared with **23.7%** in Woollahra Municipality



Place Analysis

5



insight east
education

FOR AUCTION
OPPOS
ZON
CONCEPT PLANS AVAILABLE - BUREAU SHH
ZAC ALBERT
0414 246 625
ISTCITY

NURSERY 9371 5509
9371 5300

D'Aguanno Hair Design
02 9371 0789

ROYAL BAKERY EST. 1918



KOFISKY OPTOMETRIST

"It would be wonderful to see new
businesses open and the street
dining improved."

Local Resident – Rose Bay Place Plan, Community
Survey

5.1 Place Attributes

What are place attributes?

Simply put, these are significant or important elements that are synonymous to a place or precinct. They could be natural elements, built features, views, or even well-known businesses.

It's important to identify place attributes because they assist us in developing place plan actions and also ensure that we are acknowledging the inherent strengths of Rose Bay. As much as possible, we want to leverage these strengths.

A simple way of identifying a place attribute is asking the question: *"What things come to mind when you think 'Rose Bay'?"*



Iconic harbour-side views

Rose Bay's iconic harbour views can be enjoyed by the public from Rose Bay Promenade, Lyne Park, Rose Bay Beach, Percival Park, Dumaresq Reserve and Tingira Memorial Reserve.



Iconic dining experiences

Rose Bay and its outstanding natural amenity has drawn some of Sydney's most notable dining institutions, including Catalina, Boathouse Rose Bay and more recently Charcoal Fish.



Dog-centric suburb

Rose Bay Foreshore (between Dumaresq Reserve and Percival Park) is a 24-hour off-leash area. This enables local dog owners to enjoy the daily activity right on the harbour, whilst walking their furry friends.



Natural amenity

The inherent wealth of physical and ecological characteristics can be experienced throughout Rose Bay. Its beaches, mature tree-lined streetscapes, and beautiful manicured gardens are major natural attributes.



Emerging Laneway Culture

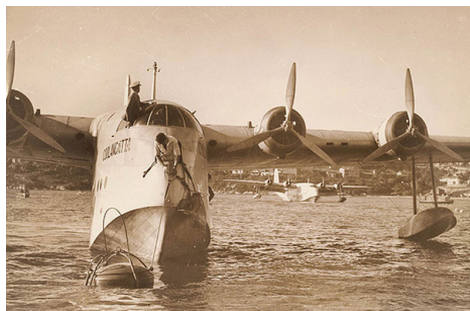
Both Percival and Collins Lanes that connect New South Head Road and Rose Bay Beach are slowly being transformed through plants, vibrant colours, and interesting businesses.



Rose Bay Community Garden

The Rose Bay Community Garden is a valued outdoor community space where locals can socialise, learn about bee keeping and grow organic fruit and vegetables.

5.1 Place Attributes CONTINUED



Significant aviation history

Lyne Park played a short but important role as Sydney's first international airport, a history which dates back to May 1914 when a Farman Hydro-aeroplane made an emergency landing there. A flying boat base was unveiled twenty-years later, playing host to Qantas Empire Airways and Imperial Airways London to Sydney passenger services

The aircraft hangars of the Qantas base, formally located in Lyne Park, provided maintenance for the flying boat fleets of Qantas, Tasman Empire Airways Limited, Barrier Reef Airways and Imperial which operated these services, as well as the Qantas flying boats on the Perth to Ceylon (Sri Lanka) route.

Today, Sydney Seaplanes operate from the northern edge of Lyne Park, offering aerial tours of Sydney.



Diverse recreational activities

Rose Bay offers recreational activities for all locals and visitors to enjoy. Sporting groups for all ages enjoy the open space facilities in Lyne Park for activities such as basketball, ballet, dancing, rugby, soccer and tennis. Indoor facilities such as the scout hall unlock a range of indoor recreational opportunities.

Water activities including sailing, rowing, kayaking and paddle boarding were noted in our community survey as a favourite pastime of locals.

A significant area of Rose Bay is occupied by Royal Sydney Golf Club, Woollahra Golf Club, a private facility which offers activities including golf, tennis, bowls, croquet and squash.

Sydney Seaplanes operate from the northern edge of Lyne Park, offering aerial tours of Sydney.

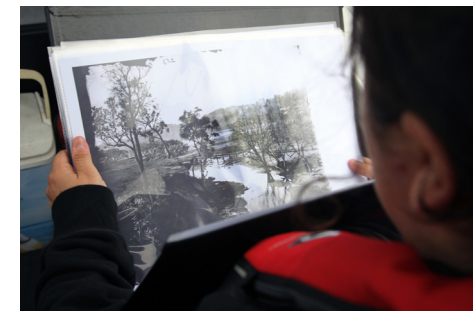


Heritage values

Within Rose Bay, there are a number of established heritage conservation areas (HCA's), including Balfour Road, Beresford Estate, Rose Bay Gardens Estate and Kent Road.

These HCA's recognise the historical significance of architectural designs, referencing Inter-War, Federation and Art-Deco movements. Development controls seek to conserve the streetscape characteristics in these HCA's.

Unique art deco strips such as the Plumer Road Shopping Centre have become destinations for boutique shopping experiences.



Aboriginal history

Woollahra has a long and rich Aboriginal heritage which continues to be valued by Aboriginal and non-Aboriginal people today. Traces of that heritage can be found throughout Woollahra, but are often unrecognised and unacknowledged.

Council has adopted an Aboriginal Heritage Study prepared for the Woollahra Municipality. Aboriginal Heritage Consultants Coast History & Heritage worked closely with the La Perouse Local Aboriginal Land Council to develop this important body of work

The study was developed over 12-months, where a working group undertook inspections of registered Aboriginal sites in both private and public property in consultation with the local Aboriginal community.

5.2 Key Projects + Developments

Rose Bay Community Centre

Council, in its meeting of the 27th September 2021, resolved to support the lodgement of a development application for the redevelopment of Wilberforce Avenue Car Park. The project seeks to address the critical shortage of car parking and develop the Rose Bay Community Centre. Importantly, this redevelopment will respond to community engagement themes the requested more spaces for community activities, more public toilets, diversification of retail offerings, more pedestrianisation, and more parking.

The redevelopment will transform the existing at grade carpark into a lightweight, architecturally designed, civic scale building which will provide

- more than double the existing carparking spaces (209 compared to the current 95).
- A new state of the art 750m2 community centre over two levels
- 350m2 of retail floor space
- New public toilet amenity
- Associated public art consistent with Council's Public Art Plan
- A new one way low-speed laneway (lan Lane) linking Wilberforce Avenue and Dover Road

Consideration of this major transformation in the development of actions for this Place Plan is critical. Whilst the community has been made aware of the proposal in recent years, it's important to bring them on the journey in a tangible sense - this can start well before construction commencement. Interim/ temporary activation within or in close proximity to the existing car park can communicate the following themes

- Flexible use/ multi-functional sites
- Community focused and educational focused space
- Enhanced bicycle related infrastructure
- Pedestrianisation
- Retail activation
- Public gathering space
- Event programming

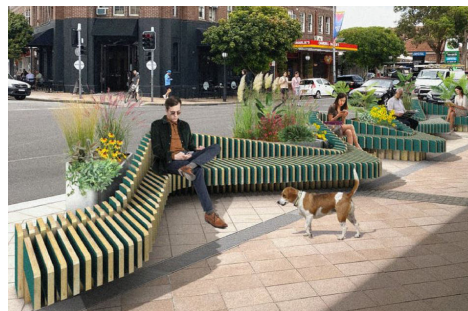


Indicative concept of Rose Bay Community Centre - Prepared by Allen Jack Cottier / Oculus



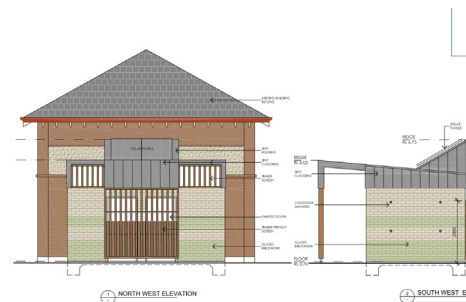
Indicative concept of pedestrianised corridor linking Dover Road and Wilberforce Avenue as part of the redevelopment - Prepared by Allen Jack Cottier / Oculus

5.2 Key Projects & Developments CONTINUED



Rose Bay Activation Seating

In an effort to activate retail frontages, enhance outdoor amenity and create a green buffer between shops and New South Head Road, Council delivering an innovative and internationally designed seating project.



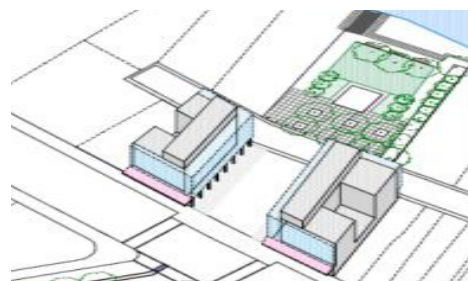
Percival Park Public Toilet Block

Construction on new public toilets in Percival Park will commence at the end of 2021.



Plumer Road Streetscape Upgrade

Council's upgrade of Plumer Road will result in additional parking, increased footpath width, improved outdoor dining, landscaping and racks and incorporate new pedestrian crossings. The project is scheduled to be completed by June 2022.



Rose Bay Centre Square

Identified as a concept only within the Woollahra DCP 2015, Rose Bay Centre Square seeks to improve the connection between New South Head Road and the harbour foreshore. The concept is aimed also at the provision of a public gathering space.



Lyne Park Masterplan

Council has identified an action in the Recreation Needs Study 2021, to master plan Lyne Park. It is important that this place plan consider temporary initiatives that can inform community needs and aspirations within that space.



Rose Bay Promenade Cycleway

Works on the Promenade section of the New South Head Road Cycleway will commence in April 2022.

5.3 Place Gaps & Opportunities

Gaps & Opportunities in Rose Bay



Flexible Commercial Space

The global pandemic has had a dramatic impact upon the way people work and the value placed upon flexible working environments. An increased acceptance of working remotely has already shown a movement of jobs and resources from CBD areas to suburban and regional areas.

The third top expenditure category in Rose Bay between May 2020 - April 2021, was 'professional services'. This requires us to consider the suite of home occupation businesses, consultants, and entrepreneurs that exist within the suburb.

Taking into consideration the problematic school and commuter traffic along New South Head Road and a rapidly changing workplace decentralisation, the provision of local co-working space options seems appropriate.



Informal Public Gathering Space

There is lack of public, informal gathering space such as a town square in the Rose Bay Centre. Informal social gathering spaces within the Rose Bay are typically associated with the promenade, Rose Bay Beach, or Lyne Park.

Many Rose Bay Centre businesses, when asked how they describe their location to customers, noted that they describe their proximity to landmark buildings or businesses such as the Woollahra Hotel.

It is acknowledged the redevelopment of the Wilberforce Carpark will provide new public gathering space as a part of the pedestrian plaza.

A civic place or town square opening up Percival Lane has been explored in previous urban design studies, but no feasibility reports have been prepared.



Things for Kids

Desktop research and engagement with user groups has indicated a distinct lack of child-friendly events and activities within the Rose Bay. This is something that could be improved with implementing school holidays programming and child friendly events.

The provision of child-friendly activities within the Rose Bay is important as it would meet the needs and expectations of over a quarter of the suburbs population - Young families.

We also need to consider how small pocket parks such as Pannerong Reserve can be better utilised for children's activities.



Things for Pets

Pet friendly infrastructure is critical for Rose Bay. This includes dog grooming and day-care, dog friendly food venues, pet shops and veterinarians, and dog waste disposal units to name a few. Rose Bay is an important location for dogs.

With Rose Bay having one of the few dog friendly beaches in Sydney, it is integral to plan for dogs in other parts of the suburb.

This gap will become increasingly important as more people choose to live within and around Rose Bay in typically smaller high-density dwellings that do not have outdoor space for pets to enjoy.

5.3 Place Gaps & Opportunities CONTINUED

Gaps & Opportunities in Rose Bay



Small cultural spaces and venues

Despite so many iconic heritage buildings, premier harbour-side views, and stunning natural scenery, Rose Bay doesn't currently benefit from theatres, art galleries and design spaces, or open studios.

This has a flow on effect with supporting and retaining locally grown talent, as well as attracting cultural visitation to the area.

The redevelopment of Wilberforce Car park into the Rose Bay Community Centre represents a well-designed multi-use space for community and cultural experience and would be a highly valued and useful asset.

Whilst just outside of the Rose Bay area, it is noted that the Woollahra Gallery at Redleaf is set to open in November 2021.



Community Centre/ Facilities

Rose Bay is currently limited in its provision of community space, such as community centres, halls, innovation centres and bookable spaces within the Rose Bay Centre itself. The majority of community spaces are present outside of the suburb such as Double Bay Library.

The community has been made aware of the redevelopment of Wilberforce Carpark into Rose Bay Community Centre and would expect that there will be community spaces that would allow for affordable or free courses, workshops and community learning experiences.



Creative + Design Space

Very limited space exists within the Rose Bay Centre and surrounds for affordable yet inspiring 'creative workspaces'. The Rose Bay community could benefit from maker spaces that could facilitate pottery classes, design workshops, and a host of other creative courses.

Whilst the Rose Bay Centre contains so many businesses that either create or sell artisanal and homewares goods, it seems that there is an opportunity to support the actual makers, artists and designers.



Live Performance opportunities

There is a notable lack of performance spaces and subsequent opportunities for local and emerging talent, as well as established touring musicians. This is the case both for small, intimate performance venues within the commercial centre and open space areas such as Lyne Park.

Creating spaces suitable for performance not only supports young emerging talent, but also can provide a significant draw card for customers and subsequent repeat visitation.

5.3 Place Gaps & Opportunities CONTINUED

Gaps & Opportunities in Rose Bay



Nimble Food & Beverage Offerings

Food and beverage / dining was a major theme in feedback from the community. Whilst many residents noted that they were happy with the current availability, there were an extensive amount of requests for the following:

- Greater mix of cafés and restaurants
- Higher quality dining and takeaway options
- Food truck events.

One recurring theme that emerged throughout this process was the need for a wine bar or more small licensed premises. The Rose Bay hotel has been noted as a positive place attribute, but many have sought a more diverse range of bars and drinking establishments. Both laneways linking Collins Avenue to New South Head Road have been identified as potential locations.



Adequate Signage & Wayfinding

Connectivity and well marked linkages throughout Rose Bay could be improved. There is an inherent connectivity problem associated with the dominance of the golf courses within the middle of the suburb, but this does not mean that directional signage and wayfinding cannot be improved in the area.

One major priority in this place plan is to improve pedestrian connectivity between Rose Bay Centre and around key hubs. This will require an investment in wayfinding to connect people as well as places.



Programmed Events & Activities

A desktop analysis of programmed events revealed that programmed activation and events within Rose Bay Centre and surrounds is minimal.

The gap here is not only the lack of events and activation, but the baseline infrastructure required to incentivise small to major event owners to choose Rose Bay as a suitable location.

It should also be noted that Rose Bay Centre contains a diverse range of popular businesses that have history in delivering events or have expressed an interest in producing events within and around Rose Bay Centre.



Urban Greening

The development of a green buffer, particularly along New South Head Road would help to alleviate the noise impacts associated with main roads such as New South Head Road.

Landscaping elements such as modular planters, facade greening, and green walls would soften the impact of existing hardscape surfaces and improve visual aesthetics within the Rose Bay Centre and surrounds.

5.4 Challenges and Constraints

Challenges & Constraints in Rose Bay

Lack of Parking

Widely regarded as one of the major problems for Rose Bay residents and visitors. This was arguably one of the strongest themes identified in the feedback from the community. References were made to a broad range of parking shortage themes - commuter parking, customer parking, resident and visitor parking and major lack of council parking.

Traffic and Congestion

A number of factors contribute to the traffic and congestion issues that exist in Rose Bay. The local schools, their school zones and drop-off/pick-up areas are a source of impact on traffic and congestion during school terms. Additionally, alternative transport options including public transport has not developed in alignment to increased population in the area.

Water Quality/ Waste Management

The impact of stormwater outlets on the environment of Rose Bay is a significant concern to the local community, particularly at the Caledonian Road outlet and the O'Sullivan Road outlet.

Urban stormwater management is important from a flooding, health and environmental perspective. Council continues to work with Sydney Water and other stakeholders to improve water quality in Rose Bay.

Poor Connectivity + Linkages

Connectivity and well marked linkages throughout Rose Bay could be improved. There is an inherent connectivity problem associated with Rose Bay.

Despite being a relatively small village, Rose Bay lacks connection between its own centres and hubs of public space as well as those of neighbouring areas.

Despite being located in close proximity to major eastern suburbs commercial hubs such as Double Bay and Bondi Junction, Rose Bay does not have easy accessibility to and from these centres.

Lack of public transport

Multiple survey respondents noted the need for more public transport options to and from Rose Bay.

Public amenities

One obvious constraint within both Rose Bay Centre and surrounds is the availability of public toilets. Within the centre, many people use the facilities in Hotel Rose Bay. This is not sustainable or a reasonable expectation of a local business.

Aware of this issue, Council has recently awarded a tender for the construction of new public toilets at Percival Park. Construction will be commencing imminently.

Construction Impacts

It has been noted, by Rose Bay Centre business and Councillors that construction sites can cause significant disruption to businesses - particularly in terms of noise, pollutions, dust and visual aesthetic.

Useable Public Open Space

There is a limited amount of open space within Rose Bay. Royal Sydney and Woollahra Golf Club are significant green areas but have limited usability and access for the general public. Lyne Park is an important park, but flexibility of use could be improved.

Pannerong Reserve, Dumaresq Park, and Percival Park are the only three public open spaces within Rose Bay Centre. Encouraging patronage of these parks is challenging due to their visual aesthetic, geographic spread, and simply, their utility.

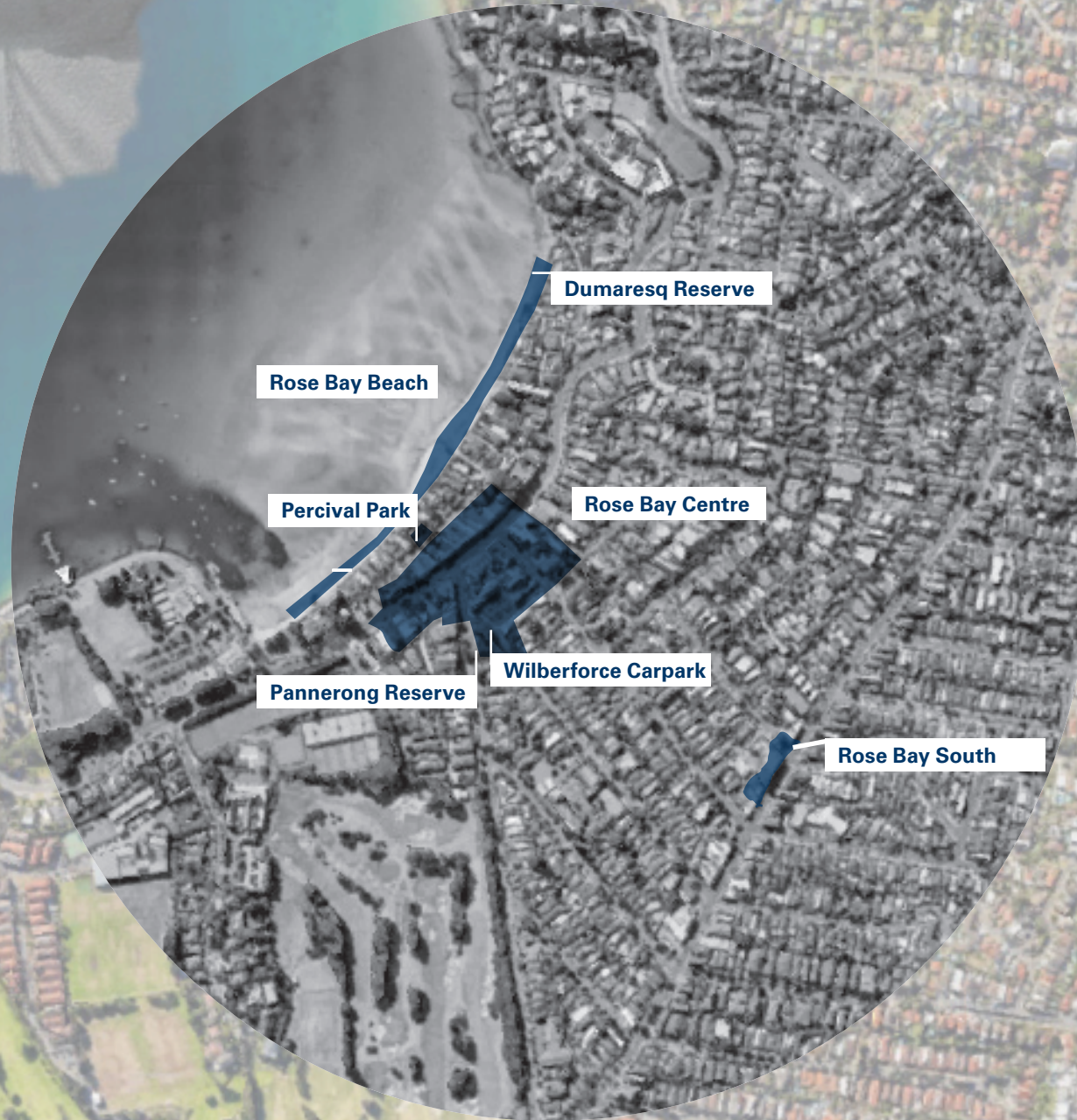
Integration with Water

Arguably one of the strongest place attributes of Rose Bay is its inherent beauty and stunning water views. Something that is so celebrated across Sydney, and also publicly accessible, should be a major draw card for Rose Bay.

It seems though, that Rose Bay Centre is completely disconnected from Rose Bay Beach and, historically, has not interfaced successfully with its strongest natural asset - the water. There are no clear sight lines from the middle of the Rose Bay Centre to the harbour.

Rose Bay Centre

- *Precinct Focus Areas*
- *Strategy Development*
- *Site Specific Opportunities*
- *Local & Global Benchmarks*



5.6 Rose Bay Centre – Precinct Focus Areas



Site map of Rose Bay Centre identifying precinct focus areas and important pedestrian routes

- A** Precinct Focus Area
- ● ● Improved pedestrian links to beach
- ● ● Rose Bay Beach Walk



A. Pannerong Reserve



B. Wilberforce Carpark



C. Collins & Percival Lanes



D. Percival Park



E. Rose Bay Beach



F. Dover Road/ New South Head Road

5.7 Rose Bay Centre - Strategy Development

How we translated key themes into proposed strategies for Rose Bay Centre

Key themes identified (what we heard)

Through the consolidation and synthesis of our engagement data, we identified the following key themes / messages from the community.

Greater quantity and diversity of restaurants

More outdoor dining

More business development initiatives

Public domain improvements in Rose Bay Centre

More parking

Improved connectivity to Harbour

More public gathering spaces

More events, laneway festivals, entertainment options

More public art, community and cultural activities

Increase cycling and pedestrian friendly environments

Lack of public transport options

Proposed Strategies (how we responded)

We proposed a range of strategies that respond to the key themes/ messages from the community. In undertaking this process, we also need to ensure that each strategy:

- Supports one of the six guiding principles
- Seeds the future vision of key projects or developments within Rose Bay
- Supports the overarching goals and themes within 'Woollahra 2020 - Our community, our place, our plan'
- Supports the planning prioritised outlined within the Woollahra Local Strategic Planning Statement

The development of strategies are show in the table on the next page. Note that these are high level statements that inform the proposed actions within the action plan.

Proposed Actions (how we deliver the strategies)

Categorised by the overarching six guiding principles, the strategies are expanded into to proposed actions. The actions are shown within 6.0 - Action Plan.

5.7 Rose Bay Centre - Strategy Development CONTINUED

Key themes identified (what we heard)	Proposed strategies (how we responded)
Based upon the high percentage of survey respondents identifying the need for greater quantity and diversity of restaurants the following strategies were proposed:	<ul style="list-style-type: none"> Identify and reinforce the core of the Rose Bay Centre, by encouraging retail activity, innovative businesses, and enhancing its built edge urban quality. Support, encourage and promote the introduction of events and activity in public and private spaces within Rose Bay Centre
Based upon the high percentage of survey respondents identifying the need for more outdoor dining , the following strategies were proposed:	<ul style="list-style-type: none"> Streamline Council approvals processes to incentivise outdoor dining and other streetscape activation initiatives
Based upon feedback from business owners that there was a need for more business development initiatives , the following strategies were proposed	<ul style="list-style-type: none"> Encourage the growth and prosperity of Rose Bay business community by facilitating networking and relationship building events and initiatives
In an effort to seed the future vision of a community centre and additional carparking with the re-development of Wilberforce Carpark , the following strategies were proposed	<ul style="list-style-type: none"> Provide additional car parking to alleviate congestion around Rose Bay Centre Build place awareness and sense of community around Wilberforce car park with a range of temporary and semi-permanent initiatives Enhance the safety and accessibility of Wilberforce carpark through design and engagement
Based upon feedback from Councillors that there was a need for multiple public domain and building improvements in Rose Bay Centre, the following strategies were proposed	<ul style="list-style-type: none"> Provide impact amelioration support to businesses to minimise the disruption caused by construction of new developments Incentivise improvement and enhancement of new and existing commercial buildings within centres Use different types of lighting to illuminate important places, paths and landmarks within the Rose Bay Centre.
Based upon feedback from businesses, councillors and residents identifying the need for improved connectivity , the following strategies were proposed	<ul style="list-style-type: none"> Improve the connection and accessibility between Rose Bay Centre to Rose Bay Beach and other waterfront areas Improve locals and visitor navigation through the introduction of authentic and engaging wayfinding
Based upon multiple survey respondents identifying the need to establish more public gathering spaces , the following strategies were proposed	<ul style="list-style-type: none"> Use temporary or modular landscape and outdoor furniture elements to temporarily transform underutilised spaces Re-imagine and improve the usability of existing parks and open spaces to create informal public gathering spaces and magnetic destinations. Establish inclusive public gathering spaces and places for community

5.7 Rose Bay Centre - Strategy Development CONTINUED

Key themes identified (what we heard)	Proposed strategies (how we responded)
Based upon multiple survey respondents identifying the need for more events, street and laneway festivals, and night-time entertainment options , the following strategies were proposed:	<ul style="list-style-type: none"> • Support the growth and development of a safe and sophisticated night-time economy with a diverse range of night-time experiences. • Investigate and support community led place management models within the Rose Bay Centre.
Based upon multiple survey respondents identifying the need for public art, community and cultural activities , the following strategies were proposed:	<ul style="list-style-type: none"> • Embed public art, murals and creative placemaking initiatives into Rose Bay Centre.
Based upon multiple survey respondents identifying the need for more cycling and pedestrian friendly environments , the following strategies were proposed:	<ul style="list-style-type: none"> • Encourage cycling as a mode of transport through improved design and enhanced bike related amenities • Guided by the Woollahra Active Transport Plan, implement design interventions seek to improve the existing precinct to create a pedestrian friendly environment.
Based upon multiple survey respondents identifying a lack of public transport options to and from Rose Bay , the following strategies were proposed:	<ul style="list-style-type: none"> • Prioritise Old South Head Road and New South Head Road as key Public Transport corridors • Encourage visitation to Rose Bay through ease of access, multiple modes of transport, and interesting transit points
Based upon multiple submissions identifying concerns over cleanliness of Rose Bay Beach, Rose Bay Centre, and Rose Bay in general, the following strategies were proposed:	<ul style="list-style-type: none"> • Maintain Rose Bay Centre and surrounds as a clean and attractive place for residents, visitors and workers • Investigate how Smart City technology can respond to challenges and constraints within Rose Bay • Promote and encourage sustainability initiatives within the Rose Bay resident, business and visitors community. • Continue to investigate and implement initiatives to improve water quality at Rose Bay

Site Specific Opportunities

Throughout the analysis of engagement feedback, we picked up on multiple ideas and suggestions around the following sites:

1. **Percival Lane**
2. **Collins Lane**
3. **Pannerong Reserve**
4. **Wilberforce Carpark**



5.8 Rose Bay Centre - Site Specific Opportunities

Percival Lane

Laneway Activation

Percival Lane is a critical access lane that connects New South Head Road to Percival Park and Rose Bay Beach. Activating this laneway with artwork and other embellishment can start to visually strengthen linkages between the harbour and the Rose Bay Centre.

Potential projects

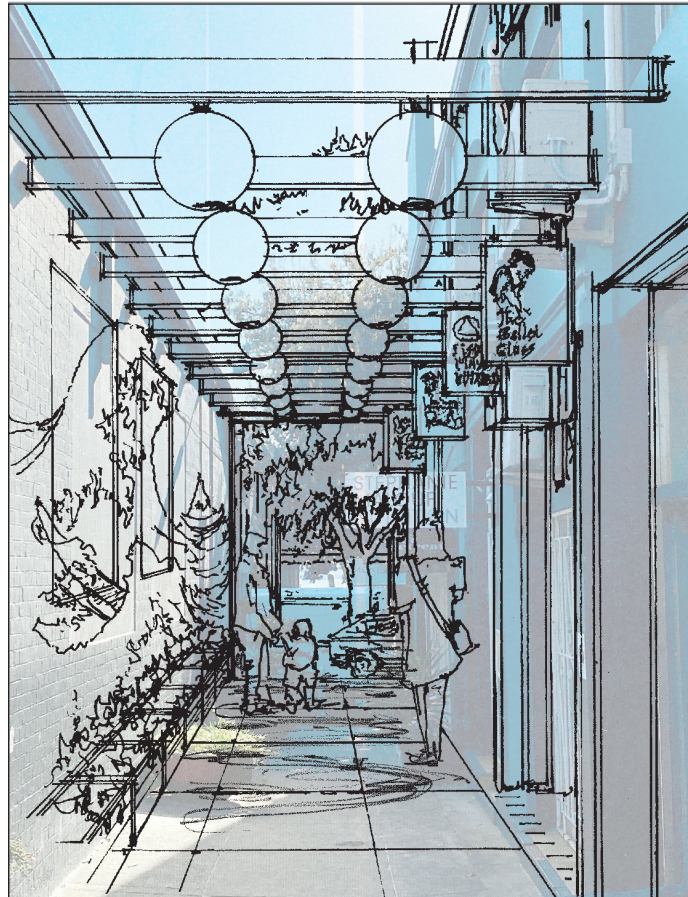
- Murals on wall and groundplane (ground surface)
- Ambient lighting or lanterns
- Uniform signage
- Modular planter boxes

Potential Stakeholders

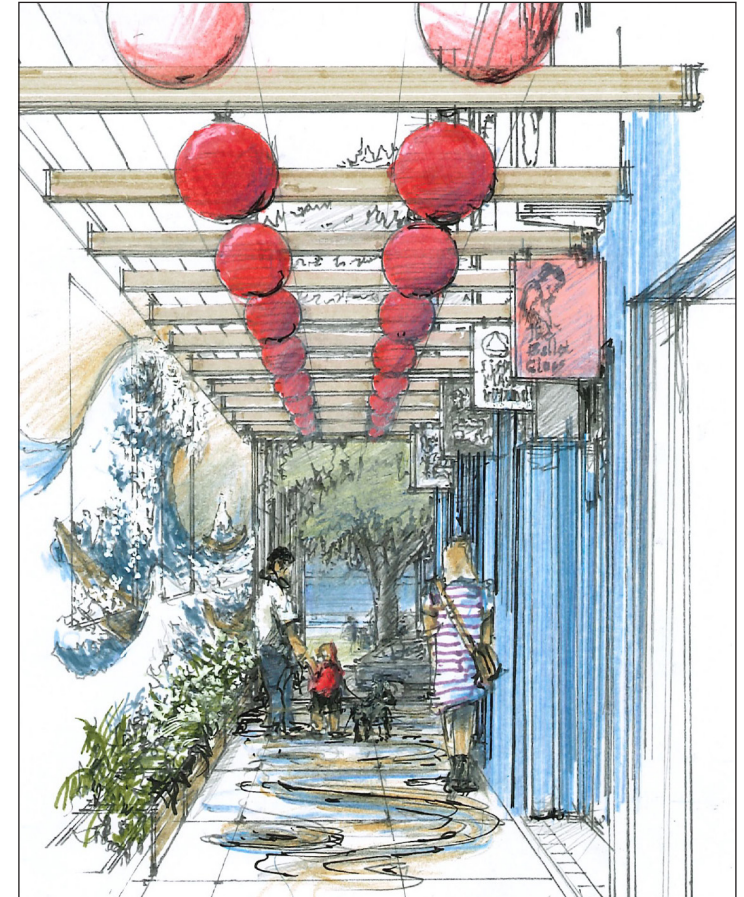
- Local Businesses
- Emerging artists within the area

Intended outcomes

- Clear sight lines from New South Head Road to Rose Bay Beach
- Enhanced connection to water
- Increased visitation to Laneway business
- Attract high quality and authentic food and beverage operators
- Facilitate new 'laneways precinct'
- Support and seed the idea of the Rose Bay Centre Square identified in D6 of the Woollahra DCP 2015.



Ideation sketch over existing Percival Lane



Indicative concept of Percival Lane as an activated laneway

5.8.1 Rose Bay Centre - Site Specific Opportunities CONTINUED

Collins Lane

Laneway Activation

Collins Lane is a critical access lane that connects New South Head Road to Collins Avenue. The Laneway could continue to be improved by embracing festoon lighting, planter boxes, and additional outdoor dining. Like Percival lane, activation within this precinct can strengthen linkages toward the harbour.

Potential projects

- Ambient festoon or bud lighting
- Uniform/ consistent signage
- Modular planter herb gardens
- Window trading

Potential Stakeholders

- Local Businesses
- Emerging artists within the area
- Local gardening enthusiasts.

Intended outcomes

- Incentivised pedestrian movement from New South Head Road to Rose Bay Beach
- Enhanced connection through to Collins Lane
- Create authentic outdoor dining opportunities
- Maintain and attract new high quality food and beverage tenants
- Establishment of Rose Bay 'laneways precinct'



Ideation sketch over existing Collins Lane



Indicative concept of Collins Lane as an activated laneway

5.8.2 Rose Bay Centre - Site Specific Opportunities CONTINUED

Pannerong Reserve

Re-imagined public gathering space

Pannerong Reserve: This park presents multiple opportunities for event programming, temporary low cost improvements and other forms of activation to establish it is an informal public gathering space.

Potential Projects / Activation Elements

- General revitalisation to enhance patronage
- Ambient lighting
- Bike infrastructure
- Programmed grass root level events
- Mobile food vending on weekends

Potential Stakeholders

- Local residents
- Neighbouring businesses
- Community groups

Intended outcomes

- Creation of informal public gathering space
- Enhanced connection to green space within Rose Bay Centre
- Enhanced connection to future Rose Bay Community Centre.
- Increased visitation to the park
- Improved accessibility and places to sit and linger.
- Establishment of 'green' corridor between Pannerong Reserve to Percival Park/ Rose Bay Beach.



Ideation sketch over current layout of Pannerong Reserve in Rose Bay Centre

“Pannerong Reserve needs to be revitalised, beautified and maintained more regularly”

- Rose Bay Resident via community survey



Indicative concept of an upgraded Pannerong Reserve with event programming, improved amenities and thoughtful design considerations

5.8.3 Rose Bay Centre - Site Specific Opportunities CONTINUED

Wilberforce Carpark

Potential Activation Elements

Temporary open air cinema night or live sporting major sports event screening supported by:

- Temporary seating
- Temporary festoon lighting
- Mobile planter boxes
- Food trucks or mobile food vendors
- Projector and audio equipment

Potential Stakeholders

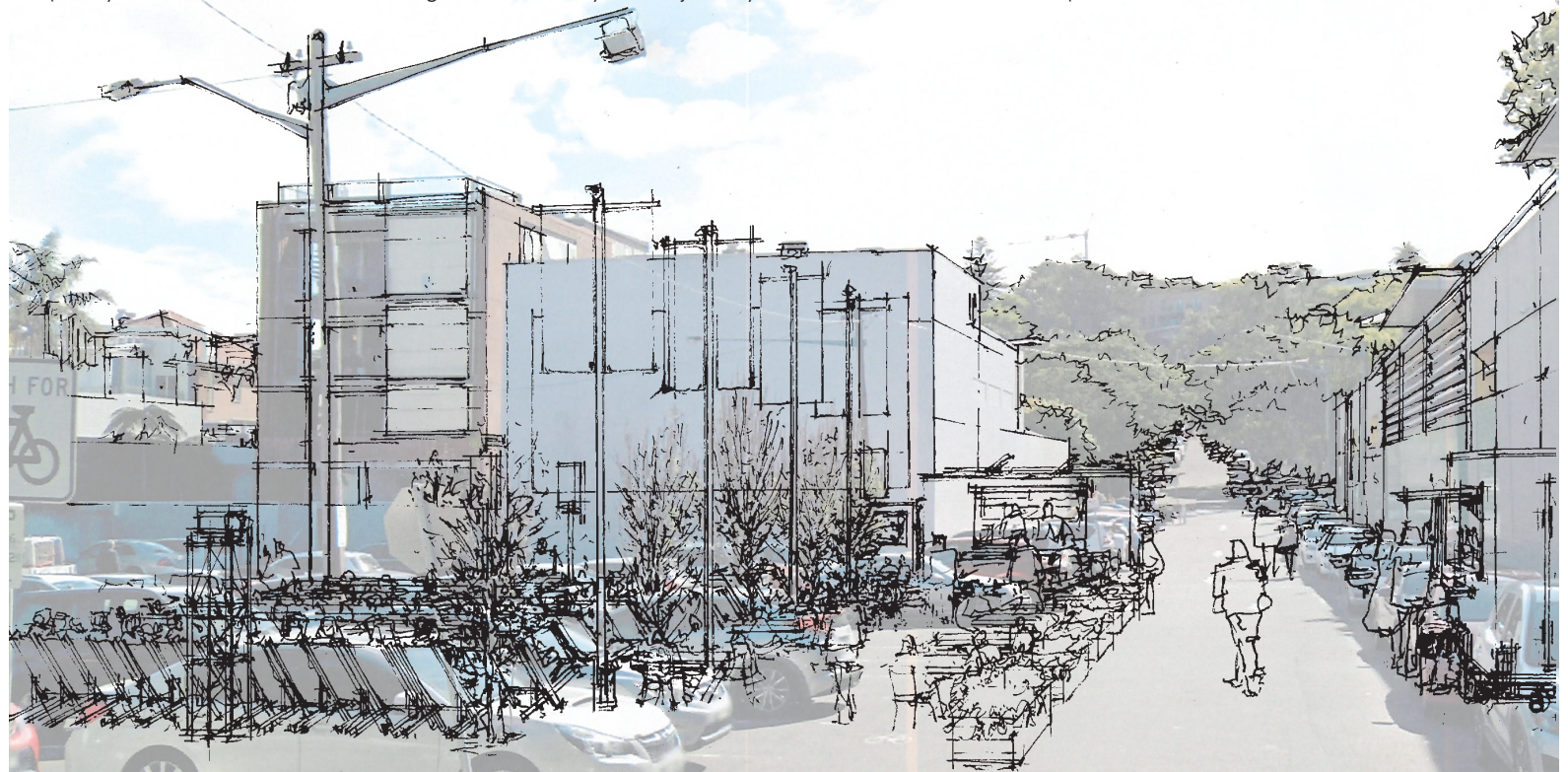
- Local Businesses and residents
- Sporting clubs

Intended outcomes

- Onboard Rose Bay Community with changing landscape of Wilberforce Car Park into a community orientated space.
- Community connection.
- Testing of different events within Rose Bay Centre
- Delineate informal pedestrian corridor between Dover Street and Wilberforce Carpark
- Attract diverse food and beverage offerings

Interim Place Activation

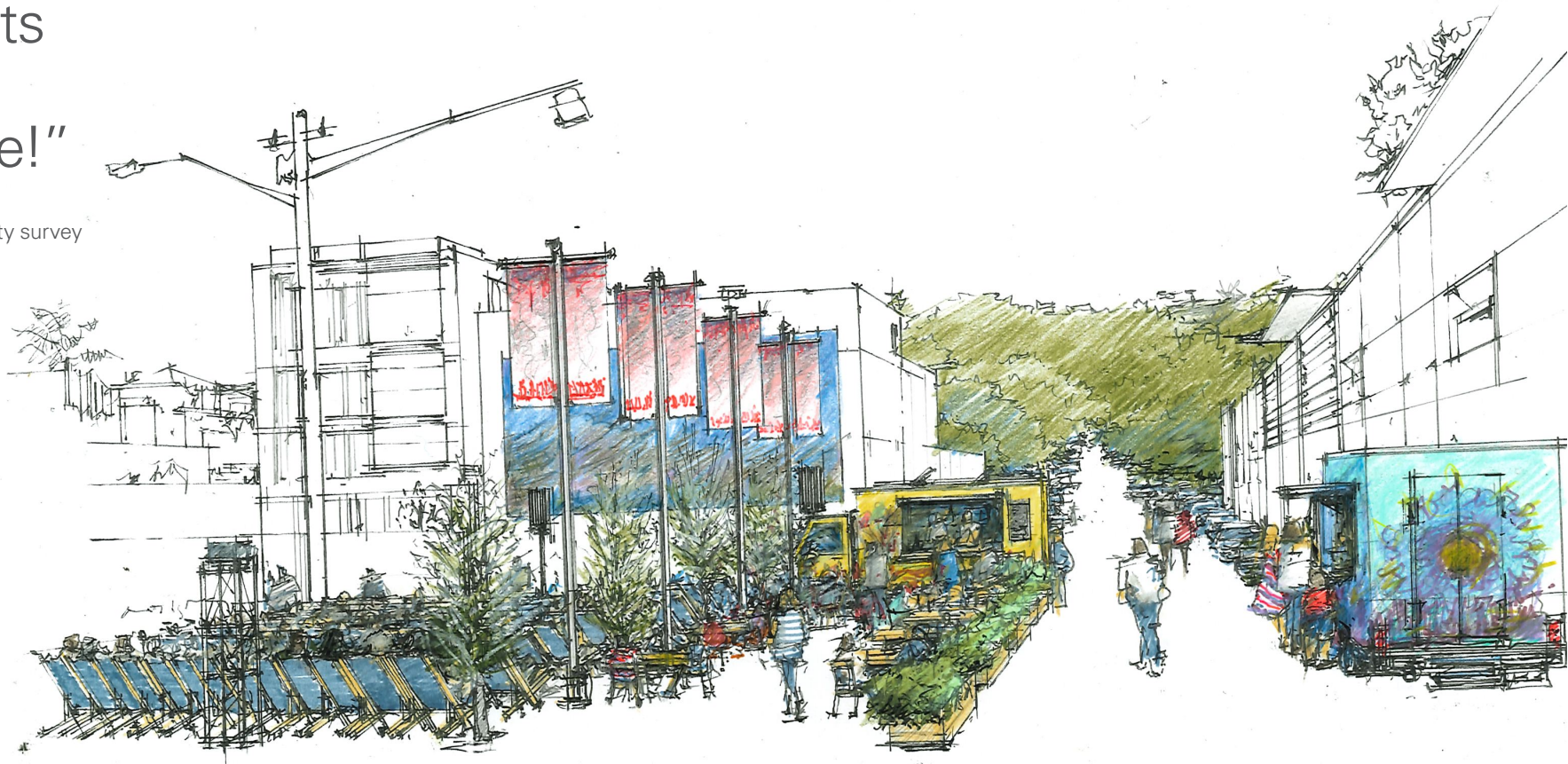
Wilberforce Carpark: As council has resolved to progress a development application for the redevelopment of Wilberforce carpark into multifunctional community facility - Rose Bay Community Centre, it is important to onboard the community with this change. Lightweight temporary activation can be used to bring the community on the journey in the transformation of this space.



Ideation sketch overlaid onto the existing Wilberforce car park

“Street festivals,
more alfresco
dining and
entertaining on
the pavements
with alcohol!
Like in Europe!”

- Rose Bay Resident via community survey



Indicative concept sketch of Wilberforce Carpark temporarily transformed to a community event space.

5.9 Rose Bay Centre - Local & Global Benchmarks

Temporary activation of construction hoardings



Anya Brock painting construction hoardings for 'Live Walls' (2015) for Parramatta Square



Green wall hoarding, Barangaroo, NSW



Event programming, Kings Cross, London UK



Lightbox local heritage display within gantry construction hoarding, Brisbane CBD

5.9.1 Rose Bay Centre - Local & Global Benchmarks CONTINUED

Flexible commercial space/ co-working



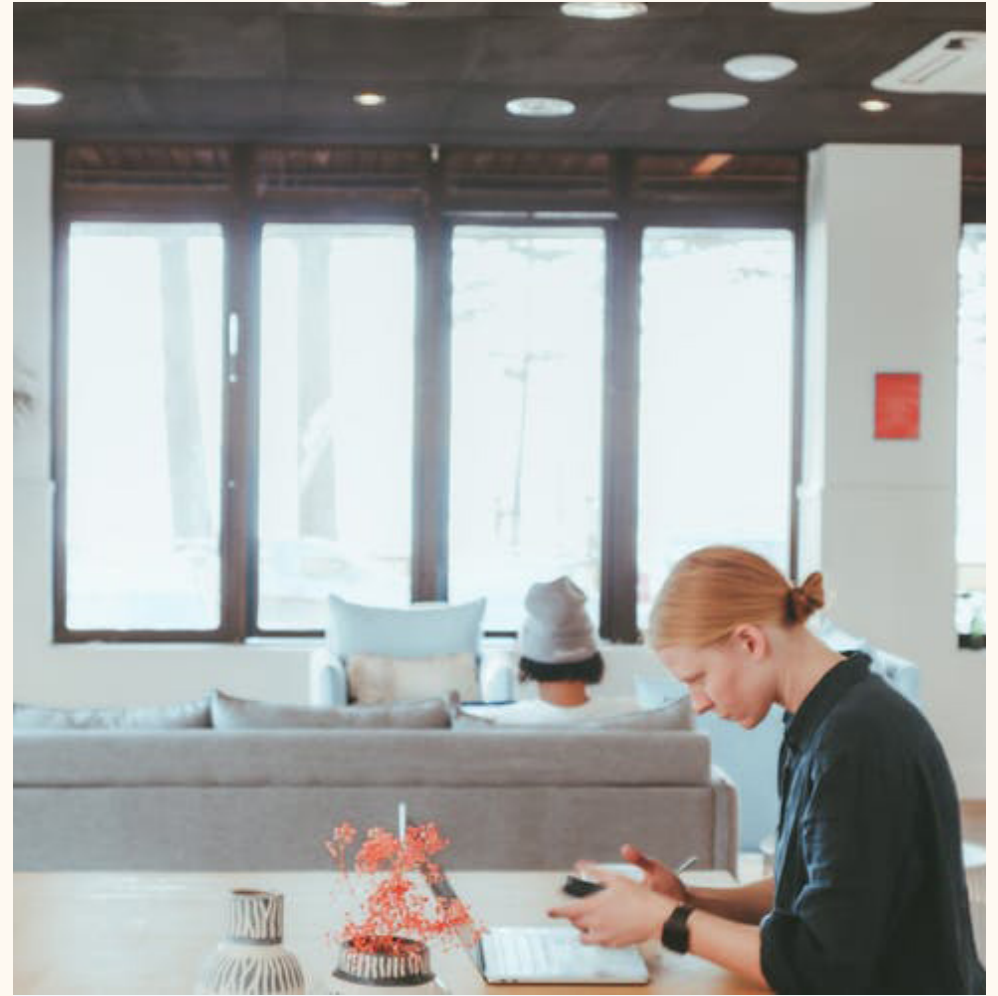
The Commons, Chippendale NSW



The Commons, Chippendale NSW



Milton Work Hub - Small format co-working,
Milton NSW



Wotso co-working, Manly NSW

5.9.2 Rose Bay Centre - Local & Global Benchmarks CONTINUED

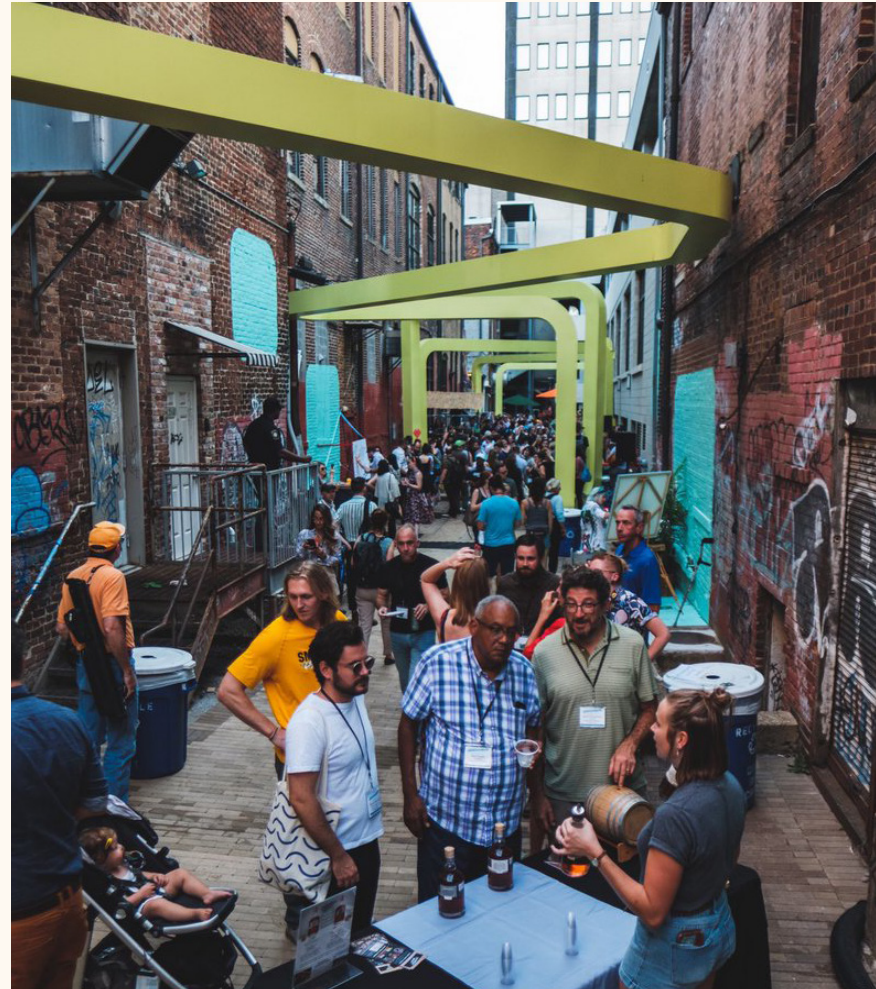
Laneway Activation



Glam Adelaide - Peel and Leigh Street, Adelaide



Integration of art and dining in Fish Lane, Brisbane



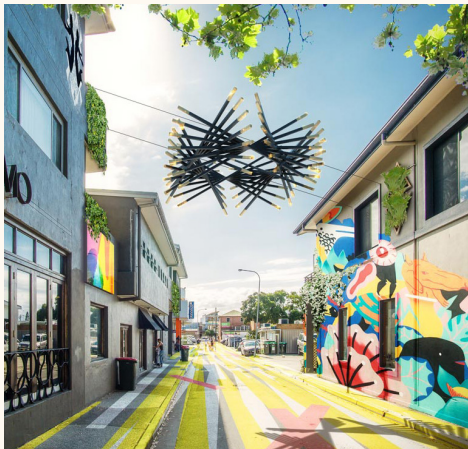
Laneway Festival, Chattanooga, Tennessee

5.9.3 Rose Bay Centre - Local & Global Benchmarks CONTINUED

Artistic ground plane mural activations



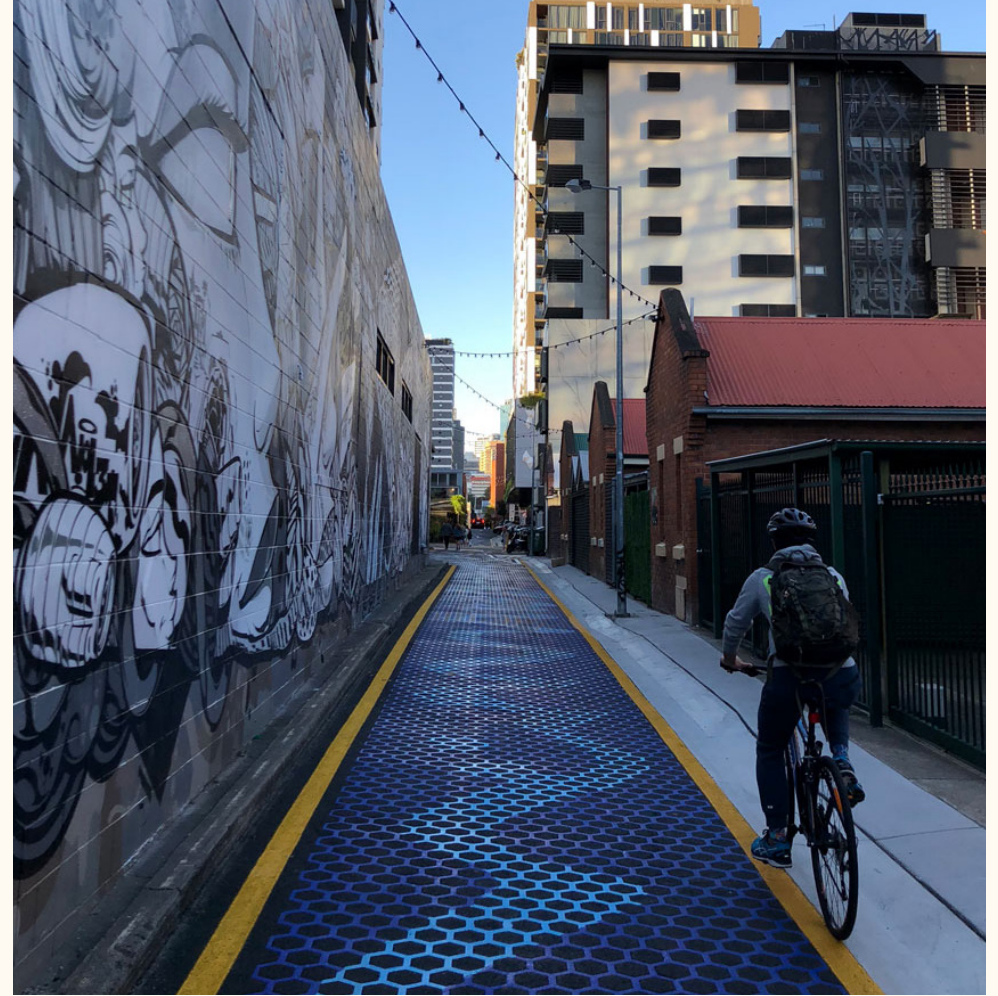
Groundplane mural by Andy Dennis in Epping, NSW



Floor murals from Elysium Project, Byron Bay, NSW



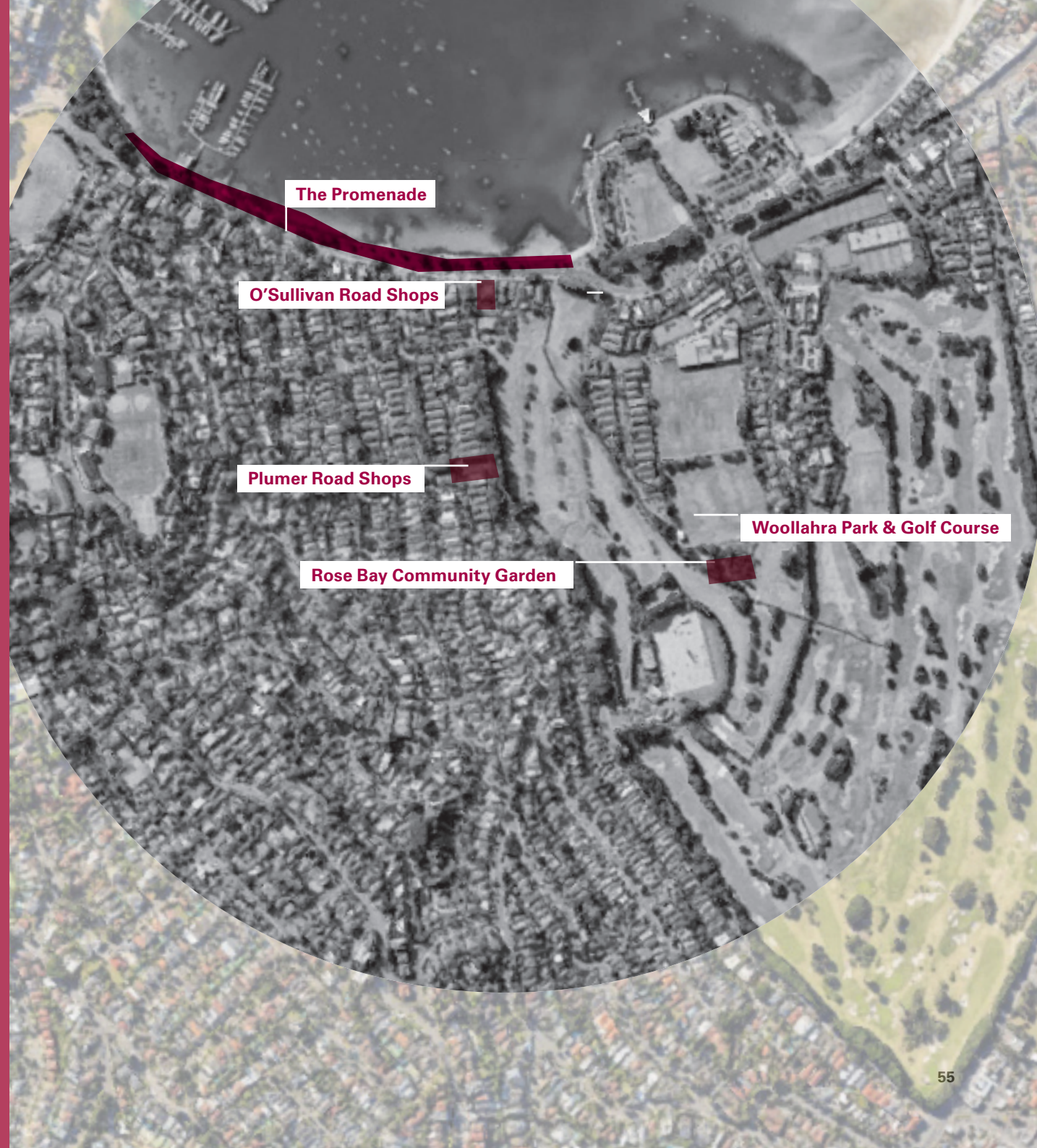
Camille Walala x Natuzzi pedestrian crossing, London UK



Artistic groundplane treatment in Fish Lane, Brisbane

Rose Bay West

- *Precinct Focus Areas*
- *Strategy Development*
- *Site Specific Opportunities*
- *Local & Global Benchmarks*



5.10 Rose Bay West – Precinct Focus Areas



Site map of Rose Bay West identifying precinct focus areas and important pedestrian routes

A Precinct Focus Area

Major Pedestrian Corridor



A. Rose Bay Park



B. Boat House



C. Promenade Walk



D. Plumer Road Shopping Village



E. Woollahra Oval/ Golf Course



F. Rose Bay Community Garden

5.11 Rose Bay West - Strategy Development

How we translated key themes into proposed strategies for Rose Bay West

Key themes identified (what we heard)

Through the consolidation and synthesis of our engagement data, we identified the following key themes / messages from the community.

Preservation of 'village-like feel' and significant heritage

More public art, community and cultural activities

More events, festivals, entertainment options

More business development initiatives

Improved connectivity and linkages

More outdoor dining

Increase cycling and pedestrian friendly environments

Expressed importance of community

More health and fitness amenities

Proposed Strategies (how we responded)

We proposed a range of strategies that respond to the key themes/ messages from the community. In undertaking this process, we also need to ensure that each strategy:

- Supports one of the six guiding principles
- Seeds the future vision of key projects or developments within Rose Bay
- Supports the overarching goals and themes within 'Woollahra 2020 - Our community, our place, our plan'
- Supports the planning prioritised outlined within the Woollahra Local Strategic Planning Statement

The development of strategies are show in the table on the next page. Note that these are high level statements that inform the proposed actions within the action plan.

Proposed Actions (how we deliver the strategies)

Categorised by the overarching six guiding principles, the strategies are expanded into to proposed actions. The actions are shown within 6.0 - Action Plan.

5.11 Rose Bay West - Strategy Development CONTINUED

Key themes identified (what we heard)	Proposed strategies (how we responded)
Based upon multiple survey respondents identifying the need for more events, street festivals, and night-time entertainment options , the following strategies were proposed:	<ul style="list-style-type: none"> • Build place awareness and sense of community around Plumer Road shops with a range of temporary and semi-permanent initiatives • Support the growth and development of a safe and sophisticated night-time economy • Leverage the natural amenity, iconic streetscapes, and open spaces within Rose Bay West to host a range of interesting suburban events and activities • Ensure that streetscape upgrades to Plumer Road incorporates activation elements that enable markets, festivals and major events
Based upon multiple survey respondents identifying the need for public art, community and cultural activities , the following strategies were proposed	<ul style="list-style-type: none"> • Incentivise visitation to Rose Bay through the introduction of temporary or permanent public art in key destinations
Based upon multiple survey respondents identifying the importance of preserving Rose Bay's 'village-like feel' and significant heritage areas , the following strategies were proposed:	<ul style="list-style-type: none"> • Celebrate and preserve heritage properties, architecture, and design in Rose Bay. • Enhance the pedestrian and visitation experience along Rose Bay Promenade • Use different types of lighting to illuminate important places, paths and landmarks within the Rose Bay
Based upon multiple survey respondents identifying the need for more outdoor fitness amenities , the following strategies were proposed:	<ul style="list-style-type: none"> • Encourage and incentivise active and healthy lifestyles through the design of public space within Rose Bay
Based upon the word 'community' being the most used word by survey respondents to describe the future vision of Rose Bay , the following strategies were proposed:	<ul style="list-style-type: none"> • Encourage community capacity building initiatives that enhance social connectedness and sense of place during period of state-wide pandemic lock-downs • Leverage and enhance 'sporting visitation' from players, visiting clubs, supporters, and parents
Based upon the high percentage of survey respondents identifying the need for more outdoor dining , the following strategies were proposed:	<ul style="list-style-type: none"> • Use temporary or modular landscape and outdoor furniture elements to temporarily transform underutilised spaces

5.11 Rose Bay West - Strategy Development CONTINUED

Key themes identified (what we heard)	Proposed strategies (how we responded)
Based upon multiple submissions identifying the importance of cleanliness of Rose Bay in general , the following strategies were proposed	<ul style="list-style-type: none"> • Maintain Rose Bay Promenade and surrounds as a clean and attractive place for residents and visitors • Continue to investigate and implement initiatives to improve water quality at Rose Bay • Work with Sydney Water to naturalise Rose Bay channel
Based upon engagement data identifying the need for improved connectivity between hubs , the following strategies were proposed	<ul style="list-style-type: none"> • Improve the connection and accessibility throughout Rose Bay West • Improve locals and visitor navigation through the introduction of authentic and engaging wayfinding
Based upon feedback from business owners that there was a need for more business development initiatives , the following strategies were proposed	<ul style="list-style-type: none"> • Encourage the growth and development of a resilient Rose Bay business community • Market and promote Plumer Road and O'Sullivan Road as a dining and entertainment precinct

Site Specific Opportunities

Throughout the analysis of engagement feedback, we picked up on multiple ideas and suggestions around the following site:

1. Plumer Road Shopping Village



5.12 Rose Bay West - Site Specific Opportunities

Plumer Road

Flexible street event site

Plumer Road Shopping Centre: A streetscape upgrade for Plumer Road shopping centre is currently in planning and design stages. It is important that the activation of this precinct be considered concurrently so that the future precinct is a vibrant and buzzing destination.

Potential Activation Elements

- Festoon or other ambient lighting
- Temporary moveable seating for events
- Bollards for temporary road closures

Potential Stakeholders

- Local businesses
- Market operators

Intended outcomes

- Easily adaptable road space for markets and festivals
- Event ready space in close proximity to public transport
- Increased visitation to Plumer Road businesses
- Increased awareness of boutique food and retail destination.



Ideation sketch of how Plumer Road could be temporarily activated and enjoyed by crowds. This sketch is provided to showcase how temporary road closures can facilitate events. Note: indicative sketch does not reflect streetscape upgrade works

"Definitely street festivals, one per season. How about that? Perhaps street markets once every month"

- Rose Bay resident via community survey



Indicative concept of recurring street market along a Plumer Road once future streetscape upgrades are complete. Note: indicative sketch does not reflect streetscape upgrade works

5.12 Rose Bay Centre - Local & Global Benchmarks

Interpretive signage & unique wayfinding



Projection wayfinding adapted for temporary digital art - Chippendale, NSW



Decal wayfinding, Stratford UK



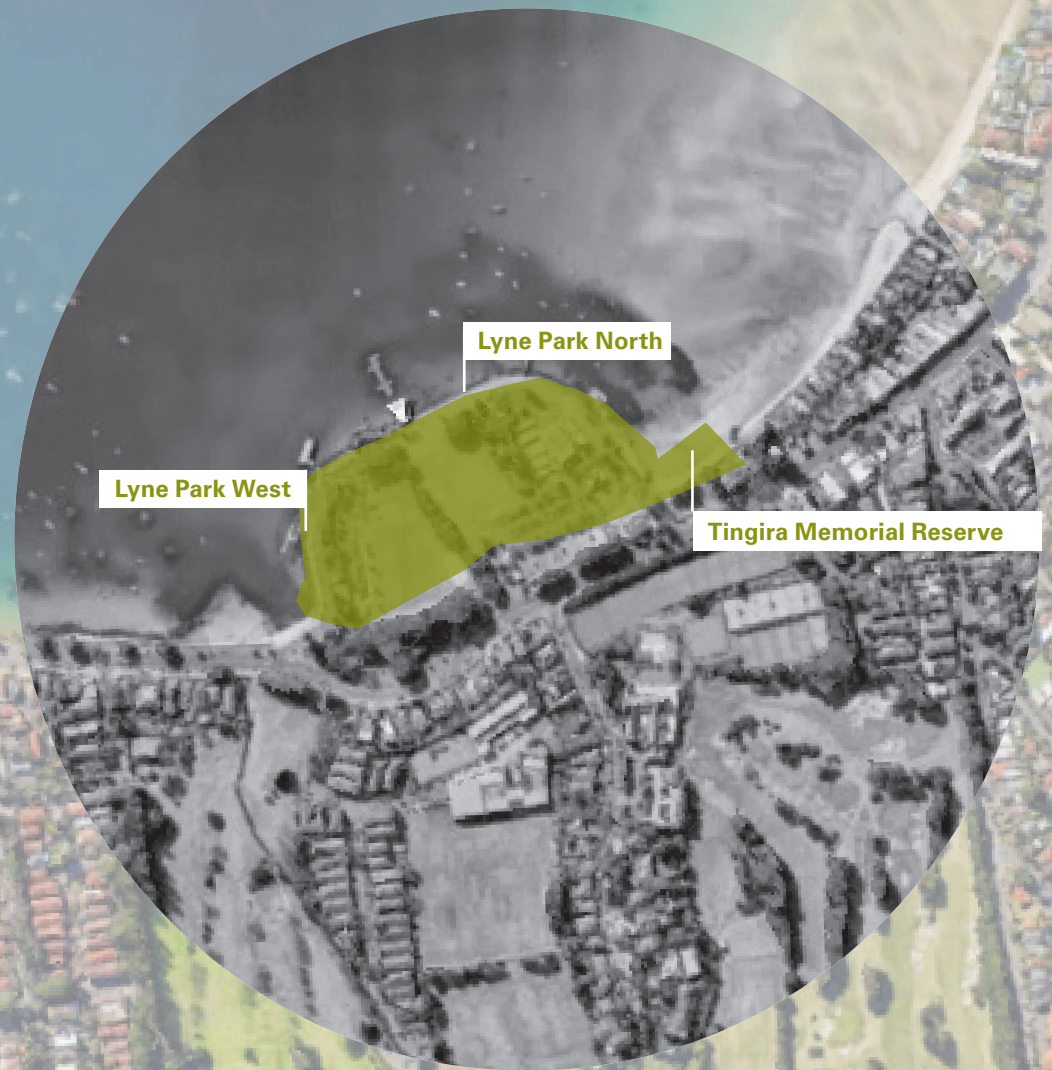
Transit directional projection wayfinding



Interpretive signage at Arthur Keough Reserve, Gleniffer, NSW

Lyne Park Precinct

- *Precinct Focus Areas*
- *Strategy Development*
- *Site Specific Opportunities*
- *Local & Global Benchmarks*



5.13 Lyne Park Precinct – Precinct Focus Areas



Site map of Lyne Park and Tingira Memorial Reserve identifying key focus areas and important pedestrian routes

A Precinct Focus Area

● ● ● Rose Bay Beach Walk



A. Lyne Park North



B. Lyne Park West



C. Tingira Memorial Reserve



D. Rose Bay Ferry Wharf



E. Lyne Park Tennis Club



F. Sydney Sea Planes

5.14 Lyne Park Precinct - Strategy Development

How we translated key themes into proposed strategies for Lyne Park Precinct

Key themes identified (what we heard)

Through the consolidation and synthesis of our engagement data, we identified the following key themes / messages from the community.

More outdoor dining opportunities closer to water

More events, entertainment options

More public art, community and cultural activities

Improve accessibility, cyclability, footpaths, and lighting

Improve connectivity and linkages to and from Lyne Park

Improve flexibility of open space

Diversification of food outlets within Lyne Park

Improve cleansing and maintenance

Proposed Strategies (how we responded)

We proposed a range of strategies that respond to the key themes/ messages from the community. In undertaking this process, we also need to ensure that each strategy:

- Supports one of the six guiding principles
- Seeds the future vision of key projects or developments within Rose Bay
- Supports the overarching goals and themes within 'Woollahra 2020 - Our community, our place, our plan'
- Supports the planning prioritised outlined within the Woollahra Local Strategic Planning Statement

The development of strategies are show in the table on the next page. Note that these are high level statements that inform the proposed actions within the action plan.

Proposed Actions (how we deliver the strategies)

Categorised by the overarching six guiding principles, the strategies are expanded into to proposed actions. The actions are shown within 6.0 - Action Plan.

5.14 Lyne Park Precinct - Strategy Development CONTINUED

Key themes identified (what we heard)	Proposed strategies (how we responded)
Based upon multiple survey respondents identifying the need for more events, street and laneway festivals, and night-time entertainment options , the following strategies were proposed:	<ul style="list-style-type: none"> Investigate and support community led place management models within the Lyne Park Re-imagine and improve the usability of existing parks and open spaces to create informal public gathering spaces and magnetic destinations. Enhance the pedestrian and visitation experience along the waterfront areas of Lyne Park by programming a range of temporary and semi-permanent events, activations and tactical interventions Investigate potential in upgrades and infrastructure to enable Lyne Park to become a markets, festivals and events site
Based the word ' community ' being the most used word by survey respondents to describe the future vision of Rose Bay, the following strategies were proposed:	<ul style="list-style-type: none"> Leverage the wide-open space of Lyne Park to encourage community capacity building initiatives. Build place awareness and sense of community around Lyne Park with a range of temporary and semi-permanent activation initiatives.
Based upon multiple survey respondents identifying the need for public art, community and cultural activities , the following strategies were proposed	<ul style="list-style-type: none"> Celebrate and preserve local European and Aboriginal history, language, stories and culture. Explore opportunities to use Lyne Park and Tingira Memorial Reserve as an open-air gallery.
Based upon the multiple respondents raising the need for improved accessibility, footpaths, and lighting within Lyne Park and Tingira Memorial Reserve, the following strategies were proposed:	<ul style="list-style-type: none"> Prioritise inclusivity, equity, accessibility and safety in Lyne Park & Tingira Memorial Reserve Enhance connectivity and accessibility of Lyne Park and Tingira Memorial Reserve to other critical parts of Rose Bay Create a sense of welcome at entry points into and within Lyne Park
Based upon the multiple respondents raising the need to improve and enhance open space amenities such as Lyne Park, the following strategies were proposed:	<ul style="list-style-type: none"> Continue to enhance and improve Lyne Park as a valuable green open space Improve the quality of public amenities within Lyne Park to enhance the user experience Embrace and encourage a sense of play within Lyne Park that meets the needs and aspirations of all users
Based upon the critical role that open space plays to health and well being during the COVID -19 global pandemic , the following strategies were proposed:	<ul style="list-style-type: none"> Ensure that Lyne Park is flexible and adaptable to changing circumstances
Based upon the intention to support the future masterplanning of Lyne Park , the following strategies were proposed:	<ul style="list-style-type: none"> Employ a holistic place-based approach to design and implement a new masterplan for Lyne Park and Tingira Memorial Reserve Enhance existing or introduce new open space amenities and infrastructure identified within the Woollahra Recreation Needs Study and Place plan consultation

5.14 Lyne Park Precinct - Strategy Development CONTINUED

Key themes identified (what we heard)	Proposed strategies (how we responded)
Based upon multiple submissions identifying the importance of cleanliness of Rose Bay in general , the following strategies were proposed:	<ul style="list-style-type: none">Investigate how Smart City technology can respond to challenges and constraints within Lyne Park and Tingira Memorial Reserve
Based upon multiple survey respondents identifying the need for more outdoor fitness amenities , the following strategies were proposed:	<ul style="list-style-type: none">Encourage a range of health and fitness recreation activities within Lyne Park

Site Specific Opportunities

Throughout the consolidation of synthesis of engagement feedback, we picked up on multiple ideas and suggestions around the following sites:

1. Lyne Park North

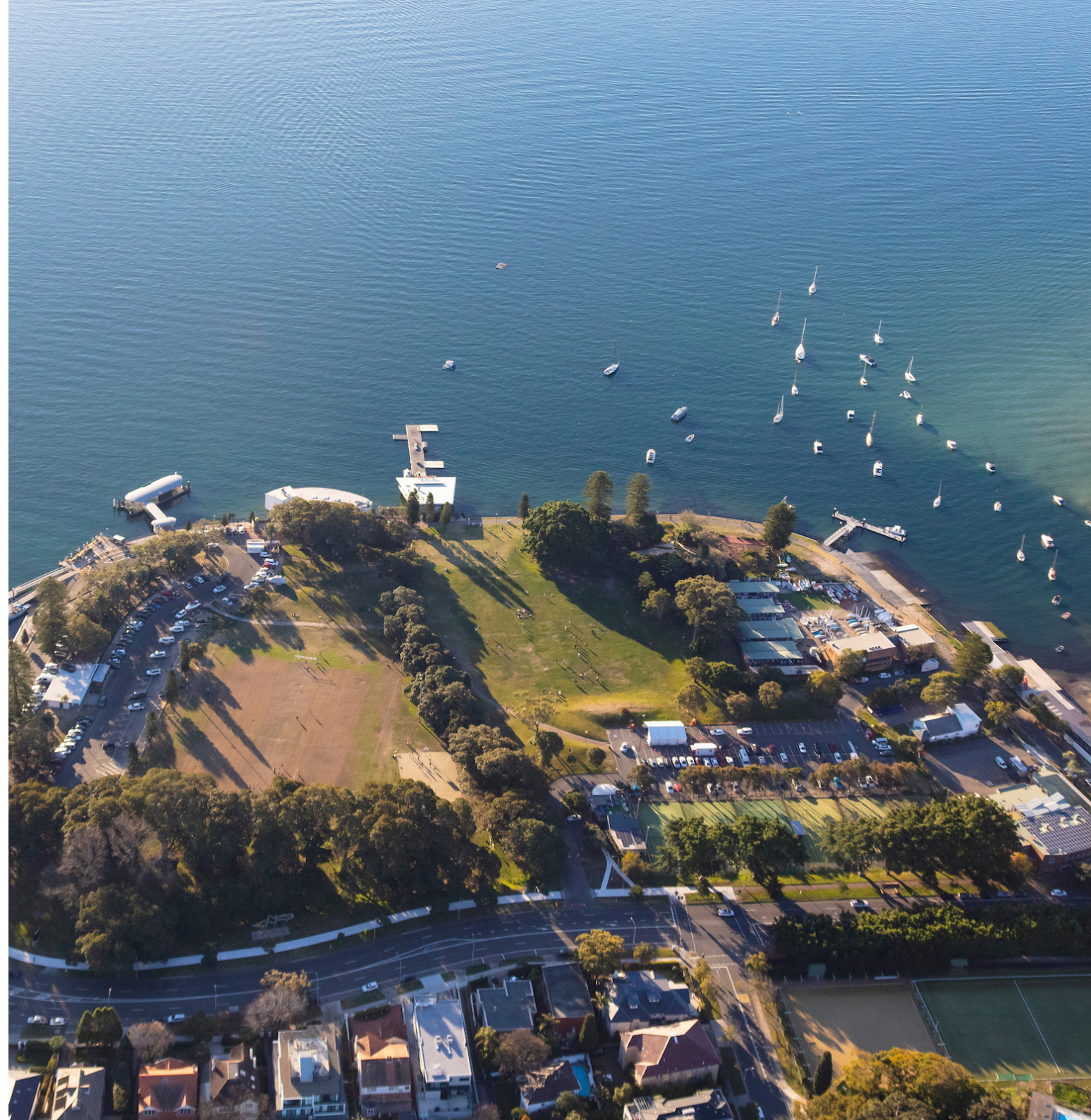
2. Tingira Memorial Reserve

Whilst multiple ideas and actions relating to Lyne Park and Tingira Memorial Reserve have been raised in survey submissions, it is noted that there are future plans to masterplan Lyne Park and Tingira Memorial Reserve. This will require Council to undertake an additional consultation period.

As a result, many of the ideas and actions relating to this precinct within the document are temporary in nature. The intent is to activate spaces temporarily to inform long term use/ future masterplanning.

It is also acknowledged that any proposed use of Lyne Park or Tingira Memorial Reserve will need to be consistent with the Draft Crown Lands Plan of Management 2021.

The Rose Bay Place Plan seeks to support and complement the aims, objectives, and overarching vision of the Draft Crown Lands Plan of Management



5.15 Lyne Park Precinct - Site Specific Opportunities

Lyne Park North

Activated waterfront

Lyne Park North: The northern border of Lyne Park represents a significant opportunity to connect people with the water's edge. The intent of this area is to simply enhance the ways in which current users of the park enjoy the waterfront area. Importantly, this should be undertaken in a way that does not obstruct the public ability to enjoy the waterfront

Potential activation opportunities

- Recurring food truck nights
- Moveable tables, umbrellas and chairs for public use
- Live acoustic music
- Temporary festoon lighting
- Temporary signage

Potential Stakeholders

- Local Businesses
- Food operators
- Local musicians

Intended outcomes

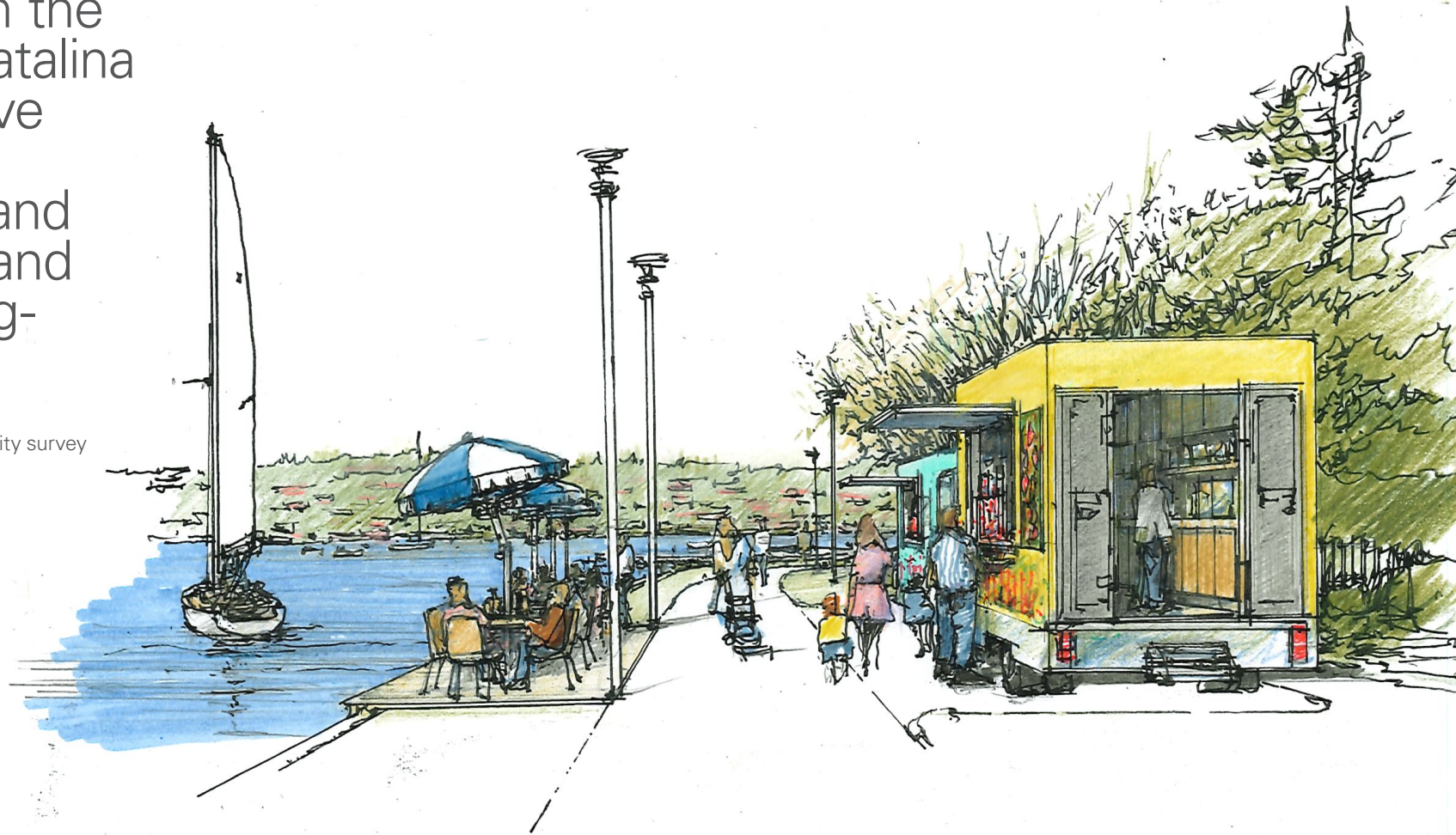
- Diversification of food and beverage offering close to the water's edge, whilst maintaining public access and public views.
- Seating amenity for the public
- Enhanced connection to water
- Attract high quality and authentic food and beverage operators



Ideation sketch showing potential activation elements of the existing northern edge of Lyne Park

"I'd love to see a monthly event in the park opposite Catalina that promotes live local music, has big food trucks and drinks available and is family and dog-friendly."

- Local resident on Lyne Park via community survey



Indicative concept showing how food trucks and modular furniture can activate the waterfront at northern section of Lyne Park

5.15.1 Lyne Park Precinct - Site Specific Opportunities CONTINUED

Tingira Memorial Reserve

Re-imagined Park

Potential improvements

- Some temporary low impact storage
- Improved lighting
- Improved footpath along existing desire line
- Kiosk of mobile food vendor

Potential Stakeholders

- Tingira Association
- Woollahra Council
- Scouts

Intended outcomes

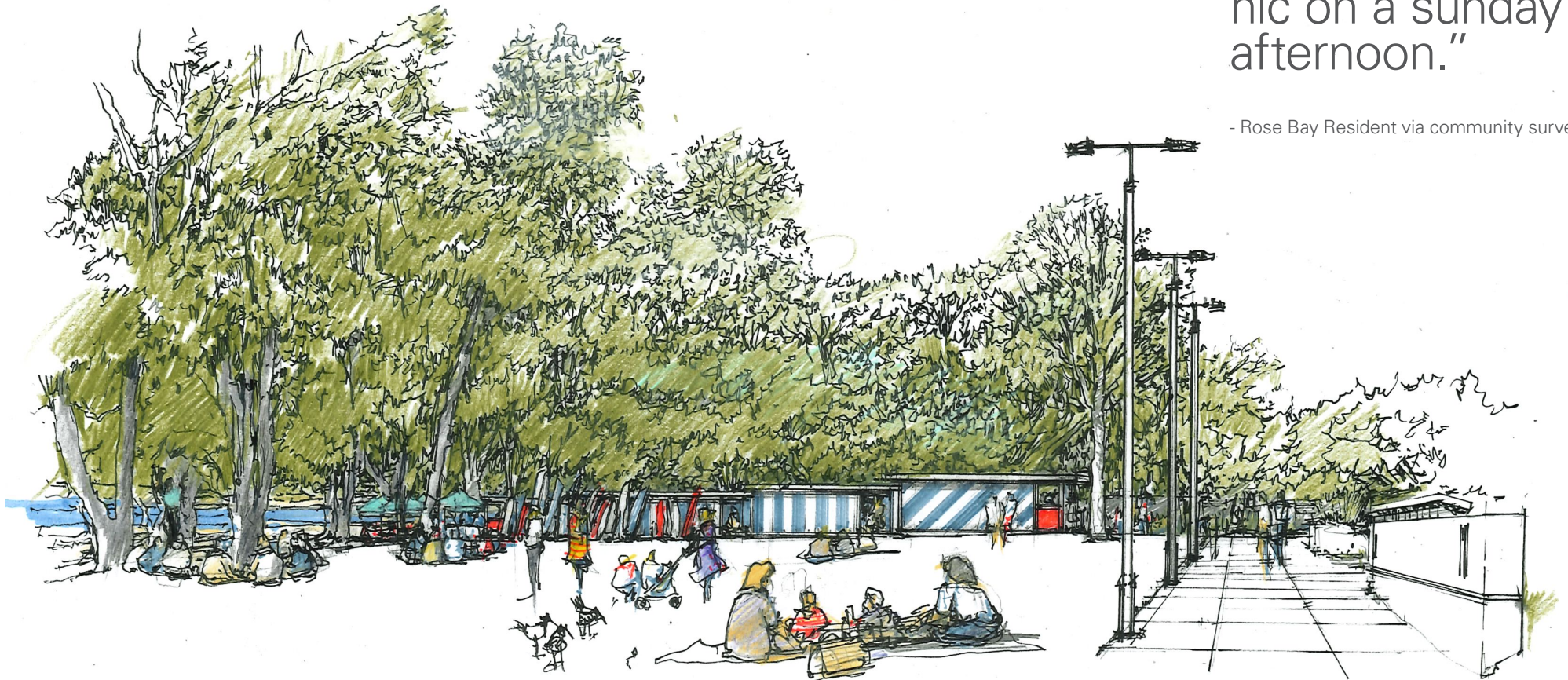
- Improved sense of safety
- Elimination of desire lines through a memorial reserve.
- Increased functionality
- Corridor of activated spaces and places that bridge the 'gap' between two key destinations - Lyne Park and Rose Bay Centre.



Ideation sketch of Tingira Memorial Reserve responding to community feedback about the need for improved lighting, footpaths and amenities.

“More seating
and areas where
we can meet
friends for a pic-
nic on a sunday
afternoon.”

- Rose Bay Resident via community survey



Indicative concept Tingira Memorial Reserve showing improved lighting, accessibility, storage and temporary food and beverage vendor.

4.16 Lyne Park Precinct - Local & Global Benchmarks

Food Truck Events



Mecca Coffee Truck, Epping NSW



'Streets' food truck nights, South Perth Foreshore, WA



Food truck night, Summer Hill, NSW



Food trucks at 'Welcome to Thornbury' - Thornbury, VIC

Action Plan

6



6.1 Understanding the Action Plan

Core components

Strategies

These are high level strategies which have been developed in response to the key themes that emerged in the community engagement stages.

Proposed Actions

These are the specific actions or projects which are being proposed under the Rose Bay Place Plan. As previously discussed within this document, all actions are pending budgets, available resources and further investigation.

Location

The location/s for the proposed action or project.

Priority

Quick win	0-2 years
Short-term	2-3 years
Medium-term	3-5 years
Long-term	5-10 years

Action Types

Programmed activations

Activations or events based around a seasonal 'program'.

Passive Activation (semi-permanent)

Temporary initiatives that encourage and support wider place activation but are not programmed events.

Partner Activation

Small or major events produced by and existing events owner external to Council.

Temporary Activation

Quick wins / low cost activation initiatives to catalyse longer term change.

Strategy, review or plan

Proposal for the development and implementation of a strategy, review, or plan.

Advocate

Propose, advocate, investigate or liaise with appropriate internal or external stakeholders.

Community Engagement

Undertake further community engagement.

Place Management

Holistic management of precinct or places.

Ongoing

Refers to a project that has already commenced or has been resolved by Council to commence.

Marketing & Promotion

Market or promote nominated projects

Rose Bay Centre

Community, culture, creativity

Proposed strategy	Proposed Actions	Action Type	Location	Priority
Build place awareness and sense of community around Wilberforce car park with a range of temporary and semi permanent initiatives	Investigate the feasibility of embedding a mobile coffee vendor or converted shipping container on the edge of the Wilberforce Carpark / Wilberforce Street frontage to promote interest in the site and increase patronage of Pannerong Reserve	Temporary Activation	Wilberforce Carpark Pannerong Reserve	Quick win
	Develop a site specific place activation strategy specifically for Wilberforce Carpark to guide place activation initiatives.	Strategy, review or plan	Wilberforce Carpark	Short-term
Embed public art, murals and creative placemaking initiatives into Rose Bay Centre	Leverage the stunning water front areas around Rose Bay Beach, Lyne Park and Tingira Memorial Reserve to create a continuous 'Art Walk' event.	Programmed activation	Scope dependent	Short-term
	Undertake an audit of potential surfaces that can be transformed into public murals and connect with landowners.	Strategy, review or plan	Rose Bay Centre	Quick win
Investigate and support community led place management models within the Rose Bay Centre.	Investigate short-term leasing options of currently vacant shopfronts for temporary uses.	Strategy, review or plan	Rose Bay Centre	Short-medium term
	Establish a 'Town Team' in Rose Bay Centre led by local businesses, landowners, community groups and residents.	Place management	Rose Bay Centre	Short-term
	Investigate the feasibility of entering into short term lease agreements with interested local businesses for use of council owned land in exchange for ongoing place management functions	Place Management	Rose Bay Centre	Medium-term

Rose Bay Centre

Flexible + Activated

Strategies	Proposed Actions	Action Type	Location	Priority
Support, encourage and promote the introduction of events and activity in public and private spaces within Rose Bay Centre	Work closely with Rose Bay Centre businesses to develop an annual event program for Rose Bay.	Strategy, review or plan	Rose Bay Centre & Rose Bay South	Short-term
	Undertake an audit to identify underutilised spaces that would be suitable for programmed events, temporary embellishment or flexible recreational use.	Strategy, review or plan	Rose Bay Centre & Rose Bay South	Short-term
	Investigate strategic partnerships with existing major event operators to bring new audiences to Rose Bay Centre such as Vivid, Sydney Festival, Sydney Design Festival and others.	Partner Activation	Rose Bay Centre	Medium-term
	Support and encourage start-up businesses, boutique retailers, artists and other creatives to temporarily use vacant retail spaces for short term events and activities.	Advocate	Rose Bay Centre Rose Bay South	Short-medium term
Use temporary or modular landscape and outdoor furniture elements to temporarily transform underutilised spaces	Invest in a baseline 'tactical urbanism' or 'place activation' kit to 'test' or enable quick and easy activation of spaces with temporary elements.	Passive Activation	Rose Bay Centre	Short-term
	Investigate place management options for public spaces within Rose Bay Centre.	Place Management	Rose Bay Centre	Medium-term
	Investigate temporary activation initiatives that could promote activated street frontages along Old South Head Road.	Strategy, review or plan	Rose Bay South	Quick Win
Streamline Council approvals processes to incentivise outdoor dining and other streetscape activation initiatives	Investigate new opportunities to enable existing tenancies to open up onto the lane and encourage outdoor dining and trading.	Community engagement	Collins Lane & Percival Lane	Quick win
	Prepare and implement a Local Approvals Policy (LAP) which streamlines approvals for temporary activation on footpaths and council owned or managed land.	Strategy, review or plan	Rose Bay Centre	Short-term
	Enhance outdoor dining experiences and provide Covid-19 support to local food and beverage retailers trade by introducing a 12-month parklets trial to Rose Bay neighbourhood centres.	Strategy, review or plan	Rose Bay Centre	Quick win

Strategies	Proposed Actions	Action Type	Location	Priority
Re-imagine and improve the usability of existing parks and open spaces to create informal public gathering spaces and magnetic destinations.	Investigate the possibility of a temporarily repurposing some carparks within Wilberforce carpark into small parklets or small scale community spaces.	Strategy, review or plan	Wilberforce Avenue	Long-term
	Facilitate a community workshop to 'reimagine' and improve the useability of Pannerong Reserve.	Community engagement	Pannerong Reserve	Short-term
	Temporarily transform Pannerong Reserve into a vibrant and activated community space. This would require a temporary or semi permanent storage shed/kiosk structure and staged area at the rear (southern edge) of Pannerong Reserve.	Temporary Activation	Pannerong Reserve	Medium-term
	Investigate optimal locations for bike racks around Pannerong Reserve to promote cycling as a mode of transport to and from the park.	Strategy, review or plan	Pannerong Reserve	Quick win
Identify and reinforce the core of the Rose Bay Centre, by encouraging retail activity, innovative businesses, and enhancing its built edge urban quality.	Develop and implement a façade improvement grant program to financially incentivise commercial property owners and tenants to improve or green the visual appearance and quality of their building façade, shopfront, and awning.	Strategy, review or plan	Rose Bay Centre	Short-term
	Engage independent consultant to undertake a retail analysis on Rose Bay Centre to enable a better understanding of vacancy rates, retail mix, indicative rents, business impacts, seasonal impacts, and commercial / retail market conditions, and recommendations to enhance economic performance.	Strategy, review or plan	Rose Bay Centre	Short-medium term
	Undertake audits of commercial centres within Rose Bay to understand retail mix, vacancy rates, and employment levels.	Strategy, review or plan	Rose Bay Centre	Quick win
	Develop and implement a public domain strategy including wayfinding and signage for Rose Bay Centre the enables a uniform and consistent public realm treatment throughout the precinct.	Strategy, review or plan	Rose Bay Centre	Medium-term
	Work with property owners to audit and unlock underutilised commercial floorspace that can be transformed into temporary or permanent co-working space.	Strategy, review or plan	Rose Bay Centre	Short-term
Provide impact amelioration support to businesses to minimise the disruption caused by construction sites.	Promote the creative hoardings policy and other initiatives that require construction sites to embellish their construction hoardings with artworks, greenery or heritage interpretation.	Strategy, review or plan	Rose Bay suburb	Short-term
	Investigate implementation of 'Construction Liaison Group' into new developments to enable a two way communication platform between property developer project teams and the Rose Bay community.	Community engagement	Rose Bay Centre Rose Bay South	Quick win

Strategies	Proposed Actions	Action Type	Location	Priority
Encourage the growth and prosperity of the Rose Bay business community	Support and promote business and professional networks that are responsive to the evolving needs of local business and our community	Marketing and promotion	Rose Bay Centre	Quick win
	Facilitate business information sessions to enable networking opportunities for local businesses	Community engagement	Rose Bay Centre	Quick win
	Engage with local business owners and residents to develop an overarching place brand for Rose Bay Centre that highlights activated and vibrant businesses, eat streets, parks and laneways.	Strategy, review, plan / Community engagement	Rose Bay Centre	Medium-term
Incentivise improvement and enhancement of new and existing commercial buildings within centres	Encourage active street frontages in all new developments and existing buildings within centres to improve the ground level experience and activation within retail areas.	Advocate	Rose Bay Centre Rose Bay South	Quick win
	Continue implementation of the Rose Bay Activation Seating Project within Rose Bay Centre	Ongoing	Rose Bay Centre	Quick Win
	Design and implement a 'renew' or 'activate' style program to activate vacant shopfronts within Rose Bay Commercial Centre.	Strategy, review or plan	Rose Bay Centre	Quick win

Rose Bay Centre

Vibrant Village Centres

Strategies	Proposed Actions	Action Type	Location	Priority
Support the growth and development of a safe and sophisticated night time economy with a diverse range of night time experiences.	As an acknowledgement to the nearby former Winter Garden Theatre, introduce a temporary open-air cinema to the Wilberforce Car Park using the currently blank rear façades of neighbouring buildings.	Programmed activation	Wilberforce Carpark	Quick win
	Investigate available public space activation grants that can be leveraged to activate appropriate streets within Rose Bay Centre and surrounds	Ongoing	Rose Bay Centre	Short-term
	Investigate feasibility of introducing a trial fortnightly food truck night over summer months at Panterong Reserve.	Programmed activation	Pannerong Reserve	Quick win
	Introduce live music, both performance and ambient, to create an aurally friendly environment for pedestrians, countering traffic noise	Programmed activation	Rose Bay Centre	Quick win
	Work with local businesses to develop a 'live and local' event - unlocking live music opportunities within local cafés and restaurants.	Programmed activation	Rose Bay Centre	Quick win
Establish inclusive public gathering spaces and places for community	Work with Liquor & Gaming NSW, Rose Bay Police and the Rose Bay Paddington Woollahra Liquor Accord to investigate an expansion of licensed areas within laneways in the Rose Bay Centre.	Advocate	Rose Bay Centre	Short-term
	Provide new public gathering space through the delivery of the pedestrian plaza associated with the Wilberforce Carpark Redevelopment	Ongoing	Wilberforce Carpark	Medium-term
	Continue to progress the development of the Rose Bay Community Centre to provide essential community spaces for learning, education and other activities.	Ongoing	Wilberforce Carpark	Medium-term
	Work with internal project team to maximise outdoor dining opportunities for future groundfloor retail tenants of the Wilberforce Carpark redevelopment.	Advocate	Wilberforce Carpark	Medium-term

Strategies	Proposed Actions	Action Type	Location	Priority
Use different types of lighting to illuminate important places, paths and landmarks within the Rose Bay Centre.	Reinstate Pannerong Reserve as a safe and attractive night time destination by introducing up lighting and festoon lights to mature tree plantings.	Temporary activation	Pannerong Reserve	Short-medium term
	Trial temporary lighting inspired artworks such as sensory lights, projections, light sculptures within vacant, underutilised locations within the Centre. This may include carpark, laneways, or parks.	Temporary activation	Rose Bay Centre	Quick win

Rose Bay Centre

Connected & Accessible

Strategies	Proposed Actions	Action Type	Location	Priority
Improve the connection and accessibility between Rose Bay Centre to Rose Bay Beach and other waterfront areas	Investigate the viability of transforming part of Collins Avenue into a shared zone to incentivise pedestrian movement from the commercial core, through Percival & Collins Lane towards the beach.	Strategy, review or plan	Collins Avenue	Short-medium term
	Explore the possibility of introducing artworks, festoon lighting, outdoor seating, modular planting and small window trading in Percival and Collins Lane to encourage pedestrian movement and visitation to Rose Bay Beach.	Passive activation (semi-permanent)	Collins Lane Percival Lane	Short-term
	Work with the landowners of adjoining Percival Lane to facilitate further investigation into the Rose Bay Public Square identified within the Woollahra DCP 2015.	Advocate	Rose Bay Beach	Medium term
	Improve signage and wayfinding on New South Head Road to demarcate Dumaresq Reserve	Advocate	New South Head Road	Short-term
	Work with local residents and businesses to further embellish the streetscape of Caledonia Road. This may include modular herb gardens, temporary Christmas lights or up lighting in mature tree plantings, or even pop up book exchanges.	Advocate	Caledonia Road	Short-term
Encourage cycling as a mode of transport through improved design and enhanced bike related amenities	Investigate ways to support the implementation of walking and cycling projects identified in the draft Woollahra Active Transport Plan.	Strategy, review or plan	Rose Bay (suburb)	Short-medium term
	Investigate improvement and upgrade options to cycling amenities such as bike storage racks, secure lock ups, basic repair stations, e-bike recharge stations and cycle route signage.	Strategy, review or plan	Rose Bay Centre	Short-medium term
Provide additional car parking to alleviate congestion around Rose Bay Centre	Work with internal project team on redevelopment of Wilberforce carpark to maximise carparking.	Ongoing	Rose Bay Centre	Short-term

Strategies	Proposed Actions	Action Type	Location	Priority
Encourage visitation to Rose Bay through ease of access, multiple modes of transport, and interesting transit points	Work with Transport for NSW to increase bus usage along New South Head Road and Old South Head Road within Rose Bay.	Advocate	Rose Bay (suburb)	Short-term
	Advocate to Transport for NSW for increased ferry and bus services.	Advocate	Rose Bay (suburb)	Short-term
Enhance pedestrian safety and accessibility throughout Rose Bay Centre	Investigate unique and interesting ways to enhance the user experience of bus shelters throughout Rose Bay Centre and surrounds including green roofs, charging ports, and artwork displays.	Strategy, review or plan	Rose Bay (suburb)	Quick win
	Canvas community feedback on accessibility needs to inform future public realm design to and from Rose Bay Community Centre site with particular regard to elderly, people with limited mobility, people with disabilities.	Community engagement	Rose Bay Centre	Quick win
Improve locals and visitor navigation through the introduction of authentic and engaging wayfinding	Investigate the potential use of wayfinding and precinct identifiers that connect commercial centres of Old South Head and New South Head Road. This may include updating signage or public domain treatments on Dover Road & Wilberforce Avenue.	Strategy, review or plan	Dover Road	Short-term
	Work with LPLALC to investigate opportunities to incorporate traditional aboriginal names or 'dual naming' into key destination signage.	Advocate	Rose Bay (suburb)	Medium-term
	Implement decals, interesting signage, artistic murals and precinct identifiers along New South Head Road to alert visitors to the direction and proximity of the beachfront.	Temporary activation	New South Head Road	Short-term

Rose Bay Centre

Clean, Green, Smart & Sustainable

Strategies	Proposed Actions	Action Type	Location	Priority
Maintain Rose Bay Centre and surrounds as a clean and attractive place for residents, visitors and workers	Improve the overall cleaning and maintenance of Rose Bay Beach through the continuation of Council Led events such as Clean up Australia Day.	Community Engagement	Rose Bay Beach	Short-term
	Continue Council's existing waste management program throughout Rose Bay Centre and identify opportunities for improvement.	Strategy, review or plan	Rose Bay Centre	Quick Win
	Continue to investigate and implement initiatives to improve water quality at Rose Bay	Ongoing	Rose Bay Beach	Short-term
	Encourage community involvement in 'Garage Sale Trail' to minimise waste and promote recycling and reuse.	Community Engagement	Rose Bay (suburb)	Quick Win
Investigate how Smart City technology can respond to challenges and constraints within Rose Bay	Develop short discussion paper identifying areas where smart technology could enhance Rose Bay Centre. This work should cover options for increasing use of public transportation, locations for electric vehicle (EV) charging stations, lighting, and waste management.	Strategy, review or plan	Rose Bay Centre	Medium-term
Promote and encourage sustainability initiatives within the Rose Bay resident, business and visitors community	In addition to the Rose Bay Activation Seating Project, introduce modular planters, facade greening elements and other suitable outdoor furniture to create a 'green buffer' along New South Head Road within the Rose Bay Centre.	Passive activations (semi-permanent)	Rose Bay Centre	Short-term
	Embed, through ongoing promotion, Woollahra Council's 'Our Environment Our Business' program into the Rose Bay Centre.	Marketing & Promotion	Rose Bay Centre	Quick win

Rose Bay West

Community, culture & creativity

Strategies	Proposed Action	Action Type	Location	Priority
Build place awareness and sense of community around Plumer Road shops with a range of temporary and semi permanent initiatives	Develop a site specific place activation strategy to support the streetscape upgrades to Plumer Road Shops	Strategy, review or plan	Plumer Road	Short-term
	Develop a major events target stakeholder map that identifies the owners and producers of major food, fashion, music, arts and cultural events and festivals.	Strategy, review or plan	Plumer Road	Quick win
	Investigate strategic partnerships with existing event operators to bring new audiences to Rose Bay Centre such as Vivid, Sydney Festival, Sydney Design Festival and others.	Partner Activation	Rose Bay (suburb)	Medium-term
Leverage the natural amenity, iconic streetscapes and open spaces within Rose Bay West to host a range of interesting suburban events and activities	Investigate local interest in the operation of a recurring plastic free eco-market near Woollahra Oval 2&3 / Rose Bay Community Garden. This could be cross promoted with Saturday sport to leverage existing foot traffic.	Programmed activation	Woollahra Oval 2	Short-term
	Investigate feasibility of a yearly 'Rose Bay Fun Run' that features Rose Bay Promenade, Lyne Park and the perimeter of Royal Sydney and Woollahra Golf Clubs. The fun run should not only promote the suburb of Rose Bay, but also seek to raise money of a local charitable organisation.	Programmed activation	Plumer Road	Short-term
	Investigate the potential of a 'Plumer Road Festival' that encourages local businesses to undertake their own in-store activations and events.	Programmed activation	Plumer Road	Quick win
	Work with local businesses to establish a range of market and street festival events along Plumer Road including a yearly Christmas market.	Programmed activation	Plumer Road	Quick win
Leverage and enhance 'sporting visitation' from players, visiting clubs, supporters and parents	Bring together local sporting clubs such as Colleagues or Easts Rugby together with local businesses to investigate seasonal cross-promotional opportunities.	Community Engagement	Plumer Road	Short-term

Strategies	Proposed Action	Action Type	Location	Priority
	Work closely with businesses to encourage shopper discounts, meal deal, and other food and beverage offerings to align with Saturday sports within the local catchment	Programmed activation	Plumer Road	Short-term
Incentivise visitation to Rose Bay through the introduction of temporary or permanent public art in key destinations	Undertake an audit of potential surfaces at Plumer Road shops that can be transformed into public murals and connect with landowners.	Strategy, review or plan	Plumer Road	Quick win
	Investigate potential for a ground surface artistic mural at the Woollahra Oval 2 car park.	Strategy, review or plan	Woollahra Oval 2	Short-term

Rose Bay West

Flexible & Activated

Strategies	Proposed Action	Action Type	Location	Priority
Ensure that future streetscape upgrades to Plumer Road incorporates activation elements that enable markets, festivals and major events	Support Plumer Road streetscape upgrade with an activation design review that identifies critical services and amenities required to future proof the proposed development as an 'activation/event ready' location.	Strategy, review or plan	Plumer Road	Short-term
	Liaise with property owners along Plumer Road to identify potential opportunities to reinstate 'back of house' or storage areas along Plumer Road as activated spaces - either for outdoor dining, small-scale events or other flexible uses.	Strategy, review or plan	Plumer Road	Short-term
Investigate and support community led place management models within Plumer Road	Work closely with Plumer Road businesses to develop a businesses working group. The purpose of this group would be to facilitate and organise events, promote shopping initiatives and share place management responsibilities.	Place management	Plumer Road	Short-term
	Enhance outdoor dining experiences and provide COVID-19 support to local food and beverage retailers trade by introducing a 12 month parklets trial to Rose Bay neighbourhood centres.	Strategy, review or plan	Plumer Road	Quick win
	Introduce temporary road closures at Plumer Road shops to and embellish with AstroTurf, seating and umbrellas to onboard the community with the concept of a new streetscape upgrade and future street events.	Strategy, review or plan	Plumer Road	Short-term

Rose Bay West

Vibrant Village Centres

Strategies	Proposed Action	Action Type	Location	Priority
Celebrate and preserve heritage properties, architecture, and design in Rose Bay.	Develop and implement a façade improvement grant program to financially incentivise commercial property owners and tenants to improve the visual appearance and quality of their building façade shopfront, and awning.	Strategy, review or plan	Plumer Road	Quick win
	Starting from Plumer Road, identify potential community groups that could facilitate a walking tour that ties together and celebrates significant heritage Art Deco buildings within the Rose Bay.	Partner activation	Plumer Road	Short-term
	In support of the streetscape upgrades to Plumer Road, investigate temporary seasonal decorative lighting to enhance heritage façades and build upon visual aesthetic of the iconic buildings.	Strategy, review or plan	Plumer Road	Medium-term
Encourage the growth and development of a resilient Rose Bay business community	Work with property owners to audit and unlock underutilised commercial floorspace that can be transformed into temporary or permanent co-working space	Strategy, review or plan	Plumer Road + O'Sullivan Road shops	Short-term
	Facilitate quarterly business information sessions to enable networking opportunities for local businesses	Community engagement	"Plumer Road"	Quick win
Market and promote Plumer Road and O'Sullivan Road as a dining and entertainment precinct	Develop a precinct brand for Plumer Road as a major food and beverage destination for Rose Bay.	Strategy, review, plan	Plumer Road	Medium-term
Support the growth and development of a safe and sophisticated night time economy	Encourage and support businesses to extend opening hours and undertake in-store events and activation such as cooking classes, book readings, fashion talks, 'how to' sessions, social events.	Programmed activation	Plumer Road	Short-term
	Trial the use of one or more kerbside parking spaces along Rose Bay Promenade as a dedicated food truck space. The operation of multiple food trucks in these spaces would be aimed at encouraging walking and cycling along the iconic strip. Food truck offerings would need to complement rather than compete with existing businesses.	Programmed activation	Rose Bay Promenade	Quick win

Rose Bay West

Health & Wellbeing

Strategies	Proposed Action	Action Type	Location	Priority
Encourage and incentivise active and healthy lifestyles through the design of public space within Rose Bay	Work with local residents and fitness groups to develop / map an outdoor 'fitness circuit' that encourages cross-training and movement through multiple areas of Rose Bay. Introduce program temporarily through decals, and temporary signage.	Temporary activation	Rose Bay (suburb)	Quick win
Encourage community capacity building initiatives that enhance social connectedness and sense of place during period of state-wide pandemic lockdowns	Work with community groups to establish a Rose Bay art prize that encourages Rose Bay residents and businesses to embrace creativity and connect to their neighbourhood	Temporary activation	Rose Bay (suburb)	Quick win
	Investigate the possibility of establishing 'ghost kitchens' or flexible commercial food preparation spaces within Plumer Road shops	Strategy, review or plan	Rose Bay (suburb)	Quick win
	Work with iconic and well known local cafés and restaurants to promote high quality 'take away' food and beverage options for local residents.	Partner activation	Rose Bay (suburb)	Quick win

Rose Bay West

Connected & Accessible

Strategies	Proposed Action	Action Type	Location	Priority
Improve the connection and accessibility throughout Rose Bay West	Investigate the potential of implementing safe pedestrian and cycling paths through Woollahra Golf Club to enhance connectivity from O'Sullivan Road to Lyne Park, Rose Bay Ferry Terminal and Rose Bay Centre.	Strategy, review or plan	Woollahra Golf Club	Short-term
	Investigate options for an integrated wayfinding system that links Rose Bay Promenade, Plumer Road, Woollahra Golf Club and Rose Bay Community Garden other key locations within the suburb.	Strategy, review or plan	Rose Bay (suburb)	Short-medium term

Rose Bay West

Clean, green, smart & sustainable

Strategies	Proposed Action	Action Type	Location	Priority
Investigate how Smart City technology can respond to challenges and constraints within Rose Bay	Investigate suitable locations throughout Rose Bay West for the implementation of Electric Vehicle (EV) charging stations.	Capital Works	Rose Bay West	Medium-term
	Embed through ongoing promotion, Woollahra Council's 'Our Environment Our Business' program into Plumer Road	Marketing & Promotion	Plumer Road	Quick win
Maintain Rose Bay Promenade and surrounds as a clean and attractive place for residents and visitors	Continue Council's existing waste management program throughout Rose Bay Promenade and identify opportunities for improvement.	Strategy, review or plan	Rose Bay Centre	Quick Win
	Work with local residents and businesses to further embellish the streetscape of O'Sullivan Road. This may include modular herb gardens, temporary Christmas lights or up lighting in mature tree plantings, or even pop up book exchanges.	Advocate	O'Sullivan Road	Short-term

Lyne Park Precinct

Community, culture & creativity

Strategies	Proposed Actions	Action Type	Location	Priority
Build place awareness and sense of community around Lyne Park with a range of temporary and semi-permanent activation initiatives.	Work closely with Rose Bay residents, sporting clubs, community groups and businesses to develop an annual events/ activation program for Lyne Park + Tingira Memorial Reserve.	Strategy, review or plan	Lyne Park Tingira Memorial Reserve	Quick Win
	Investigate the suitability of a temporary mobile coffee vendor or converted shipping container on the eastern edge of the Tingira Memorial Reserve to activate and promote interest in the site.	Temporary activation	Tingira Memorial Reserve	Short-term
	Investigate options for a in a baseline 'place activation' kit including seating, umbrellas and other modular elements test and enable quick and easy temporary activation of spaces within Lyne Park.	Temporary activation	Lyne Park	Quick Win
Leverage the wide open space of Lyne Park to encourage community building initiatives.	Seek community interest in a food and wine inspired 'Long Table Lunch' event that brings together residents, visitors and workers to enjoy Lyne Park in a culinary sense. This sort of event could partner with local popular food and beverage businesses	Programmed activation	Lyne Park	Short-term
	Investigate the feasibility of a recurring fortnightly or monthly farmers market a Lyne Park.	Partnership Activation	Lyne Park	Short-term
	Work with existing businesses within Lyne Park to encourage outdoor dining opportunities - both in terms of hours of operation and potential locations for space.	Advocate	Lyne Park	Short-term
Re-imagine and improve the useability of existing parks and open spaces to create informal public gathering spaces and magnetic destinations.	Facilitate a community workshop to support the future masterplanning of Lyne Park and Tingira Memorial Reserve.	Community engagement	Tingira Memorial Reserve	Short-term
	Explore site sensitive initiatives that can be undertaken to promote Tingira Memorial Reserve as an informal public gathering space.	Capital works	Tingira Memorial Reserve	Medium-term
	Ideate improvement opportunities that enhance the utility and activation of Tingira Memorial Reserve such as new pedestrian and ambient lighting, footpath upgrades, and a licensed café/ bar.	Capital works	Tingira Memorial Reserve	Short-term

Strategies	Proposed Actions	Action Type	Location	Priority
Celebrate and preserve local Aboriginal history, language, stories and culture.	Work with LPLALC to investigate opportunities for incorporating aboriginal elements into local signage and wayfinding to increase cultural awareness and connect people to place. This should occur in Rose Bay Park which is visible from this precinct.	Strategy, review or plan	Rose Bay Park	Short-medium term
Explore opportunities to use Lyne Park and Tingira Reserve as an open air gallery.	Leverage the stunning natural amenities such as the Lyne Park, Tingira Memorial Reserve, and Rose Bay Beach to create a continuous 'Art Walk' event.	Programmed activation	Lyne Park Tingira Memorial Reserve	Short Term
	Identify locations within Lyne Park that may be suitable for groundplane or ground surface artworks. This may be, for example, a mural or artwork along appropriate pathways throughout Lyne Park	Partner activation	Lyne Park	Short Term

Lyne Park Precinct

Flexible & Activated

Strategies	Proposed Actions	Action Type	Location	Priority
Employ a holistic place-based approach to design and implement a new masterplan for Lyne Park and Tingira Reserve	Develop a site specific place activation strategy for Lyne Park and Tingira Memorial Reserve to support future masterplanning.	Strategy, review or plan	Lyne Park Tingira Memorial Reserve	Medium-term
	Undertake an audit to identify optimal activation zones that would be suitable for programmed events and activities, temporary embellishment or flexible use.	Strategy, review or plan	Lyne Park	Short-term
Invest in upgrades and infrastructure to enable Lyne Park to become a markets, festivals and major events site	Undertake an activation design review Lyne Park and Tingira Memorial Reserve to identify the critical services and amenities required to future proof the proposed development as 'activation/event ready' location.	Strategy, review or plan	Lyne Park Tingira Memorial Reserve	Short-term
	Develop a major events target stakeholder map that identifies the owners and producers of major food, fashion, music, arts and cultural events and festivals.	Strategy, review or plan	Lyne Park Tingira Memorial Reserve	Quick win
	Investigate the feasibility of 'umbrella consents' across major open space assets that enable Lyne Park to be 'pre-approved' as a hire-able event space. Carrying capacity of the park, the scale and intensity of use needs to be considered.	Strategy, review or plan	Lyne Park Tingira Memorial Reserve	Short-term
	Investigate low-impact multi-functional storage structures within Lyne Park for seating, marquees, umbrellas, festoon lighting and other event / activation related equipment.	Capital works	Lyne Park	Short-term
	Develop an 'events tool kit' that informs the public of all pre-approved event sites, accepted events, attendee capacity, noise restrictions, generic templates and forms, and information on approvals processes.	Strategy, review or plan	Lyne Park	Short-term

Strategies	Proposed Actions	Action Type	Location	Priority
Enhance the pedestrian and visitation experience along the waterfront areas of Lyne Park by programming a range of temporary and semi-permanent events, activations and tactical interventions	Investigate ways to diversify food and beverage offerings within Lyne Park whilst complimenting existing leaseholders within the area.	Passive activations (semi-permanent)	Lyne Park	Short-term
	Introduce a fortnightly food truck night over summer months on the water at Lyne Park	Programmed activation	Lyne Park	Quick win
	Investigate suitable locations for temporary open-air cinema in Lyne Park.	Partnership Activation	Lyne Park	Quick win
	Develop an event concept for a Rose Bay Music Festival centred around Lyne Park that extends out to multiple other smaller intimate venues and performance spaces in nearby pocket parks, street corners and pubs.	Programmed activation	Lyne Park	Short-term

Lyne Park Precinct

Connected & Accessible

Strategies	Proposed Actions	Action Type	Location	Priority
Create a sense of welcome at entry points into and within Lyne Park	Undertake a review of the key places, spaces and tree plantings within the Lyne Park that could be enhanced by ambient lighting projects - up-lighting, interactive lighting, or catenary festoon/ bud light treatments.	Capital works	Lyne Park Tingira Memorial Reserve	Quick win
Prioritise inclusivity, equity, accessibility and safety in Lyne Park & Tingira Reserve	Undertake early engagement with Council's community and cultural team to ensure that inclusivity, equity, accessibility and safety are embedded into future master planning of Lyne Park & Tingira Memorial Reserve	Community engagement	Lyne Park Tingira Memorial Reserve	Quick Win
	Canvas community feedback on accessibility needs to inform future public realm design to and from Lyne Park site with particular regard to elderly, people with limited mobility and people with disabilities	Community engagement	Lyne Park Tingira Memorial Reserve"	Quick Win
Enhance connectivity and accessibility of Lyne Park and Tingira Reserve to other critical parts of Rose Bay	Develop a plan or strategy that investigates the feasibility of a continuous waterfront pedestrian/ cyclist route linking Bellamy Beach, Rose Bay Promenade, Lyne Park, Percival Park, to Dumaresq Reserve and the entrance to the Heritage Walk.	Strategy, review or plan	Lyne Park Tingira Memorial Reserve	Medium-term
	Install bike racks into key location within Lyne Park and Tingira Memorial Reserve to promote cycling as a mode of transport to and from the park.	Capital Works	Lyne Park Tingira Memorial Reserve	Quick win
	Identify suitable upgrade options for the bike shed at ferry wharf to increase storage capacity, functionality and use as a bike maintenance facility.	Capital works	Lyne Park	Short-term
	Design and implement a consistent and unique wayfinding strategy that can assist locals and visitors navigate their way around Lyne Park and to other place anchors such as Rose Bay Promenade, Plumer Road shops, and Rose Bay Centre.	Capital works	Lyne Park	Short-term

Lyne Park Precinct

Health & Wellbeing

Strategies	Proposed Actions	Action Type	Location	Priority
Encourage a range of health and fitness recreation activities within Lyne Park	Introduce a program of activity that increases recurring passive recreation or cultural activities and activate recreation and fitness programs for people with disabilities.	Programmed activation	Lyne Park Tingira Memorial Reserve	Short-term
	Partner with local fitness, health and well being organisations to enable regular programming of outdoor fitness activities such as yoga, pilates, and boot camps.	Partner Activation	Lyne Park	Quick win
	Promote Lyne Park as a potential 'arrival zone' for major fitness events such as marathons and city wide fun runs.	Partner Activation	Lyne Park	Quick win
Ensure that Lyne Park is flexible and adaptable to changing circumstances	Undertake a review of Lyne Park to identify required infrastructure to ensure that patrons can use the green space safely in the context of the global COVID-19 pandemic. This should be used to support future masterplanning.	Strategy, review or plan	Lyne Park	Quick win
Embrace and encourage a sense of play within Lyne Park that meets the needs and aspirations of all users	Introduce a range of different playscapes and games such as giant chess, table tennis tables, and connect four sets.	Temporary activation	Lyne Park Tingira Memorial Reserve	Quick win
	Encourage adventure and play amongst children by incorporating interesting and authentic design features in future park such as integrated obstacles courses.	Advocate	Lyne Park Tingira Memorial Reserve	Quick win
	Investigate the possibility of additional water craft storage for local residents.	Strategy, review or plan	Lyne Park Tingira Memorial Reserve	Quick win

Lyne Park Precinct

Clean, Green, Smart & Sustainable

Strategies	Proposed Actions	Action Type	Location	Priority
Investigate how Smart City technology can respond to challenges and constraints within Lyne Park and Tingira Memorial Reserve	Develop a 'Smart Park Strategy' that identifies suitable smart infrastructure upgrade opportunities for Lyne Park.	Strategy, review or plan	Lyne Park	Short-term
	Continue to progress Electric Vehicle (EV) charging strategy within to support existing car parks in Lyne Park.	Capital Works	Lyne Park	Medium-term
	Develop a short discussion paper on available smart parking technologies suited to Lyne Park including recommendations and associated costs	Strategy, review or plan	Lyne Park	Short-term

Next Steps



7.1 Next Steps

Implementing the plan

The implementation of the Rose Bay Place Plan will be drafted, exhibited, and adopted by Woollahra Municipal Council. The allocation of responsibility will vary depending upon what has been proposed.

Some of the identified initiatives will be used to inform further investigations, capital works improvements, placemaking projects, and strategies delivered by Council.

However, our collaborative approach will enable some initiatives to be delivered by interested land and property owners, local businesses, sporting clubs and other identified community groups.

Importantly, the Place Plan does not commit Council to the delivery of any specific item. The funding of any identified actions or strategies within this draft Place Plan would be subject to further consideration and integration with Councils Delivery Program and Operational Plan.



Adopting the Rose Bay Place Plan

The adoption of the Rose Bay Place Plan will be preceded by the following key steps:

- Council resolution to publicly exhibit the Draft Rose Bay Place Plan 2022-2025
- Review and evaluate public submissions
- Amend Draft Rose Bay Place Plan in accordance with submissions received.
- Report to Council to consider adoption of the Draft Rose Bay Place Plan 2022-2025

Have your say

It's easy to have your say. Just login or register for Your Say Woollahra and make a submission before [Exhibition close date].

All submissions made before the closing date will be considered in the final report, which will be submitted to Council for consideration.



Appendix 1

Community Survey Data

A1.1 Key themes emerging from Survey Data

Which public place in Rose Bay needs to be revitalised the most?

Response Categories	Percentage
Rose Bay Beach	18.63%
Carparking areas	9.63%
Rose Bay Foreshore	7.76%
Lyne Park	7.76%
Footpaths generally	6.21%
Areas with trees	4.97%
Pannerong Reserve	4.97%
NSH Road Commercial Centre	3.73%
Parks	3.11%
Traffic management	3.11%
OSH Rd Commercial Centre	3.11%
Existing bike paths/ cycleways	2.48%
Shopping areas	2.17%
Dover Rd	2.17%
Tingira Memorial Park	1.86%
Areas with additional seating	1.86%
Roads	1.24%
Areas with development	1.24%
Community Gardens	0.93%
Rose Bay RSL	0.93%
Rose Bay Park	0.62%
Newcastle St	0.62%
Percival Park	0.62%
Neilson Park	0.31%
Woollahra Golf Course	0.31%
Fernleigh Ave	0.31%
Norwich Road	0.31%
Ferry Terminal	0.31%
Dumaresq Reserve	0.31%
Plumer Rd	0.31%

Any other comments you would like to add?

Response Categories	Percentage
Avoid overdevelopment	24.40%
Traffic improvements required	15.48%
Additional parking required	13.10%
Improve and enhance open space	7.14%
Additional waste facilities required	5.95%
More bike paths/cycleways	5.36%
Improved public transport options	4.76%
Footpath upgrades required	2.98%
More outdoor fitness amenities	2.38%
Boats	1.79%
More native tree planting	1.79%
More variety of shops	1.79%
Community centre	1.19%
Facilities	1.19%
Footpath gardens	1.19%
Community Gathering Spaces	1.19%
Outdoor dining	1.19%
Public art	1.19%
Street amenities	1.19%
Better / greater amount of restaurants	1.19%
more dog friendly space	1.19%
Live Music/entertainment	0.60%
Pop up bars	0.60%
Additional seating	0.60%
EV Charging	0.60%

A1.1 Key themes emergin from Survey Data CONTINUED

What kind of businesses do you wish you had in Rose Bay?

Response Categories	Percentage
It's a good mix now	21.76%
More restaurants	15.90%
More variety of food options	8.68%
Bars	7.74%
Cafes	6.07%
Take away	5.65%
Specialty retail	4.92%
Health	3.87%
Outdoor dining	3.77%
Hardware/Electronics	3.56%
Clothing retail	3.24%
Small businesses	2.72%
Community centre/Library	2.72%
Parking	2.09%
Residential commercial area	1.26%
Shops for young people	1.15%
Pubs	1.05%
Greater spread of businesses	0.94%
Banks	0.73%
Harbour view dining	0.73%
Dog friendly	0.52%
Public transport	0.42%
Open space	0.31%
Function centre	0.21%
Casual dining	0.00%
Grand Total	100%

What kind of things would you like to have more of in Rose Bay?

Response Categories	Percentage
Additional parking	16.00%
Better /more affordable / greater amount of	11.06%
Restaurants	10.82%
Outdoor dining	9.18%
Open Space	7.29%
Street + laneway festivals	4.24%
Traffic management	3.53%
Markets	3.53%
Community Gardens	3.53%
Development controls	2.82%
bike paths/Cycleways	2.59%
Facilities	2.35%
Community Gathering Spaces	2.35%
More toilets	2.12%
more dog friendly space	2.12%
More variety of shops	1.88%
additional waste facilities	1.65%
Street amenities	1.65%
outdoor fitness amenities	1.65%
Live Music/entertainment	1.41%
Community centre	1.41%
Footpath gardens	1.18%
Additional seating	0.94%
community events	0.94%
Native Tree Planting	0.94%
Beach maintenance	0.71%
Environment sustainability initiatives	0.71%
Pop up bars	0.47%
bike storage	0.47%
Sporting groups	0.24%
Grand Total	100.00%

Appendix 2

Preliminary Stakeholder Map

A2.1 Stakeholder Mapping

Early in the planning stages of this plan we undertook a preliminary stakeholder mapping exercise.

Having a comprehensive understanding the community in which we are planning enables us to

- Plan and enable more authentic, targeted community engagement activities
- Gather insights and knowledge from multiple different user groups
- Identify, where possible, delivery partners for recommended actions.

This exercise was not to list every single business or interested part, but more to understand key stakeholders within the physical landscape.

Community Interest Groups	<ul style="list-style-type: none"> • Rose Bay Beach Working Party • Rose Bay Community Garden • Rose Bay Probus Club Inc 	<ul style="list-style-type: none"> • Garden Clubs of Australia • Rose Bay Residents Association • Vaucluse West Residents Association
Religious Organisations	<ul style="list-style-type: none"> • Rose Bay-Vaucluse Unity Church • Greek Orthodox Church of Rose Bay • Kehillat Kadimah Synagogue 	
Sporting / Recreational Clubs & Associations	<ul style="list-style-type: none"> • Woollahra Golf Club • Woollahra Sailing Club • Rotary Club of Rose Bay • Easts Rugby Club • Colleagues Rugby Club • Sydney Sea Planes 	<ul style="list-style-type: none"> • Goal Soccer Academy • Lyne Park Tennis Centre • Sydney Harbour Surf Club • Royal Sydney Golf Club • Pacific Boating Rose Bay • Club Rose Bay
Schools/ educational institutions/ youth organisations	<ul style="list-style-type: none"> • Kincoppal Rose Bay • Cranbrook College • Rose Bay Public School • 3rd Rose Bay Judean Rovers (Scouts) 	<ul style="list-style-type: none"> • Rose Bay Secondary College • McAuley Catholic Primary School • Kambala School
Digital / Online Groups	<ul style="list-style-type: none"> • Rose Bay, Bondi, Vaucluse, Double Bay, Bondi Junction, Community Group • Rose Bay Community and Business 	

A2.2 Local Audience Profiles

Who are we planning for?

In order to assist in the design and implementation of a successful place plan, Woollahra Municipal Council has developed a simple framework that identifies target user groups or people typologies.

This piece of work was undertaken to gain a more accurate understanding of needs, wants and place aspirations of the people of Rose Bay.



Young Families

Over a quarter of all households in Rosebay in 2016 were made up of young families with children (27%), which is slightly higher than the Sydney statistical average (22%). We can see this reflected in the high presence of the 'parents and home builders' demographic, aged between 35 and 49 years old, which comprise 22% of the suburb's population.

A targeted place plan for Rose Bay needs to consider the provision of amenities for kids such as accessibility to playgrounds and childcare facilities. Conversely, we need to consider the changing social lifestyles of this age group such as the provision of night time entertainment opportunities that are local and are child friendly.



Young Professionals

Whilst marginally lower than the Sydney statistical average (16.1%) there is still a considerable prevalence of young professionals (represented in the 'young workforce' aged 25 – 34 years) – it's the second largest age group in the suburb at 15.1%.

This is the highly active consumer group who engage with popular culture, live music, cultural performances and pub and bar culture.



Double Income No Kids (DINK's)

Importantly, the proportion of couples without children in Rose Bay in 2016 was 25.6%, which represents a quarter of the overall suburb population.

Combined with an average age of 38-years old, it is reasonable to make the assumption that there is a demographic group with a significant amount of high disposable incomes.

Arguably, this age group can represent a stage of life where priorities shift. High end food and beverage experiences, investment in health and well-being, are increasingly important factors.

A2.2 Local Audience Profiles CONTINUED



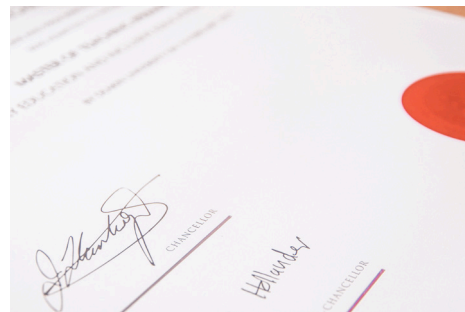
Empty Nesters, Seniors & Singles

The Rose Bay Place Plan must consider rapidly emerging groups. The largest change in family/household types in Rose Bay between 2011 and 2016 was 'lone person' (an additional 63 households).

A declining household size may be attributed to children leaving the area when they leave home, an increase in retirees settling in the area, or an attraction of young singles. We know with certainty that Rose Bay's largest age group change between 2011 and 2016 was seniors (70-84) with an increase of 109 people.

In light of this, it's important to consider issues such as social isolation and loneliness in planning for Rose Bay.

Creating inclusive and equitable public space that fosters community and community connection is integral.



Affluent & Educated

It can be seen through ABS data from 2016 that 42.7% of the Rose Bay community has achieved a tertiary education level of bachelor degree or higher.

This is considerably higher than the Sydney statistical average of 28.3%. Whether or not a parallel can be drawn about how this education level translates into success and wealth, Rose Bay residents median weekly household income in 2016 was \$2,270 which is 25% higher than the Sydney statistical average.

The significantly higher education attainment levels may also highlight the value Rose Bay residents place upon education itself. After all, there are a handful of Sydney's premier private schools in and around Rose Bay such as Cranbrook, Rose Bay Primary School, Kambla School, and Kincoppal-Rose Bay.



The Health Conscious

Available data has shown that the most common place subtype is Health and Wellness. This category not only refers to places such as Medical Centres and specialists but also clusters that are centered around wellness and lifestyle such as gyms, yoga studios, massage therapists and alternative medicine practitioners.

Additionally, health and recreational facilities and open space assets are well utilised within Rose Bay. The people of Rose Bay value the importance of exercise, active lifestyles and maintaining good physical and mental health.

A2.3 Local Audience Profiles CONTINUED



The 'Gig Economy' Workforce

Available data has revealed that 'Professional Services' are the largest industry group located within the Woollahra LGA.

It is critical that place planning for Rose Bay considers the resident cohort of gig economy workers across professional services and home business occupations.

Also known as the 'on-demand economy', this worker segment has evolved drastically in the last decade or so. Spanning customers, contractors, employees, investors and beyond, millions of people form part of the gig economy chain in 2021.

It is important to consider, particularly given the rise of remote working through the global pandemix, how this place plan can respond to their needs of flexible working space.



The Foodies

Dining and entertainment has been identified as the top spend category across the Woollahra LGA, with our local foodies seeking to try new bars, restaurants, and food and beverage experiences.

Rose Bay is home to a rapidly growing online community who are making successful careers out of staying up-to-date on food trends and learning about food culture and history.

Our foodies of Rose Bay have a range of restaurants and food and beverage experiences on offer. The diversity of food and beverage experiences is highly valued amongst this group.



Travellers & Adventurers

Our data has identified a significant group of well-travelled folks who have an expectation for experiences and culture.

With recent travel restrictions impacting this segments mobility, there's a growing desire for more local experiences around culture and entertainment, and opportunities to explore.

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XX Month 20XX